

DIGITAL INDIA IS A FIRST STEP FOR A GRAND TRIUMPH

Name :- Dr. Surekha Soni
 Mobile number:- 08426081120
 Email id:- soni.surekha01@gmail.com

ABSTRACT

The Initiative of 'Digital India' programmes is emerged by our honorable Prime Minister Mr. Narendra Modi, which came up with new progressions in every sector and generates innovative endeavors for geNext. India added up with various initiatives under the single programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinate engagement of the entire Government. Business ethics is a form of applied ethics. It drilled a sense of value orientation within company's employee as to how to conduct business responsibly. The major ICT initiatives of the Government included, inter alia, some major projects such as railway computerization, land record computerization, etc. which focused mainly on the development of information systems. Black money is the currency of black economy. It refers to illegal money earned from illegal sources which has not been disclosed to the government.

Keywords: Digital India, Major Initiatives, Business Ethics, Changing Employment Management, Black Money and Demonetization

1.1. INTRODUCTION

According to **Narang**, “It is a well-known fact that digital India is the outcome of many innovations and technological advancements. These transform the lives of people in many ways and will empower the society in a better manner. The 'Digital India' programmes an initiative of honourable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative endeavours for geNext. The motive behind the concept is to build participative, transparent and responsive system. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. Today, every nation wants to be fully digitalized and this programme strives to provide equal benefit to the user and service provider. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens”.

1.2. MAJOR INITIATIVE PROJECTS

According to **Narang**, “Digital India comprises of various initiatives under the single programme 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. Nine projects have been undertaken. These are as follows:

1. **Highways to have broadband services:** Government aims to lay national optical fibre network in all 2.5 lakh gram panchayats. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the government aims to provide nationwide information infrastructure so that people will get aware of what technology is and what technology can do.

2. **Easy access to mobile connectivity:** The government is taking steps to ensure that by 2018 all villages are covered through mobile connectivity. The aim is to increase network penetration and cover gaps in all 44,000 villages so we can get connected to all those who do still not know anything what INDIA is comprised of.

3. **IT Training for Jobs:** This initiative seeks to train 10 million people in towns and villages for IT sector jobs in five years. It also aims to train 0.3 million agents to run viable businesses delivering IT services. Additionally, the project involves training of 0.5 million rural IT workforce in five years and setting up of BPOs in each North-eastern state. From the PM vision this is going to raise us back to a golden bird that will fly high and will be reach the infinite heights.

4. **Manufacturing of electronics:** The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics and all those electronic equipment's that we are presently importing from foreign countries and making their economy more sufficient to grow.

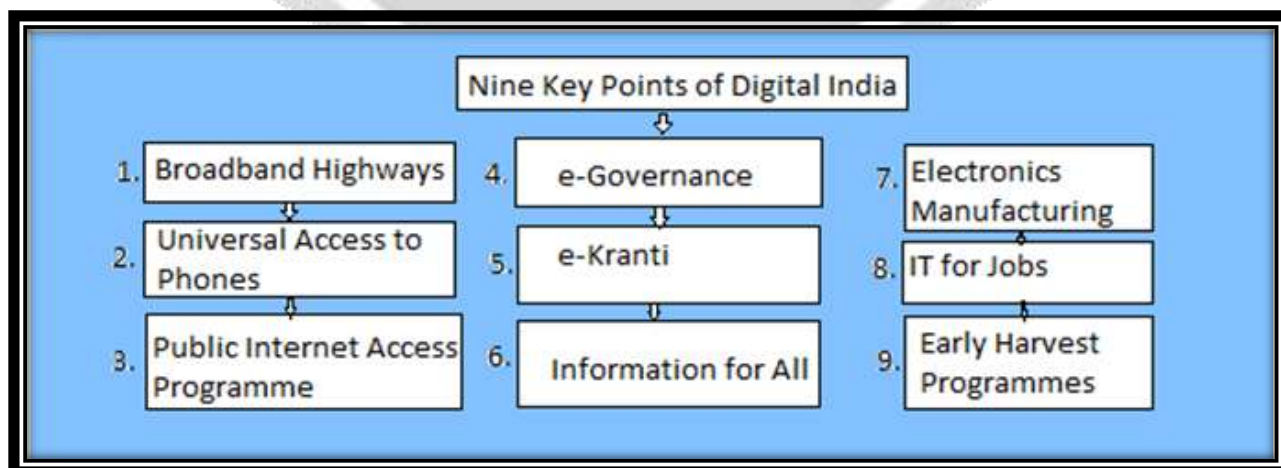
5. **Provide public access to internet:** The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become Multi-Service centres for the people so the people living in rural areas do not need to go to cities for every small work and waste their small pennies which they earn working hard in fields.

6. **E-Governance:** The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data and will stop all the illegal activities happening in present.

7. **E-Kranti:** This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion all the issues to be solved at one place.

8. **Global Information:** Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens. MyGov.in is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality so all the decisions and issues will be resolved with the approval of citizens of nation for the cause and all will be agreeing to the result.

9. **Early harvest programs:** Government plans to set up Wi-Fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online”.



Source:- <http://www.iosrjournals.org/iosr-jef/papers/Vol6-Issue4/Version-1/J06416671.pdf>

1.2.1. Impact of Digital India by 2019According to **Siwach, Kumar (2015)**

1	Broadband in 2.5 lakh villages, universal phone connectivity
2	Net Zero Imports by 2020
3	Wi-fi in 2.5 lakh schools, all universities; Public wi-fi hotspots for citizens
4	400,000 Public Internet Access Points
5	Digital Inclusion: 1.7 Cr trained for IT, Telecom and Electronics Jobs
6	Job creation: Direct 1.7 Cr. and Indirect at least 8.5 Cr.
7	e-Governance & eServices: Across government
8	India to be leader in IT use in services – health, education, banking
9	Digitally empowered citizens – public cloud, internet access

1.2.2. Other Impacts of Digital IndiaAccording to **Siwach, Kumar (2015)**, the other impacts of Digital India are as follows:**1. Economic impact:**

According to analysts, the Digital India plan could boost GDP up to \$1 trillion by 2025. It can play a key role in macro-economic factors such as GDP growth, employment generation, labor productivity, growth in number of businesses and revenue leakages for the Government. As per the World Bank report, a 10% increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively in the developing countries. India is the 2nd largest telecom market in the world with 915 million wireless subscribers and world's 3rd largest Internet market with almost 259 million broadband users. There is still a huge economic opportunity in India as the tele-density in rural India is only 4510 where more than 65% of the population lives. Future growth of telecommunication industry in terms of number of subscribers is expected to come from rural areas as urban areas are saturated with a tele-density of more than 160%. The digital platform can enable more creative and service-oriented business models that create employment opportunities.

2. Social impact:

“Social sectors such as education, healthcare, and banking are unable to reach out to the citizens due to obstructions and limitations such as middleman, illiteracy, ignorance, poverty, lack of funds, information and investments. These challenges have led to an imbalanced growth in the rural and urban areas with marked differences in the economic and social status of the people in these areas. The poor literacy rate in India is due to unavailability of physical infrastructure in rural and remote areas. This is where m-Education services can play an important role by reaching remote masses. According to estimates, the digital literacy in India is just 6.5% and the internet penetration is 20.83 out of 100 populations”. The digital India project will be helpful in providing real-time education and partly address the challenge of lack of teachers in education system through smart and virtual classrooms which will make the education system more interactive and more fun way learning for the students and will help them to understand the real time life education to farmers, fisher men can be provided through mobile devices and interactive learning. “M-health can promote innovation and enhance the reach of healthcare services. Digital platforms can help farmers in know-how (crop choice, seed variety), context (weather, plant protection, cultivation best practices) and market information (market prices, market demand, logistics)”.

3. Environmental impact:

“The major changes in the technology space have not only brought changes to the economic system but are also contributing to the environmental changes. The next generation technologies are helping in lowering the carbon footprint by reducing fuel consumption, waste management, greener workplaces and thus leading to a greener ecosystem. A program in the UK found that an employee can save 1,175 driving miles

each year, amounting to a 364.5kg reduction in carbon emissions when he works from home 1.5 days per week. M2M enabled devices and technologies like smart meter, smart grid, smart logistics and smart building help in many different ways by efficient energy management. Cloud computing technology minimizes carbon emissions by improving mobility and flexibility. The energy consumption can be decreased from 201.8 terawatt hour (TWh) in 2010 to 139.8 TWh in 2020 by higher adoption of cloud data centers causing a 28% reduction in carbon footprint from 2010 levels. Digital media for paper intensive services such as governance, ticketing, newspaper, etc. could not only result in efficient delivery of services but at the same time would lower the use of paper”, thus preventing deforestation which will lead to prevention of resources for the next coming generations so that they can also enjoy the leisure’s of environment and nature .

1.3 CHALLENGES FACING THROUGH DIGITIZATION

According to **Siwach, Kumar (2015)**, “Digital India initiation also face some challenges like: Privacy Protection, Data Protection, Cyber Law, Telegraph, E-Governance and E-Commerce Etc. Recently, ninth India Digital Summit was been hosted by the Internet and Mobile Association of India (IAMAI) in New Delhi on Jan.2015 to discuss the plans of Digital India Initiative. There the increment in mobile wallets in India for payment and e-commerce infrastructure was been discussed by a panel, as over 60% of Indian citizens still deal in cash and don’t have bank accounts, so in order to establish digital transaction mobile wallets are very essential. Rajan Anandan, Managing Director at Google India, said: “Enabling content consumption in local Indian languages can greatly push the Internet consumption up.” Bipin Preet Singh, Founder and CEO at MobiKwik, said “Consumers can overcome the trust factor in online payments,” Alope Bajpai, Co-founder and CEO of meta search site ixigo.com, said: “While the growth in desktop is almost zero, it’s terrific on mobile,” “It is not only mobile first anymore but mobile only soon. Will have to see whether to work any further on evolving our desktop experience.” Dhruv Shringi, CEO of Yatra.com, said: “The next thing to aim for travel companies is personalization of travel purchases such as hotels and holiday packages as also using predictive computing to understand and predict consumer behaviour and reacting to it.”

1.4 VISION OF DIGITAL INDIA

According to **Kedar (2015)**, “The vision of Digital India programme is to transform India into a digitally empowered society and knowledge economy.



Source: <http://www.slideshare.net/ShabnamSaxena/clipboards/aditi-ppts>

➤ Business Ethics

According to **Kumar, Reddy, Ramaiah (2014)**, “Business Ethics is recognized as an important area for discussion by both industry and academics in recent times. This is indeed a very welcome trend. Till the last

few decades, Business Ethics was considered as a most conflicting term. The popular concept was that if it is business it can not be ethical, and if it is ethical, it cannot be a business implying that business can make profits only through immoral ways. But of later it has been realized that only ethical companies which discharged their social responsibilities and welfare of the society have survived competition and turbulent changes through the years and have continued to flourish and prosper. Therefore more and more interest and importance is being given by the corporate houses to the application of the ethical values in business.

The term business ethics should be understood from all angles. It is argued that it is unethical to resort profiteering on one hand and it is unethical to incur losses. For the simple, reason that a company which cannot make profits and incurs losses is a liability on the system by wasting scarce resources creating the problem of unemployment etc. Thus instead of profits being contradictory to ethics, business ethics dictates that the first responsibility of the business is to remain profitable and generate revenue for all the stakeholders viz., shareholders, employees, government, customers, public etc., of the society.

Business ethics is a form of applied ethics. It aims at inculcating a sense of value orientation within company's employee as to how to conduct business responsibly. Because the term 'ethics' can pose problems in the international context, i.e., the term does not translate well into action and it is difficult to find a common understanding. Some organizations choose to recast the concept of business ethics through other terms like integrity, social responsibility, customer welfare, employee welfare, social value added, transparency and disclosure in accounting and environmental protection".

➤ **Reducing Demonetization**

According to **Ministry of Finance, Department of Revenue, Central Board of Direct Taxes, New Delhi (2012)**, "there is no uniform definition of black money in the literature or economic theory. In fact, several terms with similar connotations have been in vogue, including 'unaccounted income', 'black income', 'dirty money', 'black wealth', 'underground wealth', 'black economy', 'parallel economy', 'shadow economy', and 'underground' or 'unofficial' economy. All these terms usually refer to any income on which the taxes imposed by government or public authorities have not been paid. Such wealth may consist of income generated from legitimate activities or activities which are illegitimate per se, like smuggling, illicit trade in banned substances, counterfeit currency, arms trafficking, terrorism, and corruption. For the purpose of this document, 'black money' can be defined as assets or resources that have neither been reported to the public authorities at the time of their generation nor disclosed at any point of time during their possession".



Source: <https://www.quora.com/What-will-be-the-impact-of-demonetization-in-India>

1.5 BLACK MONEY AND DEMONETISATION

According to **Deodhar (2016)**, “to start off, black money is a wider societal ill and demonetization is but one step in the war against black money.

Black money and black economy are also two different constructs. The terms shadow economy and underground economies are also used as synonyms for black economy.

Black money is the currency of black economy. It refers to illegal money earned from illegal sources which has not been disclosed to the government. The advantage of black money is that it links into the legitimate economy, uses the advantages of the legitimate economy but does not pay the costs”.

1.5.1 STRATEGIES FOR TACKLING BLACK MONEY

According to **Deodhar (2016)**, “The distillation of various approaches can be summarized as under:

1. Establish identity of persons (through PAN Card, Aadhar Card etc.) operating in the country – citizens and foreigners.
2. Enable low the cost direct bank transfers (Implementation of NEFT/IMPS/RTGS and other formats) including direct transfers of subsidies to the beneficiaries under the Aadhar scheme.
3. Enable electronic register of assets (Underway through electronic land records, digitization of revenue records)
4. Reform tax system so that cost of compliance is lower than cost of tax evasion. (Through initiatives such as Saral forms, e-filing, self-declaration etc.) Indirect tax system through simplification (GST).
5. Widen the net for disclosure by filing Income Tax return. (Auto-processing returns for tax refunds)
6. Regulations that increase costs for black money creating activities. (Prevention of Corruption Act etc.)
7. Create attribution chain for funds entering and exiting the country (such as through P-Notes, FDI, Prevention of Money Laundering Act etc.)
8. Create e-trails of both incomes and expenditure.
9. Control on holding of cash and physical money including Indian and foreign money. (FEMA, recent demonetization.)
10. It is clear that black money clean up is underway on many fronts. Many of the pieces of puzzle have been put in place”.

1.6 CONCLUSION

“The Digital INDIA” campaign is going to be the day changer scheme for the citizens of DEVELOPED INDIA as it will in turn generate jobs for them will make them aware and teach them the changed and enhanced technology usage made in INDIA itself and will help them to make all the transaction cashless with the demonetization schemes launched by PM and will make all the people earn what is all white and lead to richer government which will lead to all the schemes planned and to be implemented in the coming time and see INDIA as a DEVELOPED NATION and competing in world for becoming number 1 economy in all the aspects. This vision of digital INDIA will connect whole INDIA in a band and provide them more exclusive luxury working sitting at home leading to saving fuel, paper and many more resources for the next coming generation of INDIA.

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