



DIGITALISATION IN INDIA

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Abstract

Digital India programme is full of happenings and it has gained good coverage in national and international media too. Objective of this report is to perform a reality check on the status of Digital India. This report contains information collected from newspapers, journals, government/non-government sources and third party sites (External Sites). This research is not done for any commercial purpose; it is intended to provide relevant facts and information related with Digital India. It's a Digital India encyclopaedia that covers different aspects of Digital India programme. This report will help you in understanding the pace and direction in which Digital India programme is moving. Our Prime Minister used to say that "21st century is the century of knowledge" and I believe that this report will help you in becoming a knowledge citizen. Digital India was launched by the Prime Minister of India Shri. Narendra Modi on 2 July 2015 - with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. Digital India consists of three core components. These include: The creation of digital infrastructure, delivery of services digitally, literacy. In this study we try to bring out various steps taken to digitalise India speedily.

Keywords: Digital India, Digital Infrastructure, Knowledge, Digital Literacy

Introduction

Digitalisation, as we call it today, is sweeping across every aspect of our daily lives in all possible ways. Right from gathering the news we find in the newspapers every morning to the billing process at our neighbourhood grocery shop, it is digital technology that is making tasks faster and more accurate. The impact of digital technologies is prevalent in every spectrum of our lives and consequently the current era is also termed as the "digital age". The process of digitalisation started some five decades back with the advent of computing technologies and digital electronics. Today digitalisation can be seen as a tool of transformation which extends beyond our lifestyle to the way we transact, interact and conduct business. Across all sectors, be this communication, media, healthcare, retail and manufacturing, we are increasingly seeing the use of digital technology. The landscape of this digital age is increasingly being driven by innovations in e-communications, e-commerce and ever increasing deployment of the internet to create economies based on high technology, massive communication, knowledge creation and innovation. It is important to understand



and appreciate the factors that are ushering in such changes and how these are impacting the modern day business.

Digital India programme is full of happenings and it has gained good coverage in national and international media too. Objective of this report is to perform a reality check on the status of Digital India. This report contains information collected from newspapers, journals, government/non-government sources and third party sites (External Sites). This research is not done for any commercial purpose; it is intended to provide relevant facts and information related with Digital India. It's a Digital India encyclopaedia that covers different aspects of Digital India programme. This report will help you in understanding the pace and direction in which Digital India programme is moving. Our Prime Minister used to say that "21st century is the century of knowledge" and I believe that this report will help you in becoming a knowledge citizen.

Digital India – Overview

Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. Digital India consists of three core components. These include, the creation of digital infrastructure, delivery of services digitally, digital literacy. Digital India was launched by the Prime Minister of India Shri. Narendra Modi on 2 July 2015 - with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. and it is centered on three key areas – Digital Infrastructure as a Utility to Every Citizen, Governance & Services on Demand and Digital Empowerment of Citizens. The Government of India entity Bharat Broadband Network Limited which executes the National Optical Fibre Network project will be the custodian of Digital India (DI) project. BBNL had ordered United Telecoms Limited to connect 250,000 villages through GPON to ensure FTTH based broadband. This will provide the first basic setup to achieve towards Digital India and is expected to be completed by 2017.

The government is planning to create 28,000 seats of BPOs in various states and set up at least one Common Service Centre in each of the gram panchayats in the state. The 2016 Union budget of India announced 11 technology initiatives including the use data analytics to nab tax evaders, creating a substantial opportunity for IT companies to build out the systems that will be required. Digital Literacy mission will cover six crore rural households. It is planned to connect 550 farmer markets in the country through the use of technology.



Pillars of Digital India

The Government of India hopes to achieve growth on multiple fronts with the Digital India Programme. Specifically, the government aims to target nine 'Pillars of the Digital India' that they identify as being:

1. Broadband Highways and Universal Access to Mobile Connectivity and Public Internet Access Programme and e-Governance – Reforming Government through Technology.
2. eKranti - Electronic delivery of services and information for all and electronics manufacturing, digital or IT for Jobs and early Harvest Programmes.

Digital India Products

The services/products that are launched under this program are many and we will see many more such products in future too, a number of digital products like portals, apps and some research institutes have been launched under Digital India.

First set of Products/Services of Digital India was launched in the month of July 2015, during Digital India Week:

- Digital Locker, National Scholarship Portal, e-Hospital, e-Sign, digitize India Platform, digital India portal and mobile app, my Govt Mobile App, Swatch Bharat Mission App, Bharat Net, BSNL NGN (Next Generation Network), BSNL Wi-Fi Hotspots, Center for Flexible Electronics, Center of Excellence for Internet of Things (IoT).

Second set of Products/Services was launched in the month of December 2015, during Good Governance Week:

- Launch of National Centre of Geo-Informatics for use of GIS in government and Announcement of Setting up of NIC Data Centre at Bhubaneswar, initiating empanelment for private cloud services providers for e-governance.
- Inauguration of Wi-Fi hotspots at Har ki Pauri, Haridwar and Dargah Sharif, Ajmer.
- Dedication of 1 million connections with Next Generation Network (NGN) capacity.
- 251 post office ATMs, launch of e-Payment Portal for enabling 100% e-payment across country.
- Mobile App for Digital Locker account holders, transfer of Text To Speech Technology in 9 Indian Languages, developed by a consortium of 12 institutes led by IIT Chennai. Rural ICT project for post offices- installation of solar panels to enable



rural post office as multi-service delivery centres and Post Terminals were also launched.

- CBS post office- 12000 post office to offer core banking solution, announcement of Pan India Free Incoming Roaming Facility for MTNL Customers from New Year. -- Special Manpower Development Program for Chips to System Design.
- Launch of Olabs for CBSE Schools- virtual laboratory for Class IX to Class XII and Information Security Education and Awareness (ISEA) Phase-II- creating capacity and awareness for 1.44 lakh person through 45 participating institutions.
- Digital India e-Newsletter –electronic monthly newsletter from DeitY starting December 2015 and All India BPO Promotion Scheme- creating 48,300 BPO seats in Tier II and Tier III towns.
- North East Business Process Outsourcing Promotion Scheme- dedicated first BPO center at Guwahati and announcement of setting up of New STPI Centres in Bihar, Odisha and Uttar Pradesh.
- Transfer of Technology for “ICT Centre on Tactile Graphics” at IIT Delhi and Digital Programmable Hearing Aid (DPHA), indigenously developed by CDACThiruvananthapuram. Mobile Towers in Naxalite areas (LWE) in Madhya Pradesh.

Digital India MoUs

Prime Minister Narendra Modi’s foreign trips are a favourite topic of discussion among critics and perception makers, but the reality is different. This section covers information about those MoUs and agreements that are signed during Mr. Narednra Modi’s foreign tours and as a part of his foreign policy. We have included only those MoUs/agreements that will have a direct or indirect impact on Digital India particularly those that will promote entrepreneurship, innovation, research, MoUs in telecom and broadband sector, MoUs for smart cities/villages, Mobile/Cloud technology and EODB (Ease of Doing Business) related. Because I believe that these factors will influence the Digital India programme. India entered in to the MoUs with the countries like US, Japan, Australia, Singapore, Germany, France ,China, UK, Russia, UAE, Malaysia.

Digital India for Rural India

Digital India’s one of the main objectives is utilizing technology for the benefits of rural India. As a part of the Digital India programme 2.5 lakh Gram Panchayats are to be connected by National Optic Fibre Network in next three 3years through seven lakh kilometres of Optic Fiber Cable. A concept of Digital Village is designed where one block in every state will be selected to ensure that technology can be used to deliver education and healthcare services. These assumptions that Digital India is only for rich and technology



cannot solve the problems of rural India are not correct. The figure and facts shared in this section will give you an idea that how technology can solve the most complex problems of rural and remote areas and how a leadership with right intention can make this happen...our Prime Minister Mr. Narendra Modi has always emphasized on the need of developing a prosperous Rural India. Digital India Schemes for Rural India are,

- Wi-Fi Hotspots in Rural India and Intel's 'Ek Kadam Unnati Ki Aur' initiative.
- Vanga Nageshwari- A farmer's daughter is leading Intel's digital village and ICICI Bank's Digital Village.
- NIELIT and Snapdeal signed MoU for rural entrepreneurs and Rural post offices to provide online services.
- Arogya Sakhi and 'SEHAT' telemedicine.
- Digital India: Chikkamagaluru district ranks first in the State and Microsoft signed MoU with AP Govt.
- Muzaffarnagar best performer in state during Digital India Week, urban Clusters, Call centres in mofussil towns and India Post would be launching payment banking.

Partnership

Digital India Week

At the launch ceremony of Digital India Week by Prime Minister Narendra Modi in Delhi on 1 July 2015, top CEOs from India and abroad committed to invest 224.5 lakh crore(US\$3.3 trillion) towards this initiative. The CEOs said the investments would be utilized towards making smartphones and internet devices at an affordable price in India which would help generate jobs in India as well as reduce the cost of importing them from abroad.

Silicon Valley

Leaders from Silicon Valley, San Jose, California expressed their support for Digital India during PM Narendra Modi's visit in September 2015. Facebook's CEO, Mark Zuckerberg, changed his profile picture in support of Digital India and started a chain on Facebook and promised to work on Wi-Fi Hotspots in rural area of India. Google committed to provide broadband connectivity on 500 railway stations in India. Microsoft agreed to provide broadband connectivity to five hundred thousand villages in India and make India its cloud hub through Indian data centres. Qualcomm announced an investment of US\$150 million in Indian startups. Oracle plans to invest in 20 states and will work on payments and Smart city initiatives. However back home in India, cyber experts expressed their concern over internet.org and viewed the Prime Minister's bonhomie with Zuckerberg as the government's



indirect approval of the controversial initiative. *The Statesman* reported, "Prime Minister Narendra Modi's chemistry with Facebook CEO Mark Zuckerberg at the social media giant's headquarters in California may have been greeted enthusiastically in Silicon Valley but back home several social media enthusiasts and cyber activists are disappointed."

Conclusion

Digital India' is a revolution in itself. The 'digital India' will be possible in three areas--all gram panchayat are to be connected, all government services should be provided on digital platform and the aim is to strengthen every Indian, keep them informed and educated in terms of digital platform. Technology can benefit in reducing capital losses of massive magnitude. Introduction of M2M in agriculture supply chain alone can help save up to 18 to 20 per cent of product cost. India is set for a "digital revolution" as it implements an \$18 billion programme to expand high-speed Internet access and offer government services online. This includes broadband for 250,000 cluster of villages at a cost of \$5.9 billion. The entire Nation has joined hands to make the dream of a Digital India into a reality. Youngsters are enthusiastic, industry is supportive and the government is proactive. India is yearning for a digital revolution. Start-ups are the engines of exponential growth, manifesting the power of innovation. Several big companies today are start-ups of yesterday. We want India to emerge as the Innovation Hub where the next big ideas emerge, driven by the power of technology.

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