



THE STUDY OF GROWTH AND DEVELOPMENT WAY OF DIGITALIZATION IN INDIA

Author

Ms. Sobiya,

*Ph. D Research Scholar,
Department of Commerce,
Madurai Kamaraj University,
Madurai*

Co- Author

Dr. K. Uma,

*Assistant Professor,
Department of Commerce,
Madurai Kamaraj University, Madurai*

Abstract

The Information and Communication technology of computers, digital networks, telecommunication, television, mobile phones etc., have led to broadcasting of knowledge and information. The impact of this information revolution is felt in education, research, medicine, government, business and entertainment and also in many parts of the world. Digitalisation helps to generate India's economic and social development in an immeasurable ways. The present study focuses on growth and development of internet subscribers, social media users, e-commerce and online banking transactions in India. In this regard, a vast study is required about its progress and trend value for better understanding of study information is gathered from various valuable secondary sources.

Key words: Digitalisation, Growth and development, Internet Subscribers, E-commerce, Online transaction.

Introduction

Digitalization is described as the growth and development of every individual who enter into digital world. It's offering digital banking, financial solutions, and time saving for money transfer and online process for everyone own without any discrimination. It's most important aim is to include everyone in the society by giving them basic assistance in digitalization even in remote areas by improving internet connectivity. It's creating a revolution in India and it ensures government services, online activity through electronic mode. Initiatives are also being taken to increase the digital literacy among people so that the majority of citizens become capable of operating digital gadgets and equipment. This will boost the generation and growth of employment opportunities in the country. To connect the entire world virtually, major innovations and advancements need to be done in the technological field. So, that digital empowerment starts with access to the digital world.

Objective of the study

- To study about role of digitalization in various sectors of the economy.
- To analyse the growth and development of digitalization in Internet subscribers, Social media users, E-commerce and online payment transactions In India.

Research methodology

The present research paper is descriptive in nature and it's based on secondary data. The data has been collected from official websites, journals and research articles and other valuable resources. The data further analyzed using simple statistical tools.

Role of digitalisation

Digital transformation helps an organisation keep up with emerging customer demands which leads to success in business. Digitalised organisation can give competitive advantages to do things better, faster and cheaper than other competitors in various fields. Digitalization is when we use digital technologies in business to generate revenue and other objectives with steady manner. It allows companies to compete better in an economic environment that is constantly changing in response to technology evolutions. The economic sectors will lead to better performance and growth of the sectors, which in turn impact the growth rate of the economy. Digitalisation will lead to cost savings, increased output, better employment, enhanced productivity and literacy.

The future of digitalization is taking a different outline than expected. Beyond website security and liveliness it has several new business problems are solved. If we have a direct sales force to enable them in new ways to spending more time for trying to engage with customers through digital channels. At tools that give sales and marketing more visibility into each other's activities anything that promotes better collaboration between many sectors it will yield benefits far into the future. E a provider of wired and wireless network infrastructure and security solutions are tremendous networks. Providing digital infrastructure to everyone by utilizing the electronic devices and internet facility improve the cashless transaction and giving governance, services for needy Empowerment of citizen of India by digitalization. Researcher intends to make an analysis on key areas of digitalisation like internet subscribers, social media, e-commerce, and online transactions.

Internet Subscribers in India

Internet is enormous it connect electronic device that is computer, phone ,Laptop and android television people are connected to share information , chat massages, gather knowledge through internet. It is interconnect the global people with computer and android devices to improve and development of economic activity. The following Table 1 shows the internet subscribers of both wired and wireless.

Table.No.1
Number of Internet Subscribers in India (in Millions)

Sl. No	Year	Wired	Growth rate	Wireless	Growth rate
1	2011	19.68	-	381.40	-
2	2012	19.51	(0.86)	139.72	(63.37)
3	2013	21.61	10.76	143.20	2.49
4	2014	18.50	(14.39)	233.09	62.77
5	2015	19.07	3.08	283.29	21.54
6	2016	20.44	7.18	322.21	13.74
7	2017	21.58	5.58	400.62	24.34
8	2018	21.24	(1.58)	472.72	17.80
9	2019	21.68	2.07	615.05	30.11
10	2020	19.18	(11.53)	668.26	8.65

Source: <https://www.trai.gov.in/about-us/annual-reports>

The above Table 1 shows the growth rate of internet subscribers in India both wired and wireless network from the year 2011 to 2020. The highest growth rate of wired internet subscribers is 10.76 shows in the year 2013. The high negative growth rate of internet subscribers by wired is 14.39 and the same time wireless internet subscribers growth rate was highly increased by 62.77 may be the reason of wired internet subscribers moved to wireless network. In compare to 2012 the wireless internet subscribers rate quickly increased in the 2014 is 62.77 may be the awareness rate increased among the internet subscribers in India. In 2020 the wired internet subscriber's growth rate is (11.53) and wireless internet subscribers growth rate is 8.65.

Social Media Users in India

Social media are understood to be web-based platforms that enable and facilitate users to generate and share content, allowing subsequent online interactions. Social media used by simple lay man to interact with friends, family, co-worker and their community. Business peoples are using social media to trade and marketing activities to promote their productivity. The following Table 2 shows the growth performance of social media users in India.

Table.No.2
Growth Performance of Social media users in India and its trend value
(Number in millions)

Sl. No	Year	Number of users (in millions)	Trend value
1	2011	54.8	83.38
2	2012	87.3	123.59
3	2013	127.5	163.80
4	2014	168.7	204.08
5	2015	209.1	244.22
6	2016	142.23	284.43
7	2017	168.1	324.64
8	2018	196.02	364.85
9	2019	226.06	405.06
10	2020	258.27	445.27
$163.808 + 40.21(1) = 646.328$ in 2025			

Source: www.statista.com

The above Table 2 clearly reveals that the Growth Performance of Social media users in India and its trend value. From 2011 to 2020 the trend value of social media users constantly increased from 83.38 to 445.27 due to the impact of in this periods the smart phone users rate increased in India so, that users installed various social media apps in their mobile phones like face book, twitter, Instagram, LinkedIn and etc., that only the main reason of positive trend value of social media users in India. The above trend will be follow in 2025 the social media users will be 646.328.

E-Commerce in India

It is online platform for trade and commerce to buying and selling goods and services through electronically .in this process the networking is main role player between business to business, business to consumer, consumer to business and consumer to consumer. The trade and commerce is accure by some application .The below table shows that growth performance of E-commerce.

Table.No.3
Growth performance of e-commerce in India

Sl. No	Year	Growth (Value In Billion)
1	2011	7
2	2012	9.5
3	2013	12.6
4	2014	16.4
5	2015	21.3
6	2016	24.0
7	2017	28.9
8	2018	34.7
9	2019	41.6
10	2020	50.0

Source: www.IAMAI,CRISIL,Gantner,pwc analysis

From the above Table 3 shows the growth of E-Commerce in India from 2011 to 2020. The lowest value is 7 billion in the year 2011 and the highest sales value is 50 billion in the year 2020. The growth value of E-commerce is increasing at increasing rate year by year. Because of the various e-commerce traders has entered into online market in India like Amazon, Flipkart, Snap deal,etc.

Usage of Online Banking Transactionss

Online transaction options are easy access for the bank account holder. It needs small knowledge to process for credit and debit transaction. Nowadays electronic device are supporting the instant payments from person to person.. In India many payments are now available and its operating 24 hours a day, seven days a week. It is convenient to all for using different modes of payment through online that is RTGS, Debit and Credit card payments.

Table.No.4
Performance of online transaction through bank account in India (Rs in billions)

Sl. No	Year	RTGS (Rs)	Debit & Credit Transfers (Rs)	Prepaid & Card Payments (Rs)	Total (Rs)
1	2011	539307.5	20575.3	1562.5	561445.3
2	2012	676841.0	31881.1	2051.5	710773.6
3	2013	734252.4	47856.3	2576.3	784685
4	2014	754032.4	65365.5	3324.5	822722.5
5	2015	824578.0	91408	4483	920469
6	2016	1056173.0	132324	7421	1195918
7	2017	1167125.0	193112	10607	1370844
8	2018	1356881.87	266150.27	14102.11	1637134.25
9	2019	1311564.75	292825.65	16503.72	1620894.12
10	2020	1055998.49	343947.02	14915.17	1414860.68

Source: https://rbi.org.in/scripts/annual_report

The above table 4 clearly reveals the value of online payment transaction from 2011-2020 in India. In 2020 the online payment transaction increased in 3 times while compare to 2011 therefore online payment transaction awareness has increased among the public in India and smart phone users ratio has also increased where major impact on online transaction payment. The second reasons may be the recent days the all nationalised and private sectors banks are encourage the customer to get debit and credit card while opening bank account from their branch.

Conclusion

The digitalization plays a vital role in every sector through electronic devices and internet connectivity. This services is available to every citizen in India who enter into digital world .Technological trends that the information in digital form and the widespread use of computer networks and the rapid enlarge of the World Wide Web have thoughtful implications for the way intellectual property it is created, distributed, and accessed by virtually in every sector of society. The online infrastructure is increasing internet connectivity with each other and making country digitally. The study conclude that the digitalization revolution in technology and its growth. So, awareness in literacy of digital operation among people in India should be enhanced.

Reference

<https://rbi.org.in/scripts/AnnualReportPublications.aspx?Id=1322>

<https://www.statista.com/statistics/255146/number-of-internet-users-in-india>

<https://www.IAMAI,CRISIL,Gantner,pwc analysis>

<https://www.gica.global/activities>

https://en.wikipedia.org/wiki/Digital_Revolution#Brief_history

<https://www.trai.gov.in/about-us/annual-reports>

<https://www.researchgate.net/figure/Internet-users-by-countries-in-millions-2014>

