



DIGITAL REVOLUTION IN INDIA

***DR. M. NIRMALA.**, Associate Professor & Head Department of Professional Accounting and Accounting & Finance, Hindusthan College of Arts & Science(Autonomous) Coimbatore. TN INDIA

****P. PAVITHRA.**, Research Scholar, Department of Professional Accounting and Accounting & Finance, Hindusthan College of Arts & Science(Autonomous) Coimbatore. TN INDIA

Abstract

The E-Commerce is prospered and stands for booming growth in Rural India. Their success depends on the understanding of the market, quantity of consumers and offering various features. This is an impact of digital India in the future of E-Commerce in Rural India; represent the various opportunities for vendors, consumers, E-Commerce Industries and factors influencing trust in rural Indians. We found that the Overall E-Commerce will increase drastically coming years in the emerging market. While rural area availability of internet or broadband is lower as compare to urban area but Government's dream project Digital India will control or fixed this gap which increases the mass of consumers for E-Commerce world through spreading business using social commerce (Face book Commerce, Twitter Commerce), mobile commerce etc. with adopting Digital India project features like creation of digital infrastructure and digital literacy. Combination of E-Commerce and Digital India project make easier contact can be made to anywhere in the world in seconds. By online trading, businesses open themselves in global market place.

Keywords: E-Commerce, Digital, Internet Access, Government, Growth

Introduction

India is poised to revolutionize the service industry, in such a way that borrowing, saving and transferring money could happen as swiftly as sending an email. This technological leap enables India to rely more on services and domestic consumption even as world trade is slumping. A nationwide government initiative encouraging financial inclusion and bank accounts, combined with biometric-based unique identification numbers, has positioned the country for a surge of growth, explains Nandan Nilekani, former chairman of UIDAI, which launched the massive digital platform for providing India's billion-plus people with Aadhar numbers. Based on iris scans, the numbers already authenticate 100 million transactions per day. India's digital world has witnessed tremendous growth in the past decade. The telecom sector, in particular, saw an explosive growth in its mobile subscriber base, cheaper mobile



services and the introduction of mobile number portability and 3G services. The entertainment sector also took to the trend with more and more Indians logging onto the the World Wide Web. However, the broadband subscriber base is still low. Shivani Shinde & Priyanka Joshi brings to you an overview of the growth story in the past decade.
 Telecom

The decade certainly belonged to the telecom sector. While the average revenue per user (APRU) continued a downward trend, India logged the fastest growing mobile user base globally, after China. The mobile user base has grown 110 times since 2001. However, the landline user base fell considerably.

Internet

While Indian users made their presence felt on the Internet, the overall Internet subscriber base in India remained disappointing. The problems that plagued 2001 seemed to persist. At present, Internet penetration is approximately 0.8 per cent, while the country’s tele density stands at 60.99 per cent (September 2010).

Growth of Internet in India

- Commercial Internet was introduced by VSNL on 15th August 1995
- o In 2002 we reached 10 million users
- o 100 million users in 2011
- o 200 million in 2013
- o 200 million in 2015
- o And is expected to reach 500 million users by 2018 and is now adding more than 6 million new users every month
- This number has grown by 25 times in the last 12years at a compounded rate of over 30 percent year-over-year

The 2018 Internet Population will be older, more rural, more gender balanced, more mobile and more language

	2013	2018
Older	60% under 25	54% over 25
Rural	29% rural	40-50% rural
Gender balances	2.6 men online for every woman online	1.9 men for every woman among 18-24 years olds

Mobiles	60-70% of users	70-80% of users
Mobiles	45% of users use vernacular content	<ul style="list-style-type: none"> 62% print media market language in 2013 70-90% Indians do not speak English, less than 1% speak as primary language

Mobile Broadband Growth in 2014

- ❖ Mobile Internet traffic surpassed desktop internet usage in May 2012
- ❖ 74% rise in mobile data traffic
- ❖ 3G data consumption was 52% of the total data consumption in Dec 2014 (42% in Jan 2014)
- ❖ Average 3G user consumed 3.2 times more data than a 2G user
- ❖ Awaiting for all India rollout of 4G network to boost the internet usage

2010	2011	2012	2013	2014
335,858.00	649,977.00	912,708.00	1,226,939.73	1,691,749.14

Major Issues: Consumer Perspective

- Affordability
- Network availability
- Local language content
- Regulatory framework
- Lack of digital education
- Facilitating digital transactions

Digital Education: A Positive Intervention

In this gloomy picture of education in India, the ICT (Information & Communication Technology) revolution has paved the way to introduce some breakthroughs in different spheres like banking, education, health and the like. Education globally is one of the significant sectors to witness revolutionary changes in recent times. Digital Education is the panacea for this anathema of education all over the globe. It is in particular a blessing for developing countries which chronically suffer from ailments of access and affordability. With



wise coverage over various means of communication it becomes a natural choice to learn even for those in the hinterlands. Primarily Digital Education has 3 components:

1. The content
2. The technology platforms
3. The delivery infrastructure

The Indian IT sector organically or otherwise holds enough capacity and character to provide excellent digital content and supporting technological platforms. With the advent of several corporate giants like TATA, BSNL & RELIANCE in digital education and the subsequent money flow this sector is gearing up for some quality movement. But innovation is one thing that has no end and therefore would always invite different stakeholders like Government, Content experts, Technology firms, Users, Teaching community etc. to come together to collaborate and invent cutting edge technologies and methods to facilitate this sector's meaningful growth. Government and private players need to come together to bridge connectivity and accessibility issues.

The Way Ahead: Challenges and Measures

Yet, there is a long way to tread before realizing the actual potential of Digital Education in India. Some of the prominent hurdles are Digital Literacy & Infrastructure. The majority of the Indian population still does not have the required internet bandwidth and many are illiterate in digital terminologies and devices. Government of India initiatives like NOFN (National Optical Fiber Network) connecting 5 lac villages via broadband till 2017, 25 cities by Wi-Fi by the end of 2015, is a significant step in this direction. But a lot needs to be done in mobile wireless internet and setting up skill centers especially in rural areas. Almost 85% of the Indian population does not speak or write English. Creation of a Hindi (other supported local languages) internet to tap the sub urban or rural market potential can prove to be a key element to penetrate deeper. Also, affordable internet access, data enabled devices and appropriate internet plans can play a significant role in tapping the market.

Here, a special emphasis must be laid on Security features like examinee verification, plagiarism etc. to uphold the independence and integrity of the education system. Active campaigning, informative sessions, technical workshops and a multi-pronged approach by all stakeholders is needed to bring about Digital awareness and change trends like Distance Education to Digital Education.

Digital India is a Roadmap to Change India's Future



Digital India' is a vision, which is based on three key areas. The first is to make various utilities available to the citizens through cutting-edge digital infrastructure. It will enable delivery of services like banking and access to service centers at the doorstep of citizens with the assistance of high speed internet. The second area of vision will be the focus on governance and services. This digital movement will bring everything in the palms of people across departments and places. It will enable providing services to people in real time, cutting across every hindrance. It will also enhance the usage of cloud services and enable citizens to receive their due just from these services. Furthering the benefits, it will ease the procedures for starting businesses in India and even the financial transactions will become effortless as people wouldn't have to set foot outside their houses.

Conclusion

Today, most companies are either thinking about or pressing ahead with digital transformation initiatives. Every company has a website, and few marketing strategies are signed off without incorporating social media. Certainly, social media is a critical component of any digital strategy, but a holistic response to the digital shift must go much further. The digitalization of everything is a step change even greater than the invention and adoption of the internet, primarily because of its scale and pace of change. What we describe today as 'digital' in a few years' time will have no need for the descriptive word. A 'digital camera' is already a mere 'camera' to those who know no different. In the same way, a 'digital' strategy will become business as usual strategy. This is why it is so important to get a head start and learn while there is still time.

References

1. Ericsson, 'Vision 2020, 50 Bllion Connected Devices', February 2011.
2. Erik Qualman, 'Socialnomics: How Social Media Transforms the Way We Live and Do Business', 5 May 2010.
3. www.tripadvisor.co.uk
4. ABBATE, J. 2000. Inventing the Internet. Boston: MIT Press.
5. CAIRNCROSS, F. 2001. The Death of Distance. Boston: Harvard Business School Press.
6. COMERFORD, R. 2000. "The Internet." IEEE Spectrum 37 (1), January: 40-44.
7. Department Of Commerce 1999. Falling through the Digital Divide: Defining the Digital Divide. National Telecommunications and Information Administration: Washington, D.C.
<http://www.ntia.doc.gov/ntiahome/digitaldivide/>