

A Study Impact of ‘Digital India ‘in ‘Make in India’ Program in IT & BPM Sector



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The paper explores role of ‘Digital India’ in Make in India program in IT & BPM Sector. As Economy is converging to digital economy, cities are becoming smart cities and governance is moving towards e governance. It will boost demand of IT hardware. Last union budget had put emphasis on digital literacy is an initiative for digital transformation. Government of India has announced its vision of zero import of IT hardware by 2020 of IT hardware. With the increase in cashless transactions, we might see a surge in buying of IT hardware by consumers. This paper will evaluate different trend and challenges for digital transformation.

Keywords: Digital India, Make in India and Employment

“I dream of Digital India where high speed digital highways unite the nation”.
 Mr. Narendra Modi Prime Minister

1. Introduction

Digital India Program was launched by Prime Minister Narendra Modi on July1, 2015. In the inaugural speech of this program he has mentioned his dream from digital India i.e. for driving innovation, knowledge is strength and empowers the people, access of information knows no barrier, government is open & governance is transparent, technology ensures the citizen government interface is incorruptible, governmental services are easy and efficiently available to citizens on mobile devices, government productivity engaged with people through social media, quality education reaches the most inaccessible corners driven by digital learning, quality health care percolates right up to remotest region powered by e health care, farmers are empowered with real-time information to the connected with global market, mobile enable emergency services ensures personal security, cyber security is integral part of national security, mobile & e-banking ensures financial inclusion, ecommerce drive entrepreneurship , world looks to India for next big idea, etc. Digital India attracted more that 4lakh crore investment and generated more than eighteen lakh job opportunists at its launch.

Second highest import category in India is electronics goods in country. This fact is indigestible because India has largest number of IT professional and very large MSME (Micro, small and Medium) scoter still it has not developed its capabilities to manufacture in this sector. Government has made the policy with a vision to make net zero import of this category. This aim will be achieved by Make in India and Digital India programme to boost manufacturing and increases domestic demand. Digital India (Ministry of Electronics & Information Technology, Government of India, 2016)

“The digital India programme is a flagship programme of the government of India with a vision to transform India into a digitally empowered society and knowledge economy”

Building blocks of Digital India: Vision areas (Deloitte, ASSOCHAM, 2015)

S.No.	Vision	Summary
1	Infrastructure	High Speed Internet
		Digital Identity
		Mobile & Bank Linking
		Cloud Storage
		Safe Access
2	Demand Based	Credentials cloud Based
		Real Time Access
		Integration
		Business Ease
		Secure Payments
3	Empowerment	Digital Literacy
		Digital Recourse
		Indian Languages
		Digital Platform
		Cloud Based

Nine Pillars of Digital India

S. No	Pillar	Summary
1	Broadband Highways	<ul style="list-style-type: none"> To provide high-speed broadband coverage highways connecting about 250,000 villages, various government departments, universities, etc. To provide an integrated information infrastructure with integration of State Wide Area Network (SWAN), National Knowledge Network (NKN) and National Optical Fibre Network (NOFN)
2	Universal Access to Phones	<ul style="list-style-type: none"> To provide mobile connectivity to about 42,300 villages
3	Public Internet Access Programme	<ul style="list-style-type: none"> To make 250,000 CSCs operational at Gram Panchayat level for delivery of government services To convert 150,000 post offices into multi-service centres
4	E-Governance Reforming Governance through technology	<ul style="list-style-type: none"> To use business process re-engineering to transform government processes and make them simple, automated and efficient
5	e- Kranti Electronic Delivery of Services	To use technology for service delivery such as e-education, e-healthcare, technology for planning, farmers, security, financial inclusion, justice, etc.
6	Information for everyone	<ul style="list-style-type: none"> To provide open access to government information and documents online To provide two-way communication between citizens and the government through online platforms and social media
7	Electronic Manufacturing Target NET ZERO Import	To target net zero imports by 2020, through various actions in areas such as taxation/incentives, economies of scale, skill development, government procurement, etc
8	IT for Jobs Electronic Delivery of Services	To provide necessary skills and training that enable the youth to avail jobs in IT/ITes sector
9	Early Harvest Programmes	To focus on execution of project within short timelines, such as IT platform for messages, e-greetings from the government, biometric attendance, Wi-Fi in all universities, etc

(Deloitte, ASSOCHAM, 2015)

Initiative

E-Sign	Skill India	PMJDY	JAM	E-Hospital	Wi-Fi Hotspots	DBT	NOFN	Smart Cities	Digital Locker
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(Deloitte, ASSOCHAM, 2015)

2. Literature Review

Digital India: A Study of New-Age e-Entrepreneurship in India (Arjuna Kumar Sahu¹, 2015) Arjuna Kumar explore Digital India and other initiative like National Digital Literacy Mission (NDLM) penetration of mobile phone and broadband has raised in significant number and pattern of users has changed.

New Urban Utopias of Postcolonial India: 'Entrepreneurial urbanization' in Dholera smart city, Gujarat (Datta, 2015) Datta has explored in depth critical analysis on Dholera smart city to suggested how state attempt to attract global capital and enhance economic growth through construction of new town ships.

Developing Smart Cities using Internet of Things: An Empirical Study (Sarin, 2016) Sarin explained Digital India program, which aims at setting up e- infrastructure in the nation will enable faster establishment of the IoT industry.

Technological Innovations in Indian Banking Sector: A Trend Analysis (Sarkar, 2016) Sarkar analysis IT & Innovation in banking sector has made it more competitive and delivering better customer services. It has transform banking from cash & paper based to cashless & paperless.

Information Centric Services in Smart Cities: (G.Piro, 2014) G. Piro focus on advance ICT technology support services (i.e. e-government and public administration, intelligent transportation system, public safety social, health care, education, building and urban planning, environment and energy and water management application in Smart cities by upcoming wireless technologies.

Development of Smart Cities in India: Dream to reality (Suresh, 2016) Suresh explores strategies for planned urbanisation, guideline for smart city development and explain thoughts to transform urban India.

Indian Banking Sector-Challenges and Opportunities: (Singh, 2016) Singh reviewed Indian banking sector and analysed the challenges and opportunities in it. Author put his views that Indian Government needs bigger banks to finance, its social projects, infrastructure funds like Digital India, Bullet Train etc.

Uniting Mobile Wallet in the Customer Journey: A stride towards digital India (Joshi, 2016) Joshi analyse the parameters (i.e. understanding and knowledge, legal aspect of mobile wallet) for the use of mobile wallet, Banks providing this service

must focus to provide awareness about it More than 75%(more than 100 core) of population using mobile phone and every one of mobile user must use mobile wallet. Mobile wallet service is important tool of Digital India.

Reviewing Digitization in Health Care Services in India: (Joshi, 2016) Joshi an attempt to understand conceptual understanding and overview with the present trend in digital health care in India and world. This study also address issues and challenges in digitization of health care services in India.

A Study on Diffusion of Digital Locker Technology in Vadodara District: (Singh, 2016) Singh focused on the conceptual understanding of digital locker. The suggested an awareness campaign in this country about digital locked is required & digital locker is important part of Digital India.

Digital India: Green Tab knowledge café (Bharat Bhagtani, 2016) Bharat analysis the feasibility of business model of e library through primary research and benefits of it. Author expects it will reach its breakeven point in two years.

E-Governance-Reforming Government through Technology: (Raghavendra Kulkarni, 2016) Raghavendra Kulkarni explains and analysis the characterises, advantages and challenges in the implementation of E-Governance the two main advantages of E Governance are increased transparency and fast public service delivery.

E-Kranti: Electronic delivery of Services (Sarkar, 2016) Sarkar highlights features & services of E-Kranti. Demand of IT hardware will increase with the evaluation of this program a practical approach based on past experience for Ne GP should be implemented for the E governance.

VLDB Prerequisite for the Success of Digital India (Deloitte, 2016): Deloitte share insight into Indian scale data problems & how technology can be utensil in solving those.

Singapore Payment Roadmaps Enabling the Future of Payments 2020 and Beyond: (KPMG, 2016) KPMG explores the appraisal of the payment ecosystem forms an important component to support Singapore achieve the smart nation vision & uphold its place as the financial heart of Asia.

E-Governance and Digital India Empowering Indian Citizens through Technology: (Deloitte, ASSOCHAM, 2015) Deloitte offers a complete assessment of the Digital India initiative finds gaps and challenges and focus for closing the gaps have been discussed.

Why IT Firms are Shying Away from Govt. Projects: (BUREAU, 2016) BUREU highlights even though government spending is expected to grow at 10.5 percent which is same as domestic market growth IT companies showing lack of enthusiasm to government projects. The main reasons are payment issues and litigation. The companies facing challenges because it is observed change in requirement during implementation of a project, but contact and the system don't accommodate such things and it becomes a problem.

Digital India is Achievable but it has its Setoff Challenges: (Aruna Sundararajan, 2016) Aruna Sundararajan explained on the achievements and concerns around digital India.

Making Digital India a Reality: (Chowdhary, 2016) Sudhir Chowdhary wrote about the views of Debjani Ghosh vice president, sales & marketing group & MD, Intel South about digital India.

Taking IT Skills to the Masses: (Ahaskar, 2016) Abhijit Ahaskar highlights DISHA, government initiative to impart IT education to more than 50 lakh individuals by 2018.

Digitisation will Change Economic Growth Model: Nilekani (The Hindu, 2016) Bureau of the Hindu Business Line explains the view of Mr. Nilekani's that integration Aadhar, Jan Dhan Yojana and smart phone, among other things are "tipping point" of changing the way the economy grows and share other advantage of digitisation.

3. Objective

This paper is offers following objectives.

1. Over view of Digital India in the country.
2. Aims to identify trends in Digital India services in make in India.
3. Review of digital India and the challenges in transforming India in to digital.

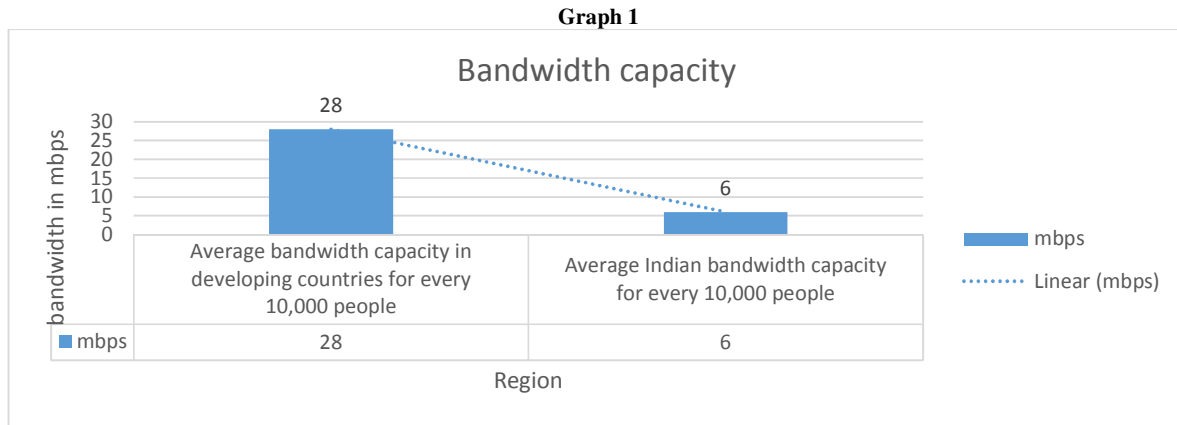
4. Research Methodology

As the research paper is of conceptual and review nature, the researcher has applied exploratory research design by using varied secondary data availed from the secondary data sources. Based on the secondary data and review, the researcher has reported on various emerging trends and issues and challenges in digital India.

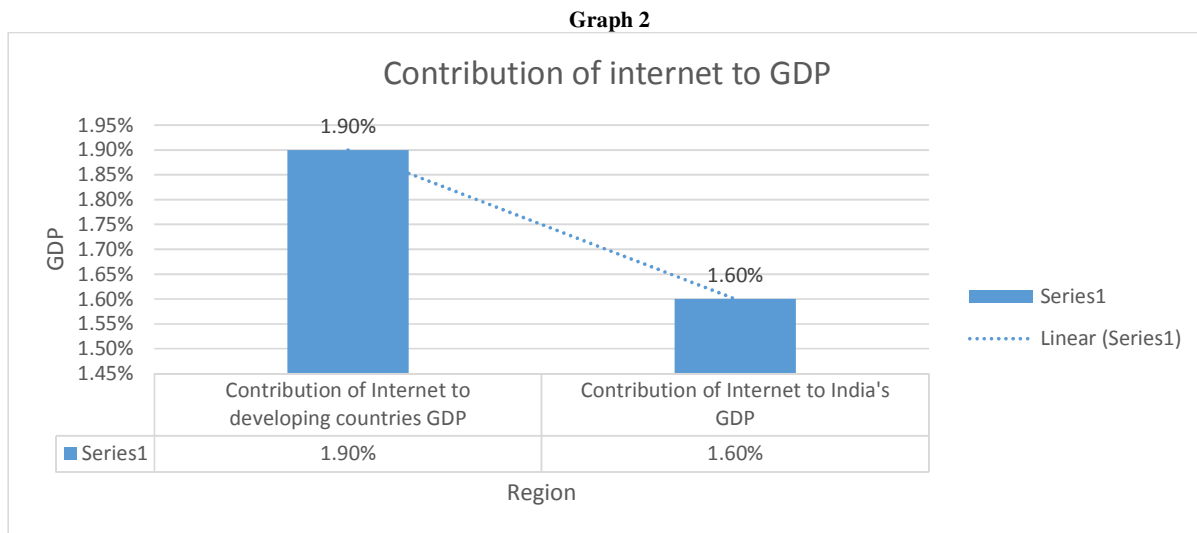
Research report, journal and newspaper articles from eminent writers has been reviewed.

5. Finding

Graph 1 exhibit bandwidth capacity of internet in more than four time to India on an average.

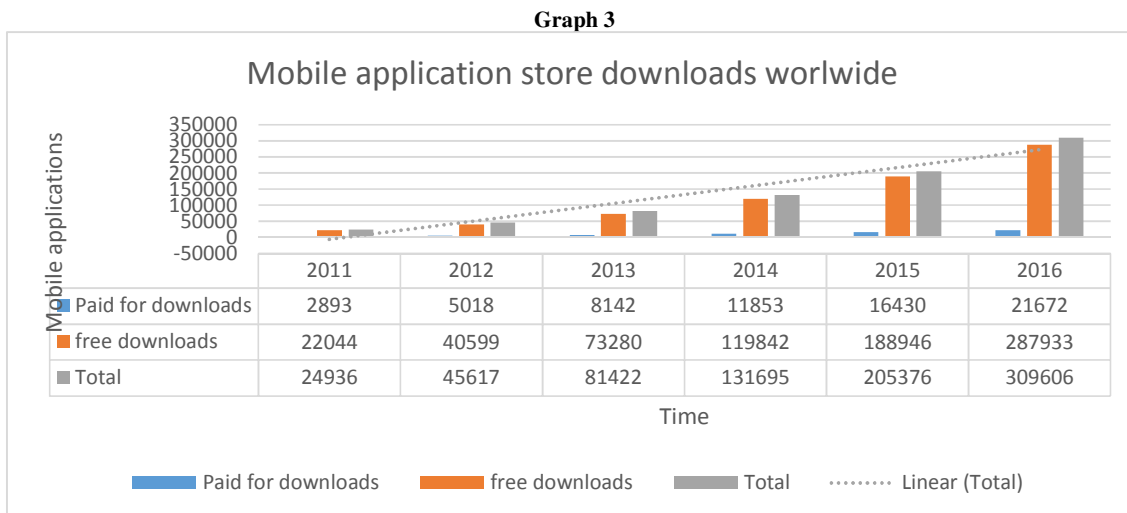


(Arjuna Kumar Sahu1, 2015)



(Arjuna Kumar Sahu1, 2015)

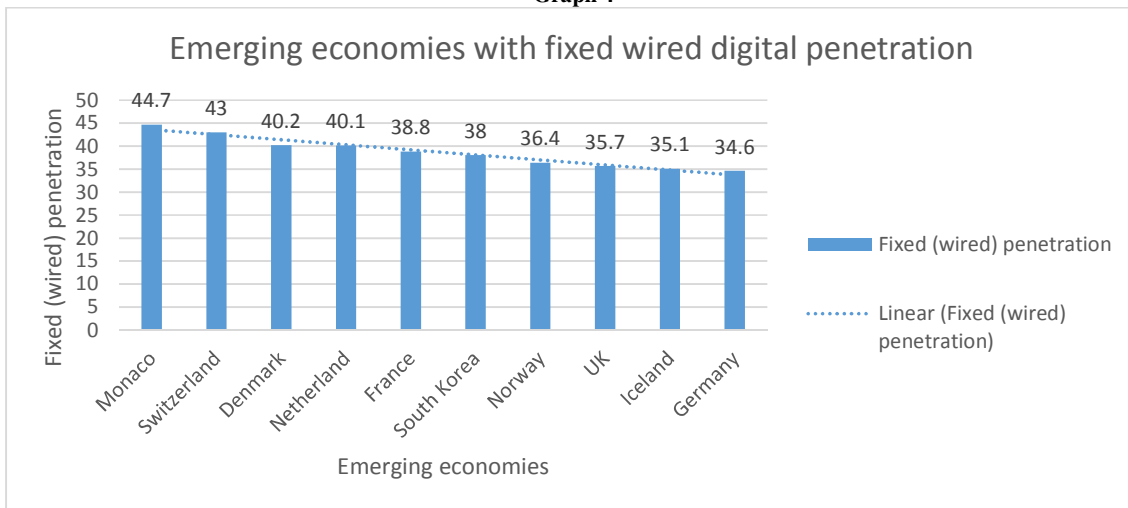
Above Graph shows contribution of internet to India GDP. Which is significant.



(Arjuna Kumar Sahu1, 2015)

Above graph highlights one finding that down load of mobile application is increasing year on year at a very high rate.

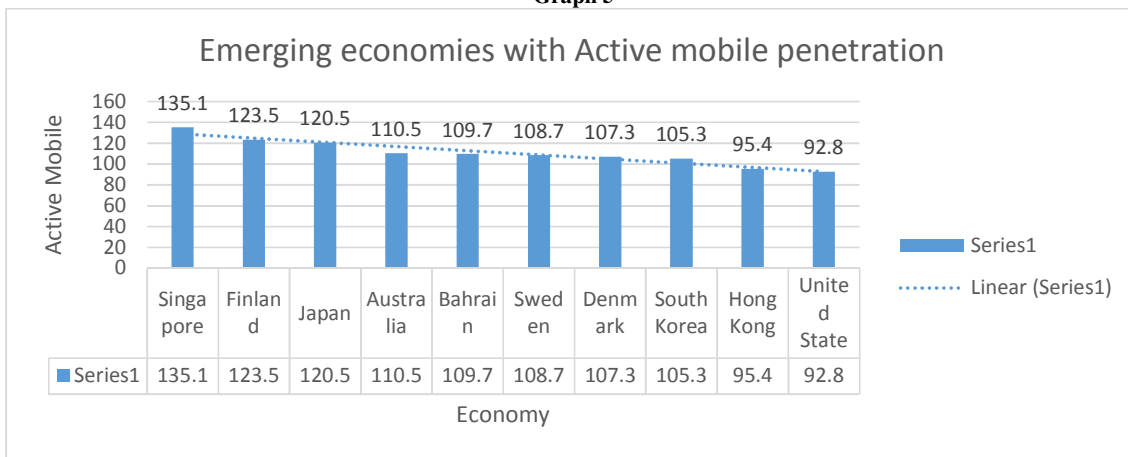
Graph 4



(Arjuna Kumar Sahu1, 2015)

Graph 4 prove that country with high fixed wired digital penetration are not much active on digital connectivity. Graph 5 shows connectivity of active mobile penetration

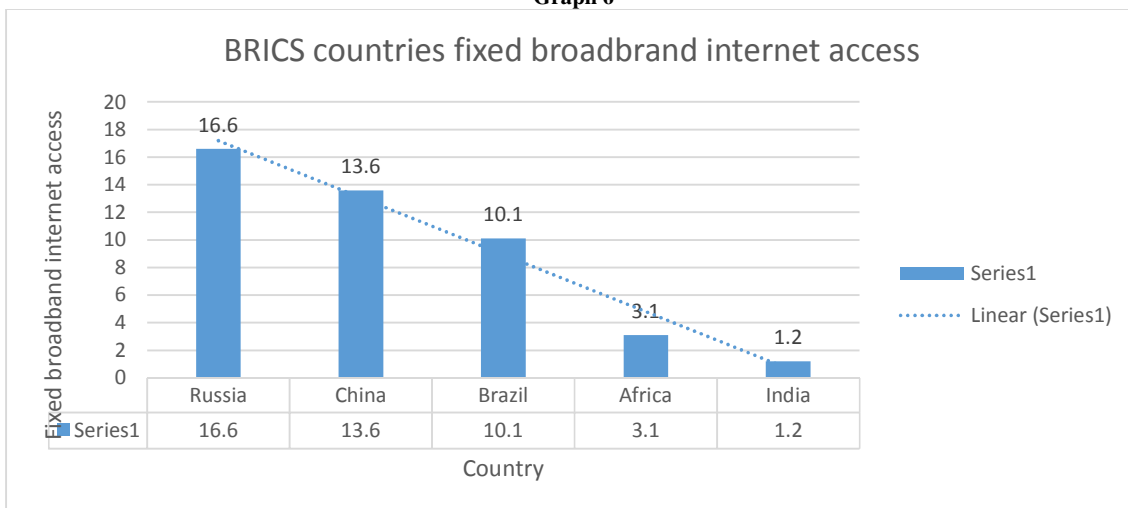
Graph 5



(Arjuna Kumar Sahu1, 2015)

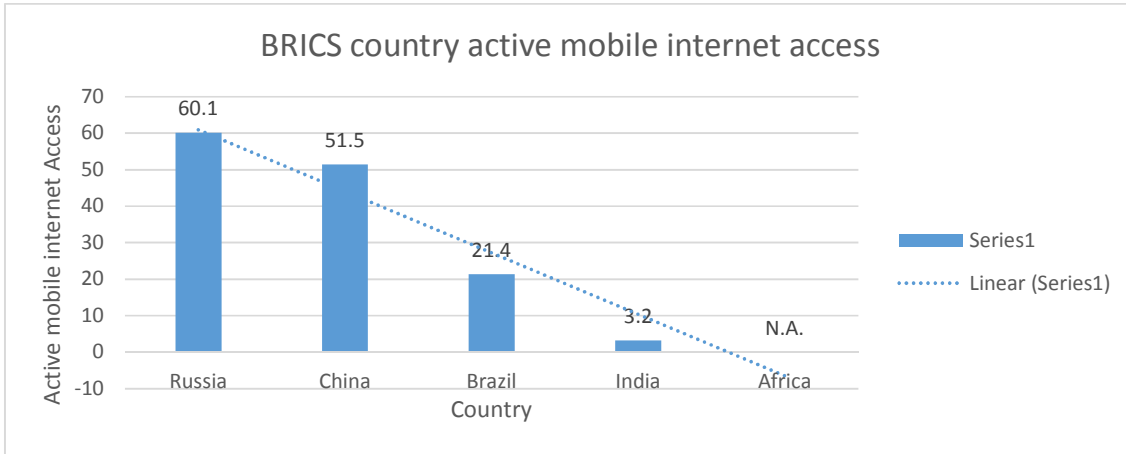
Graph 6&7 shows the about fixed wired broadband and the active mobile penetration in BRICS counties.

Graph 6



(Arjuna Kumar Sahu1, 2015)

Graph 7



(Arjuna Kumar Sahu, 2015)

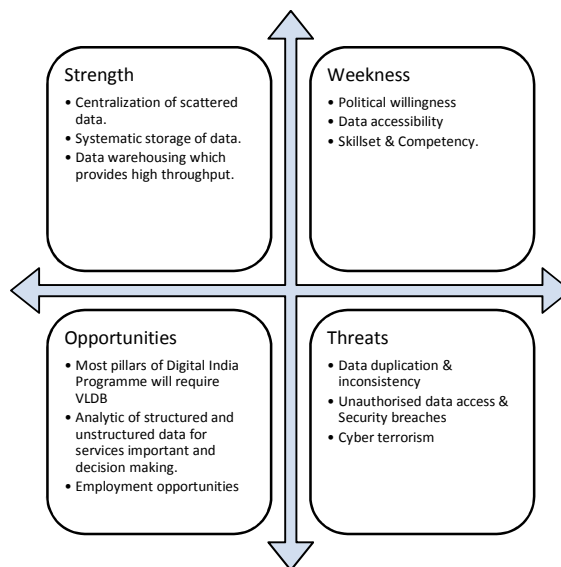
It has been observed the internet opportunist, potential and challenges a comprehensive strategy need to develop which act on multifront to lead this transformative change

Action Points to Unlock Internet Potential

Primary Role	Specific Actions
Define and implement policy regulation	Develop a regulatory framework which will facilitate content development, specifically reviewing the Act, the copyright Act, and online distance education regulations.
	Create a governance mechanism that enables all stakeholders to function effectively
	Promote e-governance initiatives
Create an ecosystem to facilitate online shift	Create availability of low cost Internet-enabled devices
	Facilitate digital transactions through ease of payments
	Promote entrepreneurial ventures through ease of financing, mentorship programmes and developing a strong digital work force
	Facilitate content development, with special focus on vernacular content
	Provide internet education and training to the masses.
	Digital education and enablement of small and medium enterprises (SMEs).
Provide key infrastructure and services	Incentivise players to provide cheaper and more affordable data plans.
	Provide high speed network coverage in both urban and rural areas
	Create public access to the internet through common access points

(THE BOSTON CONSULTING GROUP, Internet And Mobile Association of India, 2016)

A Swot Analysis View for Use of VLDBs in Digital India Programme



(Deloitte, 2016)

Digital India is a program which will improve the quality of life of the citizen of nation it is very vital for the national economy. World is transforming towards digital and India must move with them, Population of internet user on mobile phone in India is very large many big companies are invested in manufacturing of the mobile phone in India. A lot must have been in different sectors

6. Conclusion

In Make in India large land clusters have been allocated for the manufacturing of electronica and IT hardware good in state like Andhra Pradesh, Tamil Nadu etc. If Indian company's carte the domestic market demand, then also the India economy will reach on top position

Last but not the least Digital India will have a massive impact on the Make in India programme for it hardware and electronics goods because it will create right ecosystem for its demand.

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