
Artificial Intelligence : Digital India Its Opportunities & Challenges

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INTRODUCTION:

Digital India is the beginning of digital revolution. It is a vision which is created by the Government of India to ensure that government services are made available to people electronically, even in remote areas, by improving online infrastructure and by growing Internet connectivity. The programme has one mission and one target that is to take nation forward digitally and economically. The initiative will enable people to get engaged in the innovation process which is needed by the economy to move forward. But to implement this is a great challenge. There are many roadblocks in the way of its successful implementation like digital unawareness, lack of infrastructure, low internet speed, communication gap among various departments, issue pertaining to taxation etc.

BENEFITS OF DIGITAL INDIA PROGRAMME

Digital India is the beginning of digital revolution. It is a big initiative to empower people of the country. Main benefits of this programme are

1. The digital India mission would make all the government services available to people of the country through common services. This would lead to complete growth by enabling access to training, healthcare and services of government to all the citizens of the country. People can get better information on health services. Those who can't afford school/ colleges can get chance to online education.
2. There would be clearness as all the data would be made online and would be accessible to citizens of the country.
3. E-Governance will help in reducing corruption and getting things done quickly.
4. Digital locker facility will help citizen to digitally store their important documents like Pan Card, passport, mark sheets etc.
5. It will help in getting things completed easily. For example when we need to open a bank account, we will give official details of our digital locker to verify our documents. By this we can save time and the pain of standing in long queues for getting our documents would be reduced.
6. It will help in decreasing documentation and reducing paper work. 7. Digital India mission is away for cashless transactions. 8. It can help small businesses. People can use online tools to expand their business.

Opportunities of Digital India:

1 .Distinguish

Positive citizen perceptions around access to government through both traditional and digital channels provide an excellent and distinguish starting point for governments. Governments with resources to invest can commit to improving access and engagement with digital. Either way, digital has the inherent potential to create its own efficiency gains, a clear benefit in any funding environment.

2.Integrated

Agencies have made various inroads in breaking down organizational and process silos to better combine services, and technology has played a large role in facilitating this. As digital programs mature, it will continue to be important to create consistent shopping at one point service experiences for citizens. For Smart cities, cities need to have an integrated methodology whereby various projects are joined and most of all the data and platforms are glued together in order to accomplish all the benefits smart cities make possible.

3.Global

If India had not invented the zero, computers would not have seen the light of the day and the world would not be joined through the information technology. India may have an opportunity with Digital India Programme to inspire and transform the world yet again. Before the half century, South Korea decided to modify itself in a similar fashion and known as 'The Miracle on the Han River', which has assisted South Korea to sustain its leadership location across the world.

4.Integral

People and clients must be essential part of this Digital India programme because they are setting the expectations for digitally-enabled services. The revolution required for digital service delivery at the People level is a move from managing individuals to managing the things that help or hinder them.

5. Transparency

Although clearness seems to be on the agenda of most governments, results are diffuse and do not reveal a consistent implementation of this principle. Block chain is a new, powerful tool that is already shaping the future of the Internet with simple, safe and secure transactions. Adopting block chain technology, Dubai stands to unlock 5.5 billion dirham in saving annually in document processing alone – equals to the one BurjKhalifa's worth of value every year.

6. Accessibility

Today many citizens are connected the digital divide is still a critical concern in countries as different in a country like ours.

In a recent survey — 56 percent of respondents think that digitization of government will create a service gap for those without Internet access or for citizens who have not yet welcome digital interactions. Governments have a lot of work to do here. Digital government must be about fostering greater inclusion with programs that go beyond execution to account for driving lasting adoption among target audiences with unique.

The CHALLENGES of DIGITAL INDIA

Digital is not yet in the DNA of many state governments. Just as eGovernment performance is not revolutionarily improving, the policy priorities of the consecutive eGovernment action plans have not changed so much. In all honesty, we could doubt to what extent public sector has really advanced over the years in acquiring an attitude that can deliver on the potential of digital.

1. Infrastructure

The biggest challenge faced by Digital India Programme is the poor infrastructure development. Spectrum availability in Indian metros is about a tenth of the same in cities in developed countries. Also, the digital divide needs to be addressed through last mile connectivity in remote rural areas, as currently thousands of villages remain deprived of mobile connectivity.

2. Go-Cashless

The Gaps in India's Cashless Infrastructure. While the cashless initiative in India is spearheaded by the government, all development and project work being undertaken by all contributors needs to follow a thorough testing process to plug safety and fake gaps. Some of the real-world challenges that financial institutions are facing from a security point of views stem largely from the fact that holistic security of the ecosystem was not given as much emphasis as functionality in the initial roll-out phase.

3. Implementation

This point will come into picture when you have allocated the required resources and material but when it comes to implementing them, most of them will be hesitant to change. People are accustomed with years of same practices that they are not ready to change. The number of automated services has remained stable since their first roll-out. The use of legacy software likely has huge complications for the modernization of eGovernment services and can hinder full implementation of this programme.

4. Threats

Apart from many Cyber threats, for the internet of things (IoT) to become a business enabler in India, security considerations must be adequately addressed. At the recent IoT Congress event in Bengaluru, where Deloitte and NASSCOM presented in a new study that India now has 41 IoT use cases, including smart manufacturing supply chain, service operations, transportation /logistics, healthcare, smart governance and smart utilities. Regulators have worked toward including data protection and privacy as part of an IoT framework. For instance, MeitY and TRAI have come up with an IoT framework that mandates certain data security measures.

5. Awareness

There continues to be a general lack of awareness in Public Service Departments of how digital technology changes public service design to deliver agile, easy-to-use, consumerized services at lower cost and in a way, that emulates our daily experiences in the private sector. The challenge is to build an understanding amongst public officials of the radical impact that common service platforms might have on their operations and organizational models.

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 necessary to empower 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 isolated areas, about the benefits of internet services to increase the growth of internet usage.
3. Divide needs to be addressed.

Conclusion:

The vision of digital India is grand. It is a huge step towards building a truly empowered nation. If successful, it transform citizen access to multimedia information, content and services. However the goal is still far away since most of the nine pillars of digital India mission are facing serious challenges in implementation.

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