# Digital India and Youth entrepreneurship development in India

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## Abstract

Digital India, a programme for bringing high speed internet to rural area has been launched by the government of India for benefiting the number of scheme such as make in India, Bharatmala, Sagarmala,Start up India and Stand up India etc for transforming India into a digitally empowered society and knowledge economy. As the vision of digital India programme is inclusive growth in the area of electronic services, products, manufacturing and job opportunities through digital infrastructure, governance and services on demand and digital empowerment of citizens, it (Digital India) can be considered as one of the most important tool for entrepreneurship development which ultimately leads to economic development through industrialization. Considering the need for rapid industrialisation especially for a developing country, the paper "Digital India and Youth Entrepreneurship Development in India discusses the significance, issues and challenges impact of digital India towards entrepreneurship development.

Key : Digital India, Knowledge economy, Digital infrastructure, Industrialization, Youth Entrepreneurship development, Economic development

## (A)INTRODUCTION

**A (1)**

"Digital India" is a government of India initiative and is planned to transform into a digitally empowered society and knowledge economy. Its vision involves three elements; creating digital infrastructure as a governance and services on demand and digital empowerment of citizens. Creating of digital infrastructure involves high speed internet as a core utility; cradle to grave digital identity unique, lifelong, online, authenticable; mobile phone and bank account enabling participation in digital and financial space; easy access to a common service centre; shareable private space on a public cloud and safe and secure cyber space. In the area of governance and services on demand, the aim is to provide seamlessly integrated across departments or jurisdictions; making services available in real time from online and mobile platform; making all citizen entitlements to be available on the cloud ;making services digitally transformed for improving Ease of Doing Business ;making financial transactions electronic and cashless etc. The digital empowerment of citizens involve universal digital literacy ; universally accessible digital resources ; making all documents/ certificates to be available on cloud ; ensuring availability of digital resources/services in Indian languages; collaborative digital platforms for participative governance and portability of all entitlements through clouds.

**A (2)**

Growth and development of entrepreneurship is considered as the most important factor of development in any nation. Entrepreneurship is the dynamic process turning a concept into development product. It creates incremental

wealth through creation of job opportunities, innovation ultimately leading to better standard of living. Entrepreneurship supports research and development through social integration and reforms by connecting and helping people. Again, entrepreneurship creates national wealth and contributes to social welfare. Because of its underlying benefits and advantages, many people especially Youth considers entrepreneurship as a viable career option where regular job opportunities fail to satisfy the needs and expectation of aspiring youth of both development and developing societies. With the kind of benefits, entrepreneurship renders towards the society, it has become a crucial subject of the governments across the world. It has become an important subject of investment and thus governments are introducing all possible initiatives. In India also, government initiates the introduction of Make in India (2014), Start up India (2015) and Digital India (2015) campaigns to strengthen manufacturing sector, make funding easier and connect rural areas by developing digital infrastructure.

Despite of the initiatives taken up, there are a numbers of issues and challenges in entrepreneurship development. The lack of resources, lack of knowledge, lack of accurate information, legal complications and negative societal environment makes the entrepreneurship process more tedious and painful. These problems discourage many young individual from taking up the opportunity due to fear of losing and falling in financial critical point which can be solved through Digital India Programme to a great extent. Therefore, the paper analyses the importance, the issues, challenges and impact of Digital India Programme towards the entrepreneurship development.

## (A) REVIEW OF LITERATURE

The influence of advanced technology can never be ignored or avoided. India has a population of 1.3 billion and the percentage of people using technology has increased manifolds in the past decade. A total of about 140 million people in India use mobile phones and the country accounts to be second most popular country in terms of using social networking sites .This shows that India has an enormous opportunity to grow in the technological field and to enhance itself in various sections such as education, defence, medicine, business and a lot more.

Considering the same, the digital India initiative, by our honourable Prime Minister, is a promising venture in order to use technology to enhance our education system and improve the huge crisis that our nation is facing these days. It is a program which focuses on bridging up the gap of illiteracy in India by delivering quality information through a digitalised platform accessible by all. It provides an opportunity to access information from all around the globe.

Prof. Singh began with the basic overview of what Digital India entails and led a discussion of conceptual structure of the program and examined the impact of "Digital India" initiative on the technological sector of India. He concluded that this initiative has to be supplemented with amendments in labour laws of India to make it a successful campaign.

SundarPichai, SatyaNadella, ElonMusk researched about Digital India and its preparedness to create jobs opportunities in the information sector. He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provided long term push to the technological sector in India. Microsoft CEO, SatyaNadella intends to become India's partner in Digital India program. He said that his company will set up low cost broadband technology services to 5Lakhs villages across the country.

Arvind Gupta intends to say that Digital India movement will play an important role in effective delivery of services, monitoring performance managing projects, and improving governance .An integrated Office of Innovation and technology to achieve the same and for problem solving, sharing applications and knowledge management will be the key to rapid results, given that most departments work on their own silos.

Tracking and managing the projects assume significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached its implementation stage. Sharing, learning's need to be best practices across departments tracking and managing the projects assumes significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached implementation stage. Sharing learning's and best practices across departments needs to be driven by this Office of Technology.

A study by Zinnov mentioned that increased to enabling infrastructure such as increased use of smartphones and easy access to internet will result in greater adoption of technology by small businesses. Accordingly, the digital India project will be an exponential driver for massive growth in It adoption. The estimated budget of Digital India is going to be $19 billion between 2014 -2018.

### (B)  OBJECTIVES OF THE STUDY

Considering the need of digitization on one hand and the importance of youth entrepreneurship on the other hand, the problem discusses with the following objectives.

- a)  Applicability of Digital India plan towards the entrepreneurship.
- b)  Significance of Digital India.
- c)  The challenges of Digital India.
- d)  The impact of Digital India.
- e)  Road map of Digital India for better economic, development through youth entrepreneurship.

### (D) THE CONCEPT OF DIGITAL INDIA

Digital India, a scheme for bringing high speed internet to rural areas has been launched by PM Narendra Modi on July 2015 for benefitting the existing schemes such a Make in India, Bharatmala, Sagarmala, Start UP India and Stand up India etc. The Digital India Mission Scheme focuses on assuring the citizens to have access to digital infrastructure facilities assuring the on demand digital infrastructure facilities, ensuring the citizens in accessing to digital improvement. While developing with the vision of creating inclusive growth in product and manufacturing sectors, electronic services and employment opportunities.

As Digital India composed of nine pillars such as broadband highways having three sub components such as universal access to mobile connectivity, Public internet access programme, e-governance, e-kranti, Information to all, Electronics manufacturing IT for jobs and Early Harvest programme which can be seen from the Figure (1) Digital India ultimately leads to economic development through enhancement of Job opportunities in new markets and current market which can be seen from figure (2).

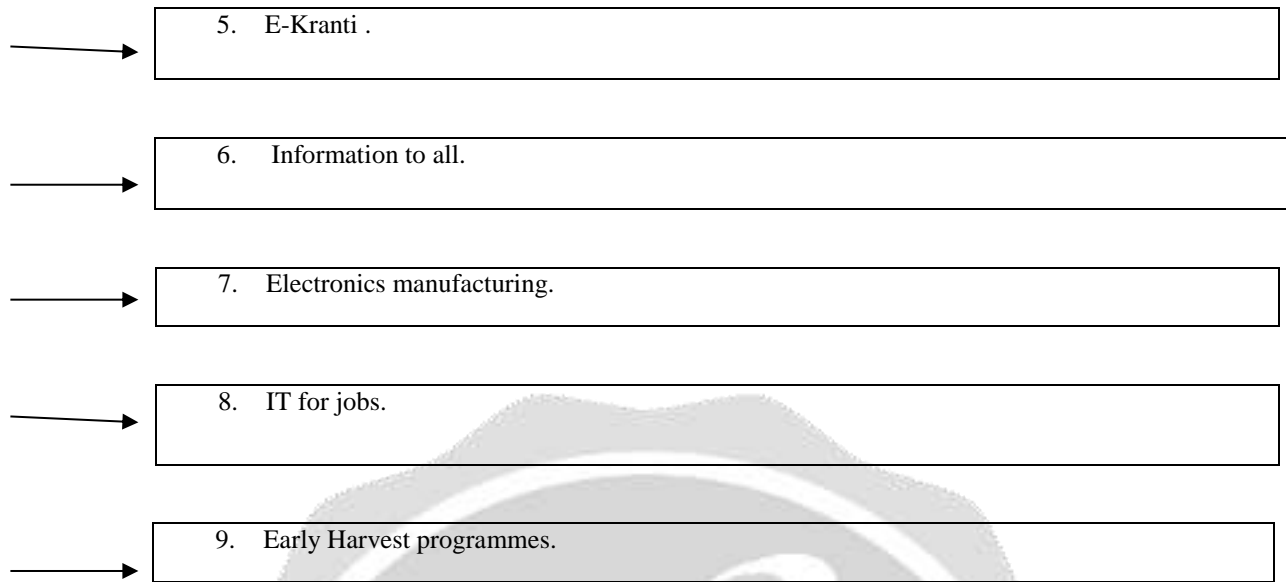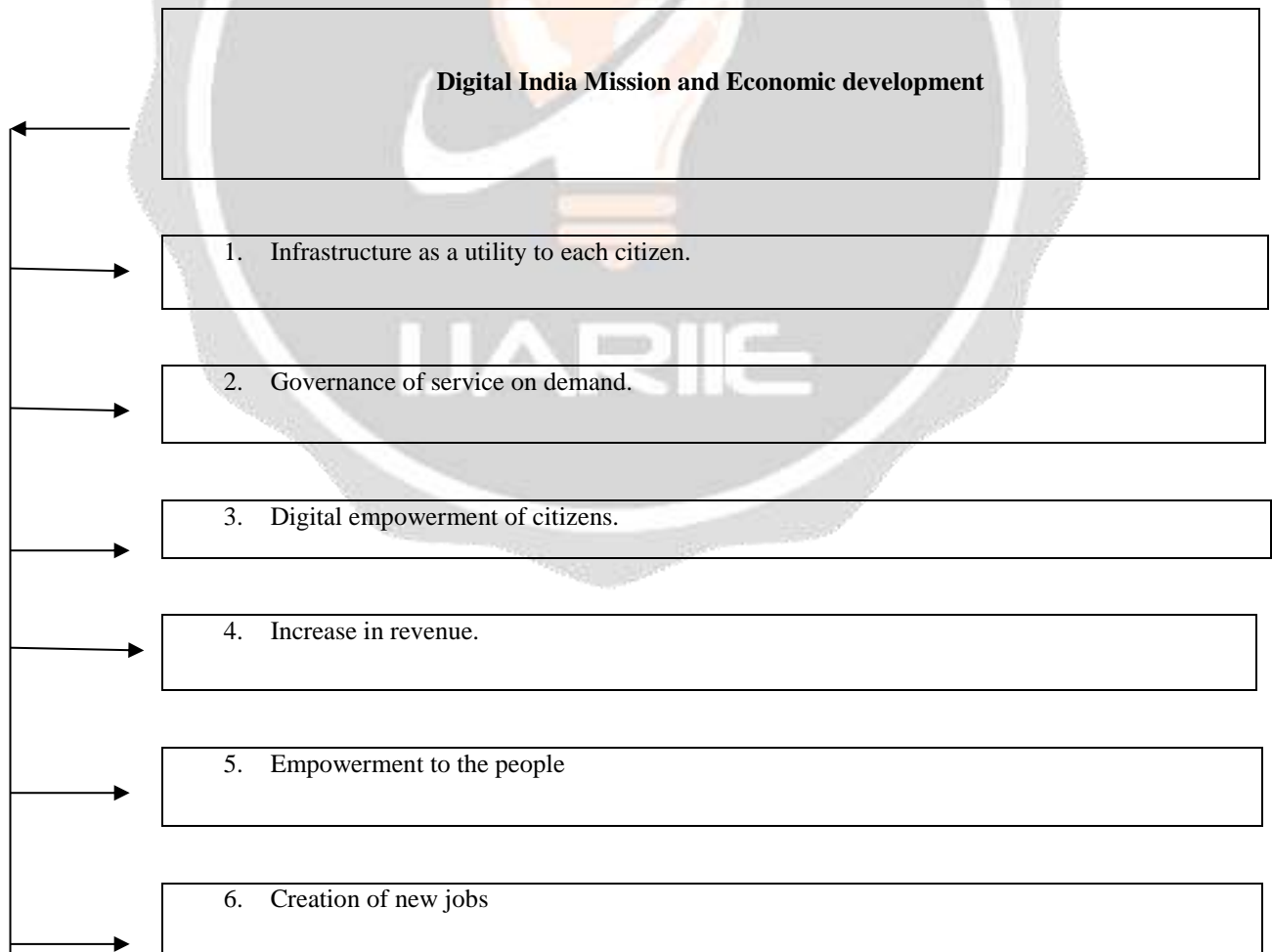Fig: 1 Nine pillars of Digital India.

NINE PILLARS OF DIGITAL INDIA

1. Broadband highways.

2. Universal excess to mobile connectivity.

3. Public internet access programme.

4. E. Governance.

5.   E-Kranti .

6.    Information to all.

7.   Electronics manufacturing.

8.   IT for jobs.

9.   Early Harvest programmes.
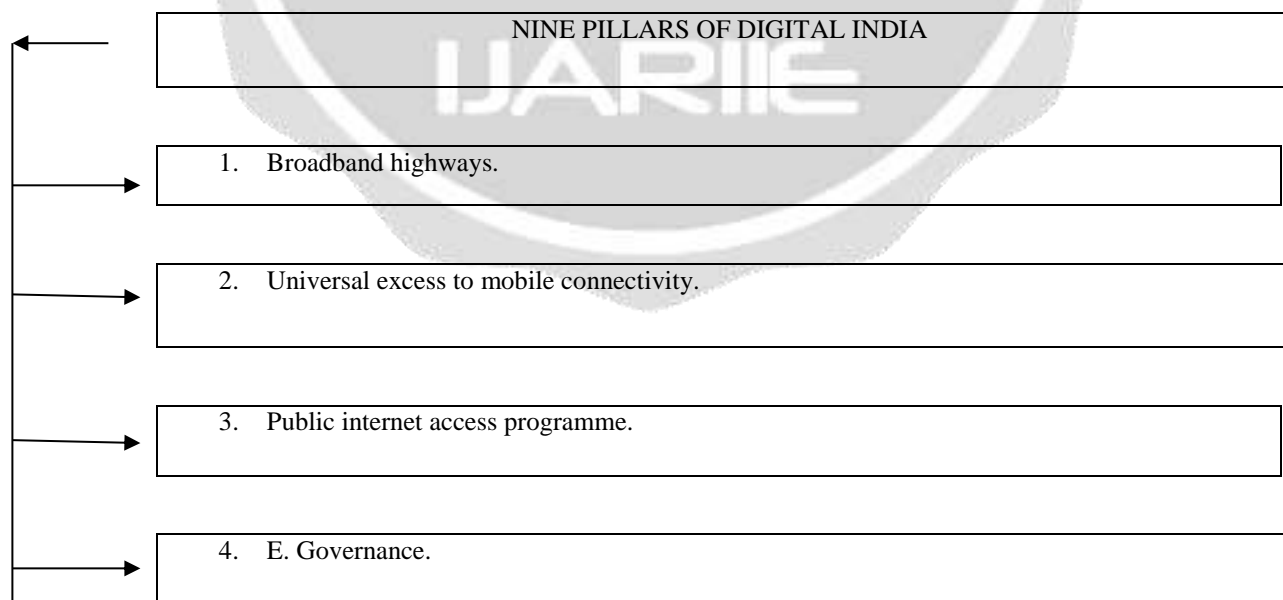
Fig 2: Significance of Digital India mission towards economic development.

**Digital India Mission and Economic development**

1.    Infrastructure as a utility to each citizen.

2.    Governance of service on demand.

3.    Digital empowerment of citizens.

4.    Increase in revenue.

5.    Empowerment to the people

6.    Creation of new jobs

### (E)ROLE OF YOUTH ENTREPRENEURSHIP IN INDIA

Entrepreneurship is being recognised as the driving force

 of the market. Innovation is crucial for a driving economy and it is in great demand for the increasingly competitive world. India having the largest youth population in the world (around 66 percent of the total population which is more than 808 billion and below the age of 35) has witnesses several innovation ideas and business driven by start ups thus leads to entrepreneurship emerging as a valuable input to the economic growth of the country. Again, young entrepreneur poses advance knowledge and social networks that help in the establishment of successful undertaking that decreases the level of unemployment thereby contributing to the economic wellness and innovation. Youth engagement in entrepreneurship has a potential to contribute to personal development of young people to improve their living standard. Young entrepreneurs create job opportunities for themselves and for others (young people) also by starting new undertaking. While employing self, youth entrepreneurs get self reliance as well as self recognition. There is increase of productivity decrease in cost of production also which enable to get higher profitability leading to the growth and development of the undertaking itself and ultimately leading to economic development to the nation. Besides the reduction of poverty, there is social change, transformation, innovation and overall development and welfare to the nation at large which can be seen from figure (3)
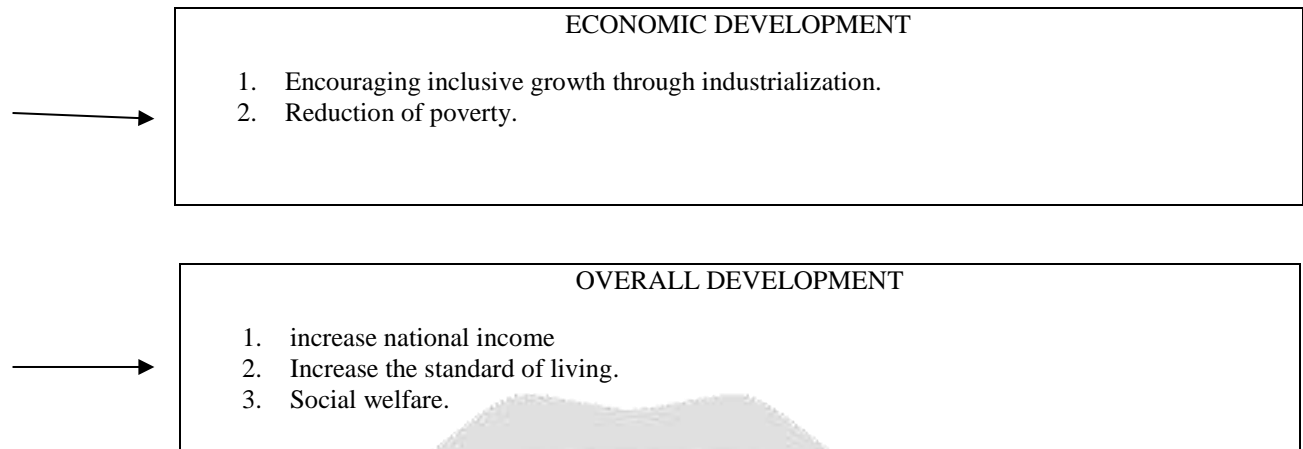
**ROLE OF YOUTH ENTREPRENEURSHIP**

SOLUTION OF UNEMPLOYMENT PROBLEM

1.  Creation of employment for self.
2.  Creation of employment for other young people.

PERSONAL DEVELOPMENT

1.  Self-reliance and self-recognition.
2.  Boosting individual creativity & innovation for technological changes.

SOCIAL INNOVATION

1.  Bringing change in society.
2.  Bringing alienated and marginalized youth back in the economic mainstream.
3.  Empowering the weaker section of the society.

| ECONOMIC DEVELOPMENT |
| --- |
| 1. Encouraging inclusive growth through industrialization.<br>2. Reduction of poverty. |

| OVERALL DEVELOPMENT |
| --- |
| 1. increase national income<br>2. Increase the standard of living.<br>3. Social welfare. |

Figure 3: Showing the role of youth entrepreneurship towards the development.

## (F)CHALLENGES OF DIGITAL INDIA

Despite of the Digital India initiative taken up, careful planning and executing ambitious programme there are some challenges which hinders the industrialists development through youth entrepreneurship. Some of them are

   a. Compared to other developed nations, the internet speed of our country is slow.
   b. It is increasingly difficult for MSME scale industries to keep pace with developments in the digital field.
   c. Cheap smartphone do not have reliable internet access.
   d. With the growth of the digital sector, a skilled workforce is needed to handle the bombardment of digital technology.
   e. The growing threat of digital crime can undermine and sobotage the entire scheme due to a shortage of approximately a million cyber security experts'
   f. Inadequate user awareness.

## (G)THE ROAD MAP

Despite of the famousness as powerhouse of software in the world, the availability of electronic government services to citizens is still comparatively low in India. As Digital India is expected to have a long term impact on India's economy growth initiative were taken up relating to (a) creating a digital locker to assist Indian citizens in storing important government IT's such as PAN cards, passports, voter Id cards and education on marksheet My Gov portal aiming to improve governance through citizen participation (c) the ORS portal, assisting citizens in handling online appointments and paying online fees for doctors and government hospitals and (d) design framework to allow for digital document signing as well as few other initiatives to help the country grown with the help of cutting edge technology etc. Again the impact of digital India was expected to (a) reduced corruption (b) increase the speed with which public sector services are provided to citizens of the country (c) reduce the use of paperwork (d) provide easy to manage online storage space for all documents (e) provide simple and easy to use cloud storage on the internet etc.

To make Digital India Programme successful the following points are suggested.

   1. Conducting a massive awareness programme.
   2. Pressing need to educate and inform the citizens especially in the rural and remote areas about the usage of internet services.
   3. Improving the cyber security skill.

4. Encouraging Effective participation of various departments.
5. Applying public private partnership model for long term use of Maximum connectivity with minimum and security risk.
6. Encouraging private sectors also will ensure proper taxation, quicker clearance of projects to the Government.
7. Amending in various legislations that hinder the growth of technology.

### (H)CONCLUSION

The Digital India initiative of the government of India is creating a new model, under which more innovative ways of delivering services in digital environment is encouraged by giving a set of forces in accelerating the speed of social change throughout the world. This include a rapid rise in the levels of education, high rate of technological innovation and application even faster and cheaper communication that dissolves physical and social barriers both within country and international an easier access to information and the further opening up of global market. In short, Digital India, as a business transformation and proactively identify opportunities will able to bring social innovation social change, social welfare, social development, etc. Ultimately leading to economic development through Youth Entrepreneurship development provided if it is properly implemented on time.

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