

# Digital India: A Roadmap towards Innovation, Transformation and Engagement of Indian Economy

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## Abstract

Digital India is a striving programme of the Government of India with a revelation to transform India in to a digitally empowered society. This vision includes creation of a countrywide digital infrastructure for every citizen, ensuring smart governance and services on demand and digital engagement of citizens with government. Digitalization transforms the knowledge savvy economy to techno knowledge savvy economy. The things should be available on one click. The Digital India programme comprises of various initiatives each targeted to prepare India for becoming a smart economy and for bringing good governance to citizens through synchronized and coordinated engagement of the entire digital government. Digital indicates to electronic technology which generates stores and processes data. The current research paper promoted the smarter techniques that have been deployed as touchable devices for user applications within different sectors of government and rural areas of Indian economy. It will also highlight the impact of such smarter technologies on the empowerment of rural Indian economy.

**Keywords:** *Digital India, Indian Economy, Transformation, Innovation.*

## Introduction

Digital India is the result of various innovation and technological advancements. These advancements are changing the life of people by empowering the society by the way of participative, transparent and responsive manner. The digital world where we live in today is that where every individual has a bright prospect to transform the lives in many ways that were hard to envision just a couple of years ago. The 'Digital India' programme is a proposal of honorable Prime Minister Mr. Narendra Modi, which surfaces new progressions for Indian economic growth in every sector and generates innovative endeavors next generation.

The Digital India campaign is a vision project of the Indian Government to change India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and harmonization in public accountability, digitally connecting and delivering the government initiatives and services to mobilize the capability of information technology across government departments. The digital India concept aims at innovative, participative, transparent and responsive system. All educational institutions and government services are adopting electronic services and promoting digital literacy. Digital Technologies are based on the concept of cloud computing and mobile applications as a supporting pillar for economic growth and citizen empowerment. Companies all over the world are taking initiatives to invest in Digital India program as a growth opportunity.

But the growth is incomplete until or unless villages and rural areas of India will not adopt this technological change. Gandhi ji realized that 'India resides in its villages,' and technology will help the villages to grow and prosper. Digital libraries, online magazines, e-books can be made available for free which will further help in knowledge sharing. PM Modi once said in his speech in San Jose, "I see technology as a means to empower and as a tool that bridges the distance between hope and opportunity. Social media is reducing social barriers. It connects people on the strength of human values, not identities."

## Objectives

1. To present the innovations in context of digital India.

2. To study the different digital India programme for the upliftment of Indian economy.
3. To study how Digital India programme will lead to empowerment of governance.
4. To study the impact of digital India programme on the empowerment of rural areas.

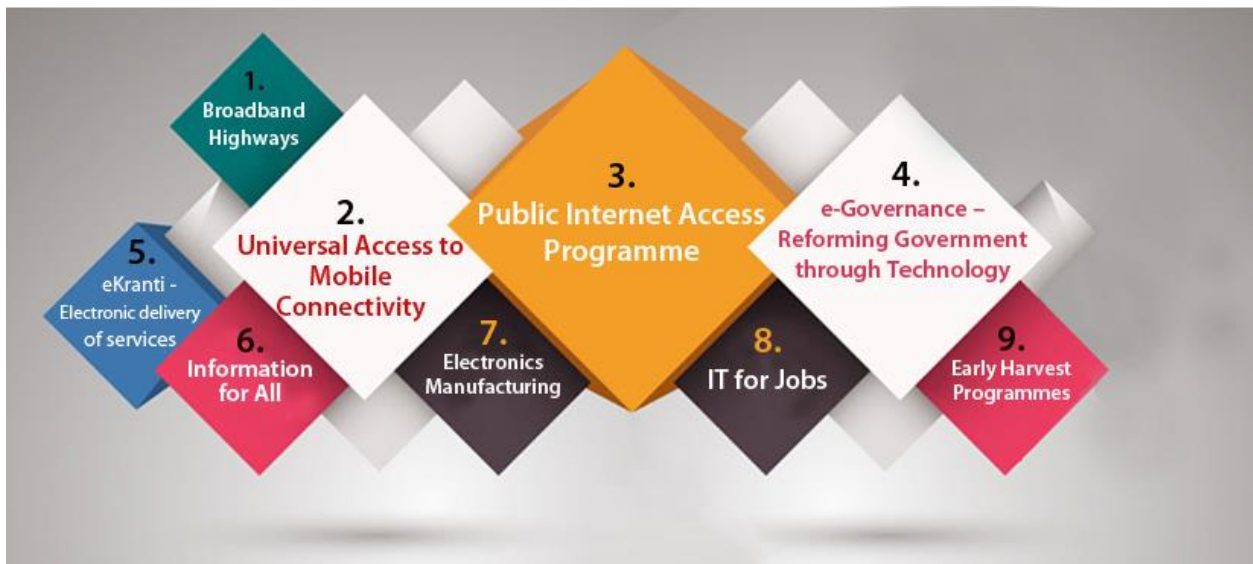
different sources like newspaper, internet, government websites and journals etc.

### Major Projects under the Initiative

Today, the world is transferred from a knowledge savvy economy to techno savvy economy. Digital India comprises of various initiatives under the single programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinated engagement of the entire Government. Nine projects have been undertaken. These are as follows:

### Research Methodology

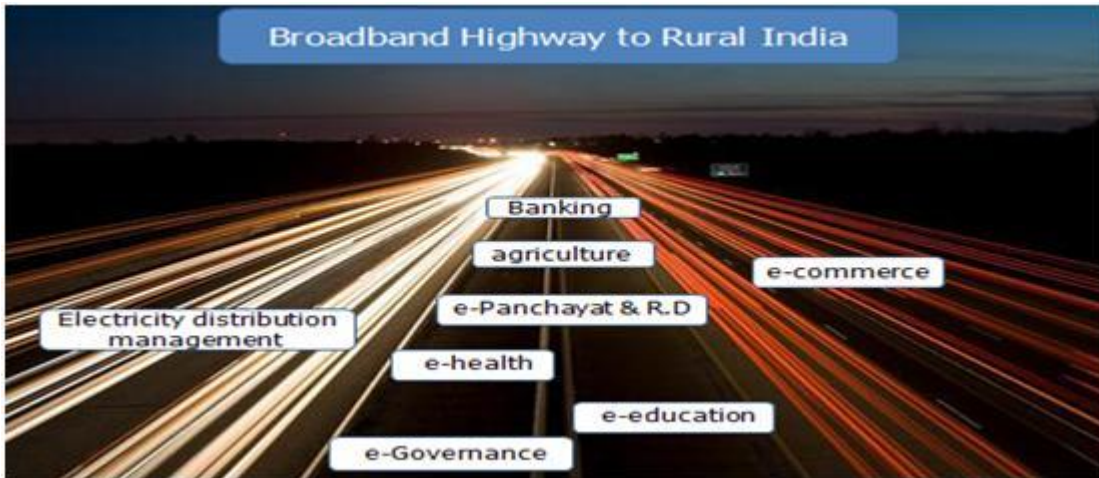
This study attempts to explain the impact of digitization on the transformation and engagement of citizens with its governance and development of Rural Indian economy due to digitalization. It is based on secondary data that is collected through



Source: [digitalindia.gov.in](http://digitalindia.gov.in)

1. **Highways to have broadband services:** Government is initializing to spread national optical fibre network in all 2.5 lakh gram panchayats. A lot of plans are being launched for providing broadband services for developing

infrastructure around highways, railway stations and airport. By March 2017, the government is planning to provide nationwide information infrastructure in India.

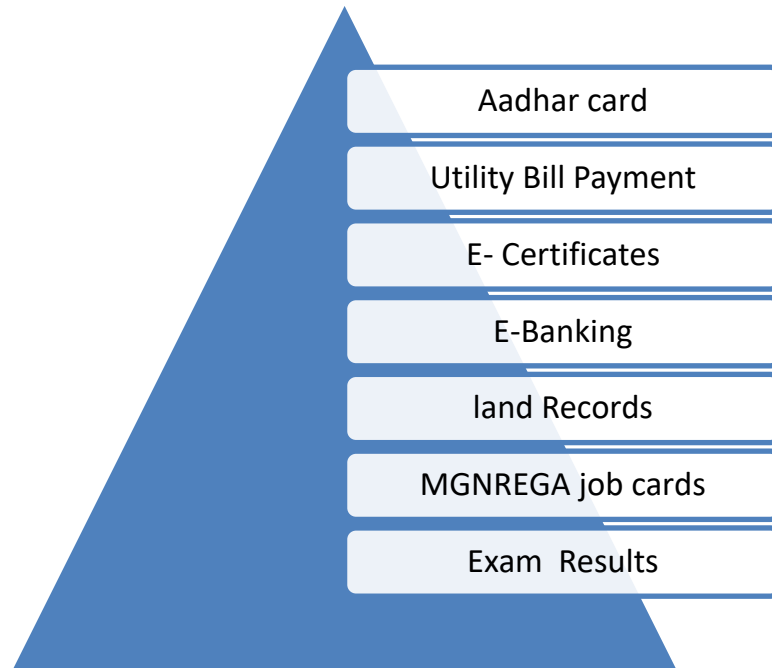


**National Information Infrastructure (NII):** NII would incorporate the network and cloud infrastructure in the country to provide high speed connectivity and cloud platform to various government departments up to the panchayat level. This program will focus on Wide Area Network (SWAN), National Knowledge Network (NKN), National Optical Fibre Network (NOFN), Government User Network (GUN) and the MeghRaj Cloud. NII aims at integrating all ICT infrastructure components such as SWANs, NKN, NOFN, GUN and GI Cloud. It will have provision for horizontal connectivity to 100, 50, 20 and 5 government offices/ service outlets at state, district, block and Panchayat levels respectively. DeitY will be the nodal Department for this project.

2. **Easy access to mobile connectivity:** With free 4g services reliance Jio scheme have brought a significant transformation in context of mobile connectivity. The government is launching various programs to ensure that by 2018 all

villages can be covered through mobile connectivity. The aim is to increase network reach and cover gaps in all 44,000 villages. The Department of Telecommunications is taking initiative as the nodal department and estimated project cost for the project is determined around `16,000 Cr during 2014-18.

3. **Public Internet Access Programme:** The two sub components of Public Internet Access Programme are Common Services Centres (CSCs) and Post Offices as multi-service centres. CSCs would be focus on to increase its number to 250,000. One CSC would be made viable and multi-functional end-points for delivery of government and business services in each Gram Panchayat. DeitY would be the nodal department to implement the scheme. A total of 150,000 Post Offices are projected to be converted into multi service centres. Department of Posts would be the nodal department to implement this scheme.
4. **Services available through common service centre**



5. **IT Training for Jobs:** This initiative seeks to train 10 million people in towns and villages for IT sector jobs in five years. It also aims to train 0.3 million agents to run viable businesses delivering IT services. Additionally, the project involves training of 0.5 million rural IT workforce in five years and setting up of BPOs in each North-eastern state.
6. **Manufacturing of electronics:** The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.
7. **Provide public access to internet:** The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become Multi-Service centres for the people.
8. **Governance:** The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data.
9. **E-Kranti:** This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion.
10. **Global Information:** Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens.
11. **MyGov.in** is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality.
12. **Early harvest programs:** Government plans to set up Wi-Fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online.

## Digital India Programme and impact on Indian Rural Sector

The vision of Digital India National programme is path breaking and has the potential for transformational changes and upliftment of rural sector of India. The plan to provide universal phone connectivity and access to broadband in 2.5 lakh villages by 2019 is going to give a boost to the rural market. Setting up manufacturing facility in India to produce large scale low cost devices, the proposal of shared use of mobile devices by families in rural markets, sharing of infrastructure cost by mobile service providers and government offering to subsidise the roll out cost of mobile services are examples of increasing the speed of providing such services within the reach of villages. Several apps have been launched to enable farmers get accurate and timely information related to crops, market prices and analytics to enhance productivity and profitability of farmers.

The digital platform will open a new era for rural citizens through a variety of services like improved governance, land records, jobs, health, education and agriculture and digitization of personal and public records for safekeeping. World's largest software maker Microsoft Corp has joined hands with the Indian Government for providing help in efforts to "transform" the country through technological innovations. Intel India has also announced the launch of 'EkKadamUnnati Ki Aur', an initiative aimed at working with the government to create the blueprint for the digitization of rural India. The first such Digital India 'Unnati' Kendra has been set up at a Common Services Center (CSC) in Nadimpalle village of Mahabubnagar district of Telangana.

## Empowerment of rural entrepreneurs under 'Digital India'

Digital India programme has launched many schemes that focuses on the empowerment of rural entrepreneurs of India. One of such schemes is enhancing Rural Entrepreneurship through Common Services Centres (CSCs). Rural entrepreneurs can get loan for setting up their CSCs under the Micro Units Development and Refinance Agency (MUDRA) Yojana. CSCs are information and communications technology enabled service delivery points at the village level for delivery of government, financial,

social and private services such as applying online passports, land record, digital locker and Aadhaar cards. Those who want to start such service points but do not have funds can start their micro-ventures by taking loans under MUDRA Yojana.

Another scheme for promoting rural entrepreneurship under Digital India Programme is through Internet Kiosks.

## Digital India and Empowerment of Rural Indian Women

Empowerment of women of a nation leads to the successful growth and development of a nation. Digital India Programme has set the stage for empowering the Rural Indian Women. Following are some of the steps taken by Indian Government under Digital India programme for empowering rural women:

**ArogyaSakhi** helps rural women developing their own personality in order to providing health care to the rural area. It's a mobile application that helps rural women entrepreneurs deliver preventive health care at rural doorsteps. Women armed with tablets and mobile healthcare devices like glucometers, blood pressure checking machine visit homes and collect data from the village women. This data can be accessed by doctors at any location who could provide treatment to the patients remotely.

**Internet Saathi** aims to go deep with the internet usage among rural women in India. Ratan Tata has joined hands with Google and Intel to help women in rural India to access the internet in large number. The three-way project Internet Saathi will deploy 1000 specially designed bicycles with connected devices to give villagers an altogether new internet experience.

**The Amakomaya Project (Nepal)** aims at of providing Nepali rural women with lifesaving digital content in their own local language via the Internet. It serves a social cause which is to providing pregnant women during and after pregnancy advices. By this way, it helps reducing population and diseases in new born children. With the high mobile tapping, the program has expanded with a mobile platform, and it also connects rural health workers with urban based hospital doctors.

**W2E2 (India)** Women for Empowerment and Entrepreneurship, in short W2E2 is helping rural women with digital tools, e-learning, internet connection. Women tend to use the Internet for their own projects in fields like sustainable agriculture and rural health. Some are setting up their own kiosks and shops to provide online services to the local

community, while others have taken up work as digital literacy trainers in their own local communities.

## Conclusion

The Digital India vision provides the intensified impetus for further momentum and progress for e-Governance and would promote inclusive growth that covers electronic services, products, devices, manufacturing and job opportunities. Digital infrastructure will focus on providing high speed secure Internet. Governance and services on demand will stress on integrating services across departments and jurisdictions and making services available in real time for both online and mobile platform. Digital empowerment of citizens will pay emphasis on universal digital literacy and availability of digital resources/services in Indian languages.

This program emphasis on single window access to all persons by seamlessly integrating departments or jurisdictions by availability of government services in online and mobile platforms to all citizen entitlements to be available on the Cloud to ensure easy access. It also provides government services to be digitally transformed for improving ease of doing business, Making financial transactions above a threshold via electronic and cashless mode and Leveraging GIS for decision support systems and development.

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