



# DIGITAL INDIA

## Power to empower

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**Abstract—** Digital India stands for transforming India into a digitally empowered knowledge economy. It is an initiative of government of India to integrate the Government Departments and the people of India. It aims at ensuring that the Government services are made available to citizens electronically by reducing paper work. Digital technologies are harbingers of business transformations. In keeping with the values of giving back to society, we are committed to play a positive role in the future of our world. The basic need of any enterprise is to have reliable, optimized, and simplified connectivity solutions. Our endeavor is to create a common platform for industry experts and business leaders to discuss current and emerging business trends.

**Keywords:** Digi-locker, Cloud, Healthcare, Digital Marketing

### 1. Introduction

The sector of the Indian economy you operate in – healthcare or retail, manufacturing or banking – we will be seeing challenges, and far more importantly, opportunities driven by current and emerging communication technologies and services. There is now enough history to evidence that going digital is not an option for the future, but an imperative today. The ubiquity of mobile, the explosive growth in bandwidth available on wireless, the current and future capabilities of devices, the application eco-system and many more radical evolutions are changing both current business models as well as creating entirely new ones – machine to machine, mobile identity and payments and so on. There are numerous challenges in deciding and implementing their most appropriate digital strategy. Going digital can create enormous value for companies that master them – but on the flipside, industries and organizations which are slow to adapt, risk becoming obsolete. They could also lose out to smarter, nimbler players, many of whom are not even operating on the same paradigm. The big symposium is to endeavor and is to create a common platform for industry experts and business leaders to discuss current and emerging business trends.

### PILLARS

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. Universal access to Internet
2. Public Internet Access Programme
3. e-Governance – Reforming Government through Technology
4. e-Kranti - Electronic delivery of services
5. Information for All
6. Electronics Manufacturing
7. IT Jobs Maintaining the Integrity of the Specifications Services

Some of the facilities which will be provided through this initiative are Digital Locker, e-education, e-health, e-sign and national scholarship portal. As the part of Digital India, Indian government planned to launch Botnet cleaning centers.

### DIGILOCKER

Digital Locker facility will help citizens to digitally store their important documents like PAN card, passport, mark sheets and degree certificates. Digital Locker will provide secure access to Government issued documents. It uses authenticity services provided by Aadhaar. It is aimed at eliminating the use of physical documents and enables the sharing of verified electronic documents across government agencies. Three key stakeholders of DigiLocker are Citizen, Issuer and requester



## 2. Digital in your DNA:

Do you feel too much is happening around you and you can barely keep up? You are not alone! The world is changing. And digital technologies are driving these changes at such speeds that keeping up can be exhausting. Companies across sector have realized the potential that digital offers. They are looking for help to navigate this unknown journey better. The key drivers for wanting to go digital may vary from business to business – for some it could be to stay relevant to their customers and so on... The reason, any business that wants to be digital, needs to first create a digital organization. Digital organizations require skills in today's business. Data scientists, UX specialists, social anthropologists, are some of the roles that will shape the digital future of a business. Hence, 'digital in your DNA'. You are likely to hear businesses talk and discuss this phenomenon in the coming years. Companies that are digitally mature, or ahead of the curve, will bring to bear the true power of digital and will win over those who yet to start this journey. While technology is a change agent, it is important to put people and processes above technology. At the end of the day, true transformation will take place only when every employee truly "walks the digital talk".

## 3. Reaping digital dividends: There are of 13 types

- a. Connecting businesses and accelerating growth
- b. Digital transformation and economic development
- c. India developing in the internet economy
- d. Digitally transformed businesses-accelerating growth
- e. Healthcare
- f. Enterprise Mobility
- g. Analytics
- h. Cloud
- i. Digital Marketing
- j. Iota and Collaboration Tools
- k. Manufacturing
- l. Social Tools
- m. Enterprising MobilityEquations

### a). Connecting businesses and accelerating growth:

Digital technologies like the internet and mobile phones have spread quickly around the world and have revolutionized the way we communicate, stay, connected, and do business.

### b). Digital transformation and economic development:

Digital technologies and internet in particular, is changing the way one functions, socializes, and shares information across the globe. Digital technologies have served to bridge the information divide and have extended critical services to the remotest parts of the world.

### c). India developing in the internet economy:

National optic fiber network and "bharat net" initiative will provide low-cost public internet access, connecting rural India. Increased smart phone penetration -75% of the population by 2018 – will enable easy access to internet.

#### • Electronic manufacturing:

Targets net zero imports and become a future ready factory.

#### • E-BIZ:

India's first government to business [G2B] portal to help facilities investors and businesses.

#### • INDUSTRY 4.0:

The fourth industrial revolution is already on its way and enablers like Io T, big data, mobility and cloud would bring it to reality. This would hugely depend on internet penetration across India through digital bharat initiative.

### d). Digitally transformed businesses-accelerating growth:

While the spurt in growth and future trend highlights the continuing demand for mobile phones and related service. Organizations have adopted innovative end-to-end mobility solutions and applications automating their workflow, there by re-inventing the way business is conducted.

#### e). Healthcare:

Connected health which is also commonly known as technology-enabled healthcare involves the convergence of health-care technology .Technology has the power to improve access to healthcare services, for people who face mobility issues. Analytics will



play a key role in utilizing the hospital resources effectively and enduring wellness of patients and it is revolutionizing the approach of providing healthcare services in the market.

*F). ENTERPRISE MOBILITY:*

- 1) Patients and asset tracking is gaining importance.
- 2) M-health is in terms of appointment booking and remainder SMS on mobile phones.

*g). Analytics:*

Predictive analytics is being used for activities such as machine maintenance, inventory management and product manufacturing planning.

- In many cases basic analytics is used to take strategic decisions at healthcare operations.

*h). Cloud:*

Public cloud is being adopted for non-critical applications such as human capital management, messaging systems and collaboration tools. Private cloud platforms, on the other hand, are used for maintaining patient healthcare records. Peripheral applications in the manufacturing industry are gradually moving to the public cloud, giving organizations greater flexibility and enduring lower maintenance costs.

*i). Digital Marketing:*

Healthcare is adopted digital marketing as a new medium to encourage informed decision making.

*j). Iota and Collaboration Tools:*

IoT is currently in the experimental stage. However, sensors and mobile tools are being used for remote diagnosis of patients and collaboration tools are used for secure audio and video interaction with experts. Collaboration tools are being used to gain expert advice and connecting dispersed offices and business units in the enterprise.

*k). Manufacturing:*

Manufacturing industries are revamping business processes to create a whole new experience for their customers, both before and after they purchase manufactured products.

*l). Social Tools:*

Internal communication is done through broadcasting and collaboration. Social media is also being used effectively for marketing, promotions and product feedback from the customers.

**M). ENTERPRISING MOBILITY:**

**ASSET TRACKING, VEHICLE TRACKING, SHOP FLOOR COMMUNICATION SALES FORCE APPLICATIONS AND SUPPLY CHAIN MANAGEMENT ARE GAINING IMPORTANCE.**

*DIGITAL INDIA INITIATIVES AND THEIR ADVANTAGES*

Digital India a scenario which we image as the everything on net quick and steady. There are many advantages of digital India.

- It will create employment;
- Increase in literacy rate;
- Increase in the economy;
- Transparency in government functioning;
- Decrease in corruption;
- Quick judgment in the law sector
- Increase in women empowerment as the online business may be promoted by women.



#### 4. Conclusion:

Digital technologies are going to drive major business decisions over the next ten years and beyond. Enterprises that are innovative in their approach to digital strategy will occupy key positions in their respective industries. Digital technologies will be used to include the under privileged population as customers in consumer facing industries such as manufacturing, energy, and utilities will leverage digital technology to improve their processes on par with international enterprises. The benefits that would be served from digitization are real and significant, which is reflected in the large volumes of venture capital funding that continues to flow into mobile and related sectors

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