Digital India: Challenges & Opportunities

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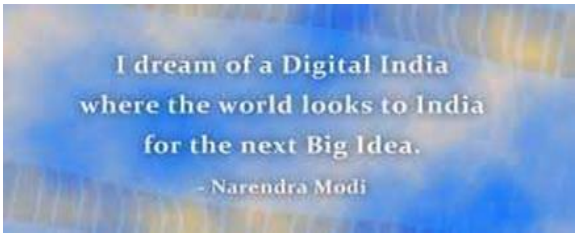
Abstract **- Digital India is an initiative of the Central Government of India "designed to transform India into a global digitized hub" by reviving a rundown digital sector of India with the help of improving digital connectivity and skill enhancement and various other incentives to make the country digitally empowered in the field of technology. This paper helps understand the global as well as domestic challenges that might hinder the successful implementation of the program and suggest some feasible remedies to deal with the same. Further the paper also highlights the opportunities that would pave the way for achieving the program's aim of making India the preferred choice for digital activities by both global and domestic investors and also how far the "Digital India" model can prove to be an attraction for the in vectors' to invest in the sectors which are yet to achieve their full potential in India.**

INTRODUCTION

Digital India Program is a national campaign to transform India into a globally connected hub. It includes various proposals and incentives given to companies, basically the manufacturing companies both domestic and foreign to invest in India and make the country a digital destination. The emphasis of Digital India campaign is on creating jobs and skill enhancement in the Broadband Highways, e-Governance, and electronic delivery of services, Universal access to Mobile Connectivity, Electronics Manufacturing, and Information for All etc. The campaign's aim is to resolve the problems of connectivity and therefore help us to connect with each other and also to share information on issues and concerns faced by us. In some cases, they also enable resolution of those issues in near real time. This initiative is focused to help India gain a better rural connectivity with a stable governmental policy in the background coupled with benefits and incentives via the campaign. Simultaneously the initiative is designed to create jobs and enhance skill development which will ultimately lead to increase in GDP and revenues from tax.



~The Prime Minister of India 's vision

LITERATURE REVIEW

Digital India" initiative has been an intriguing subject matter of numerous researches from various disciplines because of its great significance and influence on the economy as a whole and particularly the technological sector. Being a recent move, there have been various research on different aspects of the initiative ranging from the economical to social and ethical dimensions. Some of these researches retrieved through internet searches have been reviewed here.

Prof. Singh began with the basic overview of what Digital India entails and led a discussion of conceptual structure of the program and examined the impact of "Digital India" initiative on the technological sector of India. He concluded that this initiative has to be supplemented with amendments in labor laws of India to make it a successful campaign. (2)

Sundar Pichai, Satya Nadella, Elon Musk researched about Digital India and its preparedness to create jobs opportunities in the information sector. (3) He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long term push to the technological sector in India.

Microsoft CEO, Satya Nadella intends to become India's partner in Digital India program. He said that his company will set up low-cost broadband

technology services to 5lakhs villages across the country.

Arvind Gupta intends to say that Digital India movement will play an important role in effective delivery of services, monitoring performance managing projects, and improving governance. An Integrated Office of Innovation & Technology to achieve the same, and for problem solving, sharing applications and knowledge management will be the key to rapid results, given that most departments work on their own silos. Tracking and managing the projects assume significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached its implementation stage. Sharing, learning's need to be best practices across departments Tracking and managing the projects assumes significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached implementation stage. Sharing learning's and best practices across departments needs to be driven by this Office of Technology.

RESEARCH METHODOLOGY

The specific types of information and / or data needed to conduct a secondary analysis will depend on the focus of study. For this research purpose, secondary data analysis is usually conducted to gain in-depth understanding of the "Digital India" initiative.

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 and mostly the paper is based on the information retrieved from the internet via journals, research papers and expert opinions on the same subject matter.

Sampling Design:

Digital India who are the main source of primary data are collected from the digital India through a well-structured questionnaire. As the area of study is limited in Salem district of Tamilnadu and as the total population of digital India population is numerable, the researcher has proposed the sampling techniques for the selection of respondents. To identify the right respondents which are also very essential for the collection of primary data the following process has been adopted scientifically.

Tools of analysis:

All these data are to be arranged in various form of tables and proposed to critically analyze with the help of a number of statistical tools. Percentage Analysis and Chi-Square Test are the various statistical tools applied.

Chi-Square Test

The degree of influence of the following independent variables like challenges and opportunities.

In order to identify the respondents, challenges, and opportunities. a Chi-square (X2) test was used, and the formula is given below:

$$x2 = \frac{\sum (O_i - E_i)^2}{E_i}$$

With Degree of Freedom (D.F.) = (c-1) (r-1) where,
O = Observed frequency,
E = Expected frequency,
c = Number of Columns,
r = Number of Rows.

ANALYSIS OF CHI-SQUARE TEST

AGE AND REASONS FOR THE DIGITAL INDIAN IN CHALLENGES AND OPPORUNITES

TABLE NO.1.1

AGE	Attitude Towards Challenges and opportunities			TOTAL
	LOW	MEDIUM	HIGH	
Below 20 years	17 (16.12%)	13 (14.01%)	18 (6.69%)	48
21-30 years	18 (21.05%)	17 (18.68%)	29 (23.80%)	64
31-40 years	27 (23.52%)	19 (20.44%)	24 (26.04%)	70
Above 40	22 (22.84%)	24 (19.85%)	22 (25.29%)	68
Total	84	73	93	250

Source: primary data

It is observed from the above table that the percentage of satisfaction of digital india in challenges & opportunities was the highest (26.6%) among the respondents of 31-40 years age group and the same was the lowest (6.69%) among the respondents of

above 20 years age group. The percentage of medium digital India in challenges & opportunities Opinion attitude digital India in challenges & opportunities was the highest (20.44%) among the respondents of Below 31-40 years of age category and the same was the lowest (18.68%) among the respondents of above 40 years age category. The percentage of low Opinion digital India in challenges & opportunities attitude towards digital India in challenges & opportunities was the highest (23.52%) among the respondents of 31-40 years of age category and the same was the lowest (16.12%) among the respondents of below 20 years. It was found from the analysis that the maximum Opinion digital India in challenges & opportunities belongs to the age group of '21-30' years.

In order to find the relationship between the age of the respondents and their Opinion women digital India in challenges & opportunities, the following hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

NULL HYPOTHESIS (HO):

There is no significant relationship between age of the respondents and their Opinion towards digital India in challenges & opportunities.

Age And Attitude Towards Digital India in Challenges & Opportunities

TABLE NO -5.1

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Age	36.10	18.5	6	Not Significant

It is clear from the above table that the calculated chi-square value is less than the table value and the result is not significant. Hence, the hypothesis "Age of the respondents and Opinion towards digital India in challenges & opportunities are not associated", holds well. From the analysis, it is concluded that there is no relationship between the age of the respondents and their attitude towards digital India in challenges & opportunities.

OBJECTIVE OF THE PAPER

It is worth noticing that India over a period of time has become a direct service economy from being an agrarian economy, but it also implies that not much focus has been given to technological sector. The Objective of the Digital India Group is to come out with innovative ideas and practical solutions to realise Hon'ble Prime Minister Narendra Modi's vision of a digital India. Prime Minister Mr. Narendra Modi envisions transforming our nation and creating opportunities for all citizens by harnessing digital technologies. His vision is to empower every citizen with access to digital services, knowledge, and information. This Group will come up with policies and best practices from around the world to make this vision of a digital India a reality. The Digital India initiative has to pass through various hindrances and challenges to be fully potent and successful. This paper thus elucidates various challenges faced by both domestic and from global investors and then recommend suggestions to pave way for the successful implementation of an ambitious campaign launched with high hopes.

CHALLENGES, RECOMMENDATIONS & SUGGESTIONS

The Digital India campaign cannot be a successful campaign merely by implementation or by incentivizing industry. For a hugely rewarding success, the campaign should move forward taking along other policies, amending redundant laws, focusing on necessary infrastructure building etc. One such hindrance in the way of Digital India is the first is the digital infrastructure, which requires to be put in place. For this the telecom infrastructure will form the base. On top of this layer, we need the IT infrastructure in the form of apps, software etc. The second set is content that needs to be relevant to the citizens and address their real-time requirements.

The third layer is capacity. Unless we have all these three sets (i.e., telecom infrastructure, content, capacity) we will not be able to meet the supply commence rate of the demand. If this point is not taken proper care of then there would be clashes between the people in the rural areas and the government which will result in delay in commencing the project which will ultimately defeat the Digital India campaign's spirit of quick and hassle-free ease of doing business. If this government takes the agenda forward and does not leave any of the constituent parts gasping for funds, the opportunities are huge for the country in general and for willing participants in the IT sector as well! There is much to be done, from the creation of smart cities to the comprehensive availability of

broadband, from connectivity in education, healthcare, agriculture, and manufacturing to a National Digital Literacy Mission (NDLM) that Nasscom Foundation has already taken up with the Department of Electronics & IT (DeitY). What is important to understand is that like any elephant, Digital India has many parts, and each has to be addressed to make the big vision a reality. Another recommendation as to digital connectivity is to reduce the judicial clearances and stability in ruling which can act as a major impetus to the technological sector as it will attract high investor confidence with the judicial rulings being fair and pro-business. Going by the present practices, the imposition of certain amendments with retrospective effect has garnered much noise in the past and should immediately be taken notice of. The more stable, quick, and fair the judgment in basically cases relating to the business and taxation sectors, the better the chances of attracting more business leaders to invest more.

CONCLUSION

Digital India' initiative is a refreshing move and quite the need of the hour for the weakened technological sector. The Government of India hopes to achieve growth on multiple fronts with the Digital India Programme. Specifically, the government aims to target nine 'Pillars of the Digital India' that they identify as being.

1. Broadband Highways
2. Universal Access to Mobile Connectivity
3. Public Internet Access Programme
4. e-Governance – Reforming Government through Technology
5. eKranti - Electronic delivery of services
6. Information for All
7. Electronics Manufacturing
8. Digital or IT for Jobs
9. Early Harvest Programs.

However, it requires to be rightly substantiated with amendments to various legislations that have for long hindered the growth of Indian technology. India should focus more on developing domestically led connectivity, promoting research and innovation-led development to establish itself strongly on the international stage as an economic superpower and particularly a thriving technological hub.

REFERENCE

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