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Can India be Successful in Achieving a Digital Economy and its vision of Digital India : A Case Study

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ABSTRACT : Digital economy accounts to 10% of the economy today . By 2022 it is expected to become 25% . India has the second largest market for smartphones , today around 650 million Indian uses internet on a daily basis . The government plan towards a digital economy is inked with making India digitally empowered and promoting the concept of Digital India . The government has introduced many schemes and invested in the development of digital economy , with connecting rural post offices digitally , constructing of infrastructure of rural internet connectivity , organizing awareness programmes on digital literacy . India has also established Digital Payment apps which are being used by million of people . Digital Payment had made life easy and affordable by making transaction simple. However there are many loopholes in the promotion of digital economy , as the country has a poor cyber security system , data is vulnerable to threat, we don't have much skilled professional in this sector , cyber crime has amplified in this pandemic . Above all we have also seen a positive change and experienced digitalisation of India at a active rate with everything turning to a virtual platform from education , to selling and purchasing goods , healthcare services etc .

KEYWORDS : Digital Economy , Digital India , Digital literacy Digital Payment , cyber crime , cyber security , second largest market

I. INTRODUCTION

The global economy is rapidly moving towards digital transaction, internet has totally changed the way people communicate and socialise , work and shop and sell products . Even in India the data consumption and the adoption of technology has changed the lives of 1.3 billion people .Today , India is the largest data consumer and has the second largest smartphones market in the world among 70s major digital economy , India has the second fastest digital adoption and by 2025 it is expected to grow to 1 trillion digital economy to realise the government has taken a series of pro growth reforms in the past few years moving towards an upward digital economy, empowering digital economy . How is digital economy empowering the un served and under served sector of the society and untapped opportunity of digital economy .The backbone of digital economy is hyper connectivity , growing interconnection of machines ,people that are result of internet , mobile technology and by the year 2023 , the mobile data usage will be 5 times of what it is now . Prime Minister Modi launch of Digital India has played a primitive role in this direction and objective of this programme is to connect the rural India with high speed Internet connectivity and provide digital literacy . It has already provided inclusive growth in the field of manufacture ,electronic services and job offers and many education and other sectors are been at an advantage by connecting with digital economy , platforms like UPI is making it easier for people to transform money .India is at the forefront in driving the digital economy .India economy is rapidly converting into a digital economy , and by 2022 to touch 1 trillion dollar and by 2020 10 trillion dollar digital economy . A large of India's digital journey is being driven by new trends such as artificial intelligences , Internet of Things and machine earning , the growth of start up is also fuelling digital economy making the country the third largest start up system behind the US and UK .Awareness programme are being organized at the big and small cities , the government has collaborated with industries in spreading the idea of digital economy and the government has invested 3000 crore in it , the allocation will be further enhanced .It increase the per captia GDP . We have a good scope in increasing the employment and economy through digital services majorly in the rural areas .India growing digital economy will impact the media and entertainment sector the most , these are key sectors which can help in fuelling the digital economy to trillion in India .FinTech sector has seen an uptick over the past few years , Digital Currency and payments



movement took the country to another realm of financial inclusion along with that public services sector has been seeing steady and efficient digital transformation across areas like e-governance and powering essential citizen services online. Healthcare sector is also fast catching up to meet the demands of its tech-savvy population.

II. RESEARCH METHODOLOGY

For the purpose of this exploration, I have used an amalgamation of two of the archetypical social sciences research tools application – as they are authentic and brilliant methods to assemble statistics from multiple appellants in a methodical and convenient way. Questions were asked to the parents and their children, survey, interviews – consisting of several interrogations which were dispersed among representatives of each contender group.

Objective of the Research Paper

The main areas of exploration in this paper incorporate

1. Concept of Digital Economy.
2. How India is moving towards a digital economy and digital India.
3. What are the different schemes of government in the promotion of Digital Economy.
4. What are the challenges in the promotion of digital Economy in India.

III. LITERATURE REVIEW

Start-ups play a huge role in addressing areas such as preventive healthcare, analytics, emergency services and super-aggregation platforms. The sector is to become the world's top three healthcare markets with an estimated value of 280 Billion dollars. In enterprise and deep technology systems, India has been consistently witnessing many success stories. Start-ups in this sector have made their presence felt globally with their success. IT services markets in the country are set to reach USD 13.2 billion by the end of this year. E-Commerce and Consumer Internet Sector: Growth in the internet use is seen across the country along with the rise in the number of people who shop using mobile devices. It has been instrumental in spearheading the rise of e-commerce and consumer internet companies in India. It is also said to grow three times to surpass USD 100 billion by 2022. The education sector in India witnesses major growth in the years to come as India will have the world's largest tertiary age population and second largest graduate talent pipeline globally by the end of 2020. Internet has bridged some of the gaps and digital platforms have deeply impacted the way we learn, teach and provide access to educational content. COVID-19 is giving us a new experience in digital learning and promoting digital economy. Travel and hospitality sector has achieved the most rapid growth in this sector since the early years of this century and continues to do so. This growth can also be attributed to an increase in disposable income among millennials who are changing decades of traditional travel trends according to a report by IBEF, the total contribution by the travel and tourism sector to India's GDP is expected to increase from USD 234 billion in 2017 to USD 492.21 Billion in 2028. Digital economy is the new productivity platform which some regard as the third industrial revolution. In July 2015, digital India programme was launched under the Ministry of Communication and Information Technology working on 3 key areas: Digital infrastructure as a utility to every citizen, governance and services, empowerment of citizens. Significant progress has been made in this field more than 12,000 rural post office branches have been linked digitally.

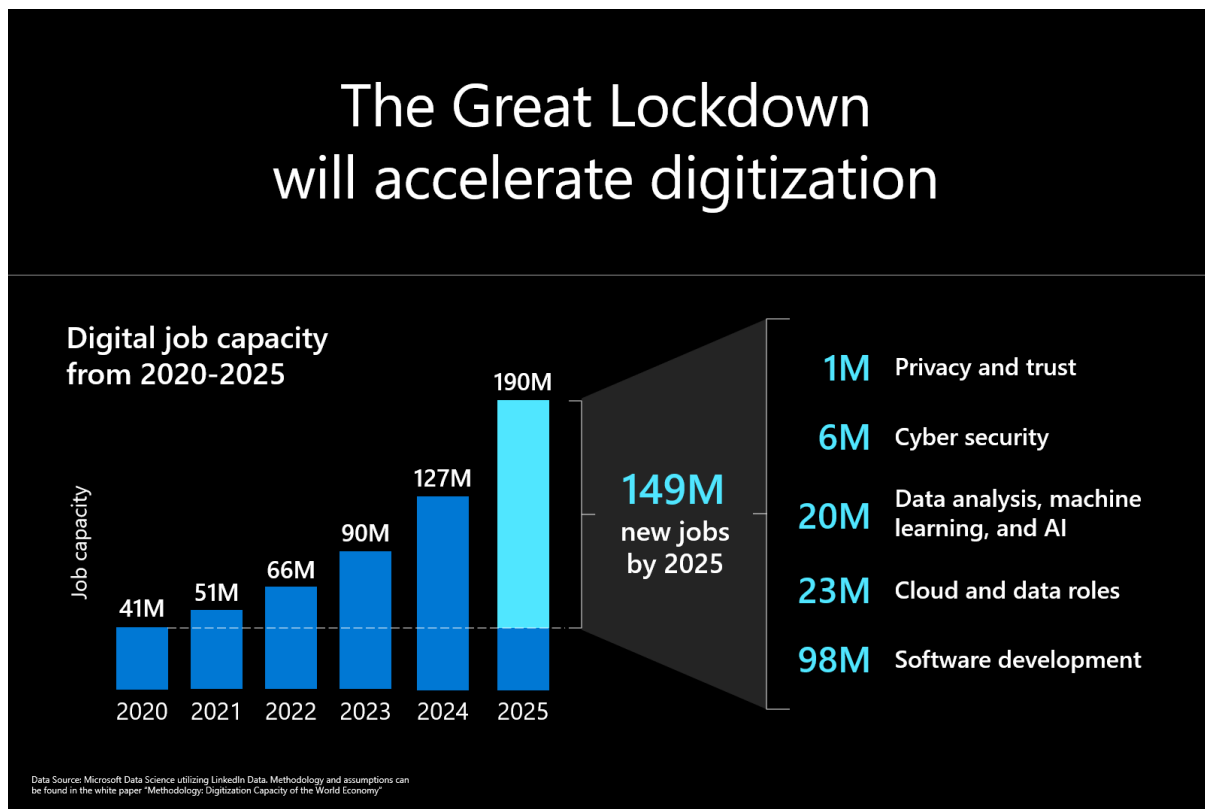
India Post Payments Bank has taken banking at the doorstep of every citizen under a matched network. Today there are 1,13,000 access points for IPPB, increase in electronic transactions related to e-governance significantly in order to strengthen structure, optical fibre connecting 1.25 lakh Gram Panchayats under Bharat Net with rapid expansion in network of common services centres which act as services for delivery of electronic services in INDIA. DigiGaon or Digital Villages where citizens can avail various e-services from the state government and private players. DigiGaon promotes rural entrepreneurship, builds rural capacities, livelihoods through community participations and collective action, they are equipped with solar lighting facilities, LED assembly unit, sanitary napkin production unit, Wi-Fi Choupal.

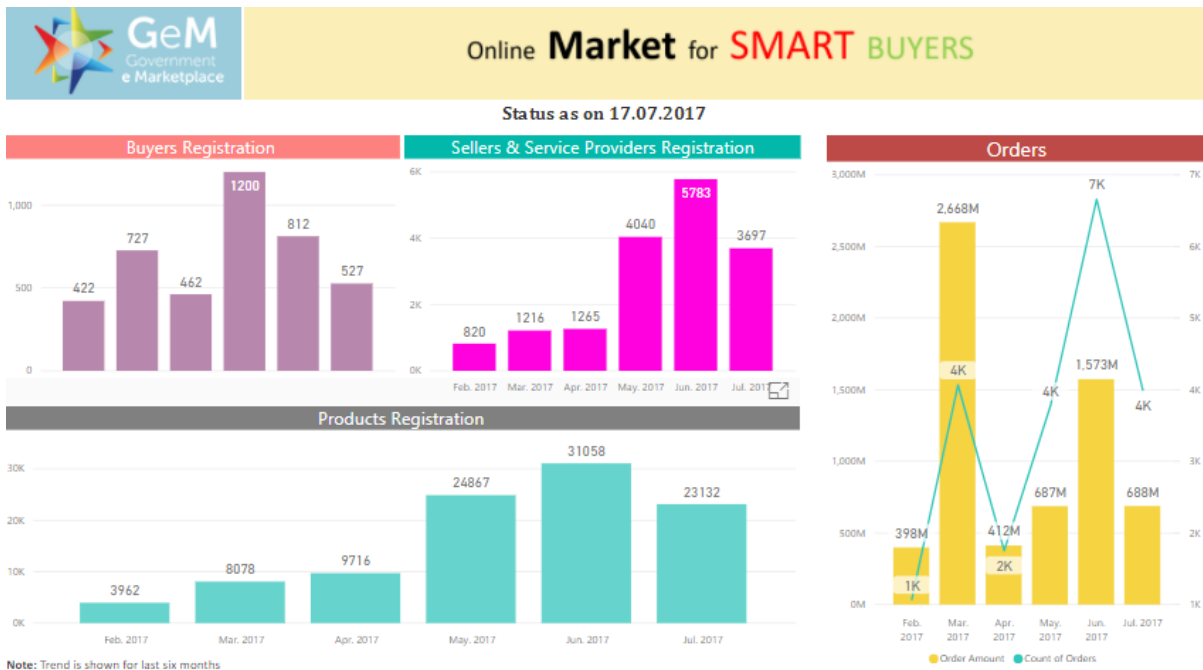
IV. FINDINGS

Over 100 crore mobile phones are active in India, as per 2017 64% of urban and 20% rural India have Internet access. The aim of digital India and Digital economy is also to turn these villages into self-supporting components, the countryside has systematic CSC assistances like Financial houses, healthcare, fund assistance, host of other services. In the year 2017-18 CSCs carried out transactions worth rupees 19,925 crore. Digital economy is not just an Indian concept, many countries across the globe are shifting towards digital economy, as we know that digital



economy is the future and a globe phenomena , there are 2 main importance things that need to kept in mind the budget and the data security , privacy . India has done a lot in digital economy , budget will keep on changing , government is very keen to project this digital economy . The connecting through mobile phones and payment using different apps like gpay ,phonepe, paytm starting from basic level , we can move greater towards digital economy .India has around 300 million daily internet users due to availability of smart phones in 2011 , 650 million users as per 2020 .The government has also introduced Digilockers to share documents electronically , the BHIM app was also introduced to enable digital payment safety and BHIM has achieved high records transaction of 7589 crore by 2018 , December ,since August 2016 there has been more than 413,74,60,000 digital transactions via UPI , over 5,67,918 crore directly transferred into bank accounts of beneficiaries to eradicate leakages and boost transparent , also make people digitally literate , Pradhan Mantri Gramin Digital Saksharta Abhiyan to make people digitally educated has been introduced , with the motive to cover 40% rural households by including one person from every eligible house by March ,2019 .The digital India is not only creating empowerment , generating employment and promoting entrepreneurship, this revolution is not only contributing to adoption of technology but also to environment change ,the next generation will help in lowering the carbon footprint , reducing waste management , greener work place and green eco system , cloud computing technology minimise carbon footprints , improving mobility and flexibility , India was under the top 100 countries in the UN list for achieving e-governance .moving towards a resilience society .Digital economy has brought about digital revolution. India aims to more towards a cashless , paperless and faceless . The Pandemic has changed the scenario in India with rapid use of digital platform for various purpose .



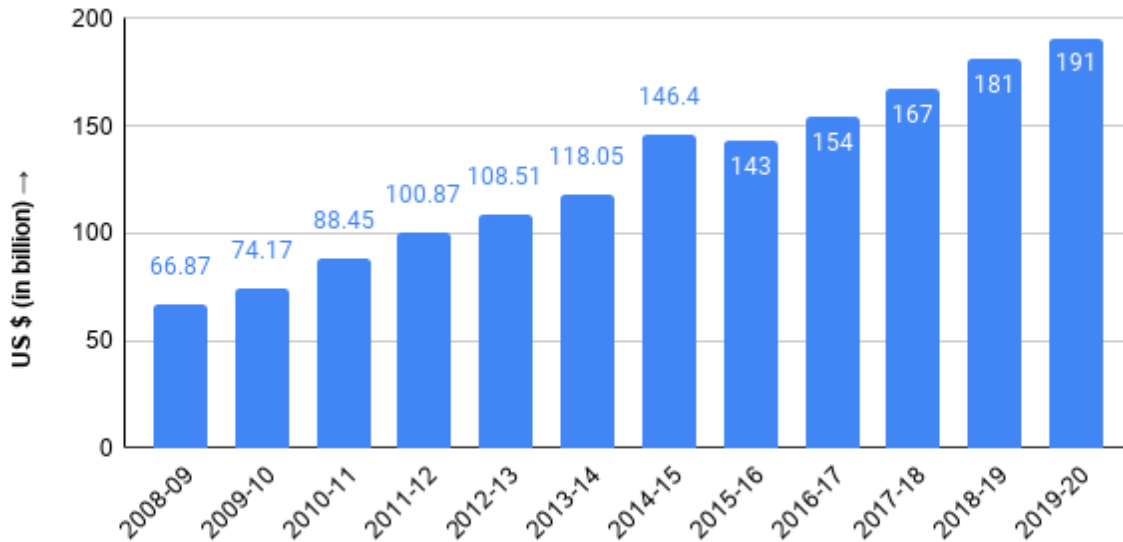


Digital payments is the most important element in the promotion of digital India for the government bringing each and every segment of the society under one digital payment service .The aim is to provide seamless digital payment to all its citizens in an affordable , easy and quick and secured way .A target of 2500 crore was set up for the promotion of digital economy by the Finance Minister for the year 2017-18 through Aadhar pay , Unstructured supplementary Service Data (USSD) ,Unified Payments Interface(UPI), Immediate Payment Services(IMS)and debit cards .Ministry of Electronic and Information Technology has been working on the promotion of digital transaction which involves digital payment , the Ministry is working with Banks , Central and state departments to create an environment so that digital payment can reach every corner of the country . Strengthening Digital payment structures and creating stimulating through awareness programmes with a the stakeholders to achieve the vision of digital India and empower every citizen digitally ,

Many initiatives have been taken by the government and they have been successful in achieving the targets like Digital Payment dash board has been created to track and record the program achieved in digital transaction by Banks , BHIM referral Bonus scheme for individual , BHIM cash back scheme for merchants , BHIM Aadhar Merchant incentive schemes , Stimulating materials on publicity of digital payments which incorporates IEC materials being shared with stakeholders to create awareness , Training and workshops on digital awareness have been planned and conducted with various Ministries like Ministry of Agriculture , MSME , Ministry of Power , Ministry of Defence , Panchayati raj , Department of ports and many others. The Digital India focus on 9 components which incorporates Broadband highways for all rural , urban and national information Infrastructure which would integrate the networks like SWAN , NOFN and NKN along with cloud enabled national and state data centres . Universal access to mobile connectivity , with the aim to eradicate the gap in connectivity in the country , Public Internet Access programme ,e-governance : Reforming Government through Technology , e-kranti :Electronic Delivery of Services , Electronics manufacturing , IT for jobs, Information for all and Early Harvest programme .



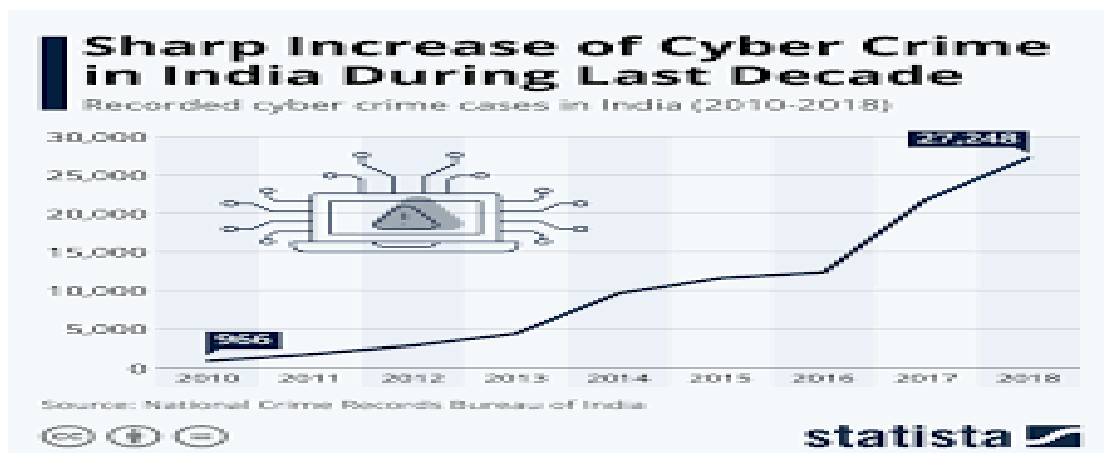
Graph 1. Market size of India's IT industry



Data source: IBEF, Ministry of Commerce & Industry, Government of India

Challenges

Digital India Vision has its own set of challenges reducing digital illiteracy is one of the biggest challenge before the digital India programme , it is necessary how people know how to utilize the digital services , security of data is an important aspect , the infrastructure of cyber is very unsafe in India and data is vulnerable and a big issue for international transaction. India is a very low Internet speed , India was ranked 109 in 2018 among all the countries for Mobile Internet speed and 67 for Broadband speed .India lives more in villages hence require more amount of funds to meet the demand of infrastructure development in rural area more than Urban area .



The problem of cyber crime is at a rise , India requires 1 million trained cyber security officers , we lack trained professional in the sector of cyber security ,COVID 19 pandemic has brought into the forefront the poor quality infrastructure of the cyber safety system in the country where a huge amount of money has been lost due to cyber crime followed by .Cyber terror is also an threat which has emerged in the 21st century , where we have received around 40,000 cases of cyber attack from China in 2019 and usually cyber attacks are on the banking sector or IT sector . Today Digital economy is still a small fraction of the economy , it only represents 10 % , it is predicted by 2022 ,



Digital Economy will reach 25% . ATM fraud , Pin fraud , SIM swap in the past one year has increased .Cyber laws are there but we have many loopholes in them too , which are not strong never to handle the cyber crimes happening across the states .

V. CONCLUSION

It is very necessary that people need to understand the importance of privacy when it comes to providing information about their bank accounts and Pin code which can be done through Digital literacy , Until and unless people are not digitally educated and we don't have a strong cyber security platform in India we can't expect digital economy to reach its to its fullest level . Digital economy has made life very easy and affordable with easy transaction of money through the use of different apps , the platform also helped people in moving towards a sustainable environment with reducing in carbon foot prints and making the system flexible . However it is a long process to reach to the rural area and increase connectivity at a rapid pace . The government has been successful in providing internet connectivity to many region which has helped in empowering the citizens ,were they have access to all the government services through the e-governance platform , various schemes have been organized for their promoting in the rural area , education and health care sector has also achieved success in this field , with a rise in digital education especially during the COVID-19 pandemic , where the whole world turned towards virtual platform , digital life- a experience for India which also shows us how successful India has been in promoting digital India and digital economy

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