

# Survey on Digital India Campaign

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**Abstract:**-- Digital India emphasis on the importance of the use of various available electronic devices and their functions, operations and applications. Today's digital world is the result of various innovations, modernizations and automations. Today, all nations of the world wish to be totally digitalized that will legitimize the nation in an improved way. Today the world has transformed from knowledge savvy to techno knowledge savvy. [1] The reality of digital India will have positive impact on the lives of several people in urban as well as in rural areas. In this paper we have discussed about the Digital India program, impact of Digital India on rural areas, impact of Digital India on urban areas and Impact of Digital India on Agriculture. The digital India campaign will progress the life of urban population as well as that of rural population.

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. [2]

**Key Words:**— Digital Divide; Information and Communication Technologies (ICT); Digital India; Impact; Rural; Urban; Agriculture

## I. INTRODUCTION

Even though the technology has become more economical and the internet access is ubiquitous, there is a breakdown between the under privileged and prosperous people of the nation. This breakdown is termed as "Digital Divide". The term Digital divide is termed as the divergence between the population and the countries that have approach to modernized knowledge and technology, and those that have restricted access. This technology incorporates the televisions, telephones, personal computers, laptops, mobile phones, internet, etc.

*The Digital Divide continues among the following groups:*

- ◆ Rich and poor.
- ◆ Educated and Uneducated.
- ◆ Socioeconomic groups.
- ◆ Rural and urban areas.
- ◆ Globally.
- ◆ More and less industrially matured population.

*Digital Divide in India occurs due to the following aspects:*

- ◆ Poor education system.
- ◆ Low literacy percentage.
- ◆ Language Barrier.

To eradicate the Digital Divide it very necessary to raise the use of Information and Communication

Technologies (ICT), economic growth and equality, social mobility and literacy. To uproot the Digital Divide completely from the nation, the Prime Minister of our country; Mr. Narendra Modi launched a campaign named "Digital India".

The main motive of Digital India campaign is to make various Government services digitally accessible to the people throughout the country so that the people can have the knowledge of the latest information and several new technological modernizations. The Digital India campaign can lead to failure if it is not implemented properly. The factors that can lead to the failure of Digital India campaign are inapproachability and inflexibility.

## II. OBJECTIVE OF STUDY

*The main objective of this paper is to understand:*

- ◆ What is Digital India?
- ◆ Project: Digital India.
- ◆ Services By Digital India
- ◆ Digital India: 3 Key Areas.
- ◆ Pillars of Digital India.
- ◆ Impact of Digital India in rural areas.
- ◆ Impact of Digital India in urban areas.
- ◆ Digital India in agricultural sector.
- ◆ Digital Green.
- ◆ Impact of Digital India by 2019.

## III. LITERATURE REVIEW

Tanuja R. Patil, Shamshuddin K., Rajashekhar Patil, Sadanand P. [1] proposed the idea that a farmer's club should be formed in each village and each village information is linked together through networking. This idea is originated by an NGO called Rajaganga Farmers Foundation. An NGO should function as a facilitator between farmer's club and Govt. Farmers club will work to collect information from the farmers and get any sort of help through NGO. This is based on the concept "Farmers are for Farmers". The authors are carrying out this idea in four phases. These phases are: 1) Database creation: A detailed survey of each farmer has to be carried out, which include the information regarding the land details, crop details, the type of crops he was growing before and what crop he is planning for next Kharif or Rabi season. This helps in crop yield analysis. 2) Website development for precision agriculture information: Precision Agriculture is the application of technologies and principles to manage all aspects of agriculture for improving production. 3) Android App development: An Android application for this project is developed to facilitate farmers to get agriculture information in their hands. 4) Farmer specific SMS creation: The farmers who have limited or no internet connection and who does not have smart phones can still receive precision agriculture information on mobile phone as a SMS.

Jinal Jani and Girish Tere [2] represents the idea where Digital India campaign is a welcome step in shaping an India of the 21st century powered by connectivity and the technological opportunity that such connectivity offers in terms of access, services. Digital India has three essence components. These include: 1) Digital infrastructure creation, 2) Digitally Delivering services and resources and 3) Digital Education. The authors have developed a program that targets to make different government services available to people digitally and enjoy the benefit of the newest information and technological innovations. The consumers will be benefited by the way of saving time, money, physical and cognitive energy spent in lengthy government processes. This paper also focuses on the universal availability of the digital services in different Indian languages.

Sudhir Kumar Sharma, Vandana Lama and Nidhi Goyal [3] proposed the objective to have a vision on the Digital India 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. This initiative will ensure that all government services and information are available anywhere, anytime, on any device that are user friendly and secured. The authors aim at providing 1) Digital infrastructure as a utility to every citizen i.e. to deliver high speed communication technologies 2) Governance and Services on Demand i.e. every government services or information is available online and on mobile platforms with a single touch and 3) Digital Empowerment of Citizens i.e. every citizen will empower through digital literacy and universal access to digital resources.

Suman Rani [4] through this paper has discussed about the various Government services provided by the Government of India for the people living in the rural areas of the nation. This paper also focuses on the nine pillars of Digital India, economic, environmental and social impact of Digital India. The author has also discussed about the challenges brewing because establishment of Digital India.

#### IV. DIGITAL INDIA

Digital India is a movement lofted by the Government of India. The main motive of Digital India is to assure that the different Government benefits are made accessible to the people of India belonging to different states through electronic means of communications. These services are disseminated to the people with the help of ICT (Information and Communication Technologies) such as mobile phones, personal computers, laptops, tablets, televisions, radios and internet. The Government ensures to make the different Government benefits available to the people by improving the online framework and by enhancing the internet connectivity so that it is easily disseminated to the people all over the country without any barriers. The Digital India Campaign or the Digital India Movement was launched by the Prime Minister of India Mr. Narendra Modi, on 1st July, 2015. The initial aim of this campaign is to hook up all the rural areas with high speed internet connectivity so that the people do not have any obstacles while accessing the information. Digital India focuses on three basic factors. These factors are as follows:

- ◆ Establishment of digital framework: Digital sharing of data across the globe i.e. through electronic means of communication.

- ◆ Distribution of services digitally: All the Government services are sent using ICT's.
- ◆ Digital literacy: Imparting knowledge and skills to people to use digital devices such as computers, laptops, smart phones, tablets, etc.

#### **V. PROJECT: DIGITAL INDIA**

*The project Digital India has undertaken several tasks. Some of these tasks are discussed below:*

- ◆ BBNL (Bharat Broadband Network limited), a body of Indian Government is a custodian of Digital India project. The BBNL has undertaken the project of National Optical Fiber Project. BBNL has given the major task of connecting 250,000 villages across India through GPON (Gigabit Passive Optical Network) which is an Internet Protocol based optical network. It has high bandwidth and efficiency. GPON is majorly used to connect multiple premises. This project will be completed by 2017.
- ◆ The Government of India is devising to constitute 28,000 vacancies for BPO (Business Process Outsourcing) in different states of India.
- ◆ The Government of India is also devising to set up at most one Common Service Centre in each state's Gram Panchayat.
- ◆ The 2016 Indian Union Budget declared the evolution of 11 new technologies.
- ◆ One of the latest technologies is the Data Analytics. This technology will be very useful in long terms to take hold of the tax defaulters.
- ◆ With the use of latest technologies the Indian Government has declared to connect 550 markets of farmers.
- ◆ Due to the high number of illiteracy rate and language as the barrier the Government of India, induced the famous electronic mail (e-mail) service providers: Rediff and Gmail to give the e-mail addresses to the people residing in different states of India in their regional languages.

#### **VI. SERVICES BY DIGITAL INDIA**

*The services that are provided by the Digital India are as follows: [6]*

- ◆ DigiLocker: It is used for storing one's important personal documents like degree certificate, housing documents, passport, PAN card, and other personal documents digitally.
- ◆ MyGov.in: This is a platform where people can discuss and share their opinions regarding policies and governance.
- ◆ SBM Mobile App: Termed as Swachh Bharat Mission. It is a mobile application. This app is used to bring about the intentions of Swachh Bharat Abhiyaan.
- ◆ Attendance.gov.in: This service is a website that is used to keep the daily track of the government employee's attendance.
- ◆ E-sign framework: This service grants the citizens of India to sign any important document digitally through online. This process can be done only after Aadhaar authentication.
- ◆ E-Hospital: This application allows the patients to do online payment of fees, online hospital registration, online health reports, online checking of availability of blood.

#### **VII. DIGITAL INDIA: THREE KEY AREAS**

*Digital India Campaign focuses on the three main key areas. They are as follows: [5]*

1. Digital Infrastructure as a Utility to Every Citizen: All the citizens in the country residing in rural as well as urban areas should be provided with the latest digital services. Service learning programs should be carried out so that they are able to use the various Government services with ease.
2. Governance and services on demand: All the Government related services that are implemented for the benefit of the citizens are to be provided to the people whenever they demand.
3. Digital Empowerment of Citizens: Enables people to access better education, technology, skills and knowledge through digital tools and digital literacy

#### **VIII. PILLARS OF DIGITAL INDIA**

*The Government of India aspires to target the nine pillars of the Digital India Campaign. They are given as follows: [4]*

1. **Broadband Highways:** This service facilitates broadband connection for urban as well as for rural areas across the country.
2. **Universal Access to Mobile Connectivity:** This service promises increase in the network penetration and coverage of maximum states across India.
3. **Public Internet Access Program:** Each and every state including the rural areas of each state should have good and obstacle free access to the Internet. All Government services should be reached to all the citizens throughout the nation.
4. **e-Governance: Reforming Government through Technology:** This service entails the different Government transactions using IT (Information Technology). All information and information in the databases are to be stored in electronic databases rather than storing it manually.
5. **E-Kranti-electronic delivery of services:** It includes: e-education (i.e., e-schools, e-colleges, e-distance learning), e-health care, e-farming, technology for justice, technology for security.
6. **Information for all:** Enables two way communications between the Government and the citizens of nation, clear and easy accessible information from the online repositories. Delivering online messages to people during any special programs.
7. **Electronics manufacturing:** Low cost manufacturing of electronic devices such as smart phones, tablets, personal computer, laptops, etc. so that the poor people can also take benefits from it.
8. **IT for Jobs:** Giving training for IT sector jobs to people and students from small towns and villages. Giving training to the Service Delivery Agents to run feasible businesses that deliver various IT services.
9. **Early harvest programs:** To develop standardized design for Government e-mail template, to provide secure transfer of e-mails within different Government

organizations, implementation of free Wi-Fi's in all universities across the nation, to develop mass and group messaging applications where many one message can be disseminated to many people at one time, compulsory biometric attendance in all organizations and offices, availability of e-greetings, establishment of national portal for the lost and found children, implementation of hotspots and Wi-Fi's in public areas, information on weather and disaster alerts via SMS, school children's are provided with e-books instead of manual books.

#### **IX. DIGITAL INDIA: IMPACT ON RURAL AREAS**

The digital seepage in the rural areas of the country is flourishing quietly but speedily. Several actions are taken by the Non-Government Organizations (NGO's), Indian Government and by the special social groups that work independently. Due to these steps taken there is efficient transmission of different Government services and this is showing miraculous development. The population of India is more than 1.12 billion out of which 69% of the culture resides in rural areas. The Internet transmission in the rural areas is increasing very rapidly.

From the study conducted, it was observed that, out of the 90% rural population using the internet; 80% of the population was using the internet only for communication purpose, 67% was using it for online services such as paying bills, 65% was using it for e-trade or we can say for e-commerce such as buying and selling of good via internet and 60% of the population was using it for social networking. With the availability of cheap smart phones and several internet services the sum of Internet consumers was 85 million in June 2014.

Due to the increase in the rapid transmission of the Internet services, the attitude, lifestyles and the awareness among the people in rural areas in changing very swiftly. The Government of India's ambitious plan of "Digital India" aspires to connect all the Gram Panchayat's and the villages of India digitally through broadband internet connection. The Indian Government aims to provide e-governance to the rural people of the nation and remodel India into linked intelligent economy.

The Government of India has imparted different schemes for Digital India which will profit all the sectors and districts of India along with the population in the rural

areas. Since there is limitation in internet and computer literacy in the rural areas, the rural population is not able to take the benefits of the various schemes provided by the Indian Government.

For example, the DigiLocker Scheme which is provided by the Government to digitally store all the important documents and certificates of the people would be of no use if the population in the rural countries do not use Internet and take advantage of this facility.

Similarly, the facility of electronic signature or digital signature through the identification of one's Aadhar card i.e. e-Sign provided by the Government will be of no use if the people in village are not aware about the digital literacy.

#### **X. DIGITAL INDIA: IMPACT ON URBAN AREAS**

The achievement of any social progress, in any advanced sector of the nation not only depends upon the involvement of Government but also relies on the active participation of the people and as well as the independent sectors. The people from the developed sectors of India are highly contributing to the success of Digital India. Free 24x7 Wi-Fi's and hotspots have been implemented in the public areas such as railway stations, colleges, universities, recreational parks, etc. so that people can have internet access anywhere and anytime. E-learning has been implemented, i.e., e-books are provided instead of manual books. The e-books can be provided in the form of tablets. 24x7 power supply is provided. The tower site from where the power supply is provided is in the close proximity of schools, industries, factories and residential buildings.

#### **XI. DIGITAL INDIA: IMPACT ON AGRICULTURE**

Out of the total population in India, 70% are the poor people who live in rural areas. The livelihood of these rural people relies upon agriculture. The occupational framework of our country is mainly dominated by agricultural sector. Since long time, India has been facing major challenges in agriculture. The Government of India has come up with many services for the development of the farmers. 94% of the total farmers in the country depend upon their fellow farmers as the favored source of information, whereas 10% depend upon

the information provided by the agricultural retailers, 4% depend upon the information obtained from television and radio and only 3% depend upon the agricultural extension officers. Due to the illiteracy the farmers in the rural areas are not able to operate the electronic devices. Apart from the illiteracy, there are other main challenges in India that affect the agricultural sector. These challenges are as follows:

- ◆ Poor agricultural infrastructure.
- ◆ Poor agricultural support facilities.
- ◆ Inadequate information regarding relevant agricultural practices.
- ◆ Shortage of common platforms for farmers.
- ◆ Poor use of ICT by farmers for agriculture.
- ◆ Inadequate awareness about applicable government schemes.

In order, to overcome the above challenges faced by the Indian farmers, the Government of India invented the concept of Digital India. The Digital India scheme helps the farmers to sell their crops at better prices. With the use of internet, the farmers will come to know about the new farming technologies. Internet will help the Indian farmers with better farming techniques, better marketing, different government policies, etc. It is estimated that by the year 2022 the income of the farmers will be doubled due to the execution of Digital India campaign.

*Following aspects are proposed by the Government of India under the program of Digital India.*

- ◆ Assure that more farmers have access to the different crop insurance schemes: Under the scheme of Pradhan Mantri Fasal Bima Yojana, a premium of 2% for Kharif crops will be charged from the total amount insured and a premium of 1.5% for Rabi crops will be charged from the total amount insured.
- ◆ Inspire the use of modernized machinery and equipments: The Government of India encourages the farmers in the rural areas to use the modern technologies, machineries and equipments for farming rather than using the traditional old methods. The use of modernized machinery will lead to good productivity.

- ◆ Increase the scope of “Soil Health Card Scheme”: Under this scheme, basic knowledge on the different types of fertilizers and how to use the fertilizers is given to the farmers to enhance the productivity of agriculture.
- ◆ Implementation of irrigational projects in the different rural areas of the country: The set up of irrigational projects in the rural areas will reduce the dependency of farmers on the monsoon. The Indian Government has sanctioned the sum of Rupees 50,000 Crore to set up several irrigational projects in different parts of rural areas in the country.

## **XII. DIGITAL GREEN**

Digital Green is a NGO (Non Government Organization) which uses inventive digital platform to enhance the lives of the people living in the rural areas of the South Asia and Sub-Saharan Africa. This organization associates with the regional public, governmental society organizations and private public to give the knowledge and information on various upgraded and enhanced agricultural processes, well-being, nourishment and employment. This knowledge is disseminated using locally generated videos which are human mediated. This technique of imparting knowledge and information to the people in rural areas was ten times more productive and cost-effective and the use of new and latest agricultural practices was found to be seven times more superior as compared to the old conventional practices. Digital green is presently enforcing several projects in partnership with 20 different organizations situated across 9 different states in India and certain parts of Niger, Afghanistan, Tanzania, Ghana and Ethiopia. From the year 2008 to June 2016, the Digital Green Organization has hit more than a million of population over 4,426 videos across 13,592 rural areas which exhibit and illustrate leading services.

## **XIII. IMPACT OF DIGITAL INDIA BY 2019**

***Total cost invested in Digital India by the Government of India:***

- ◆ The Government of India has invested Rs. 100,00 Crore in the current going schemes.
- ◆ Further, The Government of India has invested Rs. 13,000 Crore for the upcoming new activities and schemes.
- ◆ Development of digital India by 2019:
- ◆ Broadband setup in 2,50,000 villages.
- ◆ Universal telephone and mobile connectivity.
- ◆ Setup of 400,000 Public Internet Access Points.
- ◆ Providing e-Services and e-Governance across the nation.
- ◆ 24x7 free Wi-Fi's in all universities across the country.
- ◆ Wi-Fi setup in 2,50,000 schools across the nation. Crore direct job recruitment.
- ◆ At least 8.5 Crore indirect job recruitment.
- ◆ Full fledge services of e-hospital, e-banking and e-education.

## **XIV. CONCLUSION**

It is concluded that the Digital India Program initiated by Government of India is the leading initiative which will help to reduce the gap between the rural and urban sectors of the nation. The Government of India has implemented many Government services for the benefit of the rural people. The rural people should be able to make use of these services for their benefit. This will surely eliminate the Digital Divide of the country. Various projects of Digital India are still under implementation phase. Some of the projects may require minute changes in future depending upon the nation's requirement.

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