



Digital Evolution: Shaping India's Socio-Economic Landscape

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Abstract:

India is emerging as a one of the largest and fastest-growing markets for digital consumers. As digital capabilities improve and connectivity becomes omnipresent, technology is poised to quickly and radically change nearly every sector of India's economy. Digital technologies are electronic tools, systems, devices and resources that generate, store or process data. It includes multimedia, mobile phones, social media, digital applications, digital banking, digital business and digital learning as well. Digital India is a new motive of Government of India to make India digitally empowered in technology. The main objective of digital India campaign is to enhance digital literacy. The world is gone far ahead of India in terms of services they offer to society. The population is growing rapidly and so the services offered by the government are not enough and there are delays. Technological upgrade is powerful weapon in today's world to compete with other countries. It is needed that government services are accessible by the citizens electronically by improving online infrastructure as well as web connectivity. It will reduce paper work, save man power and save time as well. We can justly be proud of the fact that India is one of the fastest digitising nations in the world; driven by an explosion in mobile connectivity, the permeation of internet infrastructure nationwide under the iconic 'BharatNet' programme, the exponential growth of data consumption, and the emergence of local and global start-ups in the digital transformation space that are creating new livelihoods, services and wealth for millions of Indians. Digitalization will make every countryman techno savvy by improving social and economic lifestyle. Hence, an attempt is made to depict the significance of digital technology and to Transform India into A Digitally Empowered Society.

Key words: *digital India, technological revolution, government of India, internet, human life, digital literacy and economic growth.*

INTRODUCTION

Digital India is a new motive of Indian government to make India digitized and powerful knowledge economy country. As this world is becoming digital and electronically



day by day, Government of India is trying to make India more technological and more digital. The Internet service providers of India like Jio, Airtel, idea, Vodafone, BSNL was communicated by government to low down the prices of their internet plans. Jio successfully done its work. And, in 2016, the web users in India was increased by 5 Million, 10 Million in 2017, 15 Million and 23 Million in 2018 and 2019 respectively. Today, there are various Villages which still don't have availability of internet, Government motives to provide high speed internet to all of these citizens. Recently, in 2019, Government also launched the new program in digital India called as "National Broadband" which is the project of 7 Billion INR. This project aims to provide high speed net connectivity to every village and town by 2022. As the number of smartphone and internet users in India are increasing day by day, then it is a clear sign that, The project "Digital India" is a successful campaign by Indian government. The three main visions of Digital India Campaign are:

- i) Digital infrastructure
- ii) On-demand operations and services
- iii) Digital empowerment of citizens.

NEED STATEMENT

- “Sharing is good, and with digital technology sharing is easy.”
- “Technology does not equal a learning outcome. It’s a tool that enables learning outcomes.”

OBJECTIVE OF RESEARCH

- To study the role of digital technology in society and economic development.
- To learn the positive and negative impacts of changing technology in our day to day life.

RESEARCH METHODOLOGY AND DATA SOURCES

This study is based on the secondary sources of data and the required secondary data has been collected from bulletins, published, unpublished records, books and government websites. The collected data is analysed and interpreted to arrive at conclusion.

LITERATURE REVIEW

- In this digital age, being literate means being able to create your own web page, blog, or wiki; using mobile devices effectively such as tablet laptops, or cell phones; connect to friends via Facebook, Twitter or other social networks; communicate with your colleagues all over the world simultaneously and instantaneously (**Morrel, 2012**). Furthermore, all these digital tools have created ‘new social interactions’ (**Ranker, 2008**).



- Technology has had a big influence on these changes in the past three decades. Education systems cannot be oblivious to these changes in this digital age because at the same time technology has affected people's learning styles. In practice, digital technologies provide new teaching and learning environments and "trigger a different kind of relationship between the teachers, the learners, and what is being learned" (**Laurillard, 2013**).

IMPACT OF TECHNOLOGY ON SOCIETY:

Education: One of the most valuable things the Internet has brought us is a new and improved access to education. Students of all ages and abilities need not depend on conventional classrooms to learn. The net has helped democratize education. For example, the New York Times reported, Google has been working on ways to bring the Internet to remote areas of India, providing small, marginal villages with new ways of gaining access to information and working and communicating over long distances with friends, colleagues and family.

World Wide Web: The World Wide Web and the Internet function together but are not the same thing. The World Wide Web functions as the part of the Internet accessible to users. The net serves as a vast electronic communications network and the World Wide Web makes navigation on the virtual network easier by utilizing hypertext links and graphical user interfaces between different addresses on computers around the world.

E-Commerce: The ability to do business without the usual constraints of time or distance make e-commerce one of the most important services provided by the web network. With the single click of a mouse, online customers can purchase almost anything day or night from the comfort of their own home. Since human interaction and the need for an actual brick-and-mortar location do not figure into the e-commerce equation, doing business on the Internet does not cost as much.

Loss of Privacy: The widespread use of personal computers and mobile devices has led to an avalanche of personal data in electronic form, such as contact lists and Facebook posts. Privacy has the greatest value and it needs to be protected. Each day, the social media accounts get hacked which leads to the stealing of identities and the lives are turned over. The Internet's ease of data gathering combined with deliberate efforts by businesses to exploit personal information has led to a widespread sharing of formerly private data.

Global Connectivity and Accessibility: Global connectivity is the latest phenomenon to arise with the use of electronic media. The online network, cell phones, and television have easy accessibility and influenced the formation of a global culture. People are able to share fashion



trends, activities, news, and current behaviours only by a click of a mouse or a remote. International news television stations such as CNN enable people to access global events and news as they unfold, irrespective of their geographical location.

Networking: The rise of social media enhances networking and friendships around the world. The rise of networking sites such as Facebook, and Twitter gives rise to worldwide connections and opens up channels for people to group according to interests. With such platforms, there is a rise of new culture and language common among friends in these networks.

Easy data Access: Computers have revolutionized the everyday access of information, whether for business, scientific or personal use. The Internet is also a wealth of resources such as books, journals, and online stores where you can access anything you want. In the space of 15 minutes, you can buy movie tickets, check the latest sports scores and research different brands of pickup trucks from your home computer.

EFFECTS OF DIGITAL TECHNOLOGY ON HUMAN BEINGS.

Our era has come to see the vital importance of digital technology in our daily lives. It allows us to unlock a huge collection of information and communication data. Each kind of task, be it a regular task or a job specific task requires digital literacy. Digital literacy can be defined as *“the ability to use digital technology, communications tools, and or networks to access, manage, integrate, evaluate, and create information in order to function in a knowledge society”* Digital knowledge demonstrate strength in their flexibility, adaptability and capacity to self-configure. Therefore balance exploration of digital literacy can embrace our educational skills. Digital media have been credited with improving communications, efficiency, availability, flexibility, speed and so on. The effect of the digital technologies on the brain, claim that internet usage can help improve some brain functions such as complex reasoning and decision making but disrupt others, such as empathy, sometimes abnormal behaviour, concentration, etc. Our lives have become increasingly immersed in technology. Much of our communication is now online, much of our leisure and entertainment is provided by the internet and video games, and many of us find our mobile phones have become an essential part of our connectivity and everyday organisation. With these changes in lifestyle, questions are arising about what technology may be doing to us. Exploring what it means to use the internet safely is more than understanding online privacy and personal security. It is important to understand the implications of using interactive technologies on the ways in which we behave, on our values and on our mental and physical health.



DIGITAL TECHNOLOGY FOR SUSTAINABLE GROWTH OF INDIA

In recent years, the Indian education system has undergone several reforms to improve the quality of education and address the challenges faced by the system. The government has introduced initiatives such as the Rashtriya Madhyamik Shiksha Abhiyan (RMSA) to improve secondary education, the National Skill Development Corporation (NSDC) to provide vocational training, and the National Education Policy (NEP) 2020 to address the changing needs of the education system. It is understood that the history of the Indian education system is a long and diverse one, with influences from different civilizations and cultures. The system has undergone several changes over the centuries, and while there are still challenges, the government's initiatives and the active involvement of educators and students can help to make the Indian education system more inclusive, accessible, and effective. The Government of India hopes to achieve growth on multiple fronts with the Digital India Program. Specifically, the government aims to target **nine 'Pillars of the Digital India'** that they identify as being:

1. Broadband Highway
2. Universal Access to Mobile connectivity
3. Public Internet Access Program
4. e-Governance – Reforming Government through Technology
5. e-Kranti - Electronic delivery of services
6. Information for All
7. Electronics Manufacturing
8. IT for Jobs

However, the key areas that have been positively impacted ensuring the growth of the digital economy include:

- Digital Infrastructure as a utility to every citizen
- Governance and services on demand
- Digital empowerment of citizens

DIGITAL INDIA: TO TRANSFORM INDIA INTO A DIGITALLY EMPOWERED SOCIETY.

An important component of a disruptive technology is that it must *first be widely adopted before society adapts* to it. Because of the lags involved in adapting to new processes, such as replacing printing with online publishing, it takes time before output growth accelerates. By



their very nature, general-purpose technological revolutions are also highly disruptive. Digital platforms are recasting the relationships between customers, workers, and employers as the silicon chip's reach permeates almost everything we do—from buying groceries online to finding a partner on a dating website. As computing power improves dramatically and more and more people around the world participate in the digital economy, we should think carefully about how to devise policies that will allow us to fully exploit the digital revolution's benefits while minimizing job dislocation.

Currently trending online applications for multipurpose transactions are-

- Google pay
- Paytm
- PhonePe
- SBI Buddy
- U mobile
- Jio money
- Axis pay
- Free charge
- I mobile
- Airtel payment bank
- Idea money
- Oxygen wallet
- Amazon pay

FINDINGS

Digital technology has positive impact on socio-economic development of the nation. The major findings are as follows:

- Global and local digital businesses have recognized the opportunity in India and are creating services tailored to its consumers and unique operating conditions.
- Adoption of digital technology is uneven among businesses.
- Digital technology can improve government services and the efficiency of India's job market smoothly.



SUGGESTIONS

- Encourage participation of people from rural areas in local income generating trade activities through the E- commerce.
- To induce the feeling of technological literacy self-dependence amongst people.
- Awareness needs to be generated regarding the necessity of educating girls so as to prepare them to contribute effectively to the socio-economic development of the nation.
- In order to change the attitudes towards digital technology in various sections of economy and to raise the social consciousness of the country, a conscious strategic change is required in national media and communication effort.
- To have a proper legal and technical framework relating to security and safety of private data.

CONCLUSION

Overall the Digital Technology has played a phenomenon success in the growth of economy, society and business. We all are aware of the fact that both Digital media have become integrated in our daily lives. As far as Indian economy is concerned drastic improvements can be seen in all of its three key facets: in the creation of pervasive national digital infrastructure, in the electronic delivery of public services and financial succour to citizens, and in enhancing digital awareness and literacy. This digital revolution has transformed the Indian market and its rapid growth in the employment and opportunities, by encouraging Entrepreneurs to come up with their budding business ideas. Digital technologies have created an interactive platform in many sectors, services and organizations as well as in individual's lives that connects us globally.

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