

# INDIA'S DIGITAL INDUSTRY: CORPORATE SUPPORT AND INVESTMENT

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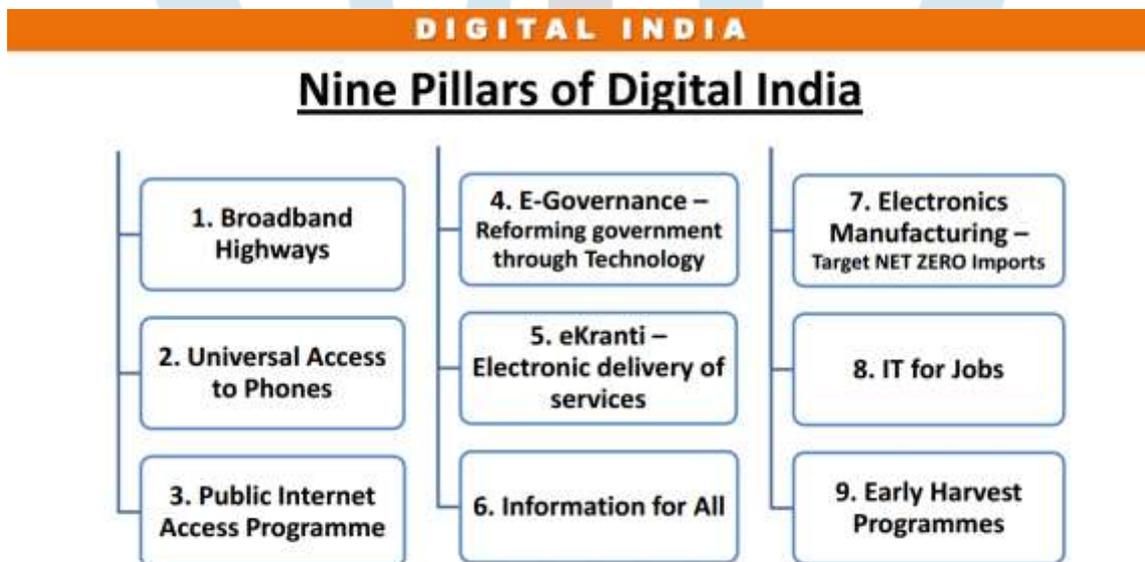
**Abstract:** Even the most modest estimates indicate that there are more than 4,000 digital start-ups in India. Investment and growth in the digital sector will soar as Prime Minister Narendra Modi's administration actively supports the Digital India project to turn the nation into a society and knowledge economy enabled by technology. Corporate venture capitalists (VCs) have increased in number and probably will continue to do so in the near future. Start-ups will hunt for investors who can offer more than just financial help as more VCs strive to profit from this investment boom. In this essay, we explore how big investors might prosper in the thriving start-up sector. Consumer technology, IT, and financial technology are the main sectors investing in Digital India. The study aims to analyze the relationship between India's digital industry and corporate world. This paper attempts to highlight the different challenges faced by digital industry in corporate world.

**Keywords:** Digital India, Investment, Technology, Corporate venture capitalists

## I. INTRODUCTION TO DIGITAL INDIA:

The goal of "Digital India" is to make India a digitally enabled country through digitizing various government departments and their processes. The goal of the Digital India program is to make India a digitally empowered society with a focus on e-governance. The program, which is expected to cost Rs 1,13,000 crore, will get the nation ready for transformation based on knowledge. The Ministry of Communication and IT is expected to be significantly impacted by this program, according to the Department of Electronics and Information Technology (deitY). It is done to make sure that citizens may access government services online. It will concentrate on offering its inhabitants high-speed internet access and real-time service delivery for both online and mobile platforms.

The following are the nine pillars of the government's Digital India Program:



1. **Electronics manufacturing:** The government is working to eliminate all electronic imports. The government intends to install smart energy metres, micro ATMs, mobile, consumer, and medical gadgets in order to accomplish this.

2. **Make the internet accessible to everyone:** By March 2017, the government hopes to have installed an internet service in every panchayat in 2.5 lakh villages, and in 1.5 lakh post offices during the next two years. The public will use these post offices as Multi-Service Centers.

3. **Broadband services on the highways:** The government wants to install a national optical fibre network in every one of the 2.5 lakh gramme panchayats. By December 2016, all rural areas will have access to broadband, and all new urban construction projects and structures must include communication infrastructure. The administration wants to have a national information infrastructure in place by March 2016.

4. **Simple mobile connectivity:** The government is working to ensure that by 2017, all villages will have mobile connectivity.

5. E-Government: Using UIDAI, payment gateways, EDI, and mobile platforms, the government hopes to improve procedures and service delivery. Voter ID cards and school transcripts will be made available online. This seeks to examine data more quickly.
6. IT Training for Jobs: By 2017, the government wants to train around 1 crore students from rural and small towns in the IT sector. The program also includes the establishment of BPO industries in North Eastern states.
7. e-Kranti: This service intends to provide electronic services to people that deal with farmers, justice, security, health, education, and financial inclusion.
8. Global Information: The government wants to use social media platforms for governance and host data online. The general public has easy access to information.
9. The government created the website MyGov.in to facilitate two-way contact between the public and the government. On a number of problems brought up by the government, such as net neutrality, people can submit their comments and suggestions.
10. Early harvest initiatives: The government wants to install Wi-Fi in every university in the nation. The main form of communication will be email. All central government offices will have an Aadhar Enabled Biometric Attendance System installed, and attendance will be recorded online.
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## II. REVIEW OF LITERATURE:

Sardana, M.M.K.(2012) examined the digital India vision and its challenges for political establishments. The study suggested that societies and individuals who acquire skills in digital technologies get into higher economic echelons. Tapscott, Don and David Agnew (1999) discussed about Citizens, and especially their leaders, become more and more demanding consumers of government services as a result of increased informational empowerment, guaranteeing that they have a voice in governing decisions. The citizens would be able to virtually compare their own government with governments around the world on any metric thanks to this. A change in both the actual and virtual words will put the conventional monopoly of the government in jeopardy (Kaur, Ranmeet,2016). The study concludes that an internet-based society would reduce the government's influence in areas like taxation, policymaking, communication tools, and information control—areas where it historically exercised authority almost unopposed.

## III. Objectives of the study:

1. To study the overview of Indian digital industry.
2. To analyze the relationship between India's digital industry and corporate support.

## IV. Efforts to help India become more digital:

The McKinsey Global Institute highlights the rapid adoption of digital technologies and their potential value to the Indian economy by 2017 in Digital India: Technology to transform a connected nation (PDF-3MB). This is provided if the public and private sectors collaborate to establish new digital ecosystems.

Rapid innovation and digitization will put businesses in a better position to capitalize on India's sizable, connected market, which by 2018 may have 840 million internet users and up to 700 million smartphone users. Over the next ten years, technology-enabled business models may become widely used as a result of rapidly advancing technology and declining data prices. That will probably provide a considerable amount of economic value.

We take three main areas of economic impact into account. Core digital industries like IT-BPM, digital communications, and electronics manufacturing come first. The second category is made up of recently digitizing industries including financial services, manufacturing, logistics, healthcare, and agriculture, which are not typically thought of as being a part of India's digital economy but have the ability to quickly absorb new technology. Third are government services and labor markets, which can use digital technologies in new ways.

By 2017, the core digital sectors might contribute twice as much to the GDP.

About \$170 billion, or 7% of India's GDP, was made up by its key digital industries in 2011–12. This includes value contributed from fundamentally digital industries, including \$10 billion from electronics manufacturing, \$115 billion from IT-BPM, and \$45 billion from digital communications. We predict that these sectors could grow significantly faster than the GDP in 2018, with value-added contributions ranging from \$205 billion to \$250 billion for IT-BPM, from \$100 billion to \$130 billion for electronics manufacturing, and from \$50 billion to \$55 billion for digital communications, based on industry revenue, cost structures, and growth trends. 8 to 10 percent of India's GDP in 2017 could be made up of the total, which is between \$355 billion and \$435 billion. India's industry and labour force would be affected by changes brought about by the use of digital technology. We predict that the direct and indirect effects of productivity-enhancing digital applications could result in the creation of 60 million to 65 million additional jobs. These occupations may be made possible in a variety of sectors, including manufacturing and construction, agriculture, retail and hospitality, IT-BPM, banking, media and telecommunications, and transportation and logistics.

Some tasks, though, will be automated or replaced. By 2018, 40 to 45 million existing occupations, in whole or in part, could be impacted. These include personnel who process insurance claims and policies, bank tellers, clerks, and data input operators. It will be necessary to retrain and redeploy the millions of individuals who currently work in these professions.

**V. Conclusions:**

From the above we can conclude that the Indian government has made significant efforts to promote digital advancement, including streamlining rules, enhancing infrastructure, and creating Digital India, an ambitious program to double the size of the nation's digital economy. For India to reach its full potential, however, considerable work remains to be done.

In order to accelerate digitization, national and state governments can collaborate with the business sector, starting by integrating technology into the heart of their operations. This is beneficial because it creates a market for digital solutions, which pays providers for their services, encourages the creation of new digital businesses, and gives people more reasons to use the internet—whether to apply for a cooking gas subsidy, register a property purchase, or use any other government service. Government can also assist by developing and managing public data sources that businesspeople can use.

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