

Digital India Recent Changes in Business and Management

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Abstract

The government has been continually initiating schemes to enhance the employability and productivity to aid service sectors makes a significant contribution to the economy. Today every type of business organization influence by the information technology. The management of technological system like other resources has become important part of business strategy in the every type of business. This technological advancement put the stress on business organization to adopt it in their operations. Today the Indian business and management system more effect by this technological advancement. Agriculture, manufacturing and retail industries are the backbone of the state's economic growth.

Digital-based economy coming into limelight is playing a major role in creating a skilled workforce right from the core. The technology based platform raises employment opportunities for youth by guiding them to introspect and grow in their talents. Our technology is targeting to ease the employment scenario for youth in all the sectors. With the help of this paper we will focus on the major recent changes in business and management due to the advancement of information technology and also highlights the challenges before the business and management such as: diversity of language, information and communication technology, awareness about government websites, population of India, confidence on govt. websites and accessibility of internet service in all areas etc. This paper highlights the some important programme launched by the Indian government to facing the challenges in Haryana business economy.

Introduction

Digital India is a unique initiative of Indian government to transform the India into a digital empowered economy. The aim of this programme is to provide the all government services through internet on a single click. This programme is the combination of various sub initiatives such as broadband highway, internet access to all, e-kranti, electronic manufacturing, and training for IT jobs, global information and e-governance. These pillars provide a sound base for the implementation of this initiative. In the era of digitalization every country want to become paper less economy and to fulfill this dream our Prime Minister Narendra Modi have launched the digital India programme in the year 2015. The digital India also aims to develop the whole country in the technological point of view. With the help of this programme the transparency will be increased in every transaction. Hence, an attempt has been made through this paper to understand the concept of digital India, basement of digital India, scope of digital India and an evaluation has been made to find out the valuable suggestions.

Today every type of business organization influence by the information technology. The management of technological system like other resources has become important part of business strategy in the every type of business. This technological advancement put the stress on business organization to adopt it in their operations. Today the Indian business and management system more effect by this technological advancement. With the help of this paper we will focus on the major recent changes in business and management due to the advancement of information technology and also highlights the challenges before the business and management such as: diversity of language, information and communication technology, awareness about government websites, population of India, confidence on govt websites and accessibility of internet service in all areas etc. This paper highlights the some important programme launched by the Indian government to facing the challenges in business and management.

One important tool to survive in the competitive edge is to change according to the time. Every business organization survives in the society. The environment of the society effects by the various factors. If any business organization wants to survive in the long run then it must adjust itself according to the changing environment. Now the service business has become more important instead of goods business. So the management of service business has become more important. In few years ago the

service business run by their own pattern but now the customers demand to run the business by their own expectations. Today's consumers more affected by information technology. The e-banking, e-business, e-marketing and e-supplying has become popular in every type of business organization. So the need arise to manage the service organization more effective way. The management of service organization can be made in effective with the help of the information and communication technology. By using this type of technology any service organization will be able to increase their value among the customers and can meet the expectations of the target customers.

The IT sector has become important to every type of business. In the present time the service sector is not only connected at internationally but also connected to each other at global level. If any business organization cross their national limit then the need of IT in business sector become more important. With the availability of information technology in the business sector, the limitation of nationality has finished. That is why the management of business sector has become complex. The e-recruitment, e-selection, e-training, e-joining and e-orientation has become more popular in business and management. These new practices in business and management create the challenges in various type of business. These challenges can be faced with the help of the effective use of internet technology in business organization. If we use very well established information system in business organization then these challenges provide us various advantages such as reduction in cost, save time, better quality, improve performance and effective control to any business organization.

REVIEW OF LITERATURE

1. Tere Girish (2015) in digital India a need of hours find out how the government service can work for reducing paper work with upcoming of digital India.
2. Mharana Bula (2013) in a brief view to digital divine in India scenario highlights that how the digital divine can influence to the Indian scenario and also the global world.
3. Gupta Neeru (2015) in digital India a road map for the development of rural India evaluated the positive impact that digitalization of Indian economy will have on the growth and development of rural Indian sector.
4. Biswas Suprio (2016) in the digital India a unique step toward e-learning in India find out how it can facilitate e-learning in India. It also finds out the pro and cons of this innovative campaign.

5. Kedar Shankar (2015) in digital India new way of innovating Indian digitally explores the innovativeness of digital India.
6. Lama Vandana (2015) evaluates that how the digital India campaign improve quality of life of citizen.

Research Methodology

This paper is conceptual in nature. The secondary data is used to collect the information about the Digital India concept. The various research paper, magazines, journals, books and articles are used to collect the information.

Objectives

This paper based on the following objectives-

1. To understand the concept of Digital India.
2. To analyze the role of the pillars of Digital India.
3. To evaluate the Digital India campaign.

Digital India: Recent Changes in Business

Recently the business and management sector was not more interested in the use of the IT. But now we have connected with each other at every level of business and management. If any economy does not accept the digital changes according to time then it cannot win the race of digital economy. Today every country wants to increase their business within country as well as in other countries. This aim can be fulfill with the help of the IT. The faster growth of IT sector creates the challenges to the other sectors and business & management is one of them. If any party cannot face these challenges then the end of its existence is sure. On the hand if any other party adjust itself with the change then there is more chances to grow it in present and future. Hence, here we are highlights some recent changes in business and management that can make opportunities for growing businesses.

- **More Use of IT in Business:**The use of IT in business sector has become the part of business strategy. Now the use of IT in the each activity of any business organization has become the priority. The management of the digital resources with other business resources becomes important. Without the use of digital technology in business sector we are incomplete. So the most important change in business and management is the increasing use of information technology.
- **E- Commerce:** In the twenty century the Indian business based on the manual system of transactions. But now we are seeing that every type of business

organization grow towards the electronic commerce. The digitalization has reached in the growth stage in their life cycle. The corporate sector has cross their national line. It is possible only with the help of the information technology.

- **E-Banking:** The Indian banking system was not much sound in the past as much today. The effect of IT sector put on the Indian banking sector. In few years ago when we went to bank for depositing our saving in bank account then the cashier took the transactions in our pass book with manually, but now we can deposit our saving in to our bank account at any ATM point and can get the printed slip. This is the effect of use of IT in banking business. Now we can operate our bank account on our mobile phone. I think that this change in banking sector is a big change in our life time.
- **E- Recruitment:** In the time of the digitalization a major change has occurred in the every type of business organization is the recruitment through internet. Today the most of the business organization complete their recruitment with the help of online system. By taking a single click on recruitment advertisement, it can be spread not only in the single country but also in the whole world. Now you can fill your application form online, attempt exam, attempt interview and even can take training with the help of internet service. Hence it is also the major change in the business and management.
- **E- Payment:** Electronic payment is the big change in the payment system to the various types of business organizations. With the help of IT you can make any type of payment with the help of ATM card or internet banking. If a company has imported some goods from abroad without taking the face to face dealing then it can make easily payment without face to face transactions. The various type of risk reduced with the help of electronic payment.
- **Customer Oriented Business:** In the recent time the business organization built because they had fulfilled their objectives such as making more profit, more sales etc. But the situation now changed. Today every business organization established for fulfilling the expectations of the customers instead of business expectations. So the logic to starting the business has changed. The customer expectations create the challenges to business and management because the activities manage according to customer expectations. Hence, the

business organization becomes the customer oriented rather than owner oriented.

- **E- Services:** The trend of e- services has increased comparative to the past era. Today every business organization expands their business into different areas. This can be possible with the help of the e- services by the business unit with the help of IT. We can get any product of any company at our door without going to the sale point. The effect of the e-service on business and management is that the delivery system of the business organization move towards the digital service from individually service.

Need of Digital India a Campaign

The digital India programme consists of the various steps that lead to it. This programme is a head programme of various small steps. The following steps are necessary for developing the digital India programme.

- **Increasing Need of Digital Literacy:** By introducing the internet services in the business organizations the need of digital literacy among the business organizations has increased. Any business organization can take the more benefit of IT if it is aware about the internet technology. Today the situation has been changed because every business organization wants to achieve peak level of efficiency in their field. Hence, the digitalization is an important change in business and management.
- **Changing Structure of Business Organization:** With the help of electronic system the international trade becomes popular. With the existence of international trade the form of organization has changed. Now a company which head quarter in India can establish the branches in the other countries in the world. When the international trade was not existence then the business was limited to their national. But by growing the IT sector the organization structure has changed. The joint venture, licensing, assembling and branching system occurred due to the growing of IT. The changing organizational form is the challenges to the business and organization.
- **Increasing Need of Financing Resources:** Every business has the financial resources in limited form. Now the business organizations are expanding their business in different countries. As the business organization will be wider the requirement of the finance will be increased. The reason for

requiring the more finance is the competition. To survive in the competition the business organization spends more and more expenses on the promotional activities. In the absence of finance the small business out of the market in the short run. So the increasing need of financial resources is the important change in the modern business and management.

- **More Use of Electronic Equipment in Business:** The availability of electronic equipments at high cost is the important challenges to the business and management. The use of electronic equipments has become the need of each business organizations because the use of electronic system in the business operations increasing day by day. But in the developing countries like India it is not available at the affordable cost. If a business organization does not have the proper electronic equipments to operate their business then it cannot survive in the long run. So more use of electronic equipments is a big change to modern business.
- **Broadband Network:** broadband network is the first important pillar of Digital India programme. The broadband network connects the rural, urban and government department with the internet. The high speed broadband network can be provided through the fiber optics. By the 2017 the government aims to provide the nationwide information infrastructure. Without the existence of a sound broadband network the success of Digital India campaign only a dream. Thus the broadband network is the dominant pillar of this campaign.
- **Universal Access:** the next and the important pillar of Digital India is the universal access to mobile phones. There are various equipments to connect the people each other but the mobile phone is effective and affordable equipment to connect the people. The Indian government has decided that by 2018 all villages covered with the mobile connectivity. The connectivity with the mobile phones will be provided to 42300 villages in the next four years.
- **Public Access to Internet:** the third important pillar of Digital India is the public access to internet. The government aim to connect peoples to the internet. The 250000 villages and 150000 post offices will be connected for providing better services to Indian peoples in the next 2-3 years. These post offices will become as centre for the people which will be provided multi

services with effective way. The proper and effective access of public to internet is helpful to implement this programme effectively.

- **E –Governance:** this governance aim to convert the all manual work in to automation system. The following areas are included into the scope of e-governance such as online access to application and many governmental services like the school certificate, voter card, ration card, online payment etc. With the help of the e-governance all these tasks can be easily perform. If all these services will be available online then the people of the remote areas will be attractive towards the digital India. Hence, the e-governance is the important pillar of digital India.
- **E- Kranti:** the e-karanti focus on delivering the all-digital knowledge programme which includes the education, farming, financial and many more services at a very high bandwidth. Physical boundaries are not matter of limitation when everything is available in digital way. With the help of this pillar the digital India campaign can be implementing with effective way because this pillar covers the all-important sectors of an economy.
- **Global Information:** The digital India programme is not specified for a special sector but it is implemented for the development of whole Indian economy. So the importance of global information arises. If all information will be available at global level then it becomes easy to implement any programme at global level. Hence, the global information plays an important role in the success of Digital India campaign.
- **Electronic Manufacturing:** India imports a large portion of electronic equipments. The import of electronic equipments is increasing day by day. To decrease the import of these equipments in India has become important objective of Digital India. We hope that the import of these equipments will approximately zero till 2020. A national policy on this issue was brought for Electronic System Design and Manufacturing (ESDM) sector in India. It includes the following-
 1. The 25% subsidy on capital expenditure will be available under MSIPs.
 2. More fund in research and IT areas.

- **IT Training for Jobs:** this pillar focus on providing the training to the youth for availing the employment opportunity in the IT sector. Today the IT sector has become the most important sector for providing the employment. This sector also fulfills the requirement of the digital India campaign. The Indian economy growing faster towards the digital system and in these situations the training to youth people for employment become point of concern. If the youth people have the knowledge about the digital work and the opportunities are available then the development of any economy is possible. Hence, the training to youth for IT sector plays an important role in the digital India programme.
- **Early Harvest Programme:** this is the last and more important pillar of Digital India programme. Under this programme the transparency can be achieved in the digital system. The Indian government tries to provide the internet facilities in all education institutions across the country. The e-mail will be primary mode of communication. The attendance system in all government offices will be made online with the help of the biometric attendance system. Hence, this pillar provides the better accuracy and transparency in the transactions.

Hence, the above all pillars are required for implementing a sound bridge in the form of digital India programme. If any one of above pillar is weak then there is chance of breaking the bridge. So every pillar should be prepared soundly.

Barriers in The Digital India Programme

The digital India programme is beneficial for Indian economy in various points of view. But the success of this programme depends upon the various factors. Some factors are barrier in the way of digital India programme. Here we are discussing the important factors that are the obstacles in the path of digital India programme.

- **High cost of implementation:** the first barrier in the way of digital India programme is the heavy cost of implementation. A big amount is requires to build up the whole structure of this programme. So the high cost is a barrier in the success of Digital India campaign.
- **Risk of privacy:** the second and the most occurred barrier in the Digital transactions is the privacy of user. Every day we hear the news about the

hacking of the sites by the hacker. So the fear of privacy is the barrier in the success of Digital India.

- **Lack of digital awareness:** the success of digital India programme depend upon digital literacy. But in Indian economy less people have the good knowledge about the digital system. So awareness among the peoples is the barrier in Digital India programme.

Advantages of Digital

The digital India campaign provides many advantages to an economy. We can say that it includes the all these benefits which is necessary for a developing country for growing faster. The important benefits of this programme is as following-

- The first and important benefit of this programme is that with the help of digital India campaign our illiterate people can do online transactions with the help of thumb.
- It generates the employment opportunity that is the first choice of a developing country.
- Easy access to education, health care services, banking, insurance and digital literacy in the urban as well as rural areas.
- It provides the valuable information about the agriculture sector such as price information, seeds knowledge, availability of fertilizers, weather information as well as easy access to knowledge of electronic devices used to agriculture sector.
- Development of the remote areas through online education, online banking and online health care services is the most valuable benefit of digital India programme.
- This programme provides the facility of digital locker that helps the people to store their important documents like pen card, passport, mark sheet and degree. With the help of digital locker facility we can easily see and copy our documents with the help of internet.
- This programme provides the advantage of technology which is impossible by hire a person individually.
- Reduce corruption through more transparency in the digital transaction.
- Easy access to every person to the banking with the help of mobile banking.

- Development of the online courses will be increase. With the help of the online course the education will be increase in remote areas.

Some Initiatives

Today the ancient business and management system has changed. After analysed the recent changes in the business and management we find out that today's business sector has taken U turn. Here we are highlighting some beneficiary steps taken by the Indian government to remove the challenges in the business sector.

- **MAKE IN INDIA PROGRAMME:** This programme provides the solution to the problems in international trade. The main motive of this programme is to attract the foreign companies to invest in India. To expand the Indian business sector into other countries was the challenges to business sector. After implementation of this initiative the foreign investment in Indian economy increased. Hence, it is a big step by Indian government to face the challenges in business.
- **DIGITAL INDIA PROGRAMME:**Digital India is an initiative of Indian government to convert the Indian economy in to digital economy. The main motive of this programme is to provide a digital framework to taking the every transaction with the help of internet technology. With the help of this programme the Indian government is trying to connect the whole governmental and private departments with internet service. After implemented this programme the business has benefited in many ways. The corporate sector has got a digital framework to operating their activities.
- **INTRODUCTION OF ADHAAR NUMBER:**The Indian government has launched a unique number to each Indian citizen called adhar number. This number connects every person, businessman and every party of business on a single track. The adhar number is the most important tool to banking business to find out the every information about the customer.

Conclusion

After analysed the recent changes in the business and management we find out that the Indian business influenced by the many changes. The recently business pattern is totally differ from the old business pattern. It is mandatory for business sector to accept these changes to survive in the market. Whenever a new technology introduce in the business sector then it effects on business is normal things. Either these changes will be opportunity or challenges it depends upon the nature of the each business organization. Some business will be more affected or some business will be less affected. To prevent the negative effect of these changes on the business we have a greater need of preventive measures. Although our government has introduced the many programmes such as digital India, make in India, direct benefit transfer schemes etc. for solving the problem. But there is also a greater need to take some beneficiary steps by the corporate sector and we hope that the corporate sector and India government will provides more beneficiary schemes in future to face these changes. The digital India programme has praised by the most of the people in India as well as other countries. If we say that this programme is the u turn in the Indian economy then it will not be wrong. In few years ago the Indian economy was stand at a point where it was need a direction in the technological point of view. The corruption and untransparency has increased due to the paper policy. Although today we cannot say that we have made fully digitalization in every transaction but we can say with confidence that the aim of fully digitalization is not longer, where we stand today. Now with the help of digital India campaign Indian economy improve every day in the field of education, industries, banking, insurance and digital awareness. The Indian government trying to promotes this campaign. The peoples have begun the transactions with the help of internet. Now we can operate our bank account, payment bill, transfer money and get any information about the bank account with the help of internet banking at our door. A good point is that the big portion of Indian population is the youth and the youth have the more opportunity to taking advantages in every field through this campaign. Hence, we can say that India is changing.

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