Digital India is a New Mantra of New India Success - The Enterprises for India's Transformation

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Abstract

The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. Digital India was launched by the Prime Minister of India Narendra Modi on 1 July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. and it is centered on three key areas – Digital Infrastructure as a Utility to Every Citizen, Governance & Services on Demand and Digital Empowerment of Citizens. It is an effective scheme to transform India for better growth and development of the people and country. Digital India week (from 1st July to 7th July) was inaugurated by the PM in the presence of senior ministerial colleague and leading companies' CEOs. It aims to give India a digital push for good governance and more jobs. The PM of India has tried his best towards digitizing campaign for India in order to bridge the gap between government services and people. Digitization was the need to be implemented in India for bright future and grow more than any other developed country.

Keywords: Digital India, It's Vision & Objectives, Empowerment.

Introduction

Digital India is a campaign launched by the Government of India to ensure the Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components, (a) development of secure and stable digital infrastructure, (b) delivering government services digitally, and (c) universal digital literacy. Digital India was launched on 1 July 2015 by Prime Minister Narendra Modi, it is both enabler and beneficiary of other key Government of India. Digital India is a modified and expanded version of the national e-governance plan. It seeks to deliver all government services electronically. Dreamed of our honorable Prime Minister Sri Narendra Modi, Digital India is a committed program to prepare India for the knowledge-based modification and providing good governance to people by synchronized and coordinated involvement with both central government and local government.

On 20th Aug 2014, the Digital Indian program was accepted by the Union Cabinet under the management of India's Prime Minister Shri Narendra Modi. The Digital India program has been imagined by Division of Electronic and Information Technology and contains all the current schemes being run by the Telecommunications Division & Rural Growth Ministry. Digital India is an initiative or a campaign by the Government of India in order to transform India into a digitally empowered society and a knowledge economy. The main objective of the government was to make all the services of the government electronically available by enhancing the internet connectivity and the online infrastructure to the citizens of India.

The initiative also focuses on reducing the paperwork. Digital India program will benefit both, service providers as well as the consumers. The monitoring of this project will be done by the Prime Minister himself. This project is been headed and planned by the ministry of communications and information technology. The Digital India program is based on three key areas- Digital facilities as a utility to every resident, governance and services on demand and digital empowerment of people.

Remarking An Analisation

Digital Technologies which include Cloud Computing and Mobile Applications have emerged as catalysts for rapid economic growth and citizen empowerment across the globe. Digital technologies are being increasingly used by us in everyday lives from retail stores to government offices. They help us to connect with each other and also to share information on issues and concerns faced by us. In some cases they also enable resolution of those issues in near real time. It also will address the issues of public accountability and transparency through a unique ID and e-Pramaan based on authentic and standard government applications. Fully online delivery will help a lot in this venture. It will reduce corruption.

Though it may not be a new vision, the energy and efforts that are being put in are noteworthy. The budget is increased almost five-folds. It will benefit many sectors like IT/ITeS, Power sector, Education sector, Telecom sector, Electronics manufacturing, Banking and Financial sector, etc. Digital India will connect the entire India and bring to the forefront all the hidden talent and entrepreneurs that constitute the country's future. It will help in achieving universal digital literacy. A dedicated monitoring committee headed by the PM as chairman is constituted to oversee the target achievement in a time bound manner. Digital India will certainly help in improving the Ease of Doing Business.

Objectives of the Study

The objective of the Digital India Group is to come out with innovative ideas and practical solutions to realize Hon'ble Prime Minister Narendra Modi's vision of a digital India. Prime Minister Modi envisions transforming our nation and creating opportunities for all citizens by harnessing digital technologies. His vision is to empower every citizen with access to digital services, knowledge and information. This Group will come up with policies and best practices from around the world to make this vision of a digital India a reality.

The objectives of the study are as follows:-
1. To ensure the broadband highways.
2. To ensure the universal access to mobile phones.
3. To facilitate people with high speed internet.
4. To bring e-Governance by reforming government through digitization.
5. To bring e-Kranti through electronic delivery of services.
6. To make available online information for all.
7. To facilitates an efficient delivery of government or private services all over the country to its citizen.
8. To ensure large scale deployment of Wi-Fi hotspots all across the country.
9. To open access of broadband highways in all the cities, towns and villages will make possible the availability of world class services on the click of mouse.
10. To connect gram panchayat of country through Bharat Net Programme (a high-speed digital highway).
11. To provide benefits to the beneficiaries through National Scholarship Portal by allowing submission of application, verification process, sanction and then disbursal.
12. To ensures the achievement of various online goals set by the government.
13. To ensure more IT jobs

Review of Literature

Digital India is an initiative of Government of India to integrate the government departments and the people of India. It aims at ensuring that the government services are made available to citizens electronically by reducing paperwork. According to the team, the project is slated for completion by 2019. A two-way platform will be created where both the service providers and the consumers stand to benefit. The scheme will be monitored and controlled by the Digital India Advisory group which will be chaired by the Ministry of Communications and IT. It will be an inter- ministerial initiative where all ministries and departments shall offer their own services to the public Healthcare, Education, Judicial services etc. The Public- Private-Partnership model shall be adopted selectively. In addition, there are plans to restructure the National Informatics Centre. This project is one among the top priority projects of the Modi Administration.

As the part of "Digital India" Indian government planned to launch Botnet cleaning centers. Government also launched a digital locker under the name "Digi Locker According to an article of Economics times, Reliance Industries Chairman Mukesh Ambani said his company would invest Rs 2.5 lakh crores across different Digital India heads, which have the potential to create employment for over five lakhs people. He also announced setting up of the 'Jio Digital India Start Up Fund' to encourage young entrepreneurs who are setting up businesses focused around the Digital India initiative.

Other Important Projects of DI: • National Centre for Flexible Electronics (NCFlexE): is going to be an initiative of Government of India to promote research and innovation in the emerging area of Flexible Electronics. Some information's has been taken from articles based on Digital India Project in newspapers like Economics Times, The Times of India, India Today, etc and also through the social networking sites of Digital India like twitter, Facebook and LinkedIn. Few of the available research article on digital India are also reviewed. These are Suresh, P. (2016). Development of Smart Cities in India-Dream to Reality. International Journal of Business Policy &

Governance and Arjuna Kumar Sahu, D. M. (2015). Digital India: A Study of New-Age e-Entrepreneurship in India. Siddhant

Vision of Digital India

The vision of Digital India programme is to transform India into a digitally empowered society and knowledge economy. The Digital India programme is centered on three key vision areas:-

Vision Area 1: Digital Infrastructure as A Utility To Every Citizen Infrastructure

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

Vision Area 2: Governance and Services on Demand

1. Seamlessly integrated services across departments or jurisdictions
2. Availability of services in real time from online & mobile platforms
3. All citizen entitlements to be portable and available on the cloud
4. Digitally transformed services for improving ease of doing business
5. Making financial transactions electronic & cashless
6. Leveraging Geospatial Information Systems (GIS) for decision support systems & development.

Vision of Digital India
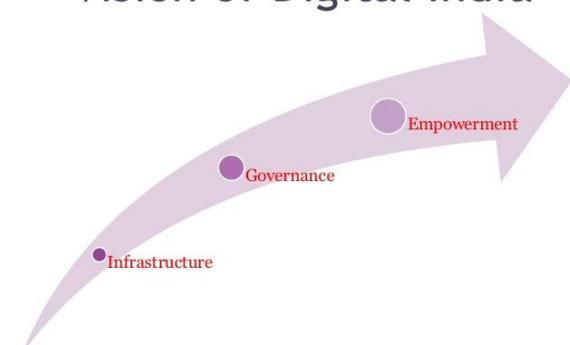
Vision Area 3: Digital empowerment of citizens

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

Approach and Methodology for Digital India Programme are

1. Ministries / Departments / States would fully leverage the Common and Support ICT Infrastructure established by GoI would also evolve/ lay down standards and policy guidelines, provide technical and handholding support, undertake capacity building, R&D, etc.
2. The existing/ ongoing e-Governance initiatives would be suitably revamped to align them with the principles of Digital India. Scope enhancement, Process Reengineering, use of integrated & interoperable systems and deployment of emerging technologies like cloud & mobile would be undertaken to enhance the delivery of Government services to citizens.
3. States would be given flexibility to identify for inclusion additional state-specific projects, which are relevant for their socio-economic needs.
4. e-Governance would be promoted through a centralized initiative to the extent necessary, to ensure citizen centric service orientation, interoperability of various e-Governance applications and optimal utilization of ICT infrastructure/ resources, while adopting a decentralized implementation model.
5. Successes would be identified and their replication promoted proactively with the required productization and customization wherever needed.
6. Public Private Partnerships would be preferred wherever feasible to implement e-Governance projects with adequate management and strategic control.
7. Adoption of Unique ID would be promoted to facilitate identification, authentication and delivery of benefits.
8. Restructuring of NIC would be undertaken to strengthen the IT support to all government departments at Centre and State levels.
9. The positions of Chief Information Officers (CIO) would be created in at least 10 key Ministries so that various e-Governance projects could be designed, developed and implemented faster. CIO positions will be at Additional Secretary/Joint Secretary level with over-riding powers on IT in the respective Ministry.

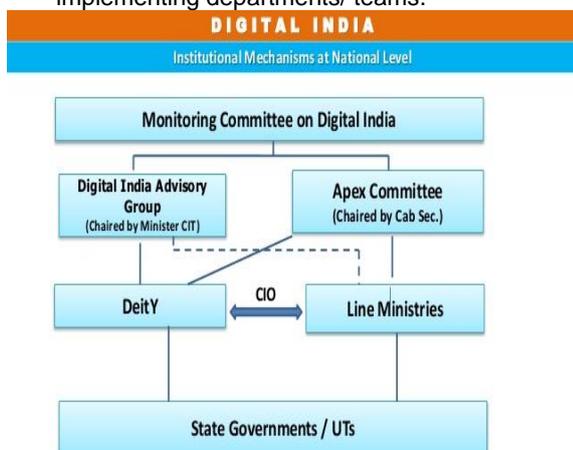**Programme Management Structure for Digital India Programme**

The programme management structure for Digital India consists of a Monitoring Committee on Digital India headed by the Prime Minister, a Digital India Advisory Group chaired by the Minister of Communications & IT and an Apex Committee chaired by the Cabinet Secretary. The central ministries/departments and state governments concerned would have the overall responsibility for implementation of various Mission Mode and other projects under the Digital India Programme.

The Apex Committee on the Digital India programme headed by the Cabinet Secretary and the Digital India Advisory Group chaired by the Minister of Communications and Information Technology has been constituted.

The first meeting of the Apex Committee on the Digital India programme was held on 26.11.2014. The second meeting of the Apex Committee on the Digital India programme was held on 09.02.2015. The actions on decisions made by the Apex Committee are being worked out.

The Programme management structure for the Digital India prorgamme as endorsed by the Union Cabinet is as follows :-

1. For effective management of the Digital India programme, the programme management structure would consists 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 the Cabinet Secretary. The structure has the needed secretarial/ monitoring/ technical support and appropriate decentralization of power and responsibility to ensure effective execution of the various projects/ components by the implementing departments/ teams.

Institutional Mechanism at National Level

2. Key components of the Programme Management structure would be as follows:
a. Cabinet Committee on Economic Affairs (CCEA) for programme level policy decisions.
b. A Monitoring Committee on Digital India under the Chairpersonship of Prime Minister which will be constituted with representation drawn from relevant Ministries/ Departments to provide leadership, prescribe deliverables and milestones, and monitor periodically the implementation of the Digital India Programme.
c. A Digital India Advisory Group headed by the Minister of Communications and IT to solicit views of external stakeholders and to provide inputs to the Monitoring Committee on Digital India, advise the Government on policy issues and strategic interventions necessary for accelerating the implementation of the Digital India Programme across Central and State Government Ministries/Departments. The composition of the Advisory Group would include representation from the Planning Commission and 8 to 9 representatives from States/UTs and other Line Ministries/Departments on a rotational basis.
d. An Apex Committee headed by the Cabinet Secretary would be overseeing the programme and providing policy and strategic directions for its implementation and resolving inter-ministerial issues. In addition it would harmonize and integrate diverse initiatives and aspects related to integration of services, end to end process re-engineering and service levels of MMPs and other initiatives under the Digital India Programme, wherever required.
e. Expenditure Finance Committee (EFC) / Committee on Non Plan Expenditure (CNE) to financially appraise/ approve projects as per existing delegation of financial powers. The EFC/ CNE headed by Secretary Expenditure would also be recommending to the CCEA the manner in which MMPs / e-Governance initiatives are to be implemented, as well as the financial terms of participation for States. A representative of the Planning Commission would also be included in both the EFC and CNE.
f. A Council of Mission Leaders on Digital India headed by Secretary, DeitY would be established as a platform to share the best practices in various existing and new e-Gov initiatives under Digital India and also to sensitize various government departments about ICT projects of DeitY. While the inter-departmental, integration and interoperable issues of integrated projects / e-Governance initiatives would be resolved by the Apex Committee on Digital India headed by Cabinet Secretary, the technical issues of integrated projects would be resolved by the Council of Mission Leaders.
g. Further, considering the scope of the Digital India Programme and the need to look at issues such as overall technology architecture, framework, standards, security policy, funding strategy, service delivery mechanism, sharing of common infrastructure etc. at a programme level, it is proposed that the technical appraisal of all Digital India projects be done by DeitY, prior to a project being placed before the EFC / CNE. This appraisal would cover issues relating to inclusion of adoption of Standards, utilization of Cloud and mobile platforms, consideration of security aspects, etc. The Secretary, DeitY or his representative may also be included as a standing special invitee to all EFC/CNE meetings, which are appraising/approving MMPs. It may be mentioned that the DeitY has already set up a Programme Management Unit, namely National eGovernance Division (NeGD) to provide support to departments in conceptualizing, developing, appraising, implementing and monitoring respective MMPs / eGovernance Initiatives.
h. Institutional mechanism of Digital India at State level would be headed by State Committee on Digital India by the Chief Minister. State/UT Apex Committees on Digital India headed by Chief Secretaries would be constituted at State/UT level to allocate required resources, set priority amongst projects and resolve inter-departmental issues at State level.

3. For effective monitoring of Digital India, usage of Project Management Information System would be mandatory in each new and existing Mission Mode Projects to capture the real or near real time details about the progress of the project.

Remarking An Analisation

This tool should be proficient enough to capture the parameters for each stage of project namely, conceptualization and development, implementation and post implementation. The parameters could be decided in consultation with various line Ministries / Departments and DeitY.

4. Since the "e-Kranti: National e-Governance Plan 2.0" is already integrated with Digital India Programme, the existing programme management structure established for National eGovernance Plan at both national and state level has also been decided to be integrated appropriately with the programme management structure being envisaged for Digital India Programme at national and State/UT level.

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.
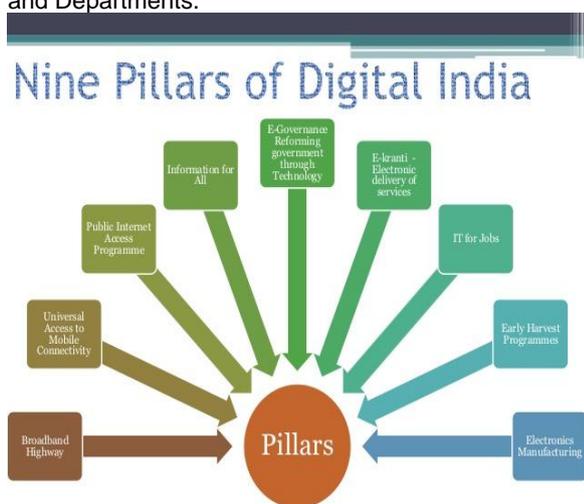
Implementation Approach

All the initiatives, including establishing and expanding core ICT infrastructure, delivery of services etc. under the Digital India programme have definitive completion time targets. Majority of the initiatives are planned to be realized within the next three years. The initiatives planned for early completion ("Early Harvest Programmes") and citizen communication initiatives ("Information for All") have already started going live and are being completed.

The Digital India programme aims at pulling together many existing schemes. These schemes will be restructured, revamped and re-focused and will be implemented in a synchronized manner. Many elements are only process improvements with minimal cost implications. The common branding of programmes as Digital India highlights their transformative impact. While implementing this programme, there would be wider consultations across government, industry, civil society, and citizens to discuss various issues to arrive at innovative solutions for achieving the desired outcomes of Digital India. DeitY has already launched a digital platform named as "my Gov" (http://mygov.in/) to facilitate collaborative and participative governance. Moreover, several consultations and workshops have been organized to discuss the implementation approach of the vision areas of Digital India.

Broadband Highways

High speed connectivity and high speed internet.

Universal Access to Mobile Connectivity

To reach inaccessible areas also.

Public Internet Access Programme

Connect India to the world and newer ideas. It's a National Rural Internet Mission.

E-Governance Improving governance using technology

This is to improve the government to citizen interface for various service deliveries.

E-Kranti

Deliver services electronically and thus in a faster and time bound manner. This is helpful in education, healthcare, planning, security, financial inclusion, justice, farmers, etc.

Information for All

This will bring in transparency and accountability by easy and open access to documents and information to the citizens.

Electronics Manufacturing

This will encourage manufacturing of electronics in India and reduce electronics import and help in job creation too. This will help in achieving goals of 'Make in India' initiative also.

IT for Jobs

Employment opportunities will be increased as well as training aspect will be focused on under 'Skill India' program. Focus will be more on IT training.

Early Harvest Program

This has a number of programs under it which are to be implemented within a short timeline. They address development in variety of sectors like education (school as well as university level), weather forecast, telecom, social problems like lost and found children, etc.

Advantages of Digital India

"All one needs is a computer, a network connection, and a bright spark of initiative and creativity to join the economy." - Don Tapscott. This is increasingly becoming true nowadays. The Digital India initiative aims to transform India into a digitally empowered society and knowledge economy. It aims

to connect entire India digitally in the span of 4 years i.e. till 2018-19. Envisaged by the department of Electronics and Information Technology (DeitY), the vision of Digital India is focuses on - Digital Infrastructure as a utility to every citizen, Governance & services on demand and Digital Empowerment of citizens. It wants to bridge the digital divide and bring India at par with the developed nations. It will combine many existing schemes related to e-governance, other digital initiatives etc.; restructure them and implement them in a synchronized manner under this umbrella initiative named as 'Digital India'. some of the primary advantages that government witnesses from the digital economy are: Removal of Black Economy: When the transactions are made digitally, they can be easily monitored. Increase in Revenues: This is one of the most obvious and common benefits of the digital economy.

I dream of a Digital India
where the world looks to India
for the next Big Idea.
- Narendra Modi

Initiatives under Digital India and Their Advantages

The main initiative under Digital India is the 'National Optic Fiber Network'. Started much earlier in 2011, it was an ambitious program to connect 2.5 Lakh Gram Panchayats through broadband. It would be pursued with renewed vigor, planning and monitoring.

1. Cloud facility will be available. Thus all government documents/certificates will be available on the Cloud.
2. The digital resources/services will be available in Indian languages.
3. 'MyGov.in' will help in participative governance.
4. Financial transactions would become cashless above a threshold.
5. Safe and secure cyber space would be provided.
6. Many other minor initiatives and services will be provided digitally by the government. It has already started providing many services.
7. All the above initiatives will open up opportunities to Indian manufacturers and entrepreneurs, thus helping employment in a direct and indirect way.
8. With the launch of Digital India programme, the government is taking a big advancement to convert the nation into a digitally motivated knowledge economic system.
9. Creation of Digital Infrastructure and electronic manufacturing in native India.
10. Delivery of all government services electronically (E-governance).
11. Digital empowerment of native Indian people.
12. A digital identification which will verify the end user.
13. A bank account for immediate benefit transfers of subsidies and payments.

14. A mobile for world wide access to all services.
15. It will help in decreasing crime if applied on whole.
16. It will help in getting things done easily.
17. It will help in decreasing documentations.
18. Some of the services which will be provided through this desire effort are digital locker, e-education, e-health, e-sign and nationwide scholarship portal.
19. Indian villages will be benefitted the most as with the phase of digitalization they would be provided with even more of basic amenities (like electricity would be surely provided as it is a base for digitalization.
20. Villagers will get an opportunity to discover new things through internet facilities.
21. With digital lockers, our documents would be safely stored. Possibility of loss would be minimized.
22. Online service portals will reduce the delays. All procedures would be transparent.
23. Employment will increase as IT companies will employ more people so as to accomplish their i.e. company's goals.

Disadvantages of Digital India :-
1. Government employment might reduce which in turn may lead to civil servants' unrest.
2. People will use free WIFI's just for time pass which is current scenario in metros.
3. Hacking poses a threat to digital transactions. However, adopting safe cyber security solutions we can curb this problem too.
4. The vulnerability to hacks increases.
5. The rural people might find it a really hard transition.
6. Confusion while using the digital payment methods might lead to deception.
7. The rate of cyber-crimes would increase to a drastic amount due to the lack of awareness.

Impact of Digital India by 2019
1. Broadband in 2.5 lakh villages, universal phone connectivity.
2. Net Zero Imports by 2020
3. 400,000 Public Internet Access Points
4. Wi-fi in 2.5 lakh schools, all universities; Public wi-fi hotspots for citizens.
5. Digital Inclusion: 1.7 Cr trained for IT, Telecom and Electronics Jobs.
6. Job creation: Direct 1.7 Cr. and Indirect at least 8.5 Cr.
7. e-Governance & e-Services: Across government.
8. India to be leader in IT use in services – health, education, banking.
9. Digitally empowered citizens – public cloud, internet access

Challenges in Implementing Digital India
1. High Level of Digital illiteracy.
2. Connectivity to remote areas.
3. Compatibility with center state databases.
4. Cyber Crime.

5. Net Neutrality.
6. Lack of Key Persons.
7. Language Barriers.
8. Over Populations.
9. Lack of Integrated Services.
10. Spectrum Crunch.
11. Electronics Manufacturing.
12. Infrastructure & Land Acquisition

Conclusions

The vision of digital India is grand. It is a huge step towards building a truly empowered nation. If successful, it transforms citizen access to multimedia information, content and services. However, the goal is still far away since most of the nine pillars if 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 programme 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.

The initiative of the Government of India in order to transform India into a digitally empowered society and a knowledge economy is an amazing initiative. The initiative to transform all the government services is also good. If the government of India is successful in implementing all the policies of Digital India campaign properly then it will provide a high pace growth to our economy as it focuses on to provide high-speed internet facility, broadband highways, information technology jobs, all the information available online, switch over to cashless transactions and use of mobile phones universally.

In concluding Life would become easier to an extent. Some of the speech given by our honorable Prime Minister Sri Narendra Modi are quoted below :-

"Digital India aims to connect and integrate INDIA digitally."

"Our youth has surprised the world with its IT skills. Our ancestors used to play with snakes, we play with mouse."

"I will make such a wonderful India that all Americans will stand in line to get a VISA for India. "

"I dream of a Digital India where access to information knows no barrier."

" I dream of a Digital India where the world looks to India for the next Big Idea."

"Status now is not whether you are awake or asleep, it is whether you are online or offline."

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