

INVESTMENT IN DIGITAL ECONOMY IN INDIA

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ABSTRACT

The countries embracing technology for the benefit of citizens have recorded a radical change in all aspects which triggers GDP growth and leads to high national and per capita income. It is the obligation of the government to improve the living standards of citizen through initiating programmes which accelerates the economic growth. The Digitalization was propelled by the force 'Technology', which was the crucial part in 'Digital India Programme'.

India has emerged as one of the countries whereby government has initiated this development programme to stimulate economic development as well as to provide employment to younger generations. The main objective was to provide all services to every citizen on the web portals or electronically for making the transactions smooth and transparent. To eliminate black money and corruption from public life, government is investing more in technology. India had started experiencing the digital transformation, it takes some time to feel the full impact of this change. Through this initiative India will achieve the United Nations Sustainable Goals Agenda by 2030.

This research helps to understand the impact of Digital India in economy and to know how far its missions are accomplished and for developing a model to achieve Sustainable Development Goals with the pillars of digital India.

I. INTRODUCTION

It was in 1986, India went online for the first time. Back then, the Internet was only meant for the use of educational, research communities and defence purposes. During 1995, the VSNL opened the internet access to public by using modem. Now the game has changed most of the Indians have mobile phones which have internet access. In 2017, India had 331.77 million internet users and the figure is expected to grow 511.89 million internet users by 2022. Without considering the untapped potential, India is the second-largest online market worldwide after China.

The internet usage has increased because of decline in the Smartphone prices over the past couple of years and the fall in Internet data prices, which was certainly spurred by the arrival of Reliance Jio in 2016. India is the fastest growing economy in the world with a 6th rank in Nominal GDP and 3rd rank in Real GDP. India's economy is growing at 8.2 per cent in the first quarter of 2018-19.

The unique identity for every citizen of India issued by the UIDAI (Unique Identification Authority of India) will eliminate the fake identities with the help of biometric information. Now everything comes under one roof by linking 12 digit Aadhaar number with bank account, mobile phone connection, PAN. This will promote transparency and good governance.

Aadhaar identity platform was a most important pillar in Digital India, which made people to think of a transformation for the benefit of them. Through this the government will have a database of all citizen in India and ensuring much security to an individual's data. As per the report by Government of India, 122, 79, 24, 858 Aadhaar cards were generated as on January 2019.

This research will focus on impact of digital India in economic development and growth. Technological revolutions are gradually altering different trends in the contemporary world.

II. DIGITAL INDIA

During 1st July 2015 Modi government's flagship programme 'Digital India' was introduced. This programme is to transform the entire ecosystem of public services through the use of information technology. The services are provided to the people with the help of mobile phones, personal computers, laptops, tablets, televisions, radios and internet. The vision is to transform India into a digitally empowered society and knowledge economy electronically.

It focuses on three core areas: digital infrastructure a utility to every citizen, digital empowerment of citizens, governance and services on demand. The project purposes to connect the 2.5 lakh villages across India through broadband highways, public internet access, universal access to mobile connectivity, e-governance, e-kranti, information services for all, a sturdy electronic manufacturing regime, early harvest programs, and IT for jobs—conferred as the nine pillars of Digital India. Digital India attracted more than 4 lakh crore investment and generated more than eighteen lakh job opportunities at its launch.

The introduction of Reliance Jio was a catalyst to the Digital India programme. After its launch, mobile data consumption in the country had gone up from 20 crore of GB per month to nearly 370 crore GB per month. Introduction of Jio 4G sim and phones was a mile stone to the Digital India initiative, where in people were able use the data free of cost. This made people to think not to shift from the particular brand since the company provided them free data for more than one year. Thereby the number of internet users have increased and people become more digitally literate.

III. SUSTAINABLE DEVELOPMENTAL GOALS

The Sustainable Development goals agenda put forward by United Nations is to be fulfilled by 2025. All member nations of UN have to achieve the 17 goals which are necessary for becoming a

sustainable nation. This addresses the global challenges including those related to poverty, climate, inequality, prosperity, environmental problems, hunger, clean water and sanitation, peace and justice.

IV. RESEARCH METHODOLOGY

This is a descriptive research which helps to understand about the Digital India campaign and its effects so far and to develop a model to achieve Sustainable Development Goals with the pillars of Digital India. The type of data used is secondary data obtained from sources such as research papers, newspaper, journals and magazine articles, media reports, government official sites, etc.

V. DISCUSSIONS ON NINE PILLARS OF DIGITAL INDIA CAMPAIGN AND ITS EFFECTS

1. Broadband highways

Internet access is crucial in developing countries since it helps to share information from one person to another. The number of internet subscribers in India stands at more than 500 million while Paytm has around 20 million active users. Mobile broadband services have seen significant increase at compound annual growth rate of 17% between 2015 and 2017. According to report by McKinsey Global Institute (2017), number of subscribers has increased from 210 million in 2013 to 270 million in 2015 and 350 million in 2018. The number of users with 3 GB and 4 GB broadband increased from 330 million to 750 million thus improving efficiency and faster delivery of information.

As a result, customers are able to communicate and transact effectively over the internet leading to high sales revenues. Fiber optic network has emerged as the most used network within the region with speed ranging from 20-50 mpbs. As evidenced from research by World Bank (2018.), the number of fiber-ready households within India was 13 noholds are equipped with mobile broadband highways thus enabling citizens to share information easily.

For instance, availability of internet has improved learning process in higher education institution. Students are able to embrace digital learning from their convenient households thus cultivating spirit of entrepreneurship in the country. High literacy rates help to reduce poverty within region thus improving living standards and economic development at large

2. Public internet access

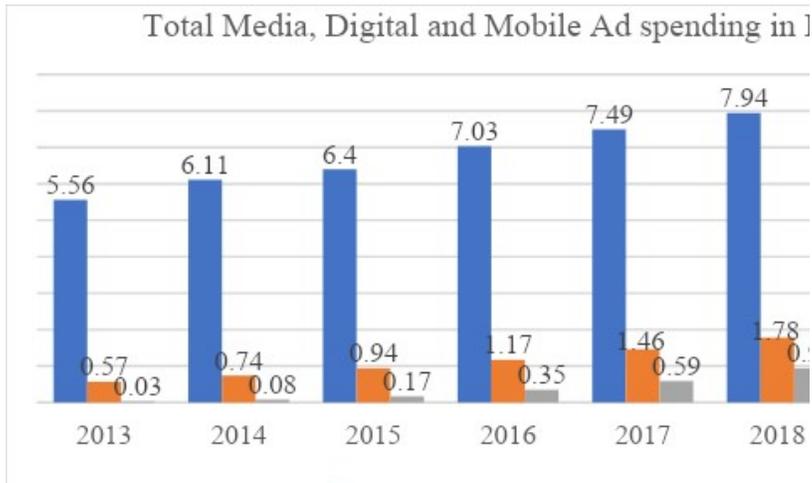
Indian telecommunications market is currently the second largest in the world due to largest number of users. A recent report by World Bank revealed that over 41% of the world's population is connected through the use of the Internet. Year after year, India is steadily rising in terms of internet user base whereby its digital population is estimated to reach 636 million by 2021. Currently, internet penetration rate in India has risen from 7.5 % in 2010 to 29.55% in 2016. This is attributable to increase in smartphone penetration and installation of Wi-Fi hotspots. According to report by Statista.com (2018), Indian mobile

services market share touched US\$37 billion in 2018, registering a compound annual growth rate (CAGR) of 5.2% between 2014 and 2018.

The government of India has installed Wi-Fi hotspot in most hotels, railway station and airports to create digital cities. Through this initiative, citizens have been able to get tickets online thus reducing queuing time. Internet coverage has resulted to e-commerce where businesses have started to operate through websites and social media.

Through online jobs are created such as support representatives administrators. As individuals are able to Employment leading to Secondary Data

employment leading to domestic product as well capita income. This further leads to economic growth and development.



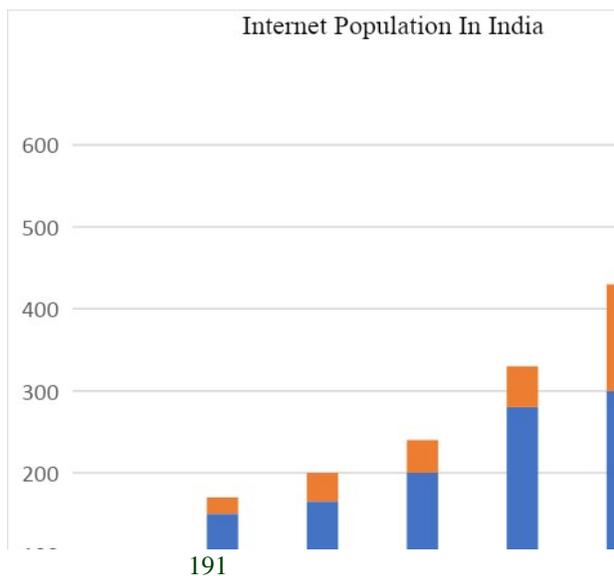
platforms, online and result, secure Source: high gross as per

3. E-Governance

It refers to application of information communication technology to transform the effectiveness, transparency, efficiency and accountability of exchange information between government agencies and citizens. According to report by United Nations (2016), India was ranked position 107 on e-Government Development Index. This goes tremendous improvement since it was ranked 118 in 2014.

4. Information for all

Information technology is central to determining the performance and the undertaking of the productive activities in contemporary world. information technology enhances information from consumers satisfaction levels from the products provided by At the same time, information enables businesses to obtain data competition requirements and are newly established in the global



In particular, the transfer of regarding services and manufactures. technology about the market gaps that market.

Information for all initiatives has enhanced accountability, transparency leading to improved productions in the economy. As a result, there is steady income to finance economic development in the country. The BCG report India@Digital.

Source: Secondary data

5. Electronic manufacturing

Currently, electronics industry is among major contributors to India's merchandise imports after petroleum product. It is forecasted that by 2030, Indians private consumer market would have reached \$9.6 trillion which accounts for 47% of its GDP (Telecomlead.com,2018).Indian government is anticipating to reach 100% electronic manufacturing within its territories in order to reduce importing cost as well as create employment to its youthful generation.

Currently, the government has offered subsidy and other incentives to attract investors to specialize in electronic manufacturing. This will lead to increased exports and reduced imports thus providing adequate liquidity for supporting economic growth. As per the data the government started 113 new mobile manufacturing units started in last 3 years and this created one lakh direct job and three lakhs indirect job in India.

6. IT for job

This initiative aims at training youths about online jobs to reduce unemployment rates within the country. Most targeted groups are entrepreneurs and graduate students who have completed their studies. This initiative was anticipated to transform the way business is done in India. The Indian ecommerce market is forecasted to grow to US\$ 200 billion by the year 2026 from US\$ 38.5 billion 2017.

According to Kedar (2015), India has been creating at least 10000 jobs every month to fight unemployment rates within the region. This triggers generation of income leading to improved living standards as well as GDP rates in the country.

7. Early harvest programme

This program consists projects which government is anticipated to complete within short time frames. They include biometric attendance, equipping all universities with Wi-Fi, IT platform for message and government greetings to greetings. For instance, Wi-Fi to all university initiative was anticipated to be completed by 2018. According to report by Agrawal and Sen (2017), almost 90% of India universities are equipped with internet facilities. In addition, government has created database to store citizen data online to avoid distortion or data loss.

8. Mobile connectivity

India has total of 5, 97,618 villages and out this, only 43,088 are not covered with internet connectivity. India is fastest growing Smartphone market and ranked in second position after China. It has close to 1200 million mobile subscribers thus accounting for almost 1170 million. In addition, country's tele-communication density has crossed 90% during 2017. According to report by Gyana (2019) all union territories are covered with mobile connectivity. The number of internet users in India as of June 2017 is 420 million which is higher than US total population. The growth rate of internet penetration in 2009 was 4%, in 2016 it was 27% and in 2018 it was 35% including both rural urban users.

9. E-Kranti

E-Kranti is national e-governance plan which falls under the category of the Digital India Programme. This pillar is considered vital for enhancing delivery of good governance, e-governance and easy governance in the country. The initiative was formulated by head of Electronics and Information Technology to facilitate electronic delivery of services via through a selection of Mission Mode Projects.

CONCLUSION

Technological advancement is necessary for developing nations. India is aspiring to be a leader in different global technology platforms in order to fulfil that it is vital for digital technologies to be used to improve public services, deliver financial inclusion, etc. India has understood this secret and they have embraced digital India campaign to enhance effective communication between citizen and government while providing essential services with easiness. So far, digital India campaign is successful since it has assisted India dramatically by creation of job opportunities, improving literacy rates, eliminating corruption, technological advancements as well as boosting gross domestic product.

With these initiatives by the government will help India to achieve the Sustainable Development Goals of UN within 2030. "In this Digital age, we have an opportunity to transform lives of people in ways that was hard to imagine a couple of decades ago"- Narendra Modi.

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