DIGITAL INDIA:A ROADMAP FOR THE DEVELOPMENT OF RURAL INDIA

Neeru Gupta[1]

Kawaldeep Arora[2]

Abstract:

The world has transformed from knowledge savvy to techno knowledge savvy. The things should be available on one click. The Digital India programme comprises of various initiatives each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and coordinated engagement of the entire government. Digital indicates to electronic technology which generates, stores and processes data. It is stored in a virtual central repository that can be accessed anytime, anywhere,through established protocols. Digital Technologies include Cloud Computing and Mobile Applications. Digital India is one of the step by the government to motivate and connect Indian Economy to a knowledge savvy world. The overall programme is focused to develop India for a knowledgeable future by developing central technology for allowing revolution which covers many departments under one umbrella programme .The main objective of this research paper is to study the positive impact that Digitization of Indian economy will have on the growth and development of Rural Indian Sector.

Keywords: Techno knowledge Savvy, Digital, Cloud Computing, Rural Upliftment.

1. Asstt.Prof., School of Management, Maharaja Agrasen University, Baddi.

2. Asstt.Prof., School of Management, Maharaja Agrasen University, Baddi.

Objectives:

- To study the impact of digital India programme on the upliftment of Indian rural economy.

- To study how Digital India programme will lead to empowerment ofrural entrepreneurship in the country.

- To study the impact of digital India programme on the empowerment of rural women.
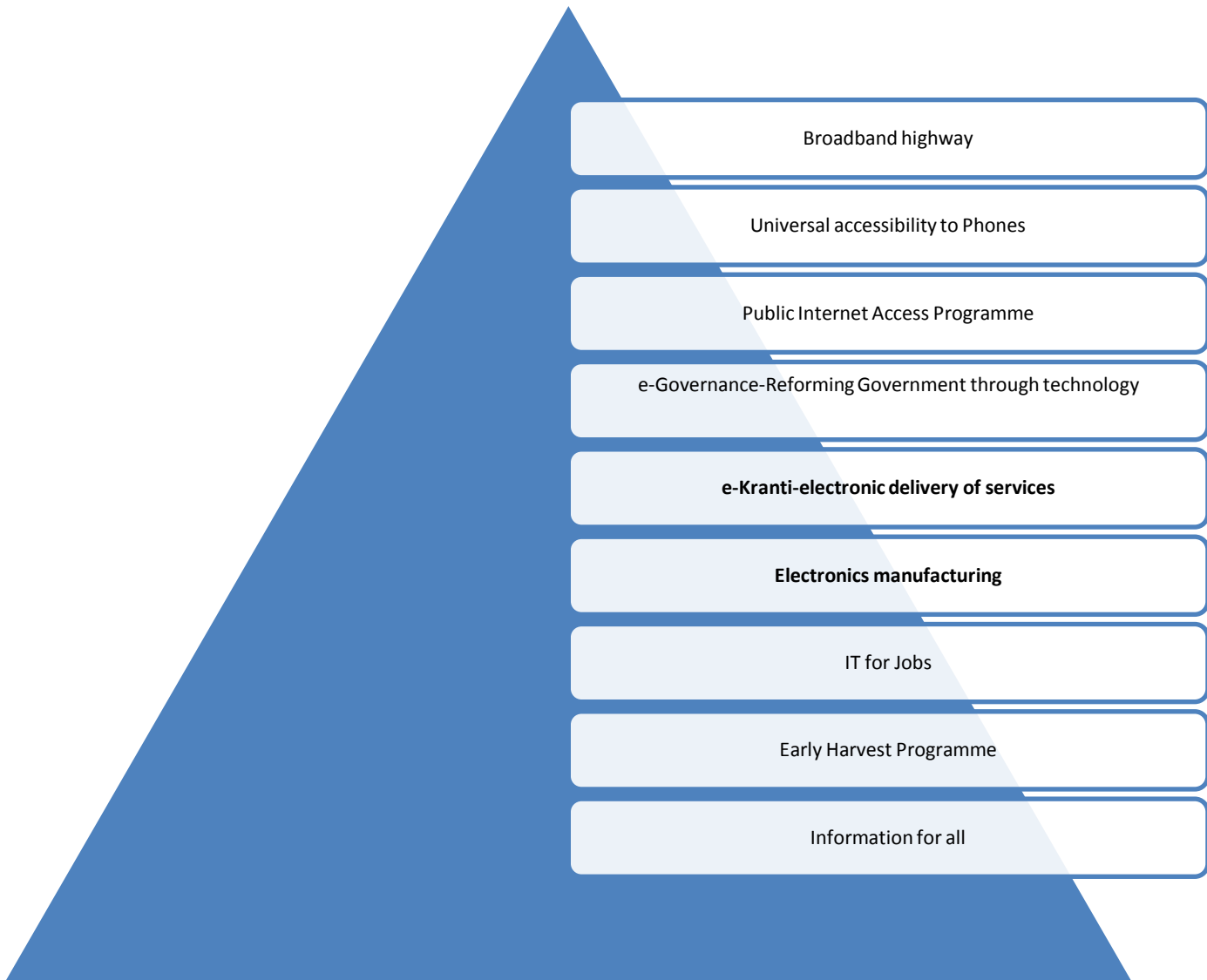
Methodology:

This study attempts to explain the impact of digitization on the development of Rural India. It is based on secondary data that is collected through different sources like newspaper, internet, government websites, journals etc.

Introduction

Digital India is a large umbrella national programme that focuses at providing universal digital literacy and universal accessibility of all digital resources for citizens.The vision is centered on three key areas: creation of digital infrastructure, delivery of governance and services on demand, and digital empowerment of citizens. Digital India program will focus on restructuring several existing schemes to bring in a transformational impact. The vision of the programme aims to transform India into a digitally-empowered society and knowledge economy through infrastructural reforms such as high-speed internet in all gram panchayats, lifelong digital identification for citizens, mobile banking for all, easy access to Common Service Centres (CSC), shareable private spaces on an easily accessible public Cloud and cyber-security.The programme will also ensure that all government services and information are available anywhere, anytime, on any device that is easy-to-use, seamless, highly-available and secured. It is one of the step by the government to motivate and connect Indian Economy to a knowledge savvy world.

Digital India Programme is conceptualized on the nine support beams .These are

i. **Broadband Highways:** Web based portals and Mobile apps will be developed to access online information while on the move. High speed broadband highways will be provided through fiber optics that connects all the remote areas, government departments, universities, R&D etc.

ii. **Universal Mobile Access:** With Digital India programme nation is ready to be well-connected, efficient, and more productive in every aspect. Network technologies like 3G, 4G and upcoming 5G will storm the speed.

iii. **Public Internet Access:** The two sub components of Public Internet Access Programme are Common Service Centres and Post Offices as multi-service centres. CSCs would be made viable and multi-functional end-points for delivery of government and business services. DeitY would be the nodal department to implement the scheme. Post Offices are proposed to be converted into multi service centres.

iv. **E-Governance:** This governance will transform every manual work into fully automation system. It will revolutionize the system in the following ways: • Online access to applications i.e. availability of all databases and information in electronic format. • Effortlessly tracking of assignments. • Interface between departments for superior production of work. • Quickly respond, analyze and resolve persistent problems and many more.

Broadband highway

Universal accessibility to Phones

Public Internet Access Programme

e-Governance-Reforming Government through technology

e-Kranti-electronic delivery of services

Electronics manufacturing

IT for Jobs

Early Harvest Programme

Information for all

v. **e-Kranti:** This e-kranti will fully focus on digital knowledge program where education, health, farming, rights, financial and many more services will be delivered on a very high bandwidth. Physical boundaries no longer are a limitation when almost everyone and everything is a digital handshake away.

vi. **Electronics Manufacturing:** This milestone will create a huge base for electronics manufacturing in india with the aid of digital technologies and skills. The empowerment of manufacturing through the Internet of Things will enable intelligent workshops that demonstrate data driven operational excellence and decentralized production control systems within and beyond the physical factory walls.

vii. **IT for Jobs:** The government is preparing to provide training and teaching skills to the youth for employment opportunities in the IT sector.

viii. **Early Harvest:**The govt. is planning to set up Aadhaar Allowed Fingerprint Presence Program in all central government workplaces situated at Delhi. A web based application software system will allow online documenting of attendance and its watching by the involved stakeholders.

ix. **Information for All:** Websites and mobile apps will convey data and realistic participation and through social media. Everything is connected through virtual networks. Swift work flow and no delays due to wait in queues.

Benefits of Digital India Programme

- It makes possible the implementation of digital locker system which in turn reduces paper work by minimizing the usage of physical documents as well as enabling e-sharing through registered repositories.

- It ensures the achievement of various online goals set by the government.

- It makes possible for people to submit their documents and certificates online anywhere which reduces physical work.

- Citizens may digitally sign their documents online through e-Sign framework

- It will ease the important health care services through e-Hospital system such as online registration, taking doctor appointments, fee payment, online diagnostic tests, blood check-up, etc.

- It provides benefits to the beneficiaries through National Scholarship Portal by allowing submission of application, verification process, sanction and then disbursal.

- It is a huge platform which facilitates an efficient delivery of government or private services all over the country to its citizens.

- Bharat Net programe (a high-speed digital highway) will connect almost 250,000 gram panchayats of country.

- There is a plan of outsourcing policy also to help in the digital India initiative.

- For better management of online services on mobile such as voice, data, multimedia, etc, BSNL's Next Generation Network will replace 30-year old telephone exchange.

Digital India Programme and 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 Digitial India Programme is through Internet Kiosks. **Internet Kiosk** is a kiosk with one or more computers, a tablet, Internet connection, with a web cam that can be the set up in villages to be used as the hub of rural connectivity for providing education and training, information about agriculture and health care, employment news and market information. These cyber-kiosks can be run by local entrepreneurs thereby empowering the rural entrepreneurship.

Digital India and Empowerement 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

With the adoption of Digital India Project, India will have a powerful digital infrastructure. All educational institutions and government services will soon be able to provide digital services round the clock. More employment prospects will open for the youth that will boost the nation's economy. Tech giants from all over the world are willing to actively

participate in this campaign. The outcome of Digital India is to produce Wi-Fi locations for people, creating job, universal phone connection, High speed internet , Digital Inclusion, e-Services, e-Governance, Digitallymotivated people, National Scholarships Portal , Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution.

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