CHALLENGES BEFORE DIGITAL INDIA

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Abstract: Digital India programme is initiated by the new government. An effort has been made to transform India into a digitally empowered society and knowledge economy. This research paper is based on secondary data. In this research paper researchers tried to know the challenges before implementation of this programme as well as suggest some solution to the challenges.

Keywords: Common Service Centers, Hotspot, Cyber crime.

Introduction: The 'Digital India' programme 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. Digital India is a programme to transform India into a digitally empowered society and knowledge economy. It was launched on 2 July 2015 to ensure that government services are made available to citizens electronically by improving online infrastructure and by increasing internet connectivity. The emphasis of Digital India campaign is on creating jobs and skill enhancement in the Broadband Highways, e-Governance, and Electronic delivery of services, Universal access to Mobile Connectivity, Electronics Manufacturing, and Information for All etc. The campaign's aim is to resolve the problems of connectivity and therefore help us to connect with each other and also to share information on issues and concerns faced by us. It aspires to transform India into a digitally empowered society and knowledge economy through

infrastructural reforms such as high-speed internet in all gram panchayats, lifelong digital identification for citizens, mobile banking for all, easy access to Common Service Centres (CSC), shareable private spaces on an easily accessible public Cloud and cyber-security.

Research Methodology: The paper is based on the secondary data and the information is retrieved from the internet and through journals, research papers and expert opinions on the same subject matter.

Objective Of The Paper:

 1. To find out the challenges before implementation of this programme.

 2. To find out solutions and innovative ideas to accomplish the vision of a digital India.

Challenges:

Following are the challenges before digital india

1**.** **Digital Illiteracy** : Low digital literacy is key obstacle in the implementation of technologies . According to ASSOCHAM-Deloitte report on Digital India,November,2016, around 950million Indians are still not on internet

2. **Creating An Awareness** :Making Digital India scheme known and creating an awareness among common masses about its benefits is also a challenge.

3. **Connectivity** : It is a giagantic task to have connectivity with each and every village , town and city. Connecting Gram Panchayats through Optical Fibre is not an easy task. The biggest challenge is ensuring that each panchayat point of broad band is fixed up and maintain.

 4. **Speed Of Internet**: A high speed of internet is a key aspect to facilitate online delivery of various services . India has low internet speed. According to third quarter 2016 Akamai report on internet speed ,India is at the105th position in the world in average internet speed. This rank is the lowest in entire Asia Pacific region

5**. Policy:.** According to ASSOCHOM- Deloitte report , the issue pertaining to taxation and regulatory guidelines have proved to road block in realizing the vision of Digital India. Some of the common policy hurdles include lack of clarity in FDI policies have impacted the growth of ecommerce.

6. **Infrastructure**: The biggest challenge faced by Digital India programme is slow and delayed infrastructure development. India's digital infrastructure is comprehensively inadequate to   handle growing increase in digital transactions. India needs over 80 lakh hotspots as against the availability of about 31000 hotspot at present to reach global level, according to ASSOCHOM-Deloitte report.

7. **Investment:** The private participation in government projects in India is poor because of long and complex regulatory processes.

8. **Digital Divide** : There is a wide digital divide between urban and rural India. Till now funds have not been deployed effectively to meet the cost of infrastructure creation in rural areas.

9. **Local Languages**: India has 1600 languages and dialects. Non availability of digital services in local languages is a great barrier in digital literacy.

10. **Cybercrime And Breach Of Privacy**: Fear of cybercrime and breach of privacy has been deterrent in adoption of digital technologies. India do not have requisite skills to inspect these for hidden threats.India have no top level experts for these high end jobs at present.

11. **Redress Mechanism** : No separate entity for consumer readdress under the program.

Suggestions:

Digital India campaign can't be successful on its own. Policy changes are needed to make digital India a reality. Few of the suggestions are –

 1.Digital literacy is first step in empowering citizens. People should know how to secure their online data.

2.To make this programme successful, a massive awareness programme has to be conducted. There is pressing need to educate and inform the citizens, especially in rural and remote areas,

3.Digital divide needs to be addressed.

4.Manufacturing content is not government's strength. This mission needs content and service partnerships with telecom companies and other firms.

5.Private sector should be encouraged for development of infrastructure in rural and remote areas. To encourage private sector, there must be favorable taxation policies ,quicker clearance of projects.

6.The success of digital India project depends upon maximum connectivity with minimum cyber security risks. For this we need a strong anti cyber crime team which maintains the database and protects it round the clock.

7.There is need for effective participation of various departments and demanding commitment and efforts. Various policies in different areas should support this goal.

8. A few new programs may be needed-particularly in electronics manufacturing and skill development.

9. Have a dedicated training institute in each state under DIP, to help in augmenting the digital literacy and awareness level.

10. Inspire the youth for making effective DIP.

11. Government should conduct the seminars to aware people about the digital services.

12. To advertise the policies of DIP on Books, pen, TV, newspapers etc. so that people could aware about the eservices.

13. Mandate a lecture about Digital India in every educational institute to enhance the policies of DIP.

14. launch a help-line number of DIP so that people can tell the problems relating to e-services.

Conclusions: The goal of Digital India is far away this mission is facing serious challenges in implementation. However, digital India programme is facing some barriers, 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. we all should be mentally prepared for the change and be ready to face the challenges in implementing this policy , only then it would be possible to make this vision a reality.

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