DIGITAL INDIA

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ABSTRACT

Digital India is the beginning of digital revolution. It is a dream which is created by the Government of India to ensure that government services are made available to citizens electronically   , even in remote areas , by improving online infrastructure and by increasing Internet connectivity. The program have one mission and one target that is to take nation forward digitally and economically. The initiative will enable people to get engaged in the innovation process which is needed by the economy to move forward. But to implement this is a great challenge. There are many roadblocks in the way of its successful implementation like digital illiteracy ,poor infrastructure ,low internet speed, lack of coordination among various departments, issue pertaining to taxation etc . These challenges need to be addressed in order to realize the full potential of this program. It requires a lot of efforts and dedication from all departments of government as well as private sector. If implemented properly, it will open various new opportunities for the citizens of the country

INTRODUCTION

A campaign launched by the government of India named digital India campaign is to improve online framework by improving the internet connectivity, this program is to provide easy online government services to the citizens of India and also to improve the technological aspect of India by empowering internet net web in the country.

INAUGRATION

A very resourceful program, the digital India campaign was launched on 1st of July'2015 in presence of various top industrialists like Tata group chairman Cyrus Mistry, RIL chairman and managing director Mukesh Ambani, Wipro chairman Azim Premji etc at the Indra Gandhi Indoor Stadium, Delhi.

A meeting was held, where various ideas were shared, ideas related to digitalization of the country, evoking internet revolution between the masses of the country. In the presence of various information technology companies, numerous events were held to wrap 600 districts of the country under this campaign's fold.

To digitally grow the country and improve the IT institution of the country, digital India is one of the biggest steps ever taken. Worth more than rupee one lakh crore is invested to unveil this program by launching various schemes of the digital India campaign such as digital locker, national scholarship portal, e-health, e-education e-sign, etc.

LITERATURE REVIEW

A number of research papers and articles provide a detailed insight about the role of digital India and the implications of this project in India. Rani (2016) concluded that the digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. It also pointed out that many projects may require some transformational process, reengineering, refinements to achieve

the desired service level objectives.

Midha (2016) concluded that digital India is a great plan to develop India for knowledge future but its improper implementation due to inaccessibility and inflexibility to requisite can lead to its failure. Though digital India program is facing number of challenges yet if properly implemented it can make the best future of every citizen. So we Indians should work together to shape the knowledge economy.

Gupta and Arora (2015) studied the impact of digital India project on India's rural sector. The study found that many schemes have been launched in digital India to boost agriculture sector and entrepreneurship development in rural areas. Digital India program has also set the stage for empowerment of rural Indian women.

RESEARCH METHODOLOGY

The paper is based on the secondary data and the information is retrieved from the internet via journals, research papers and expert opinions on the same subject matter.

OBJECTIVE OF THE PAPER

1. To discuss the concept and meaning of digital india.

2. To know the aims of digital India

3. To understand the advantage of digital India.

4. Main projects in under the digital India.

5. Main challenges in the digital India.

AIMS OF DIGITAL INDIA

Run by the government of India, Digital India is a campaign launched to empower the country digitally. The motive of this campaign is to strengthen the electronic services of government services; it is done by reducing the paperwork. It is a very fruitful technique as it takes off the weight of investing time over paperwork and devotes man labor in the various field, it is highly efficient and effective.

Started on 1st July 2015, it is to link the rural people with the high-speed internet network to gain any information needed .Improving digital infrastructure, digitally delivering services and digital literacy are the three major aspects of digital India campaign.

By digital infrastructure here we mean, creating a space where all the registered citizens will have a digital identity, which will help in getting easy and fast government services. All the government services like managing a bank account, financial management, safe and secure cyberspace, education, distance learning etc. Will now be made much easier to use.

Digitally delivering services will facilitate all the people connected to this system and will get benefits of government plans and policies as soon as they are launched and as when it is needed. It will also promote online business as it makes the financial transaction easy by electrification and classless transaction.

It helps in globalization as it connect one individual to the whole world through their phone or computer screen, it will avoid maintaining of documents at paper length as all will be saved and delivered through the internet at all level like school, colleges, offices, or any other institution

A program to facilitate both, the customer and service provider, this project is targeted to end by 2019. Chaired by the ministry of communication and IT, a group of the advisory body looks after the working and implementation of the project.

This project focuses on making a road between the government and the public which will not be any difficulty to travel; here government services will reach the doorstep of the public just by a click.

And a very striking motive of the Digital India program is to provide IT jobs, as this program emphases on digital growth it will equally provide employment in this field to the youth of the generation.

Advantages:

1. Creation of Digital Infrastructure and Electronic Manufacturing in Native India.

2. Digital Empowerment of Native Indian People.

3. Delivery of all Government Services electronically (E-Governance).

4. A Digital Identification which will verify the end user.

5. A Mobile for worldwide access to all services.

6. A Bank account for Immediate Benefit Transfers of subsidies and payments.

The program also aims to eliminate all electronics imports from foreign countries by 2020 and make India a electronics manufacturing super power.

Projects Under the Digital India Initiative

Digi locker

The service was launched as an important facility to store crucial documents like Voter ID Card, Pan Card, BPL Card, Driving License, education certificates, etc. in the cloud.

Mygov.in

Portal works as an online platform to engage citizens in governance through a "Discuss", "Do" and "Disseminate" approach.

e-Sign

This initiative would enable users to digitally sign a document online using Aadhaar authentication.

Swachh Bharat Mission mob

The app will enable organizations and citizens to access information regarding the cleanliness drive and achieve the goals of the mission.

National Scholarship Portal

This initiative aims at making the scholarship process easy. From submitting the application, verification, sanction and disbursal to end beneficiary, everything related to government scholarships can be done on this single portal online.

e-Hospital

Online Registration System under this initiative enables people to avail services like online registration, payment of fees and appointment, online diagnostic reports, checking on the availability of blood online, etc.

Digitize India Platform

This initiative will involve digitization of data and records on a large scale in the country to make easy and quick access to them possible.

Bharat Net

Under this initiative, a high-speed digital highway will connect all 250,000 gram panchayats of the country. This is the world's largest rural broadband project using optical fibre.

Wi-fi Hotspots

Development of high speed BSNL wi-fi hotspots throughout the country is yet another initiative to improve digital connectivity in the country.

Next Generation Network

Launched by BSNL, this service will replace 30-year old telephone exchanges to manage all types of services like voice, data, multimedia and other types of communication services.

Electronics Development Fund

The fund will be set up to support the manufacturing of electronics products that would help create new jobs and reduce import. The funds will promote innovation, research and product development to create a resource pool within the country.

Centre of Excellence on Internet of Things (IoT)

In partnership with NASSCOM, DeitY and ERNET in Bangalore, Centre of Excellence will enable rapid adoption of IoT technology and encourage a new growth strategy. IoT will help the citizens in services like transport system, parking, electricity, waste management, water management and women's safety to create smart cities, smart health services, smart manufacturing and smart agriculture, etc.

Challenges In Implementing Digital India

Digital illiteracy is prevalent in most of the towns and villages in India. Cities have adopted digitalization but limited to certain extent. Full- fledged digitalization is cashless transaction on daily basis, use of internet services to get government certificates. This requires administration changes, Taxation changes and change in public mentality. So it's a team work which includes citizen's responsibility and support to the new system. Almost everyone on Facebook changing their profile pictures to support digital India but to make it reality here are list of challenges in the implementation of digital India. Challenges are in every sector right from policy making, changing the work flow up to changing the mentality of the government officers. It is technological change within the most diversified nation. Few of them have been listed below:

High level of digital illiteracy:

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Connectivity to remote areas:

It is a mammoth task to have connectivity with each and every village, town and city. The problem of connectivity is a complex issue because every state has different laws pertaining to its execution. Also it is challenging for the central authorities to make a database where such a huge information can be stored.

Compatibility with center state databases:

Every state has different internet protocols because every state is diversified. Diversified not only in the sense of religion but also in language. Hence software compatibility with the center is a crucial issue. Information shall be saved carefully.

Cyber Crime:

There is cyber threat all over the globe and digital India will not be any exception. Hence we need a strong anti-cyber crime team which maintains the database and protects it round the clock

Inter Departmental Co- ordination:

Within the government there are various departments which should be integrated. Integration has technical as well as corporate issue. Corporate in the sense self- ego of the officers and staff of our government services are hurdle in the change. Also the middle man policy will be eliminated completely because of digital India , hence there will be imminent resistance from the working staff.

Finance:

Though there are resources with India but there is a huge capital cost which is to be invested and the fruits of the investment will be received after few years.

Net neutrality:

The issue is still on the table and we are blindly following the digital India. Net neutrality is must and we should make sure that digital India without net neutrality would be a great blow to entrepreneurs and citizens of India.

Changing the mindset:

This point will come into picture when you have allocated the required resources and material but when it comes to implementing them, most of them will be hesitant to change. People are accustomed with years of same of practice that they are not ready to change.

Exchange of information:

The information stored should also be used by other government offices. For example police, surveillance and other security issues can be easily resolved with digital India but its co -ordination is a mammoth task. It is not only a technological question but also deals with the question of privacy and security.

CONCLUSION

The vision of digital India is grand. It is a huge step towards building a truly empowered nation. If successful, it transform citizen access to multimedia information, content and services. However the goal is still far away since most of the nine pillars of digital India mission are facing serious challenges in implementation. It is imperative that focused persistent attention must be given to each and every pillar so that this program does not end up in failure. In fact we all should be mentally prepared for the change and be ready to face the challenges in implementing this policy, only then it would be possible to make this vision a reality.

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