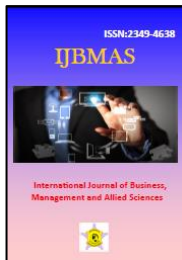# INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT AND ALLIED SCIENCES (IJBMAS)

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EMPOWERING INDIA THROUGH DIGITAL TECHNOLOGY: A STUDY ON DIGITAL LITERACY

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ABSTRACT

Digital technology is an initiative programme was launched by The government of India to empower India Digitally in technology. Especially in the field of technology improvement electronically. Through increasing internet connectivity or by making country digitally to empower in the field of technology. Digital India is the main concept by creating of digital infrastructure, delivery of digital services, digital literacy, and empowering digital technology. 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 to develop Broadband Highway, Universal access to Internet, Public Internet Access Programme, e-governance – Reforming Government through Technology, e-Kranti - Electronic delivery of services, Information for All, Electronics Manufacturing, IT Jobs, Early Harvest Programmes etc.

Key words: Digital, empowerment, Internet, Broadband, Digital locker, E-governance, ICT.

Digital India is a campaign to make the country by empowering Digital technology was launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. It was launched on 2 July 2015 by Prime Minister Narandra Modi. This programme initiates including plans to connect Rural areas with High speed-Internet networks. Digital India consists of four important concepts or components. They are:

- The creation of digital infrastructure
- Delivery of services digitally
- Digital Literacy.
- Empowering Digital technology.

Introduction of digital Technology

Digital India was an innovative concept was launched by the Prime Minister of India Narendra Modi on 1 July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision and mission of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. and it is centered on three key areas – Digital Infrastructure as a Utility to Every Indian Citizen, Governance & Services on Demand and Digital Empowerment of all the Citizens.

The Government of India entity Bharat Broadband Network Limited (BBNL) was the main custodian of Digital India (DI) project, which executes the National Optical Fibre Network including Digital infrastructure to all the citizen. BBNL had ordered United Telecoms Limited to connect 250,000 villages through GPON to ensure FTTH based broadband. This will provide the first basic setup to achieve towards Digital India and is expected to be completed by 2017.

The government is planning to create 28,000 seats of BPOs in various states and set up at least one Common Service Centre in each of the gram panchayats in the states.

The 2016 Union budget of India announced 11 technology initiatives including the use data analytics to nab tax evaders, creating a substantial opportunity for IT companies to build out the systems that will be required. Digital Literacy mission will cover six crore rural households. It is planned to connect 550 farmer markets in the country through the use of technology.

Out of 10% English speaking Indians, only 2% reside in rural areas. Rest everyone depends on their vernacular language for all living their lives. However, as of now, email addresses can only be created in English language. To connect rural India with the Digital India, the Government of India impelled email services provider giants including Gmail, office and rediff to provide email address in regional Languages. The email provider companies have shown positive sign and are working in the same process. An Indian based company, Data Xgen Technologies Pvt Ltd, has launched world's first free linguistic email address under the name 'DATAMAIL' which allows to create email ids in 8 Indian languages, English; and 3 foreign languages – Arabic, Russian and Chinese. Over the period of time the email service in 22 languages will be offered by Data XGen Technologies.

Objectives of digital technology:

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. Broadband Highway
2. Universal access to Internet
3. Public Internet Access Programme
4. e-Governance – Reforming Government through Technology
5. e-Kranti - Electronic delivery of services
6. Information for All
7. Electronics Manufacturing
8. IT for Jobs
9. Early Harvest Programmes

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

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

Attendance.gov.in is a website, launched by PM Narendra Modi on 1 July 2015 to keep a record of the attendance of Government employees on a real-time basis. This initiative started with implementation of a common Biometric Attendance System (BAS) in the central government offices located in Delhi. My Gov.in is a platform to share inputs suggestions and ideas on matters of policy and governance. It is a platform for citizen engagement in governance, through a "Discuss", "Do" and "Disseminate" approach.

Swachh Bharat Mission (SBM) Mobile app is being used by people and Government organisations for achieving Shreyank the goals of Swachh Bharat Mission. e-sign framework allows citizens to digitally sign a document online using Aadhaar authentication. The e-Hospital application provides important services such as online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online etc. National Scholarship Portal is a one-step solution for end to end scholarship process right from

submission of student application, verification, sanction and disbursal to end beneficiary for all the scholarships provided by the Government of India. E-Sampark is a mechanism to contact citizens electronically, sending informational and public service messages via e-mails, SMSs and outbound dialing.

At the launch ceremony of Digital India Week by Prime Minister Narendra Modi in Delhi on 1 July 2015, top CEOs from India and abroad committed to invest 224.5 lakh crore Rupees (US$3.5 trillion) towards this initiative programme. The CEOs said the investments would be utilitized towards making smart phones and internet devices at an affordable price in India which would help generate jobs in India as well as reduce the cost of importing them from abroad.

Leaders from Silicon vally, Sanjose, California expressed their support for Digital India during PM Narndra Modi 's visit in September 2015. Face book's CEO, Mark Zuckerberg, changed his profile picture in support of Digital India and started a chain on Face book and promised to work on WiFi Hotspots in rural area of India. Google committed to provide broadband connectivity on 500 railway stations in India. Microsoft agreed to provide broadband connectivity to five hundred thousand villages in India and make India its cloud hub through Indian data centers. Qualcomm announced an investment of US$150 million in Indian startups. Oracle plans to invest in 20 states and will work on payments and Smart city initiatives. However back home in India, cyber experts expressed their concern over internet.org and viewed the Prime Minister's bonhomie with Zuckerberg as the government's indirect approval of the controversial initiative. The statesman reported, "Prime Minister Narendra Modi's chemistry with Face book CEO Mark Zuckerberg at the social media giant's headquarters in California may have been greeted enthusiastically in Silicon Valley but back home several social media enthusiasts and cyber activists are disappointed." Later the Prime Minister office clarified that net neutrality will be maintained at all costs and vetoed the Basic Internet plans.

Performance: Times now and ET now have announced the launch of the second edition of Digital India Summit & Awards on 22 March 2016.On 28 December 2015, the Panchkula District of Haryana was awarded for being the best as well as top performing district in the state under the Digital India campaign. The internet subscribers have increased to 500 million in India till April 2017.

ICT Development: It is being thought that there needs to be more research on the actual worth of these multi-billion dollar government and ICT (information and communication technology) for development projects. For the most part, the technological revolution in India has benefited the already privileged sectors of Indians. It is also difficult to scale up initiatives to affect all Indians, and fundamental attitudinal and institutional change is still an issue. While much ICT research has been conducted in Kerala, Andhra Pradesh, and Gujarat, poorer states such as Bihar and Orissa are rarely mentioned. Several academic scholars have critiqued ICTs in development. Some take issue with technological determinism, the notion that ICTs are a sure-fire antidote to the world's problems. Instead, governments must adjust solutions to the specific political and social context of their nation. The programme has been favoured by multiple countries including the US, Japan, South Korea, the UK, Canada, Australia, Malaysia, Singapore, Uzbekistan and Vietnam.

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