

GROWTH AND PROSPECTS OF DIGITAL INDIA

Author's Name: Dr. B. Kanammai

Affiliation: Associate Professor, School of Commerce, Centre for Research and Development, KPR College of Arts Science and Research, Arasur, Coimbatore, Tamil Nadu, India

E-Mail: pl_saiananthiram@yahoo.com

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Abstract

As India starts travel by focusing digitalised India and this is the most important characteristics formed apart from similar travels by other nations and that is the major role of the state in the transforming process. Transformation of digitalised India was transformed by important Government initiatives which allowed to new digital era for the Indian citizens and increased access to digital platforms. Aadhar probably was the most important achievement, which covered 99% of the Indian population, allowed them to access important government digital services. Focus of this Aadhar was to bring the transparency of social payments, provides financial assistance in all aspects.

Keywords: Digitalised, Transformation, Social Payments, Era, Initiatives

A CLEARLY DEFINED ROAD MAP

The [Digital India](#) programme has three visions:

Digital infrastructure as a core utility to every citizen, governance & services on demand, and digital empowerment of citizens. On July 1st 2021, the ambition program completes its six years, and achieving so much despitely, there is so much more than can be done.

This unique flagship programme of the Government of India was launched on 1 July, 2015 with an aim to transform digital India in healthiest society and acheiving economical knowledge. It stepped into an attempt to increase access to the services offered by critical Government by reforming the country digitally with gaining power through updated infrastructure and connectivity. The programme has been enabled for several important Government schemes, such as BharatNet, [Make in India](#), Startup India and Standup India, industrial corridors, etc.

Digital India, an umbrella programme which entirely covers variety of Government Ministries and Departments, is a consolidation of various smaller initiatives and ideas into a comprehensive vision. Each initiative is incorporated as part of a big goal under the overall coordination made by the Department of Electronics and Information Technology (DeitY). The programme was to provide 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.

Another significant achievement under the Digital India umbrella was the introduction of Unified Payments Interface (UPI), which announced the advantages of digital payments in every part of the country. From flourishing businesses to moderate platform street vendors, UPI is helping each and everyone with payments and transactions. This also motivates a numerous private players to offer

alternatives for digital payments which entirely transformed the economy of India. During the year 2021 alone, Indians have made 37.90 billion digital transactions, an increase of 27.9 billion from 2016, the year UPI was launched, when around 10 billion transactions were made.

Along the similar lines, the Electronic Customer Identification System (e-KYC), the Electronic Document Storage System (Digi Locker) and the Electronic Signature System (e Sign) were introduced to assist businesses streamline their operations. Significant progress was also made in the work of e-government bringing together an electronic procurement platform, an extensive resource of government data and a one-stop-store system for accessing more than 300 public services.

BEYOND THE JAM TRINITY

By starting as a simple step to kick off the JAM trinity (Jan Dhan, Aadhar and Mobile) to weed out leakages in the system, today empowered the entire vaccination drive for COVID, made India only the second nation to USA that administered 20 crore vaccines. Tech solutions empowered by Digital India that has constructed the infrastructure for years combined together today serve as a basis for other emerging interventions in the fields of start-ups, digital education, seamless banking and payment solutions, agri tech, health tech, smart cities, e-governance and retail management.

In fact, India faced the pandemic condition which was operated digitally in every arena, during compete lockdown period to maintain the growth clock ticking. It would not have been feasible without the dream of Prime Minister Modi who said, “For me IT + IT = IT” or, as he elaborated, “Indian Talent + Information Technology = India Tomorrow.” Digital India followed by Digital Village successfully bridged the gap between Bharat and India which makes the country to weave it into a dream for tomorrow where technology can be used and accessed by all.

As the foundation of Digital India, governance and related infrastructure formed up the public service of the country, the private businesses which were previously transmitting themselves by swallowing technology to remain relevant thrived. The India’s vision and mission is to become as a technological digitalise country to develop foundations for official meetings, Schools, Entertainment, Games, Food and Shopping during the pandemic lockdown is a combined result of public internet access programme, which was very useful information for the people all over the world.

Day to Day related activities of human beings are transmitted to digitalized, including Recreation and Entertainment. Digitalized or online gaming achieved the fast growth during lockdown in the media and entertainment sector with 365 million online gamers by the end of 2020, as compared to 269 million online gamers in 2018. It was expected to subsequent increase to 436 million in the current fiscal year and to 510 million in 2022.

The Road Ahead

Consultancy firm Deloitte told in a January report that India’s online gaming industry is anticipated to expand at a compound annual growth rate of 40% to \$2.8 billion by 2022, up from \$1.1 billion in 2019. Next logical step is Gamification Verticals for start ups in gaming and getting into a market worth USD 30.7 billion by 2025. Gamification for sectors like Education will be a game change. The

biggest Challenge based upon how to inculcate skilling among the people for the Tomorrow's workforce.

Research studies reveals that 50% of the 4 million employees of the IT industry required to be trained for reskilling by the forthcoming years. Dynamic Technological changes will proceed transmitting every industries and the businesses. Government and Industry combined together scope to reskill/upskill around 1.4 million employees over a period of 5 years. Gamification of skilling and education helps us to link the gap between languages and supports illiterates and little educated people to become as a future savvy, technologically empowered resources.

By 2025 India's next phase is to grow digitally and step towards the target of a 5 trillion – dollar. During the year 2020, in the first of 9 months, India was the leader in the mobile gaming segment and installed more than 7 billion mobile game applications to 17% of the global total. India leads in gaming and gamification all over the world and converting the Nation into a gaming and gamification hub. This alteration begins with finding and bringing up sunrise sectors like online gaming through a proper regularised framework, which allows to safeguard the home grown start ups and can give surety for their growth. Second, This gamification or game-based learning can create many people by providing them education skilling and prepare them ready for future. Third, we are in a position to retain the top talent from premier institutions by motivation them by conducting incentivized programs and by safeguarding their desires in the country. Fourth, the Government and the relevant Stakeholders are required to tabulate out progressive policies and procedure that invite and keep new investments into the country. Fifth, progressive utilization of new technologies and forced for increased access in underserved areas. Sixth, an industry is ready for creating a talented pool with academia.

This digital growth may not be possible without the force for pervasive connectivity and access to high-quality internet access. Many programs like Bharat Net, the Government has tried to bring up 2.5 lakh villages to connect with high Internet speed broadband connectivity and also made other private players to reduce the data tariffs to give the internet facility as a service for the mass people in India. We currently possess 778.09 million broadband subscribers in India and growing in numbers and with the help of which it is easy to access to services. Access, according to Brandon Fleming, Founder of Harvard Diversity Project, is what keeps people from achieving great things and if that holds true for India, the sky's the limit.

The foundation of Digital India has proved that it can actually turn the billion dreams into reality, catapulting India's success stories into the next set of Unicorns with support of a conducive policy environment. Government's objective is to create hyper-scale data centres and futuristic digital info-way which will help to connect the various sectors namely., Education, Research institutions, Government and Skilling will provide us the steps in building the 'Soonicorn' – the 'Soon to be Unicorn' Club which will further realise the dream of "Make in India, Made for the World."



CONCLUSION

As we celebrate the six years of completion of Digital India, here are the six concrete steps which will help us to transform the digitalized nation in the new form for Digital 4.0 put forth to India's success story and to reach successfully the five trillion-dollar economy dream. Firstly, inculcation of scientific temper, where perception doesn't drive policy, access to data and lower costs of devices especially smartphones, high speed technology and seamless connectivity (5G, 6G), quality and local language content, a secure and safe cyberspace with clear spaces for redressal, ombudsmen, grievance redressal officers, renewable energy, seamless power supply, green technology and lastly more and more government services to be brought online with more departments talking to each other. That's one step forward for every year of this remarkable program. We do this right and we're looking at a truly self-reliant and Aatamnirbhar Bharat where each citizen is connected and fully empowered.

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