

DIGITAL TRANSFORMATION IN INDIA

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Abstract

Digital technologies and platforms can reduce transaction costs for businesses and facilitate access to new customers, both in domestic and foreign markets. Digitalization has a massive impact on the economic field, which plays a vital role in the development and advancement of society. Digitalization also plays a central role in extending the reach and impact of frontier technologies, many of which show great potential to enable the achievement of the Sustainable Development Goals. Government should focus on the improvement of digital infrastructure in the rural areas for the innovation of new generation technologies. Digitalization helps networking of people and things and the convergence of the real and virtual worlds that is enabled by information and communication technology.

Keywords: Digitalization, Digital Transformation

Introduction

Digital transformation is an increasingly popular trend that cannot be ignored by any individual, organization or country. Digitalization is a term that has been used more and more frequently in public discourse in recent years, with many variants of the term used, and in many cases, misused or misleading. In general, using the term digitalization, we aim to change the impact and consequences of information and communication technology on society and its systems.

Digitalization has a massive impact on the economic field, which plays a vital role in the development and advancement of society. To this day, we do not know precisely what the concrete effects of online social networks are, although studies clearly show that there is a change in brain function itself. Changes in the perception of reality have been conditioned throughout human history by the existence of a kind of dominant institution, i.e., system, while in the age of information and communication technology, the perception of reality can be affected by a single viral posting of text, images or videos on an online social network. Digital solutions offer advantages that can, in the context of the country, simplify security and intelligence systems, facilitate economic processes, and standardize infrastructure and

information transfer. The company can, among other things, look for improvements in the implementation and use of public services, the issuance of personal documents and certificates, the management of finances, and access to services provided by the public or private sector.

Digital technologies and platforms can reduce transaction costs for businesses and facilitate access to new customers, both in domestic and foreign markets. For example, suppliers that rely more on e-commerce may be able to cut delivery costs, especially for digitally provided content. Further, digitalization can enhance the productivity of enterprises and offer new opportunities for entrepreneurship, innovation and job creation. It can help businesses, in particular micro-, small and medium-sized enterprises, to overcome barriers to expansion and enable them to engage in peer-to-peer collaboration in innovation and use alternative funding mechanisms such as crowd funding. In addition, new cloud-based solutions can reduce the need for investing in information technology equipment and corresponding in-house expertise. E-commerce can facilitate the scaling-up of such enterprises by providing financing opportunities and the means to build verifiable online transaction records that may help to attract new customers and business partners. Digitalization also plays a central role in extending the reach and impact of frontier technologies, many of which show great potential to enable the achievement of the Sustainable Development Goals. Artificial intelligence, big data, cloud computing, machine learning and algorithmic decision-making are all powerful instruments of change.

Objectives of the study

- To study the advantages and challenges of digital transformation.
- To study the opportunities of digital India in economy.

Drivers of Digital Transformation

Countries, especially developing countries are in a strong digital transformation process, some sectors have been proactive and active such as banking, finance, transportation, public services. They make efforts to direct all levels of government to build e-government, towards the digital government. In particular, in the face of the Covid-19 epidemic, leading to an increase in leadership, digital transformation has promptly met several leadership challenges in response to the pandemic and development of social leadership. Some authors have predicted that digital

transformation will thrive after the passing of the Covid-19 pandemic. Facing this fact, many businesses and agencies, including the public and private sectors, intend to build smart organizations based on digital technology. However, most enterprises, both public and non-state enterprises, especially small and medium enterprises, are not fully aware of the role of digital transformation.

Advantages and Challenges of Digital Transformation

- Replace traditional workflow with digital processes;
- Increase the time spent on researching a new development strategy instead of holding on to achievements;
- Changing the modern and professional working model, constantly improving the spiritual life of employees;
- Increase workflow efficiency and minimize technical errors;
- Apply new services and technologies quickly and flexibly;
- Improve work quality and performance;
- Increase labor productivity and improve the quality and appearance of products;
- Constantly increase beneficiary satisfaction;
- Increase re-investment ability

Opportunities Of Digital India In Economy

- E- Governance benefits the society in real time management and reducing corruption.
- Digital India mission helps in promoting the cashless transaction system.
- Digital India plays and key role in development of Indian Economy and GDP growth.
- Digital India benefits in increasing the digital literacy of the country.
- The Digital India mission helps in the availability of online government services to the people of the country.

Digital Literacy

There are two schemes to introduce the digital literacy in India.

1. IT Mass Literacy (National Digital Literacy Mission): In 2012 a scheme IT mission / National Digital Literacy Mission introduces and in 2014 it was launched by PM Modi implemented to provide IT training to atleast one person in each household to make e-literate. It approved the beneficiaries to earn and get employability. The scheme trained 10 lakh persons for literacy.

2. Scheme for Digital Saksharta Abhiyan (DISHA): This is expanded scheme under Digital India to digital literate 42.5 lakh persons in the period of four years. 5 lakh candidates target by industry, NonGovernment Organisations and others. Government took responsibility to train 47.5lakh candidates.Total 52.50 lakh candidate are targeted to trained under both the schemes.

Conclusion

Digitalization enables industry to reach yet another level of accomplishment. Digitalization helps networking of people and things and the convergence of the real and virtual worlds that is enabled by information and communication technology. Government should focus on the improvement of digital infrastructure in the rural areas for the innovation of new generation technologies. Digitalization is a dream of Government of India to ensure availability of services digitally, to the provision of electronic sources govt. introduced digital India which improving the online infrastructure and internet connectivity. Digitalization also plays a central role in extending the reach and impact of frontier technologies, many of which show great potential to enable the achievement of the Sustainable Development Goals.

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