

DIGITAL INDIA: OPPORTUNITIES AND CHALLENGES

Dr. M. Mohanraj¹, Ms. R. Ramya²

¹Assistant Professor, Department of Management Studies K. S. Rangasamy College of Technology
Tiruchengode – 637215, India.

²I – MBA, Department of Management Studies, K. S. Rangasamy College of Technology,
Tiruchengode – 637215, India.

DOI: <https://www.doi.org/10.58257/IJPREMS32720>

ABSTRACT

Digital India is the starting of advanced insurgency. It may be a dream which is made by the Government of India to ensure that government administrations are made accessible to citizens electronically, indeed in inaccessible ranges, by progressing online framework and by expanding Web network. The programs have one mission and one target that is to require nation forward digitally and financially.

The activity will empower individuals to induce locked in within the innovation handle which is needed by the economy to move forward. But to actualize this can be a awesome challenge. There are numerous barricades within the way of its effective implementation like advanced absence of education, destitute framework, low web speed, need of coordination among different offices , issue relating to tax collection etc . These challenges got to be tended to in arrange to realize the complete potential of this program. It requires a part of endeavours and devotion from all divisions of government as well as private segment. On the off chance that actualized legitimately, it'll open various unused openings for the citizens of the country.

Key Words- Digital India, Opportunities, Challenges and Technology.

1. INTRODUCTION

Throughout the world, data and communication technologies ICT proceed to multiply at unimaginable speed. Digitalization is one of the foremost crucial period of change we have ever seen. Advanced India was a lead program propelled by the Prime Serve of India Narendra Modi on 1 July 2015 with an objective of interfacing country regions with high speed web systems and moving forward Digital education. The vision of this program is to convert India into a carefully enabled society and information economy. It is one of the biggest step by government of India to spur the citizen of the nation and interface Indian economy to knowledge sharp world.

2. REVIEW

A number of investigate papers and articles give a detailed insight about the part of advanced India and the implications of this project in India. Rani (2016) concluded that the Digital India venture gives a colossal opportunity to utilize the most recent innovation to rethink India the ideal models of benefit industry.

It too pointed out that many ventures may require a few transformational prepare, reengineering, refinements to realize the required benefit level objectives. Midha (2016) concluded that advanced India could be a incredible arrange to create India for information future but its inappropriate implementation due to detachment and firmness to imperative can lead to its disappointment.

In spite of the fact that Digital India program is confronting number of challenges however on the off chance that appropriately actualized it can make the finest future of each citizen. So we Indians ought to work together to shape the information economy. Gupta and Arora (2015) examined the affect of Digital India venture on India s rustic division. The think about found that numerous schemes have been propelled in advanced India to boost farming division and business enterprise advancement in country areas. Digital India program has moreover set the arrange for strengthening of country Indian women.

3. METHODOLOGY

1. To discover out the challenges confronted in usage of this programme.
2. To discover The paper is based on the auxiliary information and the data is recovered from the web through diaries , investigate papers and master suppositions on the same subject matter.

4. OBJECTIVE OF THE PAPER

1. To consider the concept of Digital India programme.
2. To find out the significance of this programme.
3. To find out viable arrangements and inventive thoughts to achieve the vision of a advanced India a reality.

5. DIGITAL INDIA

‘Digital India’ may be a central program to create India prepared for a knowledge based future Vision Ranges of Advanced India .

The Advanced India program is centred on key vision areas

1. Digital Foundation as a Utility to Each Citizen .

This includes

- To provide tall speed Internet network as a center utility for conveyance of administrations to citizens. To give Digital personality that's interesting , deep rooted , online and authenticable to every citizen.
- Providing versatile phone and bank account enabling citizen cooperation in Digital and budgetary space.
- Easy get to a Common Benefit Centre.
- Shareable private space on a open cloud for each citizen

2. Administration and Administrations on Demand Seamless integration over divisions or locales.

Ensuring accessibility of administrations in real time from online versatile platforms

- To make all citizen privileges versatile and accessible on the cloud
- To carefully changed administrations for making strides ease of doing business Leveraging Geospatial Information Systems (GIS) for choice back frameworks advancement 3. Digital Strengthening of Citizens
- To engage citizen through widespread advanced literacy.
- To give all inclusive available advanced resource.
- To make accessible Digital assets administrations in Indian languages.
- To give collaborative advanced stages for participative governance.
- Citizens not required to physically yield Govt. archives certificates.

6. NINE PILLARS OF ADVANCED INDIA PROGRAMME

Under Advanced India program, 9 key activities are in advance ,which are as follows

1.Broadband Highways

The point is to cover 250000 town Panchayats beneath National Optical Fiber Organize NOFN by December 2016.Nationwide web foundation NII would coordinate the arrange and cloud foundation within the nation to provide high speed network and cloud platform to different government offices up to the panchayat level.

2. Widespread Get to to Portable Connectivity

The point is to extend arrange infiltration and to supply versatile network to 44000 towns by 2018 with investment of RS 16000.

3. Public Internet Access Programme

One Common Benefit Centre CSC would be given to each gram panchayat and 150,000 Post Workplaces are proposed to be changed over into multi benefit centers.

4. e Governance

IT would be utilized to make the conveyance of government administrations more successfully. There would be integration of

services and platform-UIDAI, Installment Portal , Versatile Seva stage , Public redressal etc., through IT. All information would be accessible in electronic form.

5. e Kranti

The point is electronic conveyance of services to people be it instruction , wellbeing , monetary incorporation or justice.

6.Information for AllMyGov.in

It is website propelled by the government to encourage a 2 way communication between citizens and the government. It may be a medium to trade thoughts or suggestion with government. The citizen would have open get to to data through open information platform.

7. Hardware Manufacturing

The government is centring on zero imports of hardware by2020 through neighbourhood fabricating of things such as smart vitality meters, miniaturized scale ATMs, portable , customer and restorative gadgets . Government is

additionally taking a few steps to advance fabricating and venture in hardware segment by giving clarity on tax collection , motivating forces skill advancement etc.

8. IT for Occupations

The point is to prepare 10 million people in towns and towns for IT segment occupations in five a long time. It too points to provide training to three lakhs benefit conveyance specialists as portion of skill improvement to run practical businesses conveying IT services. It moreover centers on training of five lakh Rural Workforce on Telecom and Telecom related administrations and setting up of BPOs in each North-eastern state.

9. Early Harvesting Programmes

Government plans to introduce Wi-Fi offices in all colleges over the nation. All books will be changed over into e books. Mail will be made the essential mode of communication inside government. Biometric Participation System will be introduced in all central government workplaces where recording of participation will be made online.

7. BENEFITS OF ADVANCED INDIA PROGRAMME

Digital India programme is the starting of advanced transformation. It is a huge activity to engage individuals of the country.

Fundamental benefits of this program are

1. The Digital India mission would make all the government administrations accessible to people of nation through common service conveyance outlets. This would lead to comprehensive development by empowering get to to instruction, healthcare and government administrations to all the citizens of the nation. Individuals can get way better prompt on health administrations. Those who can't bear school colleges can get chance to online education.
2. There would be more straightforwardness as all the information would be made online and would be available to citizens of the country.
3. E-Governance will offer assistance in lessening debasement and getting things done quickly.
4. Digital locker office will offer assistance citizen to digitally store their critical records like Container card , visa , stamp sheets etc.
5. It will offer assistance in getting things done effortlessly . For case when we got to open an account, we are going give official details of our advanced locker, where they can confirm our documents. By this we will spare time and the torment of standing in long lines for getting our archives would be diminished.
6. It will offer assistance in diminishing documentation and lessening paper work.
7. Digital India mission is away for cashless transactions.
8. It can offer assistance little businesses. Individuals can utilize online tools to grow their business.
9. It can play a key part in GDP development. Agreeing to examiner the Digital India seem boost GDP up to 1 trillion by 2025. Concurring to World Bank report a 10 increment in versatile and broadband infiltration increases per capita GDP by 0.81% and 1.31% separately in creating countries.
10. The program would create colossal number of employments in IT, electronics and media transmission segment straightforwardly or indirectly. More than a year has been passed since Advanced India mission has been announced but it is confronting different challenges in effective execution.

Few of the challenges are

1. High level of Digital absence of education is the greatest challenge within the success of advanced India program . Moo Digital literacy is key obstacle in adjustment of advances . Agreeing to ASSOCHAM Deloitte report on Digital India,November,2016, around 950 million Indians are still not on internet.
2. Making Advanced India conspire known and making an mindfulness among common masses around its benefits is additionally a great challenge.
3. It is a mammoth assignment to have network with each and every village , town and city. Interfacing 250000 Gram Panchayats through National Optical Fiber isn't a simple task. The greatest challenge is guaranteeing that each panchayat point of wide band is fixed up and functional. It is found that 67 of NOFN focuses are non utilitarian indeed at the pilot stage.
4. A key component under this vision is tall speed of web as a center utility to encourage online conveyance of various services. India has moo web speed. Agreeing to third quarter 2016 Akamai report on internet speed, India is at the105th position within the world in normal web speed. This rank is the lowest in whole Asia Pacific region .

5. According to ASSOCHAM- Deloitte report , the issue relating to tax assessment and administrative rules have proved to street piece in realizing the vision of Digital India. A few of the common policy obstacles incorporate need of clarity in FDI approaches have affected the development of ecommerce.

6. The greatest challenge confronted by Digital India program is moderate and postponed framework advancement. Indias digital foundation is comprehensively insufficient to handle growing increase in advanced exchanges. India need sover 80 lakhs hotspots as against the accessibility of around 31000 hotspot at show to reach worldwide level, agreeing to ASSOCHAM-Deloitte report.

8. SUGGESTIONS

Digital India campaign can't be fruitful on its possess . Arrangement changes are required to form Digital India a reality.

Few of the suggestions are -

1.Digital proficiency is to begin with step in engaging citizens. Individuals ought to know how to secure their online data.

2.To make this program fruitful , a enormous mindfulness program has to be conducted. There's pressing need to teach and educate the citizens, especially in provincial and inaccessible zones , almost the benefits of web administrations to increment the development of web usage.

3.Digital isolate has to be addressed.

4. Manufacturing substance isn't governments quality. This mission needs substance and benefit organizations with telecom companies and other firms.

5. PPP models must be investigated for economical advancement of digital infrastructure.

6. Private division ought to be empowered for advancement of final mile framework in rural and remote areas. To encourage private segment, there must be favourable taxation approaches, speedier clearance of projects.

7. The victory of advanced India extend depends upon maximum connectivity with least cyber security dangers. For this we need a solid hostile to cyber wrongdoing group which keeps up the database and protects it round the clock.

8. To move forward ability in cyber security , we have to be present cyber security course at graduate level and encourage international certification bodies to present different aptitude based cyber security courses.

9. There is require for successful cooperation of various departments and requesting commitment and endeavor. Various policies in several ranges ought to bolster this goal.

10. For effective execution, there must be alterations in different legislations that have for long hindered the growth of innovation in India.

9. CONCLUSION

The vision of Digital India is fantastic. It could be a tremendous step towards building a genuinely enabled country. On the off chance that effective, it transform citizen get to mixed media information content and administrations. Be that as it may the objective is still distant absent since most of the nine columns of Digital India mission are confronting genuine challenges in usage. It is basic that centered determined consideration must be given to each and each column so that this program does not conclusion up in failure. In truth we all ought to be mentally prepared for the alter and be prepared to confront the challenges in implementing this arrangement, only then it would be possible to create this vision a reality.

10. REFERENCE

- [1] Rani Suman(2016) .Digital India: Unleashing Prosperity . Indian Journal of Applied Research, volume- 6,Issue4,pp187-
- [2] Midha Rahul (2016). Digital India: Barriers and Remedies. International Conference on Recent Innovations in Sciences, Management , Education and Technology.
- [3] Gupta Neeru and Arora Kirandeep (2015). Digital India: A Roadmap for the development of Rural India. International Journal of Business Management ,vol(2)2, pp1333-1342.
- [4] Digital India Programme : Importance and Impact .
- [5] Digital India. Unlocking the trillion Dollar Opportunity: ASSOCHAM –Deloitte report, November 2016.