



IMPACT AND OPPORTUNITIES OF DIGITALIZATION WITH SPECIAL REFERENCE TO INDIAN ECONOMY

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ABSTRACT

Digital India is the beginning of digital revolution. It is a dream which is created by the Government of India to ensure that government services are made available to citizens electronically, even in remote areas with improving online infrastructure and by increasing Internet (E) connectivity. Every country is focusing to achieve digitalization to empower society in a better manner. Digital India is a progressive program launched by the Government of India to transform India in a digitally empowered and knowledge economy. This constrains by the Indian government came as a dream project to remodel India into getting digital. Digital India scheme aims at searching the new concept and things through broadband highway, universal access to mobile connectivity, public internet access programme. The Digital India programme aims to support infrastructure and provides measures to ensure citizens e- services, manufacturing devices/products and job opportunities to empower thus creating knowledge economy that promotes inclusive growth. The aim to alter India digitally would be very tuff unless there is awareness among the people. This research paper strives to impact and opportunity of development through Digital India.

KEY WORD: - Digitalization, GDP, Innovation and Technology

INTRODUCTION

India is an emerging country in innovation and technology , technology has played a pivotal role in the growth of the Indian economy. From the agricultural sector to the manufacturing sector, **technology has helped improve productivity and efficiency**. In the agricultural sector, for instance, technology has helped farmers increase yield and decrease input costs. The Information Technology (IT) industry is a vital component of the technology-driven knowledge economy of the 21st century. Worldwide India has been recognized as a knowledge economy because of its impressive IT industry. The role of IT in India's economic development has been imperative. Information Technology not only contributed to the economic development of the country but has also made governance more responsive and efficient.

Digitalization refers to the process of converting something to digital form and Integration of digital technologies into everyday life, Digitalization is the use of different technology/methods to change business processes. India is the fastest growing economy in the world and we can see the up and down in Indian economy, one of the reasons for change in Indian economy is "Digitalization".

All the sectors which are contributing towards India's GDP are dependent on Digitalization without digital technology no activities could happen. Activities such as making railway reservation online, buying Air tickets, bus tickets online, ATMs, cashless transactions using Credit Card, Debit Cards, etc. Each and every thing is digitalized than to after the launch of Digital India all activities are transacted through online. After introducing Digital India, dependence of Digitalization has gained more importance. Digitalization initiative made all services to every citizen



on their web portals or electronically, to make the transactions transparent and smooth and also helped to cut on corruption and help in taking public services to the citizens of the country.

Digitalization has played important role in bringing success in Indian economy by providing job opportunities for youth, an immense push to the young generation to start new startups by creative ideas. Indian government also encouraging Indian citizen to go cashless and decrease cash transactions. The purpose is to make India as Digital India by adopting digital payments. Digital transactions help us follow a legal path which is helpful to flourish the better economy.

Digital transformation of the country is underway and digital evolution of the economy and society is possible only through digital education. The concept of digital learning is not new and has existed in various forms for many years now, but when the COVID-19 pandemic suspended face-to-face teaching its significance increased manifold. Most educational institutions are adopting digital education as a solution while traditional classroom setup takes a back seat for some time due to the currently prevailing pandemic. Digital education is being seen as an alternative to the traditional education process of chalk and talk.

The emergence of the internet and ever-evolving technology has made learning interactive, engaging, motivating, and handy. Education is not anymore limited to textbooks and classrooms; it has become an amalgamation of technology, innovative learning, and digital content. The internet has become far more affordable and accessible and this shall lead to a greater confluence of digital and traditional teaching methods. The government is actively involved in taking essential steps to come forward with policies that will boost the digital education market in India. The efforts are being made to uplift the standard of digital infrastructure pan India to help facilitate the utilization of innovative educational tools. In near future, digital education like all other sectors will witness noticeable amendments in the way educational institutions function. A plethora of possibilities emerging out of digital education shall empower the education system of the country.

The another main objective of Digital India and cashless economy is milestone towards improving the people's standard of living and will emerge new movements in each part and creates creative attempts for next generation. The thought process behind the idea of digitalization is to construct participative, clear-cut and responsive support towards the growth of Indian economy. The Digital India drive is a desire of the Indian Government to redesign India into an educated economy and carefully engaged society, with great administration for nationals by bringing harmonization, open responsibility, carefully interfacing and transmission the government.

OBJECTIVES

1. To study digital business system.
2. To aware about the growth of Digital Business in India.
3. To study the opportunity of digitalization in India
4. To measures the impact of digital Business on raising Indian Economy.

RESEARCH METHODOLOGY

Methodology used for this paper is secondary method and the data collected from various secondary resources such as journals, articles, libraries and newspapers. The data analysis held on the basis of annual reports of various E-business companies displayed publicly. The data taken from the related research paper were analysed and hence descriptive methodology followed by researcher.

Type of Research Design

The research is descriptive and exploratory research. Descriptive in the sense that it establishes relationship between literacy rate of the country and given parameter. Exploratory research in the sense that it collects data from various parameter and tends to establish a cause and effect relationship between the parameter. The data taken from the related research paper were analyzed and hence descriptive methodology followed by researcher.

Parameter

Different parameter is used to establish relationship between the indicators E- Commerce Sale in India, E-commerce sale in India Growth of Ecommerce and such indicators are used to establish clear understanding about indicators



REVIEW OF LITERATURE

Following reviews is to be consider while doing this research

Kaul and Mathur (2017) analyzed the importance of financial literacy. The finding of the study identified the obstacles in the implementation of various programmes to make India financial literate and strategies to implement these policies effectively and efficiently. Impact of digitalization on a country can be accessed on the basis of its impact on the government, on the economy and the society. The digitalization has created new job opportunities, have led to innovation in very sector and also led to the growth of the economy. The government emphasized on the digitalization as it brings transparency, better control and better job opportunities.

Khan ,(2019) ICT (Information and Communication Technologies) have revolutionized the each and every sector and how digitization helps the industries to operate in the cost effective manner and Socio Economic and ecological benefits of digitizing the information.

Maiti and Kayal (2017) studied the impact of digitization on India's services and MSME sectors' development and growth. The performance of the services sector improved extensively since 2000 onwards. The study concluded that India's service sector and MSME segment have the high potential for future growth with digitization. The inclusive growth of both India's services sector and MSME segment give a boost to the volume of trade and India's share with the help of digitization.

Sheokand and Gupta (2017) introduced the Digital India campaign and Indian economy. The study also discussed pillars and various challenges faced in the implementation of the programme. Findings suggested that a digitally knowledgeable and empowered population can transform the economy. Digitalisation will lead to cost savings, increased output, better employment, enhanced productivity and literacy.

IMPACT OF DIGITALIZATION

The consequences of the developments in the technicalities of Information and Communication Technology introduce the concept of digitization. The transformation from print to digital media for communication of information to the larger community is resulted from the growth of the Internet and now enables the tremendous amount of information accessible to everyone. By the process of digitization, knowledge to an ever greater amount is being produced, processed, communicated and preserved digitally.

a) **ECONOMIC IMPACT:** According to analysts, the Digital India plan could boost GDP up to \$1 trillion by 2025. It can play a key role in macro-economic factors such as GDP growth, employment generation, labour productivity, growth in number of businesses and revenue leakages for the Government. As per the World Bank report, a 10% increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively in the

developing countries. India is the 2nd largest telecom market in the world with 915 million wireless subscribers and world's 3rd largest Internet market with almost 259 million broadband users. There is still a huge economic opportunity in India as the tele-density in rural India is only 45% where more than 65% of the population lives. Future growth of telecommunication industry in terms of number of subscribers is expected to come from rural areas as urban areas are saturated with a tele-density of more than 160%.

b) **SOCIAL IMPACT:** Social sectors such as education, healthcare, and banking are unable to reach out to the people due to obstructions and limitations such as middleman, illiteracy, ignorance, poverty, lack of funds, information and investments. These challenges have led to an imbalanced growth in the rural and urban areas with marked differences in the economic and social status of the people in these areas. Modern ICT makes it easier for people to obtain access to services and resources. The penetration of mobile devices may be highly useful as a complementary channel to public service delivery apart from creation of entirely new services which may have an enormous impact on the quality of life of the users and lead to social modernization. Digital platforms can help farmers in know-how (crop choice, seed variety), context (weather, plant protection, cultivation best practices) and market information (market prices, market demand, logistics).

c) **ENVIRONMENTAL IMPACT:** The major changes in the technology will not only bring changes in the economic system but also contributes to the environmental changes. The next generation technologies will help in lowering the carbon footprint by reducing fuel consumption, waste management, greener workplaces and thus leading



to a greener ecosystem. The ICT sector helps in efficient management and usage of scarce and non-renewable resources. Cloud computing technology minimizes carbon emissions by improving mobility and flexibility.

SCOPE AND OPPORTUNITY OF DIGITALIZATION IN INDIA

In the new world, it is not the big fish that misses the little one; it's the fastest that eats the slowest.

-Klaus Schwab (Founder & Executive Chairman,
World Economic Forum)

For this reason, no two economies in the world are the same, all try to adapt to the on-going changes, nationally as well as internationally. Being present in this global competitive scenario, all nations try to boost their respective economies to a level of success stage and beat the other one. This race has become more evident and substantial after the advent of various new technologies. Especially, with the growing importance of the digital era, countries have to become a part of it to sustain itself in the competition. It has become important for a Nation that wants to grow and adapt the essential features of this era to survive.

When a traditional economy transfers to a digital one, it may bring a lot of resistance and challenges but the digital economy also brings with it lot of opportunities and new aspects that leads not only to the revival of the set-backed economies but also enhances the structure of the evolved economies from better to best.

CONCLUSION

The digitalization brings innovation, ease of working, new job opportunities and growth in the economy. It helps to bring transparency in the system and more transparent are the flow of funds in the economy less is the problem of tax evasion, parallel economy etc. By this we can reach on a conclusion that the new technology needs to be harnessed well and for this it is not only the availability but also the knowledge to use it and get benefits from it. It is a vision to transform India into a digitally empowered society and knowledge 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. Digital India campaign is a welcome step in shaping India of the 21st century powered by connectivity and the technological opportunity.

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