

Digital India-Empowered Society and Knowledge Economy

**Dr. M.Venkata Rao, Professor & Principal of Rajiv Gandhi Institute of Management and Science,
RS No: 124, Thimmapuram Village, Kakinada, West Godavari . principal@rimsmba.org.**

**Dr. K. Kanaka Raju, Assistant Professor, Department of Commerce, School of Commerce and
Business Management, Central University of Tamil Nadu. kanakaraju@cutn.ac.in**

Abstract - Digital India enhances the quality of life of people through the easy solutions, effective technology of it and operated by the every citizen of India. The main objectives of the paper are to examine the nine pillars of Digital India, understand the utility of business process Re-engineering using IT, consider the possibility of the digital empowerment along with the utility of digital infrastructure to every citizen and identify the electronic delivery of services through the e-Kranti. This study also focused on the issues of national e-governance plan along with to offer a suitable suggestions to strengthen the activities of Digital India The data obtained through the various websites i.e., official website of Digital India, various journals and websites . It bridge the variation between have nots and haves of services and deliveries and also bridge the India's digital divide.

Key Words: Digital India, e-Kranti, Business Process Re-engineering, Digital Empowerment.

I. INTRODUCTION

Digital India is meant to the transformation of knowledge, facilitate good governance, public accountability, digitally empowered society, knowledge economy, promote inclusive growth and ongoing e-Governance initiatives would be revamped. The estimated total cost is Rs. 1,13,000 crore. The vision of this programme was access to internet by every grampanchayat, digital identity, participation in space of financial and digital , free access to common service centre and maintain safe and secure cyber space. This programme was coordinated by DeitY and executed by the Government. This programme focus on the utility, services and empowerment and it covers 2.5 lakh villages through broad band, omni phone connectivity, imports restricted to zero level 2020, provide the 4,00,000 internet connection points, facilitate Wi-fi in Schools(2,50,000) and universities, promotes the governance and services through the e-system and entire programme is bifurcated in to nine pillars and it also generates the employment for 10.2 Cr citizens(direct-1.7crs and indirect-8.5 Cr). It was chaired by the Prime Minister and comprises of Finance Minister, Minister of Communications and IT, Rural Development, Human Resource Development and Health.

II. REVIEW OF LITERATURE

Karam Vir Sheokand and Neha Gupta (2017) identified that digital programme helpful to industrial as well as agricultural sector and it also useful to appropriate utilization of capital and human resources. [7] Seema Dua (2017) concluded that , it was required to attention given by the government to each pillar of the nine pillars of the

Digital India. [12] Dr. Shekhar Srivastava (2017) suggested to encourage the private public partnership models in the Digital India for the growth of the economy and he also emphasized on the start ups need to be convergent with digitalization and also required for growth of digital services. [3] Ambika Bhatia and Chhavi Kiran (2016) emphasized on the ICT technology on the development of rural India and stated that digitalization certainly enhance the quality of life of rural people. [2] Himakshi Goswami (2016) stated that digital India useful to integrate the departments and the people and useful to transformed in to a knowledge economy along with the presentation of the various challenges. [5] Jyoti Sharma (2016) stated that digital economy was useful to enhance the quality of life and governance and it was meant for the same benefit for provider of service and the user and enhance the governance and the quality of the life of people. [6] Rani (2016) stated that to achieve the expected service is required a process of the digital India in the form of shifting of the existing financial services. [11] Midha (2016) focused on knowledge economy and it can be achievable through overcome the various challenges of the Digital India. [10] Aditya Sharma, Trivesh Sharma and Kavish Sharma(2015) focused on the various instruments of the digital transactions and also explained how these transactions helpful to improve the quality of life of the people. [1] Gupta and Arora (2015) stated that Digital India useful to women empowerment for particularly in rural areas and he also stated that this programme useful to development of the entrepreneurship and agriculture. [4] Neeru Gupta and Kawaldeep Arora C (2015) opined that digitization of Indian economy was definitely useful to growth of an economy by

adopting the various digital technologies. [8] Prof Mahesh Kumar Kedar (2015) focused on the nine pillars of the Digital India and emphasized on the fibre optics for network for next generations along with the innovativeness. [9]

III. OBJECTIVES OF THE STUDY

The study undergo with the following objectives

- 1) To examine the nine pillars of Digital India.
- 2) To know the utility of business process Re-engineering using IT.
- 3) To know the possibility of the digital empowerment.
- 4) To trace out the issues of national e-governance plan.
- 5) To identify the utility of digital infrastructure to every citizen.
- 6) To reveal the electronic delivery of services through the e-Kranti.

- 7) To offer a suitable suggestions to strengthen the activities of Digital India .

IV. METHODOLOGY OF THE STUDY

The data obtained through the various websites i.e., official website of Digital India, various journals and websites. The following narrations were used in diagrammatic representations.

SWAN : State Wide Area Network

NKN : National Knowledge Network

NOFN : National Optical Fibre Network

GUN : Government User Network

CSCs : Common Service Centres

GPR : Government Process Re-engineering

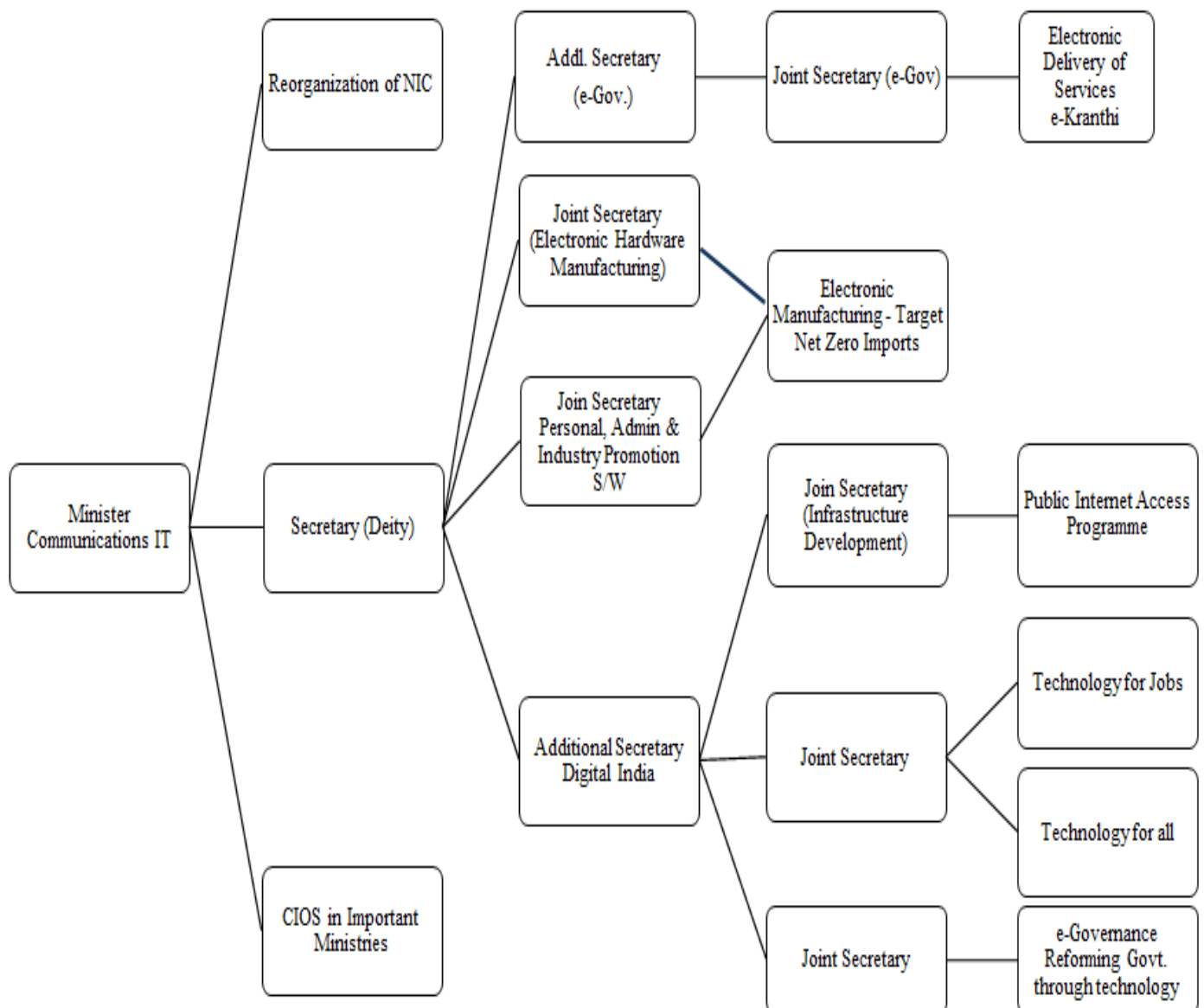
GIS : Geo-Spatial Information System

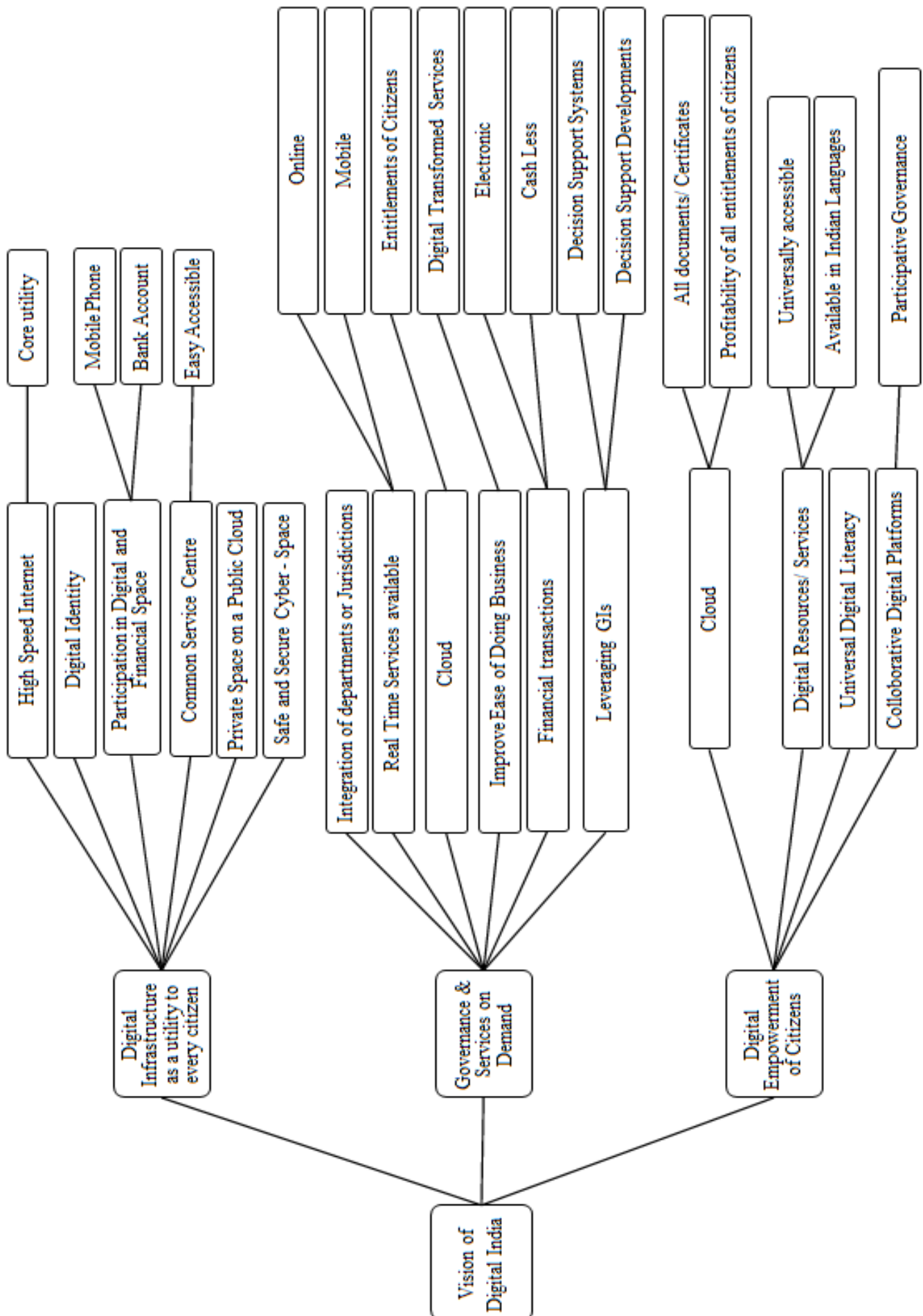
NPE : National Policy on Electronics

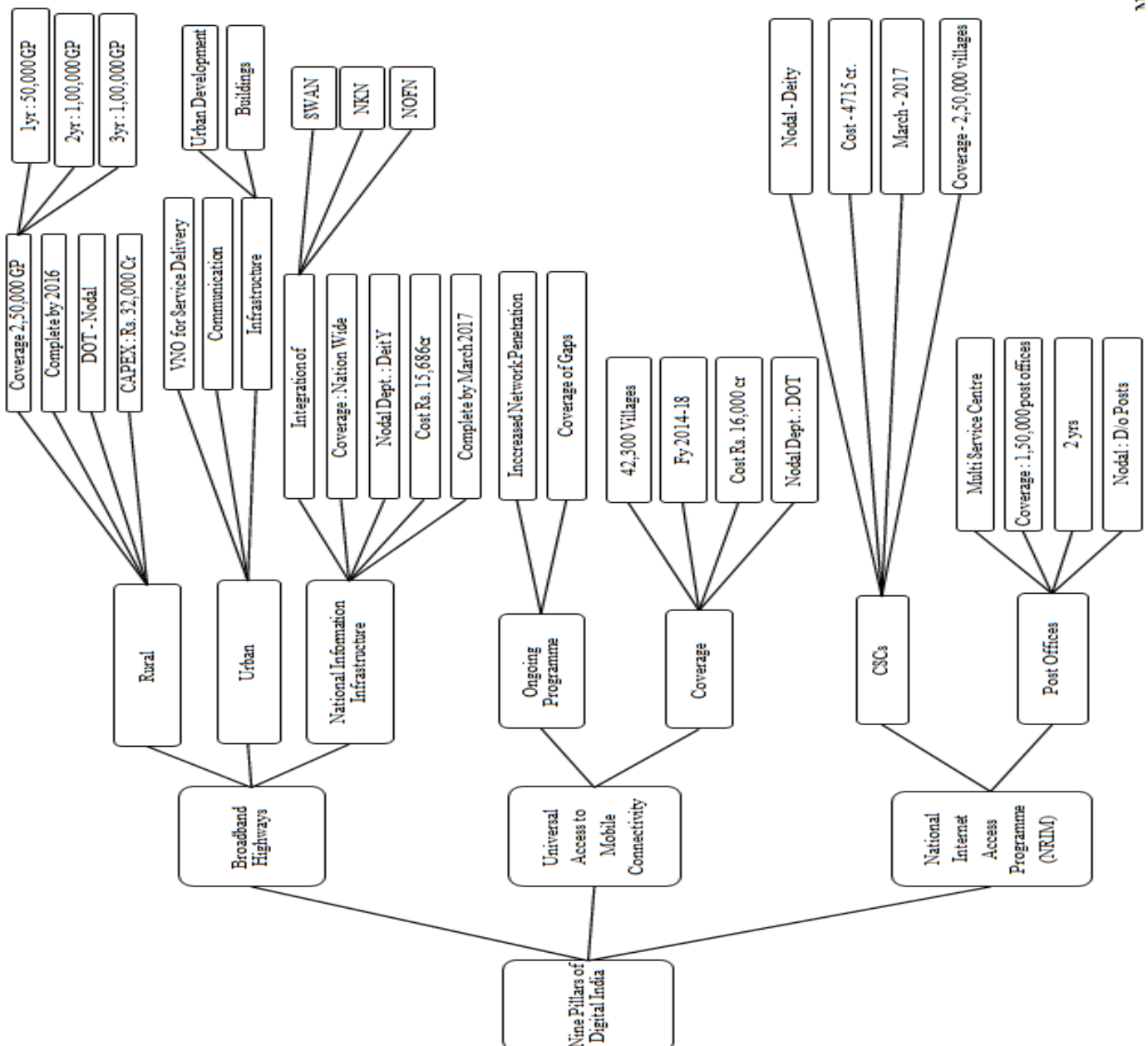
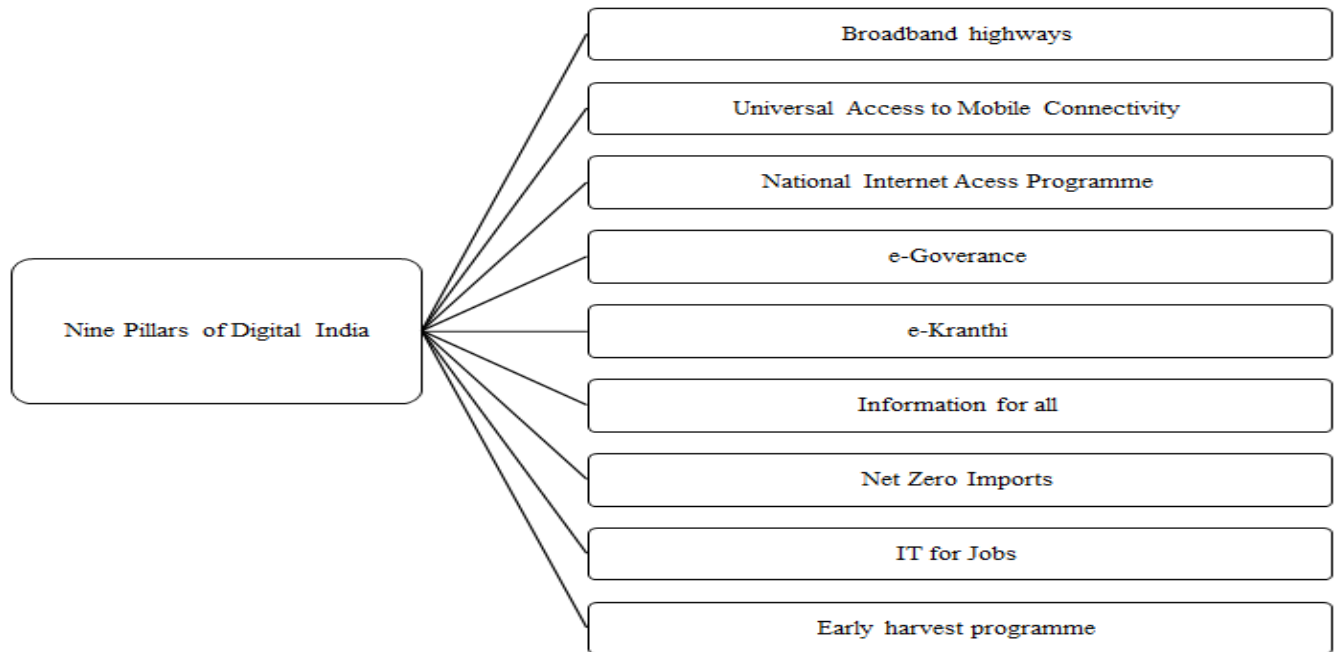
ESDM : Electronics System Design &

Manufacturing.

Schematic Representation of Digital India





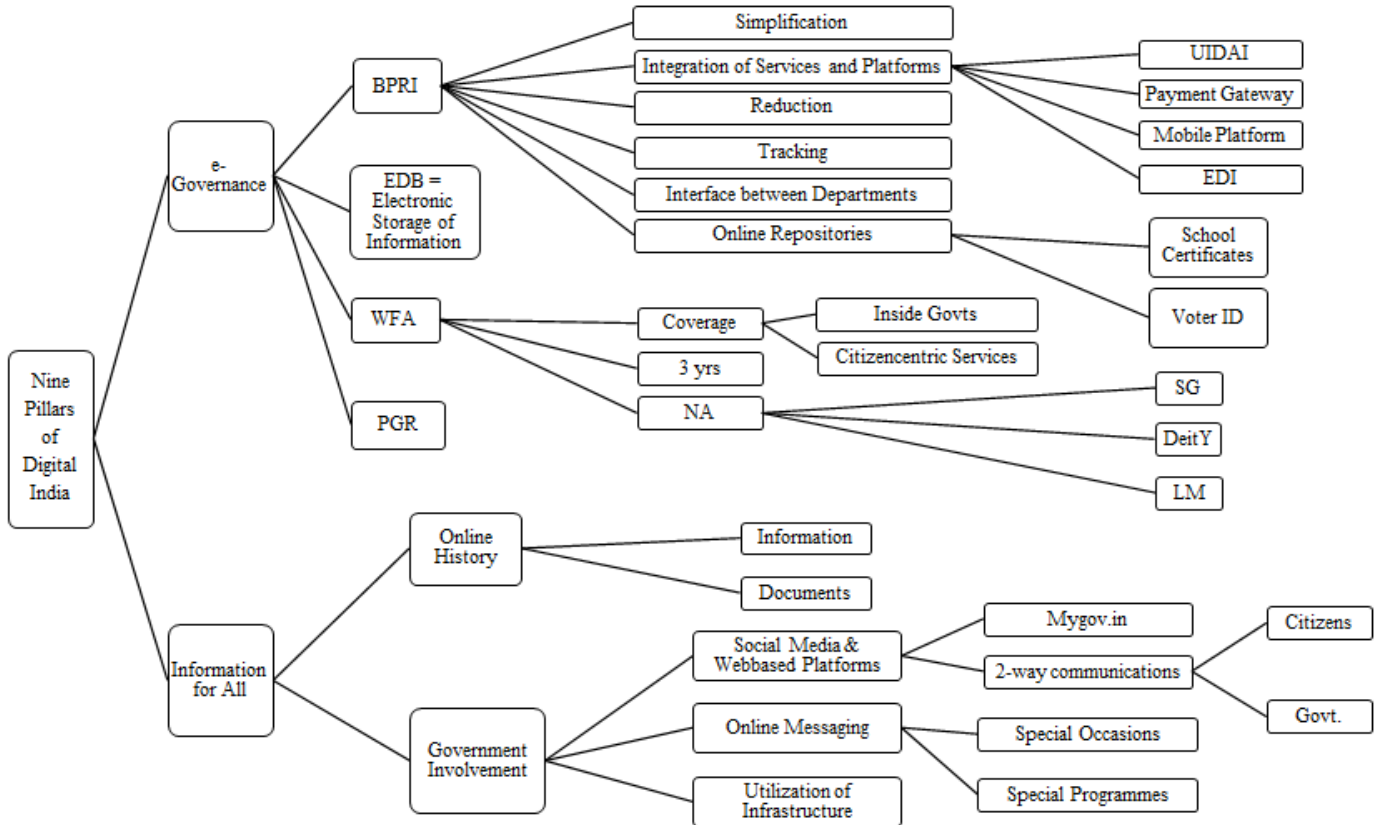


NTD

NRIM = National Rural Internet Mission

CSC = Common Service Centre

Analysis: The above figures indicates that various issues of the digital India. It explains the minister communications IT, where involved reorganization of NIC,Deityand the ministers. The vision of Digital India comprises of the digital infrastucture ,governance and services and empowerment through the digitalization.The nine pillars relevant to the highways, accessibility,internet access, governance and kranthi through electronic form, availability of information, self relyancy instead of imports, development of IT and adopt the programmes of the harvest.

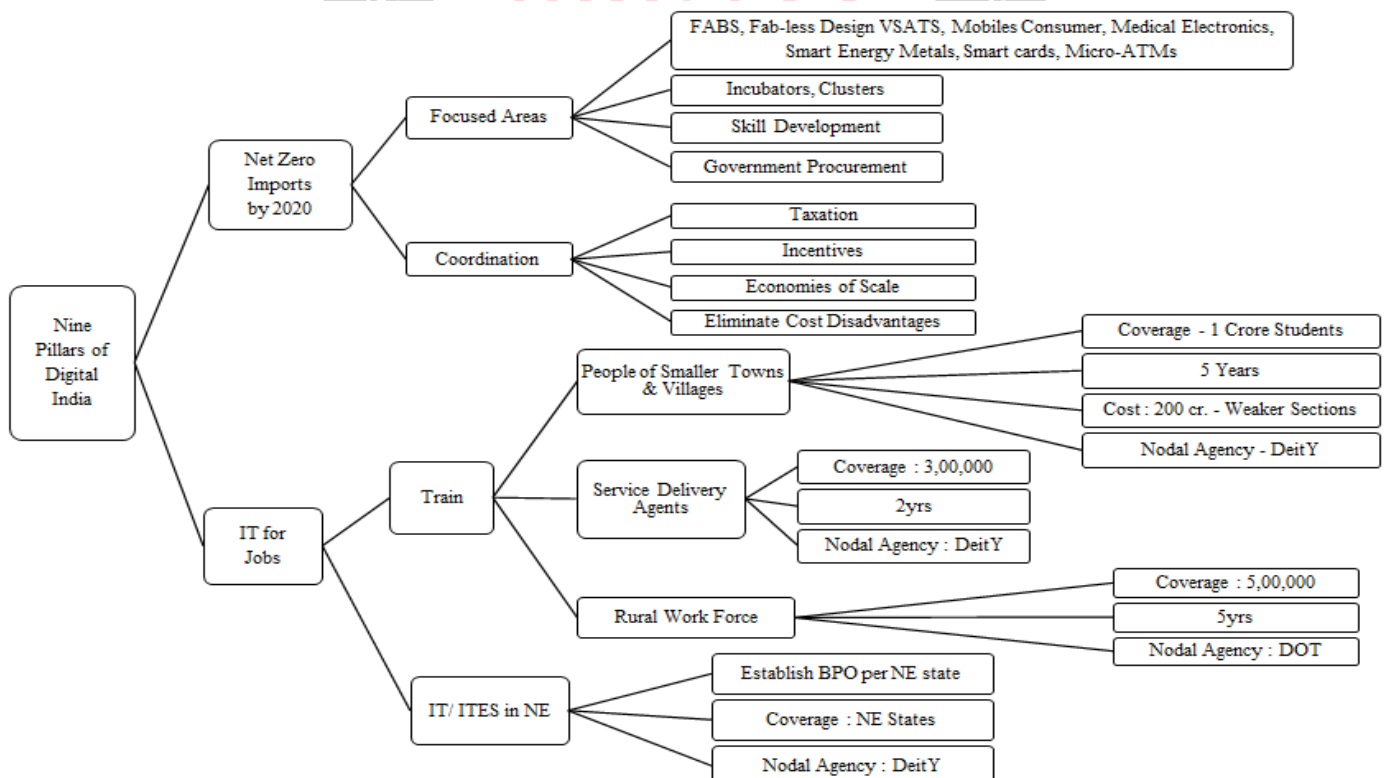


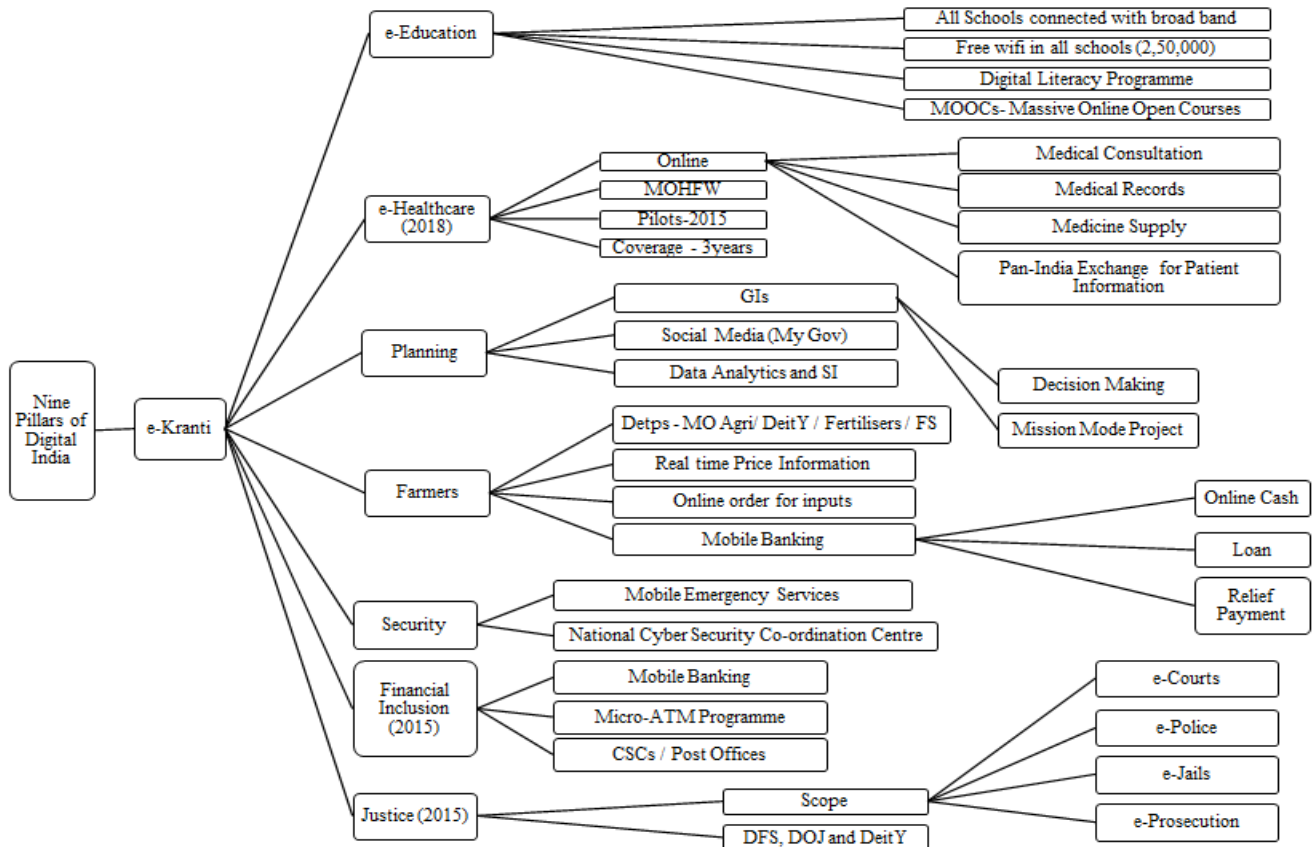
WFA = Work Flow Automation

EDB = Electronic Data Bases

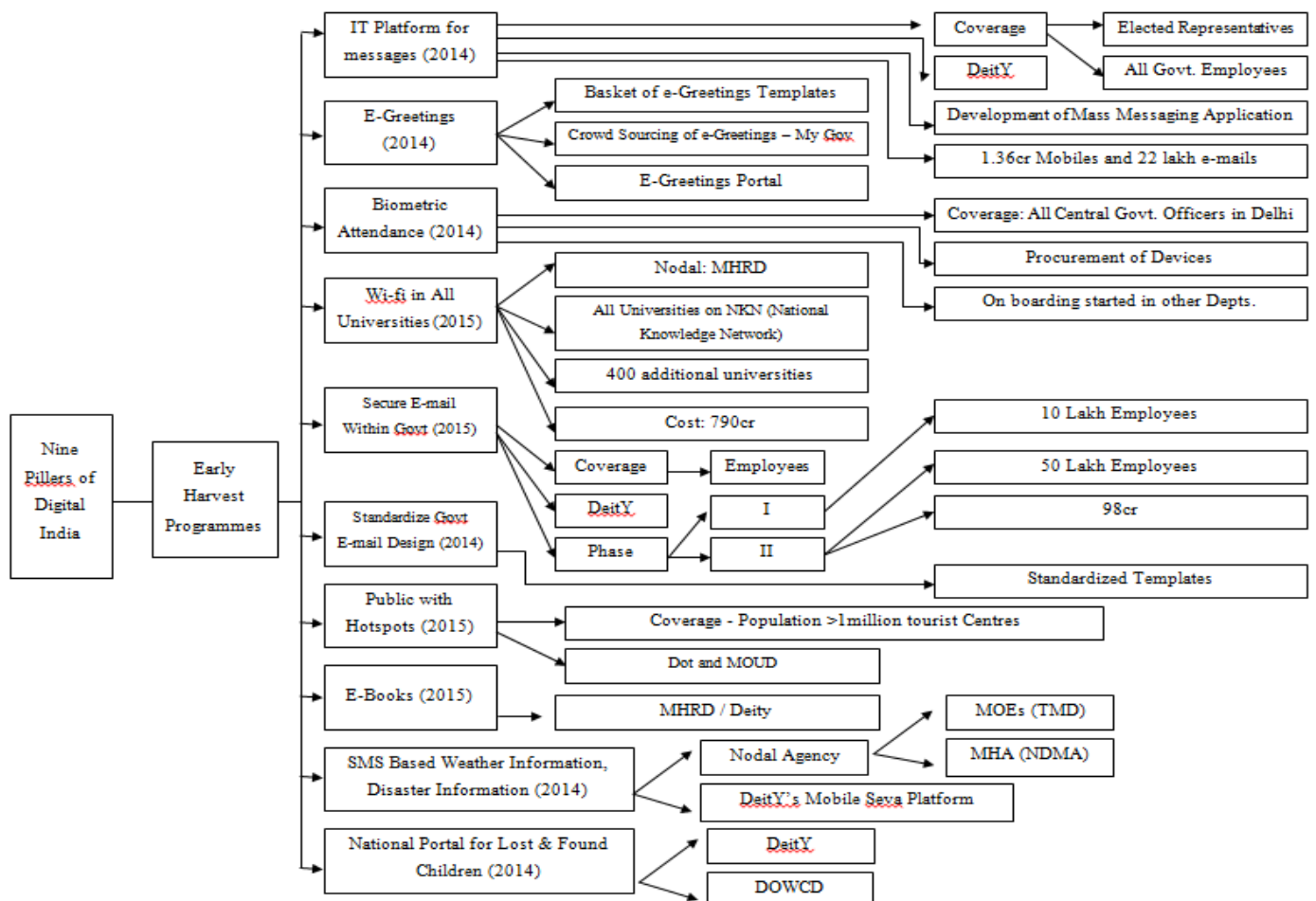
PGR = Public Grievance Redressal

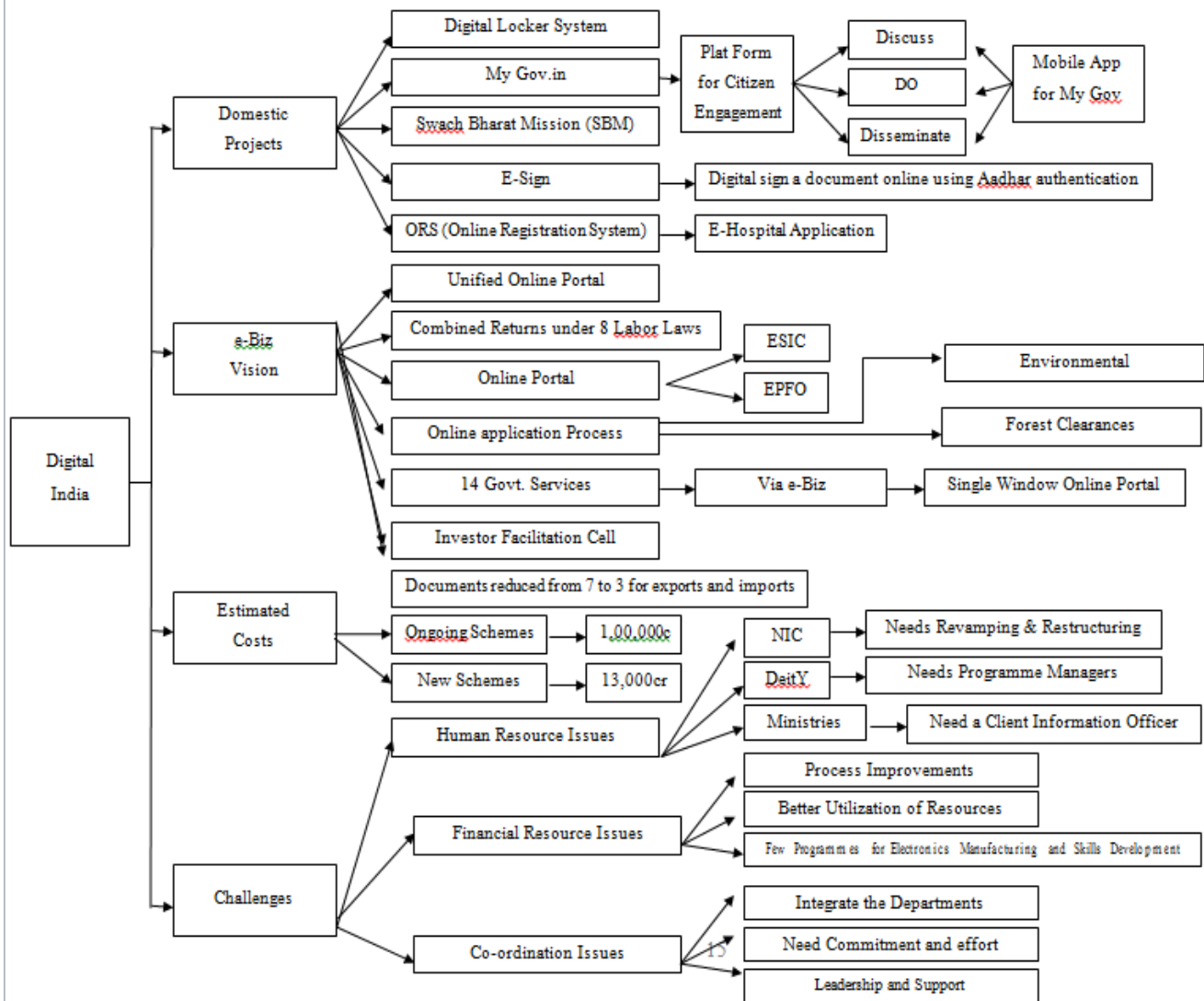
BPRI = Business Process Re-engineering





Analysis: The above figures of the e-Governance achieved through the online services, accessibility of information to citizens as well as the government adopt the zero imports through the development of skills by incubators and clusters and create a jobs for students and the workforce of the rural. The e-kranti coverage's the healthcare, education, security, farmers, planning, security, justice and the inclusion etc.





Analysis: The above flow charts also shows the various harvest programmes comprises of the e-greetings, messages, attendance through the biometric, wi-fi, E-mail, Govt e-mail, hot spots, e-book, SMS facility. It was also proposed that digital locker system, swach bharat, e-sign etc as a domestic projects. The investor facilitation cell and online portal were created through a e-Biz vision and also it reflects that various challenges in the form of human resource issues, financial issues ,resource issues and the coordination issues.

V. CONCLUSION AND SUGGESTIONS

The initiatives of e-governance witnessed during 1990s to many sectors to focus on citizen-oriented services and it was started in 2006 as a national level e-Governance programme. It covers the areas of agriculture, land records, health, education, police, courts, passports, municipalities, treasuries and commercial taxes. Digital India useful to uplift the infrastructure facilities of technology and telecommunications and common man able to access the services of health care, jobs and education and he connects with the government. The initiatives of government in the area of digital space will strong drive in growth of technology industry and the presence of more than half a

billion people will be available on online, in the areas of content creation, skill development and digital commerce. The India will become a smart nation. The necessary authority take necessary steps to establish the exclusive technology parks for the telecom industry. The authority also should integrate all the activities of Digital India and coordinate the issues of human resources, financing issues to view a Smart India.

REFERENCES

- [1] Aditya Sharma, Trivesh Sharma and Kavish Sharma(2015). Digital India-A New Challenge in Indian Economy, EPRA International Journal of Economic and Business Review 3(12),154-159.
- [2] Ambika Bhatia and Chhavi Kiran (2016). Rural Development through E-Governance Initiatives in India,IOSR Journal of Business and Management (IOSR-JBM),SI,61-68.
- [3] Dr.Shekhar Srivastava (2017). Digital India –Major Initiatives and their Impact-A Critical Analysis ,ELK Asia Pacific Journal of Marketing and Retail Management ,8(3),1-10.
- [4] Gupta Neeru and Arora Kirandeep (2015). Digital India: A Roadmap for the development of Rural India. International Journal of Business Management , 2 (2), 1333-1342.

- [5] Himakshi Goswami (2016) . Opportunities and challenges of Digital India Programme, International Education and Research Journal (IERJ),2(11),78-79.
- [6] Jyoti Sharma (2016). Digital India and Its Impact on the Society , International Journal of Research in Humanities and Social Sciences,4(4),64-70.
- [7] Karam Vir Sheokand and Neha Gupta (2017). Digital India Programme and Impact of digitalization on Indian Economy, Indian Journal of Economics and Development ,5(5),1-13.
- [8] Neeru Gupta and Kawaldeep Arora C (2015). Digital India: Road Map for the Development of Rural India , Indian Journal of Business Management 2(2),1333-1342.
- [9] Prof Mahesh Kumar Kedar (2015). Digital India New Way of Innovating India Digitally, International Research Journal of Multi disciplinary Studies,1(4),1-10.
- [10] Midha Rahul (2016). Digital India: Barriers and Remedies . International Conference on Recent Innovations in Sciences, Management , Education and Technology. Retrieved from [http:// data. Conference world .in/ICISMET/P256-261. Pdf](http://data.conferenceworld.in/ICISMET/P256-261.Pdf)
- [11] Rani Suman(2016) .Digital India: Unleashing Prosperity . Indian Journal of Applied Research, 6, (4), 187-189
- [12] Seema Dua (2017). Digital India : opportunities and challenges ,International Journal of Science Technology and Management 6(3),61-67.

