



Opportunities and Challenges of Digital India Programme: A Brief Study

Dr. Ambanna Malkappa, Associate Professor,

Government First Grade College Sedam

Tq. Sedam Dist. Kalaburagi-585222

ABSTRACT

Digital India is a campaign of Government of India which was launched on 1 July 2015 by Prime Minister Narendra Modi in order to transform India into a knowledgeable economy and digitally empowered society, along with good governance for citizens with a main motive of providing transparent and responsive government. The main objective of this program is to make society digitally empowered in technology. This program also ensures that government services are easily accessible by the citizens electronically by improving internet connectivity. Digital India is a program to convert India into Digitally empowered society and knowledge economy. Information technology is used to implement this program. Digital India infrastructure also ensures high speed internet connection and services on demand. Digital India program is helpful in creating millions of jobs in IT, Electronics and Communication sector. In this context, the present paper makes an attempt to understand the pillars and initiatives of Digital India, to study the opportunities of Digital India programme, to know the benefits of Digital India programme and to find out the challenges faced in implementation of this programme.

Keyword: - Digital India, Opportunities, Challenges



INTRODUCTION:

The digital India program is a dream project of the government of India with a vision to transform India into a digitally empowered society and knowledge economy. It has been noticed that digital India is inclusive growth in many areas such as electronic services, products, manufacturing and job opportunities etc. Digital India focuses on the nine pillars of growth areas viz. Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Program, E-Governance: Reforming Government through Technology, E-kranti -Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programs. Each of these areas is a complex task in itself. Digital India program is to be implemented by the entire Government with overall coordination being done by the Department of Electronics and Information Technology. The main aim of digital India is to convert India digitally into a knowledgeable economy.

VISION OF DIGITAL INDIA PROGRAMME:

Vision of digital India program is to convert India digitally and a knowledge economy. The 'Digital India' is a central programme to make India ready for a knowledge-based future.

1. **Digital Infrastructure:** The Digital India initiative has a vision to provide high speed internet services to its citizens in all Gram Panchayats. Bank accounts will be given priority at individual level. People will be provided with safe and secure cyber space in the country.
2. **Governance and services:** Government services will be available online where citizens will be ensured easy access to it. Transactions will be made easy through electronic medium
3. **Digital empowerment of citizens:** This is one of the most important factors of the Digital India initiative to provide universal digital literacy and make digital sources easily accessible. The services are also provided in Indian languages for active participation.



OBJECTIVES OF THE STUDY:

- To understand the pillars and initiatives of Digital India
- To study the opportunities of Digital India programme
- To know the benefits of Digital India programme
- To find out the challenges faced in implementation of this programme.

SCOPE OF DIGITAL INDIA PROGRAMME:

The general scope of this programme is:

- To develop India for a knowledgeable future by developing central technology for permitting revolution this covers several departments below one Umbrella Programme.
- On being transformative, that's to comprehend IT (Indian Talent) + IT (Information Technology) = IT (India Tomorrow). The programme weaves along an outsized variety of thoughts and concepts into one, intensive vision, and creating the mission transformative in totality.
- The Digital India Programme can gather several existing schemes which might be refocused, restructured and enforced during a synchronised manner for his or her transformative impact.
- Digital India targets to supply the lot of required sense to the subsequent 9 pillars of growth areas.

NINE PILLARS OF DIGITAL INDIA PROGRAMME:

Under Digital India programme, Nine key initiatives are in progress, which are as follows:

1. Broadband Highways:

The aim is to cover 250000 village Panchayats under National Optical Fibre Network (NOFN) by December 2016. Nationwide internet infrastructure (NII) would integrate the network and cloud infrastructure in the country to provide high speed connectivity and cloud platform to various government departments up to the panchayat level.



2. Universal Access to Mobile Connectivity:

The aim is to increase network penetration and to provide mobile connectivity to 44000 villages by 2018 with investment of RS 16000.

3. Public Internet Access Programme:

One Common Service Centre (CSC) would be provided to each gram panchayat and 150,000 Post Offices are proposed to be converted into multi service centers.

4. E- Governance:

IT would be used to make the delivery of government services more effectively. There would be integration of services and platform-UIDAI, Payment Gateway, Mobile Seva platform, Public redressal etc., through IT. All information would be available in electronic form.

5. E-Kranti:

The aim is electronic delivery of services to people be it education, health, financial inclusion or justice.

6. Information available globally:

Information for AllMyGov.in is a website launched by the government to facilitate a 2-way communication between citizens and the government. It is a medium to exchange ideas or suggestion with government. The citizen would have open access to information through open data platform.

7. Electronics Manufacturing:

The government is focusing on zero imports of electronics by 2020 through local manufacturing of items such as smart energy meters, micro ATMs, mobile, consumer and medical electronics. Government is also taking several steps to promote manufacturing and investment in electronics sector by providing clarity on taxation, incentives skill development etc.



8. IT for Jobs:

The aim is to train 10 million people in towns and villages for IT sector jobs in five years. It also aims to provide training to three lakh service delivery agents as part of skill development to run viable businesses delivering IT services. It also focuses on training of five lakh Rural Workforce on Telecom and Telecom related services and setting up of BPOs in each North-eastern state.

9. Early Harvesting Programmes:

Government plans to install Wi-Fi facilities in all universities across the country. All books will be converted into e books. Email will be made the primary mode of communication within government. Biometric Attendance System will be installed in all central government offices where recording of attendance will be made online.

OPPORTUNITIES OF DIGITAL INDIA PROGRAMME:

- **Electronic Manufacturing:**

It provides ability improvement open doors for private division through telecom and gadgets. The Interest in framework of testing research centers under the required standard.

- **Information and Communication Technology:**

It Required IT coach to prepare individuals in towns and residential community, preparing for administration conveyance specialist. The occupations for IT specialists, programming designer and system specialists.

- **National e-administration office:**

Its foundation, prerequisite of senior specialist and IT expert produced.

- **Healthcare:**

Telemedicine and remote wellbeing plan will make gigantic open door for general openness to quality medicinal services.



- **Cyber security:**

Cyber security is essential zone of center where plentiful open doors are accessible. It is vital that all kind and size of associations ought to put fundamentally in anchoring their items and administrations.

- **Telecom:**

Provide preparing to rural workforce on telecom and telecom related services (TSP's).

- **Infrastructure:**

To set up broadband and coordinate the system and cloud foundation for better availability makes numerous open doors for systems administration specialists and related associations.

- **Agriculture:**

Agriculture division in India contributes 16% in India GDP while right around 51% in work. It will assist our ranchers with knowing how in different agribusiness exercises like product decision, seed assortment climate, plant insurance and market rate data. The open door will increment if government makes a structure for private part to contend and offer best administrations to rancher. Set up of virtual market, edit protection, soil wellbeing card conspire and so on.

- **Economy:**

Digital economy has awesome capacity to change the lives of a large number of Indian individuals. It is an instrument which could give the chance to nation to grow its job

- **Marketing:**

Numerous open doors identified with the promoting, for example, Digital procedure of notice, e – business, web based shopping and so on.

- **Finance:**

- Finding new path from web based keeping money to digital wallet, swarm subsidizing, and minimal effort business exchange

BENEFITS OF DIGITAL INDIA PROGRAMME:

Digital India program is the beginning of digital revolution. It is a big initiative to empower people of the country. Main benefits of digital India program are as under:

- The digital India mission would make all the government services available to all the citizens of the country through common service delivery outlets. Ultimately, it leads to inclusive growth by enabling access to education, healthcare and government services to all the citizens of the country.
- This program would provide more transparency as all the data would be made available online and would be accessible to citizens of the country.
- E-Governance will help in reducing corruption and getting things done quickly.
- Digital locker facility will help citizen to digitally store their important documents like Pan card, passport, mark sheets etc.
- It will help in doing things easily. For example when we need to open an account, we will give official details of our digital locker, where they can verify our documents. By this we can save time and the pain of standing in long queues for getting our documents would be reduced.
- Digitization goes hand in hand with data management, data is knowledge, and knowledge leads to better decisions
- The presence on the Internet, through tools such as online stores, social networks, blogs, corporate pages, etc., multiplies the visibility of the company and sales channels.
- It will reduce documentation and paper work.
- Digital India mission is away from cashless transactions.
- Some of the services which will be provided such as Digital Locker, e-education, e-health, e-sign and nationwide scholarship portal.
- The digital presence not only opens up sales channels, but also new ways of communicating with customers. Email, apps, social networks... nowadays, the clients of any business with a digital presence have multiple ways to contact the company.
- It can help small businesses. People can use online tools to expand their business.



- It can play a key role in GDP growth. According to analyst the digital India could boost GDP up to \$1 trillion by 2025.
- The program would generate large number of jobs in IT, electronics and telecommunication sector directly or indirectly.

CHALLENGES OF DIGITAL INDIA PROGRAMME:

1. Setup of NOFN Infrastructure:

Under the NOFN Program, the government made an effort to connect about 250,000 villages through an optical fiber network. Out of which only 1% of those villages are connected to the internet through NOFN. The reason behind this challenge is that last-mile connectivity is unaffordable for most Indians. So, to overcome these problems, the government needs to take effective measures against it.

2. Adoption of Internet:

The adoption of new technology i.e the internet by most of the people in remote places still remains the matter of concern. India comes under third world country and the greater part of its population is below the poverty line. So, the reach of broadband and Smart phone are limited to only 15% population and poor areas would find it difficult to afford the internet through broadband. Moreover, Low literacy level, lack of content with regional relevance, lack of appropriate access devices are also some of the reasons.

3. Data Speed:

Data speed is another most crucial challenge, where India faces a big hurdle to implementing digitalization. The average internet speed in India is 0.099 Mbps, which ranks 20th in mobile data speeds in the world. However, the top-ranked nation Canada has average data speed of over 4.5 Mbps.

4. Security:

With the rise in a number of Cyber crime cases, the vision to put information of more than billion citizens online seems quite risky. To minimize these problems, highest levels of security measures and protocols should be taken against it.

5. **Coordination and Standardization:**

Many government departments such as DeitY, DoT, Law, Finance, etc. will join hands to create systems and operational standards for a boundless integration. This type of involvement requires well- organized coordination to ensure proper flow of information.

6. **Private Sector Participation:**

To meet the expected timeliness, the participation of private sector plays the vital role. However, private sector shown limited involvement, this need encouraged to overcome this challenge.

7. **Manpower:**

The unavailability of skilled man powers is one of the most crucial and biggest challenges, which creating hurdle. More than 475 million people engaged in labor, out of which 93% are unorganized labor. For the effective implementation of new technologies, the whole nation urges for the need of skilled workers.

SUGGESTIONS:

The following steps should be taken into consideration to fulfill the vision of Digital India

- Digital literacy should provide knowledge to secure their online data.
- Massive awareness is to be created particularly in rural areas.
- This mission needs content and service partnerships with telecom companies and other firms to develop and maintain infrastructure.
- The success of digital India project depends upon internet connectivity with minimum cyber security risks. For this there should be a strong anti cyber crime team.
- To improve skill in cyber security, cyber security courses should be introduced with academics.
- There is need for effective participation of various departments and demanding commitment and efforts from these departments



CONCLUSION:

The concluding point of the study is that digital India is facing many challenges. Persistent attention must be given in order to implement this program successfully. It has been found that Digital India is to provide Wi-Fi to people, creating job, universal phone connection, high speed internet, Digital Inclusion, e-Services, e-Governance, Digitally motivated people, National Scholarships Portal, Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution. More employment prospects will open for the youth that will boost the nation's economy. The success of this dream project lies not only in the hands of government but it requires all round support from the all citizens and other stakeholders of the nation. Although, digital India program is facing some challenges yet it has a great impact on India to make the best future of every citizen.

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