Digital India- Oppurtunities and Challenges

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ABSTRACT- The digital world is a world where the best possible use is made of digital technologies. The 'Digital India' programme, an instigation of honorable Prime Minister Mr. Narendra Modi, targets to make government services available to people electronically and enjoy the advantage of the new information and technological innovations. It is a programme to make India for a bright future. The motive behind the concept is to connect rural areas with high speed internet network and improving digital literacy. The objective of this research is to find out how the government services can be available to every citizen electronically and improve the quality of life of every citizen. The things should be accessible on one clack. Digital India is one of the step by the government to motivate and connect Indian Economy to a knowledge savvy world. The overall programme is focused to develop India for a knowledgeable future by developing central technology for allowing revolution which covers many departments under one umbrella programme . This paper helps understand the challenges that hinder the execution of the program and suggest some practicable solutions to deal with the same. Further the paper also highlights the opportunities that would cover the way for achieving the objectives of Digital India.

KEYWORDS- Digital India, e-Services, opportunities, challenges.

METHODOLOGY-This study is based on secondary data that is collected through different sources like newspaper, internet, government websites, journals etc.

INTRODUCTION -Digital India Program is a national campaign to transform India into a globally connected hub. It includes various benifits given to companies, basically the manufacturing companies both domestic and foreign to invest in India and make the country a

digital end. The emphasis of Digital India campaign is on creating jobs and skill enhancement in the Broadband Highways, e-Governance, and Electronic delivery of services, Universal access to Mobile Connectivity, Electronics Manufacturing, and Information for All etc. The programs aim is to resolve the problems of connectivity so that we share information on issues and concerns faced by us. This initiative is focussed to help India gain a better rural connectivity with a stable governmental policies in the surroundings coupled with benefits and incentives through the operation. At the same time the proposal is planned to create jobs and enhance skill development which will ultimately lead to increase in GDP and revenues from tax. We can't imagine our life without technology in today's time. In the twenty-first century, one of the most important technologies is the power of the digitization. Digital India is a programme to transform India into a digitally empowered society and knowledge economy. It was launched on 2 July 2015 to ensure that government services are made available to citizens electronically by improving online infrastructure and by increasing internet connectivity or by making the country Digitally empowered in the field of technology. It consists of three core components as follows-

• The creation of digital infrastructure

• Delivering services digitally

• Digital literacy

The aim of Digital India to provide Digital services in Indian languages. Digital India initiative could help in achieving the objectives of:

• Education for all.

• Information for all.

• Broadband for all.

• Leadership structure.

VISION- It focussed on three important areas-

I. Digital infrastructure - This vision provides high speed internet services like the land records, certificates and many more. It gives a safe and secure cyber space in the country.

II. Services on demand - Under this vision, each and every government services or information is available in real time from online & mobile platforms. It makes financial transactions electronically & cashless and provides single window access to every individual.

III. Digital empowerment of citizens: - All electronic resources will be available unanimously in Indian languages. All documents and certificates to be available on the cloud.

PILLARS The government aims to target on some 'Pillars of Digital India' which are as follows:-

• Broadband for all rural.

• Broadband for all urban.

• Increasing networking services.

• To connect unconnected areas by using technologies.

• To provide universal phone connection.

• It is a national rural internet mission.

• CSCs- Made viable, multifunctional end-points for service delivery.

• Post offices- To become multi-service centers.

• To reform government through technology.

• Online application and tracking interface between departments.

• To transform every manual work into fully automation system inside government.

• Quickly respond, analyze and resolve persistent problems and many more. • All databases and information to be electronic, not manual.

- Technology for Education e-education.

- Technology for Health e-healthcare.

- Technology for Farmers.

- Technology for Security.

- Technology for Justice.

- Technology for Financial inclusion.

- Citizens have open, easy access to information.

- 2-way communication between citizen and government.

- Online messaging to citizen on special occasions.

- Need strengthening IT for jobs

- Train people in smaller town & villages for IT sector jobs.

- To provide training and teaching skills to the youth for employment opportunities in the IT sector.

- Government greetings to be e-greetings.

- Educational books to e-books.

- People will use the e-services for entertainment, weather information, latest updates etc.

- Public Wi-Fi hotspot.

CHALLENGES

Digital India is a great plan but its improper implementation due to inaccessibility & inflexibility to which lead to its failure. There are few challenges before the government to implement the Digital India programme which are as follows –

- Infrastructure deficit such as lack of towers, especially in the country side.

- Implementing entities at the actual field.

- Beneficiaries may not have adequate knowledge of DIP.

- Auxiliary services such as health, education, banking, governance etc may not be well developed.

- No separate entity for consumer readdress under the program.

To overcome all these barriers, there are some suggestions–

1. A few new programs may be needed-particularly in electronics manufacturing and skill development.

2. Have a dedicated training institute in each state under DIP, to aid in augmenting the digital literacy and awareness level.

3. To inspire the youth for making effective DIP.

4. Government should conduct the seminars to aware people about the digital services.

5. To advertise the policies of DIP on Books, pen, TV, newspapers etc. so that people could aware about the eservices.

6. Mandate a lecture about Digital India in every educational institute to enhance the policies of DIP.

7. To launch a help-line number of DIP so that people can tell the problems relating to e-services. 8. Provide a help center in each state to solve public issues.

9. To print the booklets of e-Services with picture and distribute to each home for awareness.

10. To turn the villages into smart economic centers that connects farmers directly to e-Markets to know the well price of crops.

CONCLUSION - The digital India program is programme of the government of India to shape by connectivity and hi-tech opportunity. It is a vision to transform India into a digitally empowered society and knowledge economy. It is a good effort to build up India. Although,

digital India programme is facing some barriers, yet it has a great collision on India to make the best future of every inhabitant. More employment opportunities will open for the youth that will boost the nation's economy. Digital India program is a salutation step in determining India of the 21st century motorized by connectivity and the technological opportunity

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