



A Study On Impact Of Synergy Of Digital India And Startup India On Growth Of Indian Economy

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Abstract: The paper puts light on the rockstar of the decade, digitalisation and its uncountable power. Few years back, imagining India at the current level of digitalisation was merely a dream. A country that lacked basic infrastructural facilities being so rampant in making the best of technology is nothing less than an amazement. Just like every new addition comes with hundreds of exciting new things but always is backed by its negatives as well, Digitalisation also comes into the same category. Technology in education, business, commerce, healthcare and in almost every field is backed by its negative impact, most of the time coming from its overuse or immoral use. Hence, the paper tries to discover the bridge between two core policies namely: Digital India & Start up India.

Keywords: Digitalisation, business, Startups.

INTRODUCTION TO DIGITAL INDIA

Digital India is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy.

E-governance initiatives in India took a broader dimension in the mid 1990s for wider sectoral applications with emphasis on citizen-centric services. The major ICT initiatives of the Government included, inter alia, some major projects, such as railway computerization, land record computerisation etc., which focused mainly on the development of information systems. Later on, many states started ambitious individual e-governance projects aimed at providing electronic services to citizens.

Though these e-governance projects were citizen-centric, they could make less than the desired impact due to their limited features. The isolated and less interactive systems revealed major gaps that were thwarting the successful adoption of e-governance along the entire spectrum of governance. They clearly pointed towards the need for a more comprehensive planning and implementation for the infrastructure required to be put in place, interoperability issues to be addressed etc., to establish a more connected government.

The national level e-governance programme called National e-Governance Plan (NeGP) was initiated in 2006. There were 31 Mission Mode Projects under the National e-Governance Plan covering a wide range of domains viz. agriculture, land records, health, education, passports, police, courts, municipalities, commercial taxes and treasuries etc. 24 Mission Mode Projects have been implemented and started delivering either full or partial range of envisaged services.

Considering the shortcomings in National e-Governance Plan that included lack of integration amongst Government applications and databases, low degree of government process re-engineering, scope for leveraging emerging technologies like mobile and cloud etc., the Government of India approved e-Kranti programme with the vision of “Transforming e-Governance for Transforming Governance”.

All new and ongoing e-governance projects as well as the existing projects, which are being revamped, should now follow the key principles of e-Kranti namely ‘Transformation and not

Translation’, ‘Integrated Services and not Individual Services’, ‘Government Process Reengineering (GPR) to be mandatory in every MMP’, ‘ICT Infrastructure on Demand’, ‘Cloud by Default’, ‘Mobile First’, ‘Fast Tracking Approvals’, ‘Mandating Standards and Protocols’, ‘Language Localization’, ‘National GIS (Geo-Spatial Information System)’, ‘Security and Electronic Data Preservation’.

The portfolio of Mission Mode Projects has increased from 31 to 44 MMPs. Many new social sector projects namely Women and Child Development, Social Benefits, Financial Inclusion, Urban Governance eBhasha etc., have been added as new MMPs under e-Kranti.

VISION & MISSION OF DIGITAL INDIA

The Digital India programme is centred on three key vision areas:

a) Digital Infrastructure as a core utility to Every Citizen

- Availability of high speed internet as a core utility for delivery of services to citizens
- Cradle to grave digital identity that is unique, lifelong, online and authenticable to every citizen
- Mobile phone & bank account enabling citizen participation in digital & financial space
- Easy access to a Common Service Centre
- Shareable private space on a public cloud
- Safe and secure cyberspace

b) Governance & Services on Demand

- Seamlessly integrated services across departments or jurisdictions
- Availability of services in real time from online & mobile platforms
- All citizen entitlements to be portable and available on the cloud
- Digitally transformed services for improving ease of doing business

- Making financial transactions electronic & cashless
- Leveraging Geospatial Information Systems (GIS) for decision support systems & development.

c) Digital Empowerment of Citizens

- Universal digital literacy
- Universally accessible digital resources
- Availability of digital resources / services in Indian languages
- Collaborative digital platforms for participative governance
- Citizens not required to physically submit Govt. documents / certificates

Digital India programme Management Structure

The Programme Management Structure for Digital India programme as endorsed by the Union Cabinet is as follow:

For effective management of the Digital India programme, the Programme Management Structure would consist of a Monitoring Committee on Digital India headed by the Prime Minister, a Digital India Advisory Group chaired by the Minister of Communications and IT and an Apex Committee chaired by Cabinet Secretary. The structure has the needed secretarial/ monitoring/ technical support and appropriate decentralisation of power and responsibility to ensure effective execution of the various projects/ components by the implementing departments/ teams.

Pillars of Digital India

Digital India is an umbrella programme that covers multiple Government Ministries and Departments. It weaves together a large number of ideas and thoughts into a single, comprehensive vision so that each of them can be implemented as part of a larger goal. Each individual element stands on its own, but is also part of the larger picture. Digital India is to be implemented by the entire Government with overall coordination being done by the Department of Electronics and Information Technology (DeitY).

Digital India aims to provide the much needed thrust to the nine pillars of growth areas, namely:

- Broadband Highways,
- Universal Access to Mobile Connectivity,
- Public Internet Access Programme,
- e-Governance: Reforming Government through Technology,
- e-Kranti – Electronic Delivery of Services,
- Information for All,
- Electronics Manufacturing,

IT for Jobs and Early Harvest Programmes. Each of these areas is a complex programme in itself and cuts across multiple Ministries and Departments.

Digital India Initiatives.

INFRASTRUCTURE

Aadhar

Aadhaar identity platform is one of the key pillars of 'Digital India', wherein every resident of the country is provided with a unique identity or Aadhaar number. The largest biometrics based identification system in the world, Aadhaar is a strategic policy tool for social and financial inclusion, public sector delivery reforms, managing fiscal budgets, increasing convenience and promoting hassle-free people-centric governance. It is unique and robust enough to eliminate duplicate or fake identities and may be used as a basis/primary identifier to roll out several Government welfare schemes and programmes for effective service delivery thereby promoting transparency and good governance.

BHARAT BROADBAND NETWORK (BBNL)

Bharat Broadband Network Limited is a special purpose vehicle set-up under Companies Act by the Government of India with an authorized capital of Rs. 1000 cr. It has been mandated to create the National Optical Fiber Network (NOFN) in India. A total of around 2,50,000 Gram Panchayats spread over 6,600 Blocks and 641 Districts are to be covered by laying incremental fiber.

COMMON SERVICE CENTRES (CSCS)

The CSC scheme is one of the mission mode projects under the Digital India Programme. CSCs are the access points for delivery of essential public utility services, social welfare schemes, healthcare, financial, education and agriculture services, apart from host of B2C services to citizens in rural and remote areas of the country. It is a pan-India network catering to regional, geographic, linguistic and cultural diversity of the country, thus enabling the Government's mandate of a socially, financially and digitally inclusive society.

Start up India

Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large scale employment opportunities. The Government through this initiative aims to empower Startups to grow through innovation and design. In order to meet the objectives of the initiative, Government of India is announcing this Action Plan that addresses all aspects of the Startup ecosystem. With this Action Plan the Government hopes to accelerate spreading of the Startup movement:

- From digital/ technology sector to a wide array of sectors including agriculture, manufacturing, social sector, healthcare, education, etc.; and
- From existing tier 1 cities to tier 2 and tier 3 cities including semi-urban and rural areas. The Action Plan is divided across the following areas:

- Simplification and Handholding
- Funding Support and Incentives
- Industry-Academia Partnership and Incubation

OBJECTIVES OF THE STUDY

- To study the digital india initiative.
- To understand the impact of digital india initiative on the modern indian ventures.
- To understand the correlation between digitalization and entrepreneurial growth in India.

RESEARCH DATA COLLECTION

The data for the current research paper is collected from various Secondary sources. Secondary sources include various government official websites, published papers and journals.

LIMITATIONS

- Time limitation
- Limited access to official data

REVIEW OF LITERATURE

- Number of startups in India grows to 72,993 in 2022 from 471 in 2016, A report published on 23rd July 2022 in Times Of India, reports a rise in the number of Startups in India in the past decade. The total number of recognised startups in India rose from 471 in 2016 to 72,993 as on 30th June 2022. More than 4,500 startups have been recognised in sectors relating emerging technologies such as Internet of Things (IoT), Robotics, Artificial Intelligence, analytics, etc.
- G20 opportunity for Digital India: India Stack and the balance between business and development, A report in Indian Express very well explained the pros and cons of digital india, wherein the nation has walked on the path of growth and development but also may have to deal with a potential risks of negative impacts of over dependency and anti social impact. It states “As G20 President, India can foreground its belief in a human-centric approach to technology, and facilitate greater knowledge-sharing in priority areas like digital public infrastructure, financial inclusion, and tech-enabled development in sectors ranging from agriculture to education.”
- Why digital public infrastructure matters, a report published in the ideas section of Bill & Melinda Gates Foundation, expresses how digitalisation has always been the need of the hour and COVID -19 made it inevitable. Here the author mentions the concept of Digital Public Infrastructure (DPI). DPI is a digital network that enables countries to safely and efficiently deliver economic opportunities and social services to all residents. DPI can be compared to roads, which form a physical network that connects people and provides access to a huge range of goods and services. DPI allows people to open bank accounts and receive wages faster and more easily. It allows governments to support citizens more quickly and efficiently, especially during

emergencies. And it enables entrepreneurs to reach customers far and wide.

Combining the bridge between digitalisation and rise in number of ventures.

DATA ANALYSIS

Digitalisation has always led to drastic changes in an economy. Same is the journey of digitalisation in India and to its economic growth. The transitional journey from being a developing nation to substantially moving towards becoming the 5 Trillion economy has been a result of multiple plans and policies. Most of them are backed by the pillar, as we can call: Improvement in Infrastructure. Gone are the days when infrastructure was limited to roads, railways and communication, in 2024 Internet connectivity has become the priority for all the nations walking towards becoming or retaining the 'Superpower' Tags.

For India, the two important policy decisions that changed the complete pace are Start up India & Digital India. A combination of two independent yet co dependent initiatives undertaken by the Government of India.

Startup India is a flagship initiative of the Government of India, intended to catalyse startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. Launched on 16th January, 2016, the Startup India Initiative has rolled out several programs with the objective of supporting entrepreneurs, building a robust startup ecosystem and transforming India into a country of job creators instead of job seekers. These programs are managed by a dedicated Startup India Team, which reports to the Department for Industrial Policy and Promotion (DPIIT).

Digital India is a campaign launched by the Government of India to make its services available to citizens electronically via improved online infrastructure and by increasing Internet connectivity. The initiative includes plans to connect rural areas with high-speed internet networks. It consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy. Digitalisation has always led to drastic changes in an economy. Same is the journey of digitalisation in India and to its economic growth. The transitional journey from being a developing nation to substantially moving towards becoming the 5 Trillion economy has been a result of multiple plans and policies. Most of them are backed by the pillar, as we can call: Improvement in Infrastructure. Gone are the days when infrastructure was limited to roads, railways and communication, in 2024 Internet connectivity has become the priority for all the nations walking towards becoming or retaining the 'Superpower' Tags. For India, the two important policy decisions that changed the complete pace are Start up India & Digital India. A combination of two independent yet co dependent initiatives undertaken by the Government of India.

OBSERVATION

India is projected to become one of the largest economies by the middle of this century in market exchange rate terms. This has been highlighted in EY's recent publication titled "India@100: realising the potential of the US\$26 trillion economy". In this growth journey, digitalization is expected to play a key role.

India's explosive growth of the digital economy is itself going to serve as a significant enabler of India's overall economic growth. As compared to developed countries, India's pace of digitalization has been very high in recent years, particularly over the period from 2011 to 2019. The pace of digitalization as measured by CAGR in the Information and Communication Technology (ICT) sector during this period has been as high as 10.6% with only China exceeding India's growth marginally. With the advent of 5G and the setting up of semiconductor industries in the country, India is expected to accelerate further its pace of digitalization in the next few decades.

India is on the precipice of institutional change, enabled by the Digital India Movement. With 54 per cent population below the age of 25, we can combine the powers of seamlessly connected youth with the best possible opportunities.

The growing digitalization of India's economy may itself serve as a major factor for sustaining a robust growth over a long period of time. Thus, digitalization is a critical and distinguishing feature of India's unfolding growth story in the 21st century.

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