



Parle Tilak Vidyalyaya Association's PTVA's Institute of Management

One Day National Conference On

'Be A Job Creator.....

Not A Job Seeker'



From the Perspective of



StartUp India

Slawa



“Be a Job Creator.... Not a Job Seeker”

From the Perspective of ‘Start-up India’

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Digital India: A New Avenue towards Job Creation

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Abstract

We are living in the arena of technologies and digital world. The digital world that we live in today is the outcome of several innovations and technology advances. These novelties provide better future to everyone. Today, every nation wants to be fully digitalized that will empower society in a better manner. The 'Digital India' programme, an origination of honourable Prime Minister Mr Narendra Modi, was launched on 1 July 2015, targets to make government services available to people digitally and enjoy the benefit of the newest information and technological innovations. It is a programme to prepare India for a knowledge future. The motive behind the concept is to connect rural areas with high-speed internet network and improving digital literacy. The motive behind the concept is to build participative, transparent and responsive system. This will provide all services electronically and promote digital literacy. Digital Technologies which includes the concept of cloud computing and mobile applications have emerged as the catalysts for express economic growth and citizen empowerment. Companies all over the world desire to invest in Digital India – the 21st century India, as a growth opportunity. Still, Digital India programme faces the serious barriers to implementation. This research is an effort to overcome these barriers and to find some remedies for providing better future to everyone. The motto of this research is to find out how the government services can be available to every citizen electronically and improve the quality of life of every citizen.

Keywords: Digital India, e-Services, Mobile Applications, Cloud Computing, Paperless.

Introduction

Today, the world has transformed from a knowledge savvy to techno knowledge savvy. From smartphones to lightning-fast laptops to GPS devices, it's hard to imagine life without technology. In the twenty-first century, one of the most important technologies is the power of the digitisation. The system, which allows individuals to communicate globally and connect digitally. Digital India is a programme to transform India into a digitally empowered society and knowledge economy. It was launched on 1 July 2015 to ensure that government services are made available to citizens electronically. This facility will aim to lessen the usage of physical documents and enable sharing of e-documents across organisations. A number of mobile apps and portals will be developed by the government which gives the freedom to access the data while on the move. The e-power platform will facilitate more creative and service-oriented business models that create employment opportunities. High-speed network will aid adequate infrastructure for online education platforms through smart and virtual classrooms. It consists of three core components as follows:

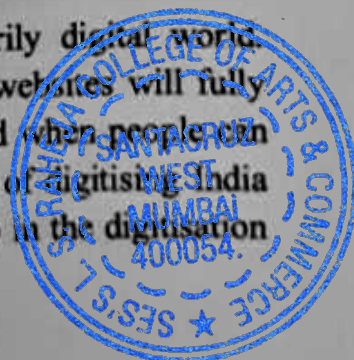
- The creation of digital infrastructure.
- Delivering services digitally.
- Digital literacy.

Digital India is a programme which covers many departments. This initiative makes sure that all the government services and information are available anywhere and anytime on any device. The aim of Digital India to available Digital services in Indian languages. Digital India initiative could help in achieving the objectives of:

- Education for all.
- Information for all.
- Broadband for all.
- Leadership structure.

Digitization Trend

In the coming years, an entire generation will have grown up in a primarily digital world. Technologies like PCs, the Internet, smartphones, texting, social networking websites will fully contribute to this megatrend. The process of digitisation can easily be achieved when people can access government services through the magic of the Internet. This is the aim of digitising India to make an India a powerful domain. There are some powerful forces that help in the digitisation process.

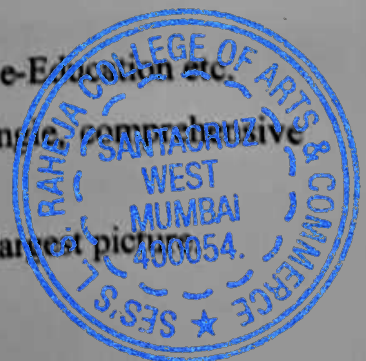


- (v) **e-Kranti:** This kranti will fully focus on digital knowledge program where education, health, farming, rights, financial and many more services will be delivered on a very high bandwidth. Physical boundaries no longer are a limitation when almost everyone and everything is a digital handshake away.
- (vi) **Information for All:** Websites and mobile apps will convey data and realistic participation and through social media. Everything is connected through virtual networks. Swift workflow and no delays due to waiting in queues.
- (vii) **Electronics Manufacturing:** This milestone will create a huge base for electronics manufacturing in India with the aid of digital technologies and skills. The empowerment of manufacturing through the Internet of Things will enable intelligent workshops that demonstrate data-driven operational excellence and decentralised production control systems within and beyond the physical factory walls.
- (viii) **IT for Jobs:** The government is preparing to provide training and teaching skills to the youth for employment opportunities in the IT sector. BPO industries will be established for the fastest growing segment of the Information Technology Enabled Services industry. It offers e-services 24/7 in every field and gives more jobs potentials.
- (ix) **Early Harvest:** This programme will generate short timeline projects where every manual service is altered by e-service. E-services like:
 - Implementation of Wi-Fi in all the universities.
 - Public Wi-Fi Sports to access online gen.
 - Educational books to e-books.
 - People will use the e-services for entertainment, weather information, latest updates etc.
 - Replacement of manual attendance to Biometric procedure.

Scope of Digital India

The scope of overall programme is

- The digital India is a great plan to develop India for a knowledge future.
- On being transformation- to realize IT (Indian Talent) + IT (Information Technology) = IT (India Tomorrow).
- The programme pulls together many schemes like e-Health, e-Sign, e-Education etc.
- It weaves together a large number of ideas and thoughts into a single comprehensive goal so that each of them is seen as part of a larger goal.
- Each individual element stands on its own. But is also a part of the larger picture.



- The common branding of the programme as Digital India highlights their transformative impact.

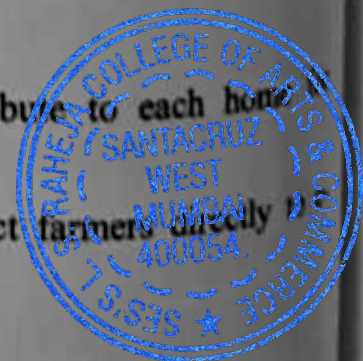
Barriers and Remedies

Digital India is a great plan but its improper implementation due to inaccessibility & inflexibility to requisite can lead to its failure. There are few barriers of the Digital India programme which are as follows

1. Each pillar has its own barriers.
2. Infrastructure deficit such as lack of towers, especially in the countryside.
3. Implementing entities at the actual field.
4. Beneficiaries may not have adequate knowledge of DIP.
5. Auxiliary services such as health, education, banking, governance etc may not be well developed.
6. No separate entity for consumer readdresses under the program.

To overcome all these barriers, we need to find some remedies

1. A few new programs may be needed particularly in electronics manufacturing and skill development.
2. Have a dedicated training institute in each state under DIP, to aid in augmenting the digital literacy and awareness level.
3. To inspire the youth for making effective DIP.
4. The Government should conduct the seminars to aware people about the digital services.
5. To advertise the policies of DIP on Books, pen, TV, newspapers etc. so that people could aware about the e-services.
6. Mandate a lecture about Digital India in every educational institute to enhance the policies of DIP.
7. To launch a helpline number of DIP so that people can tell the problems relating to e-services.
8. Provide a help centre in each state to solve public issues.
9. To print the booklets of e-Services with picture and distribute to each home for awareness.
10. To turn the villages into smart economic centres that connect farmers directly to Markets to know the good price of crops.



Conclusion

To conclude In this digital age, every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of years ago. With the imminent of "Digital India" campaign the government of India to shape by connectivity and technological opportunity. India It is a vision to transform India into a digitally empowered society and knowledge economy. All educational institutions and government services will soon be able to provide I-ways round the clock. Tech giants from all over the world are willing to actively participate in this dream campaign. More employment prospects will open for the youth that will boost the nation's economy. It is a good effort to develop India. Although, digital India programme is facing some barriers, yet it has a great impact on India to make the best future of every citizen. We Indians and others should work together to shape the knowledge economy. More employment prospects will open for the youth that will boost the nation's economy. Digital India campaign is a welcome step in shaping India of the 21st century powered by connectivity and the technological opportunity. In short, this paper focuses on the key of barriers and providing remedies for preventing the challenging facing by the Indian people.

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