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SWAY OF DIGITALISATION IN INDIA TOWARDS VARIOUS SECTORS

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ABSTRACT

Digital India is an initiative by the Indian Government to transform India into a digitally endowed society and a knowledge economy. The main objective of this paper is to analyses the impact of digitalization in India. The service of government is made electronically available by improving the internet connectivity and the online infrastructure to Indians. It is a dream to ensure that government services are made available for all citizens electronically by improving online infrastructure and by increasing the effectiveness of internet connectivity with one mission and one target that is to take nation forward digitally and economically .Initiatives was taken to ensure that the citizens are getting engaged in the innovation process which is necessary for the economic growth and sustainable development of the country.

Keys Words: Digital India, Services, Innovation and Impact

Introduction

The global population is forecast to increase by over a billion people in the next 13 years to reach 8.6 billion in 2030.[1] India's population is expected to reach 1.35 billion by 2020. Emerging economies are expected to contribute a majority of the increase in global population. By 2020, a full generation, Generation C (for connected), would have grown up in a digital world of texting, social networks, mobile devices and apps and the Internet.[2] Population explosion and increasing digital awareness call for significant changes in the way cities are run and governed and public services delivered to people. Citizens now anticipate more personalized, connected experiences with the government. This is where the role of digital becomes all the more vital.

Need For Digitalization

Span of Digitalization is a core concept of the developmental phases. Though the initiative has great impact, the path was not easy. Despite of a population of 125 crores, only 30 crore people have access to smartphones. Only very few of the rest 90 crore people have access to digital world. Unlike rural areas, large percentages of urban areas have high access to digital world. Rural areas fall short both in access and understanding of the digital world. Government is launching various policies and programmes with digital access. It is necessary to address certain challenges in a way

of its successful implementation like digital illiteracy, poor infrastructure, low internet speed etc. If implemented properly it will open various avenues for the citizens of the country and therefore a lot of efforts from government department and private sector considering the current status of the programme.

LITERATURE REVIEW

Digital India" initiative has been an intriguing subject matter of numerous researches from various disciplines because of its great significance and influence on the economy as a whole and particularly the technological sector. Being a recent move, there have been various researches on different aspects of the initiative ranging from the economical to social and ethical dimensions. Some of these researches retrieved through internet searches have been reviewed here.

1. Prof. Singh began with the basic overview of what Digital India entails and led a discussion of conceptual structure of the program and examined the impact of "Digital India" initiative on the technological sector of India. He concluded that this initiative has to be supplemented with amendments in labor laws of India to make it a successful campaign.
2. Sundar Pichai, Satya Nadella, Elon Musk researched about Digital India and its preparedness to create jobs opportunities in the information sector. He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long term push to the technological sector in India.
3. Microsoft CEO, Satya Nadella intends to become India's partner in Digital India program. He said that his company will set up low cost broadband technology services to 5lakhs villages across the country.
4. Arvind Gupta intends to say that Digital India movement will play an important role in effective delivery of services, monitoring performance managing projects, and improving governance. An Integrated Office of Innovation & Technology to achieve the same ,and for problem solving, sharing applications and knowledge management will be the key to rapid results, given that most departments work on their own silos. Tracking and managing the projects assume significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached its implementation stage. Sharing, learning's need to be best practices across departments Tracking and managing the projects assumes significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached implementation stage. Sharing learning's and best practices across departments needs to be driven by this Office of Technology.

Proposed Impact of Digital India

A. Economic impact:

According to analysts, the Digital India plan could boost GDP up to $1 trillion by 2025. It can play a key role in macro-economic factors such as GDP growth,

employment generation, labor productivity, growth in number of businesses and revenue leakages for the Government.

As per the World Bank report, a 10% increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively in the developing countries. India is the 2nd largest telecom market in the world with 915 million wireless subscribers and world's 3rd largest Internet market with almost 259 million broadband users. There is still a huge economic opportunity in India as the tele-density in rural India is only 45% where more than 65% of the population lives. Future growth of telecommunication industry in terms of number of subscribers is expected to come from rural areas as urban areas are saturated with a tele-density of more than 160%.

B. Social impact:

Social sectors such as education, healthcare, and banking are unable to reach out to the citizens due to obstructions and limitations such as middleman, illiteracy, ignorance, poverty, lack of funds, information and investments. These challenges have led to an imbalanced growth in the rural and urban areas with marked differences in the economic and social status of the people in these areas.

Modern ICT makes it easier for people to obtain access to services and resources. The penetration of mobile devices may be highly useful as a complementary channel to public service delivery apart from creation of entirely new services which may have an enormous impact on the quality of life of the users and lead to social modernization.

The poor literacy rate in India is due to unavailability of physical infrastructure in rural and remote areas. This is where m-Education services can play an important role by reaching remote masses. According to estimates, the digital literacy in India is just 6.5% and the internet penetration is 20.83 out of 100 populations. The digital India project will be helpful in providing real-time education and partly address the challenge of lack of teachers in education system through smart and virtual classrooms. Education to farmers, fisher men can be provided through mobile devices. The high speed network can provide the adequate infrastructure for online education platforms like massive open online courses (MOOCs).

Mobile and internet banking can improve the financial inclusion in the country and can create win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models. Telecom operators get additional revenue streams while the banks can reach new customer groups incurring lowest possible costs.

Factors such as a burgeoning population, poor doctor patient ratio (1:870), high infant mortality rate, increasing life expectancy, fewer quality physicians and a majority of the population living in remote villages, support and justify the need for tele medicine in the country. M-health can promote innovation and enhance the reach of healthcare services.

Digital platforms can help farmers in know-how (crop choice, seed variety), context (weather, plant protection, cultivation best practices) and market information (market prices, market demand, logistics).

C. Environmental impact:

The major changes in the technology space will not only brought changes to the economic system but will also contribute to the environmental changes.

The next generation technologies will help in lowering the carbon footprint by reducing fuel consumption, waste management, greener workplaces and thus leading to a greener ecosystem. The ICT sector helps in efficient management and usage of scarce and non-renewable resources.

Cloud computing technology minimizes carbon emissions by improving mobility and flexibility. The energy consumption can be decreased from 201.8 terawatt hour (TWh) in 2010 to 139.8 TWh in 2020 by higher adoption of cloud data centers causing a 28% reduction in carbon footprint from 2010 levels.

Conclusion

India can improve socially and economically when country is connected digitally and the condition of people can be improved through development of non-agricultural economic activities apart from providing access to education, health and financial services. However, it is important to note that ICT alone cannot directly lead to overall development of the nation. Through these supporting elements such as literacy, basic infrastructure, overall business environment, regulatory environment, etc. the overall growth and development can be achieved.

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