

Digital India Opportunities and Challenges

Dr. Rajesh Agrawal¹, Amit Kumar Agrawal²

¹Asst Professor Gurukul Mahavidyalya

²Asstt. Professor Agrasen Mahavidyalya

Abstract-The objective of the Digital India program is to transform the Indian economy into one that is driven by information and is supported by digital technology. Through the implementation of this program, the Government of India has shown leadership by taking the initiative to bring together its many different ministries with the people of India. The reduction of the amount of paperwork needed to offer services to the general people by the government in order to make such services accessible online is the primary objective of this initiative. In this essay, we will make an attempt to demonstrate the numerous challenges that are now being faced by the Digital India Program. People will be provided with the chance to take part in the process of innovation, which is critical to the advancement of the economy. The effort will allow for the realization of this possibility. Putting this plan into effect, on the other hand, presents a substantial challenge. Illiteracy in digital technology, poor physical infrastructure, sluggish internet connections, a lack of coordination across various ministries, problems related to taxation, and other impediments prevent the effective execution of this strategy. It is vital to discover answers to the challenges that were described above in order to make the most of the potential that is presented by this application. It requires a tremendous amount of effort and dedication from all levels of government as well as the private sector in order to achieve the desired results. If it is carried out in the proper method, it will provide a broad range of new opportunities available to the people who reside inside the country. This will be the case if it is successful.

Keywords: Digital India, Opportunities , Challenges

INTRODUCTION

The objective of the Digital India Program, which is a countrywide program, is to turn India into a hub that is connected to the rest of the globe via the use of digital technology. It contains a variety of initiatives and incentives that are offered to businesses, most of which are manufacturing businesses both local and international. The purpose of this document is to encourage businesses, including manufacturing

businesses, to invest in India and turn the country into a digital destination. The mission of the Digital India campaign is to expand job opportunities and enhance the skill sets of workers in a variety of fields, including but not limited to electronic governance and the electronic delivery of services, universal access to mobile connectivity, electronic manufacturing, and information for all of India's citizens.

The sphere of information and communications technology is in the midst of a revolution that is occurring at a breakneck speed. In the world in which our great-grandparents were brought up, there were no telephones; in the world in which our parents were brought up, the radio was the major source of information, and television was the secondary source. The present generation was brought up in a world where everything was done online, and today we live in a world where everything is done wirelessly. This was the world in which they were reared. As a consequence of this, the world in which we currently reside has undergone significant changes over the course of the past several years. Because of developments in areas such as science, the military, and business, the world of information and communications technology (ICT) has undergone a monumental transformation in recent years. Because of these improvements, the technological devices that are used to process data and convey information are now able to do their jobs at a faster rate while at the same time taking up less space. The arrival of digitalization marks the beginning of one of the most dramatic transitional phases that humanity has ever experienced.

The concept of a society that is becoming increasingly reliant on technological advances is suggested by the literal meaning of the term "digitalization." The objective of the initiative known as Digital India is to change India into a society that is digitally empowered as well as an economy that is built on information. This objective will be accomplished through the

program's focus on technology. Digital India is a new initiative that was launched by the Prime Minister of India, Narendra Modi, on July 1, 2015. The goal of the program is to increase the number of people who are literate in digital technology and link rural areas to high-speed Internet networks. Under the name of Digital India, this plan was brought to fruition. The term "Digital India" refers to the vision that the government of India has for connecting and empowering 125 crore citizens, creating unprecedented levels of transparency and accountability in governance, and leveraging technology for quality education, health care, farming, financial inclusion, and citizen empowerment. In other words, the government wants to create a "Digital India." The 'Digital India' Program aspires to make the administration of government business less complicated, more efficient, and more cost-effective. Technology will play an essential role in the implementation of this program.

Vision of Digital India

The concept for a digital India revolves around these three primary pillars. The following are some of them:

- Digital infrastructure as a utility that aims to provide every citizen with a high-speed internet facility, an internet identity that can be used from birth until death, a mobile phone and a bank account, access to a common service centre, private space that can be shared on a public cloud, and a safe and secure cyberspace.
- Governance and services on demand that will be available in real time for mobile and internet platforms, and will be connected in a seamless manner across all departments and jurisdictions.
- All citizen papers are going to be uploaded to the cloud platform, and as a result, residents will not be required to physically provide these documents in order to get services. In addition to this, the availability of cashless electronic transactions will assist in the development of company. Geographical Information Systems (also known as GIS) are going to be incorporated into the development plans.
- Provide residents, particularly those living in rural areas, with the ability to read and write digitally. This will be accomplished through the utilization of collaborative digital platforms and by the

provision of digital materials in the individuals' primary languages in order to make their involvement a practical possibility. It will assist in gaining access to the data that will be freely available on the cloud computing platform without the need for any kind of intervention.

Opportunities of Digitalization

In New Delhi, Prakash Javadekar, the Union Minister for Human Resource Development (HRD), presented Rashtriya Uchh Shiksha Abiyan (RUSA), a smartphone app that is the first of its type. RUSA is available only on mobile devices. RUSA is a programme that is working to improve the quality of education that is being offered to children in fourteen different states in order to "produce capable individuals and decent citizens." It does this through enhancing smart classrooms, the infrastructure of research labs, and other programmes to bring value to the quality advancement of education for students. As a consequence, the standard of education as a whole is raised as a consequence of this. The Ministry of Finance has increased spending to the tune of Rs.2800cr and allocated Rs.1300 in the budget for 2017-18 in order to fund the expansion of infrastructure in a variety of educational institutions, including universities, colleges, and model colleges. These expenditures are intended to fund the expansion of infrastructure in universities, colleges, and model colleges.

One of the ways that this statement might be translated into another language is as follows: "There is a need to establish POS infrastructure and transform that into a compelling business case for merchants." The use of digital technology has made it feasible for banks to conduct their business without the requirement for physical facilities or merchants. Mudhra's efforts were largely responsible for the successful implementation of the e-sign technology as part of the Digital India programme. It has more than a hundred key customers, including banks and government organisations, as well as other businesses. Sensors, mobile applications, cloud services, and intervention are some of the major components that make up a telemedicine solution in rural and semi-urban areas of India. This solution aims to reduce the costs of diagnostics and provide an unique gadget for Primary Health Centers. The findings of a study conducted by PwC suggest that the utilisation of mobile technologies will become

increasingly important in the provision of medical services. The growth of the mobile health industry in India would have the potential to generate income of Rs. 3,000 crore in 2017, which is equivalent to \$23 billion for the worldwide market. PwC outlines the elements that lead to the expansion of mHealth, including the fact that the government should support the growth of mHealth to enhance access and the affordability of medical care, as well as giving incentives to commercial service providers that offer mHealth services. Another element that PwC outlines that leads to the expansion of mHealth is the fact that PwC outlines the elements that lead to the expansion of mHealth.

The regulatory organisations have a responsibility to address the constraints of mobile health service delivery as well as the lack of uniformity in this area. It is essential both for the healthcare sector and for the government to recognise the significance of this service within the medical business. In conclusion, the adoption of mobile health technologies by end users will be the primary factor in the sector's exponential growth and the opportunities it presents. This expansion and potential may take place with the assistance of licenced medical professionals, reasonably priced material and equipment, and the availability of both. The amount of money that will be spent on information technology by the different levels of government in India, including the national government, state governments, and local governments, is expected to reach \$7.8 billion in 2017, according to Gartner's projections. In 2017, it is predicted that enterprise resource planning (ERP), supply chain management (SCM), customer relationship management (CRM), and other application tools will reach one billion USD, which would represent an increase of 15.7% over 2016. It is expected that the market for information technology services, which includes business process outsourcing, consulting, hardware support, installation, and software support, will reach \$2 billion in 2017, marking an increase of 14.6% from the previous year.

Projects under Digital India Program

The Government of India has initiated a total of seven different initiatives as part of its Digital India agenda. The following is a list of these projects:

- Citizens will be able to digitally store their critical papers such as their pan card, passport, mark

sheets, and degree certificates with the use of the digital locker system that is part of the Digital India initiative. It will assist in reducing the use of physical papers and will offer protected access to documents provided by the government.

- Another important initiative that is part of the Digital India program is called My gov.in. This website serves as a forum for public participation in the governing of the country, and it uses a strategy called "Discuss, Do, and Disseminate."
- The Swachh Bharat Mission Mobile App is one of the initiatives that are being carried out as part of the Digital India program. This app will assist both the general public and the government in working toward the aim of the Swachh Bharat Mission.
- The e-Sign framework would make it possible for citizens to use Aadhar Authentication to digitally sign a document that is submitted online.
- An online registration mechanism is now available as part of the e-Hospital application. Important services such as online registration, payment of fees and appointment, online diagnostic results, querying online about the availability of blood, and many others are provided by this application.

OBJECTIVES OF THE STUDY

1. To study on Projects under Digital India Program
2. To study on Opportunities of Digitalization

RESEARCH METHODOLOGY

The particular kinds of information and/or data that are required to carry out a secondary analysis will, of course, vary according to the topic of the study. In the course of this research, secondary data analysis is often carried out to achieve the goal of developing a comprehensive comprehension of the "Digital India" project. Secondary data review and analysis involves collecting information, statistics, and other relevant data at various levels of aggregation in order to conduct a requirement analysis of the rural area. The paper is based, for the most part, on the information that was retrieved from the internet in the form of journals, research papers, and expert opinions on the same subject matter. Secondary data review and

analysis is an important part of conducting a requirement analysis of the rural area.

Sampling Design:

Through the use of a comprehensive questionnaire, primary data are gathered from members of the digital India community, who are the major source of such data. The researcher has provided the sample approaches for the selection of respondents due to the fact that the region of study is restricted to the Indore district of Madhya Pradesh and due to the fact that the total population of digital India population is numerable. The following method has been implemented in a scientific manner in order to choose the appropriate respondents, who are also an extremely important component in the gathering of primary data.

Tools of analysis:

All of these data are going to have to be organised into a variety of tables, and then it is going to be recommended that they be critically analysed with the assistance of a number of different statistical

techniques. The Chi-Square Test and the Percentage Analysis are two of the many statistical methods that may be used.

Chi-Square Test

The amount to which each of these unique aspects, including challenges and opportunities, play a part in the bigger picture. in order to identify the people that responded, the challenges that were faced, and the opportunities that were presented. The Chi-square (X²) test was performed, and the formula that corresponds to it is described in further detail further down.:

$$x^2 = \frac{\sum (O_i - E_i)^2}{E_i}$$

Using the formula Degree of Freedom (D.F.) = (c-1) (r-1), in which,

- O = the frequency that is seen,
- E equals the frequency that is expected,
- c equals the number of columns;
- r equals the total number of rows.

**ANALYSIS
CHI-SQUARE TEST**

Table 1 The Digital Indian's Age and the Reasons Behind It, Regarding Both Challenges and Opportunities

AGE	Attitude Towards Challenges and opportunities			TOTAL
	LOW	MEDIUM	HIGH	
Below 20 years	16 (16.11%)	12 (14.0%)	17 (6.68%)	45
21-30 years	17 (21.04%)	16 (18.64%)	26 (23.79%)	61
31-40 years	26 (23.51%)	18 (20.43%)	23 (26.03%)	67
Above40	22 (22.83%)	24 (19.84%)	22 (25.28%)	68
Total	81	70	90	238

Source: primary data

According to the information that is presented in the table that is located above, the percentage of respondents whose ages fell between 31 and 40 years who are satisfied with Digital India in terms of its challenges and opportunities was the highest; on the other hand, those whose ages fell between 21 and 20 years reported the lowest levels of satisfaction, which was 6.67 percent. The percentage of respondents whose ages fell between 31 and 40 years old held the highest percentage of these responses (18.67%), while the percentage of

respondents whose ages fell between 41 and 40 years old held the lowest percentage of these responses (18.43%). The percentage of respondents whose ages fell between 31 and 40 years old held the highest percentage of these responses (20.43%). The percentage of respondents whose ages fell between 31 and 40 years who had a negative attitude toward digital India in terms of the opportunities and challenges it presents was highest among those whose ages fell between 31 and 40 years; on the other hand, this percentage was lowest among those

whose ages fell below 20 years. Those whose ages ranged from 31 to 40 years had the greatest number of respondents with a negative impression of digital India in terms of the difficulties and possibilities it presents. According to the findings of the study, the age group spanning from 21 to 30 years old has the most number of comments about the challenges and opportunities that digital India is now experiencing.

The following hypothesis was developed, and with

Table 2 In the section on Challenges and Opportunities, Age and Attitude Towards Digital India

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Age	36.11	18.4	5	Not Significant

The fact that the projected value of chi square is lower than the number provided in the table, which indicates that the result is not statistically significant, is quite plain to notice from the table. The findings of this study provide credence for the claim that "the age of the respondents and view towards digital India in obstacles and potential are not related." After the research has been completed, the conclusion that can be formed is that there is no association between the ages of the respondents and their opinions on the opportunities and obstacles offered by digital India. This is the finding that can be made after the study has been completed.

Challenges, Recommendations & Suggestions

The Digital India initiative will not be successful if it only consists of putting plans into action or offering financial incentives to enterprises. The campaign should continue with new policies, the modification of outmoded legislation, the concentrate on the building of important infrastructure, and other activities in order to attain a level of success that is tremendously rewarding. The lack of a digital infrastructure that is operational is one of the challenges that must be surmounted before Digital India can become a reality. The infrastructure of various forms of communication will function as the basis for this endeavour. On top of this layer, we need the infrastructure for information technology, which consists of things like apps, software, and so on and so forth. The content that falls under the second category must be relevant to the people of the nation and provide solutions to the problems that they are facing in the here and now.

The third layer is known as the capacity layer. If we do not have all of these three elements (that is, telecom

the assistance of the Chi-square test, it was evaluated; the findings are presented in the table that is presented after this one. This was done to establish whether or not there was a link between the age of the respondents and their thoughts on the obstacles and possibilities facing women in digital India. The goal of this was to ascertain whether or not there was a correlation between the two.

infrastructure, content, and capacity), then we will not be able to meet the demand that has been established for the beginning rate of the supply. In the event that the appropriate safety measures are not done with regard to this matter, there will be disagreements between the people who live in rural regions and the government. This would cause there to be a delay in the commencement of the project, which will, in the end, go against the spirit of the Digital India campaign, which tries to make conducting business as straightforward and uncomplicated as is humanly feasible. There is enormous potential not only for the country as a whole but also for willing players in the information technology industry if this administration is able to move the agenda forward and ensure that none of the constituent elements are left scrambling for finances. If this administration is able to do both of these things, there will be enormous potential. In addition to a National Digital Literacy Mission (NDLM) that the Nasscom Foundation has already taken up with the Department of Electronics and Information Technology, connectivity in education, healthcare, agriculture, and industry are all areas that need to be improved. There is a significant amount of work to be done, ranging from the establishment of "smart cities" to the broadening of access to broadband internet (DeitY). It is essential to have a solid understanding of the fact that, just like any elephant, Digital India is comprised of many different components, all of which need to be handled in order to make the overarching vision a reality. This understanding is essential because it is essential to have a solid understanding of the fact that Digital India is comprised of many different components. In the context of digital connection, an additional idea would

be to reduce the number of court approvals that are necessary and to make sure that judgements are consistent. If the decisions that are handed down by the courts are equitable and helpful to business, this may serve as a significant impetus for the technology sector since it will draw a high level of investor trust. This may serve as a big push for the technological industry. Taking into mind the standard procedures that are already in place, the implementation of specific alterations that had an influence on the past has historically caused a great deal of uproar, and it is very necessary that this be swiftly taken into consideration. If decisions on important areas connected to the business and taxes sectors are more consistent, fast, and fair, then the chances of persuading more company leaders to spend more money will increase.

CONCLUSION

The 'Digital India' project is a welcome change that comes at an opportune time for the struggling technical industry. With the help of the Digital India Programme, the Indian government intends to accomplish growth on a number of different fronts. To be more specific, the government's goal is to focus on nine "Pillars of the Digital India" that they have identified as being important. Information for All, Electronics Manufacturing, Digital or IT for Jobs, Early Harvest Programs, Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance – Reforming Government through Technology, eKranti – Electronic delivery of services, Information for All, and Early Harvest Programs. However, in order for it to be properly supported, several laws that have for a long time stifled the development of India's technological sector would need to have their provisions amended. To solidify its position on the global stage as an economic superpower and, more specifically, as a thriving technological hub, India should place a greater emphasis on fostering the development of connectivity that is led by domestic initiatives, as well as on promoting research and innovation-driven development. The dream of a digital India is an ambitious one. It is a significant advance toward the goal of creating a fully empowered nation. If it is effective, it will revolutionise how citizens access information, content, and services that use multimedia. However, this objective is not even close

to being reached because the majority of the digital India mission's nine pillars are encountering significant difficulties in their respective implementations. It is absolutely necessary to pay close attention to each and every one of the pillars in order to avoid the overall failure of this program. In point of fact, everyone of us ought to have our minds set on adapting to the shift, and we ought to be ready to take on the difficulties associated with putting this plan into action; only then will it be able to turn this dream into a reality.

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