

Digital India: Visualization towards Empowerment

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Abstract

Digital leaders play a critical role in paving the way for the digital transformation and should heavily engage and communicate with key stakeholders (whether internal or external to the organization) in deciding, designing and delivering the digital organization. Digital leaders should set clear costs, risks, mitigations and benefits of the digital transformation and decide on types of change management interventions that are needed to guide the organization through the journey. The purpose of this paper is to visualize the contribution of IT towards empowering Digital India.

Introduction:

The digital domain that we live in today is the result of numerous inventions and skill progressions. These innovations offer better prospect to everyone. Currently, each nation hungers to be completely digitalized that will empower society in a better fashion.

The Digital India programme has and will emerge new advancements in every sector and will generate innovative endeavors for the next generation.

This is a big initiative taken by Honorable Prime Minister Mr. Narendra Modi, with a motive to build participative, clear and approachable system. The objective is to provide all services electronically and promote digital literacy. The Digital Technologies includes cloud computing and mobile applications. This has emerged as the catalysts for express economic growth and national empowerment.

The process of Digitization can easily be achieved when people can access services through the magic of the Internet. The objective of digitizing India is to make India a powerful domain in all the sectors, whether it is financial, education, healthcare, automobiles or other potential sectors.

The Digital India program covers a wide range of areas:

Broadband Services – It provides for incremental coverage of broadband services in gram panchayats over a span of three years at a cost of Rs. 32,000 crore under the guidance of Department of Telecommunications (DoT). It also provides for building up of a national information infrastructure with the guidance of Deity.

Mobile Connectivity – Another important objective is to provide universal access to mobiles, improve mobile connectivity and increase mobile network penetration at a cost of 16,000 crores and under the DoT's purview.

Public Internet Access – DI also aims to establish service centres in rural areas through a National Rural Internet Mission and in post offices thus ensuring easy public access to internet and other digital services.

e-Governance – The government aims to simplify procedures and reduce bureaucratic hurdles by using IT for a variety of purposes such as maintaining electronic databases, registering grievances against public officials etc.

e-Kranti – This provides for electronic delivery and digitization of records etc for a multitude of services such as education, healthcare, dispensing justice, educating farmers, forming plans, increasing financial inclusion etc. DI will continue in the footsteps of the National e-governance Plan with respect to implementation of these.

Access to Information – Use technology to proactively engage with citizens through social media, emails, messages etc. Also, build portals that provide people easy access to relevant information

Manufacturing of Electronics – DI aims to bring down India's electronics imports to zero by 2020 through adopting a variety of measures aimed at boosting domestic manufacturing

IT Jobs– Creation of skilled workforce in the area of IT. Improve capacity-building and provide training so that a suitable workforce is built

Early Harvest Programs – Envisions converting all government greetings into e-greetings. Development of an IT platform for mass messaging and biometric attendance for all government employees is also being developed.

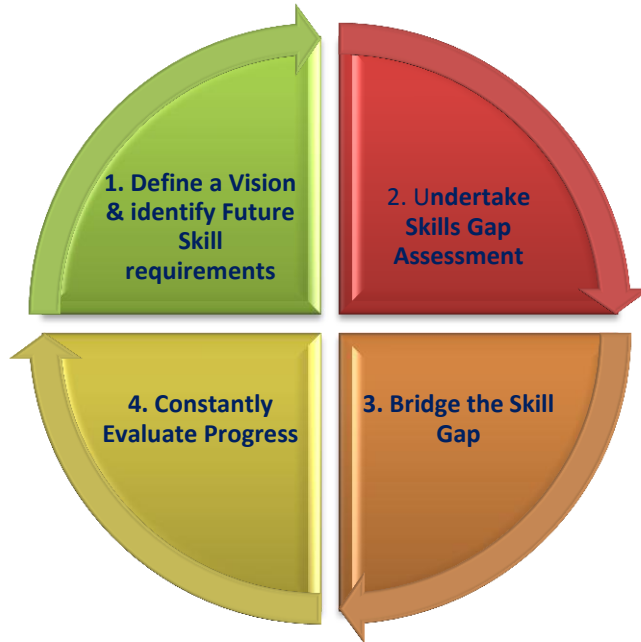
The Scope of overall Program is:

- The digital India is a great plan to develop India for a knowledge future.
- On being transformation– to realize IT (Indian Talent) +IT (Information Technology) =IT (India Tomorrow).
- The programme pulls together many schemes like e-Health, e-Sign, e-Education etc.
- It weaves together a large number of ideas and thoughts into a single, comprehensive goal so that each of them is seen as part of a larger goal.
- Each individual element stands on its own. But is also a part of the largest picture.
- The common branding of program as Digital India highlights their transformative impact.

So keeping in mind this mission, today, library and information centers are migrating into digital or so called paperless society, which has exerted force on their staff. The staff is expected to be trained in handling 21st century equipment's in digital environment for providing information to its users. Various organizations and associations are imparting training to library professionals but this is not so much fruitful.

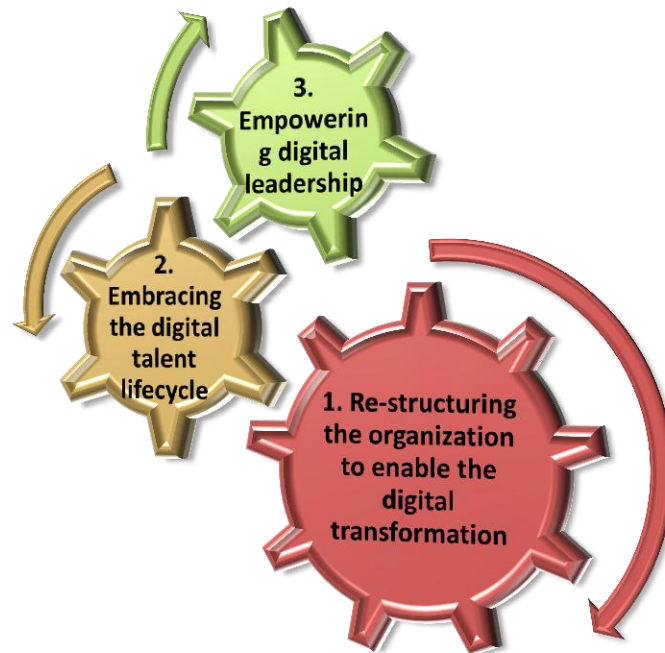
A Roadmap for Successful Digital Skills Development:

Organizations need to define a vision & identify future skill requirements, undertake skills gap assessment, bridge the skill gap and constantly evaluate progress in their journey to develop digital skills.



The Changing Role of People Management in the Digital Age:

HR plays an important role in enabling digital leaders in the organization and equipping them with the required essential skills and furthering their leadership characteristics.



The three main areas that HR needs to acquire or strengthen its role in and that are directly related to the success of the digital transformation journey, are outlined below:

- **Re-Structuring the Organization to enable the Digital Transformation:**

It is HR's role to map the future required digital capabilities and where they should be executed in the organization. Digital capabilities revolve around the following main areas in the operating model:

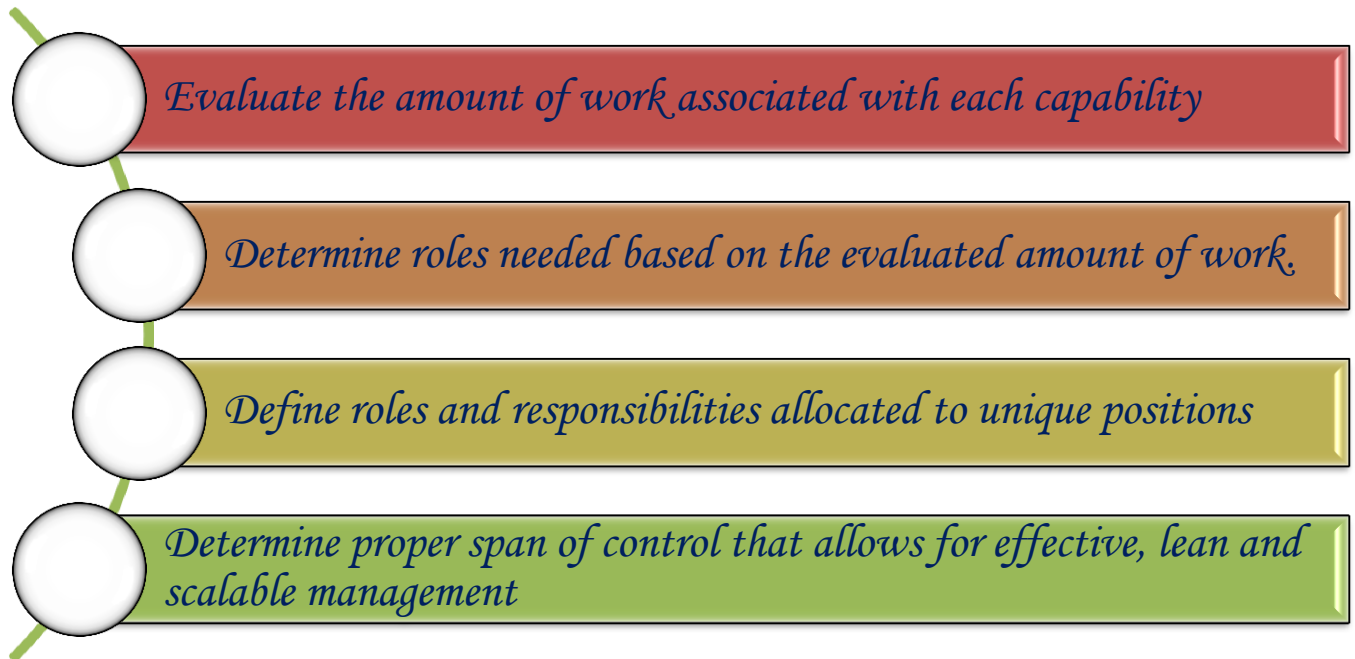
Strategy: How will digital drive value for the organization? What role does the organization want to play in the digital space? How does it want to win in the digital era?

Planning and Operations: How will digital plan, operate, monitor and track value captured? Product or service development: what are the technical capabilities required for product or service development?

Innovation: What are the capabilities required to drive the innovation needed to meet the strategic objectives of the digital operating model under construction?

User Experience: What are the capabilities needed to understand the needs of customers? How will those needs be catered to (e.g., channels, marketing mix)?

After defining the capabilities required, HR needs to support its organization in linking those capabilities to specific roles and responsibilities. HR would need to follow a structured (yet agile) process covering mainly the following activities:



Following the phased approach of mapping capabilities to roles, HR needs to design an organizational structure that aligns with the said organization's strategic objectives. Based on the designed future structure and positions, HR is then required to assess the gap in talent between the current and future roles and identify creative ways to bridge any gap.

- **Embracing the Digital Talent Lifecycle:** The talent plan should be directly linked to the digital strategy of the organization supporting HR in filling the gap between current and future digital competencies. HR plays an important role in managing the talent lifecycle in a digital environment, from acquisition to development and retention.
 - Plan and acquire
 - Lead and develop
 - Engage and retain
- **Empowering Digital Leadership:**

Digital leaders play a critical role in paving the way for the digital transformation and should heavily engage and communicate with key stakeholders (whether internal or external to the organization) in deciding, designing and delivering the digital organization. Digital leaders should set clear costs, risks, mitigations and benefits of the digital transformation and decide on

types of change management interventions that are needed to guide the organization through the journey.

Hence, leaders should be equipped with the adequate capabilities to be able to lead and manage the journey. HR plays an important role in enabling digital leaders in the organization and equipping them with the required essential skills and furthering their leadership characteristics.

Examples of key essential leadership skills that have been deduced from organizations that have undergone successful digital transformations are:

- A comprehensive understanding of the digital market.
- A visionary mindset to develop solutions to potential disruption.
- A champion mentality to promote and gain buy-in for digital initiatives.
- Financial acumen to quantify value and return on investment.
- Business savvy to manage the push and pull tension between cross-functional teams.
- Management capacity to effectively operate the digital team.
- An entrepreneurial spirit to continuously innovate products and manage the product or service lifecycle and the user experience.

Conclusion:

All in all, digital is prime and this is only the beginning. Digital will change every industry and every organization. Managing the digital transformation will affect which organizations will survive and which will not in the era of the digitization rush. Hence every pillar in an organization is expected to play its role to contribute to a successful journey. This point of view provides a step-by-step approach to enable organizations from the inside to cope with the digital transformation. However, agility and scalability are key as a state-of-the-art digital organization is one that continuously revamps its internal capabilities. HR functions have a vital and critical responsibility to lead the change and translate strategic objectives into competencies that are constantly revived to keep up with business challenges and market trends.

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