



# UMANG

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## ABOUT DIGITAL INDIA

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Ministry of Electronics &  
Information Technology  
Government of India



# RESPONSIBLE AI FOR YOUTH

A National Program for Government Schools



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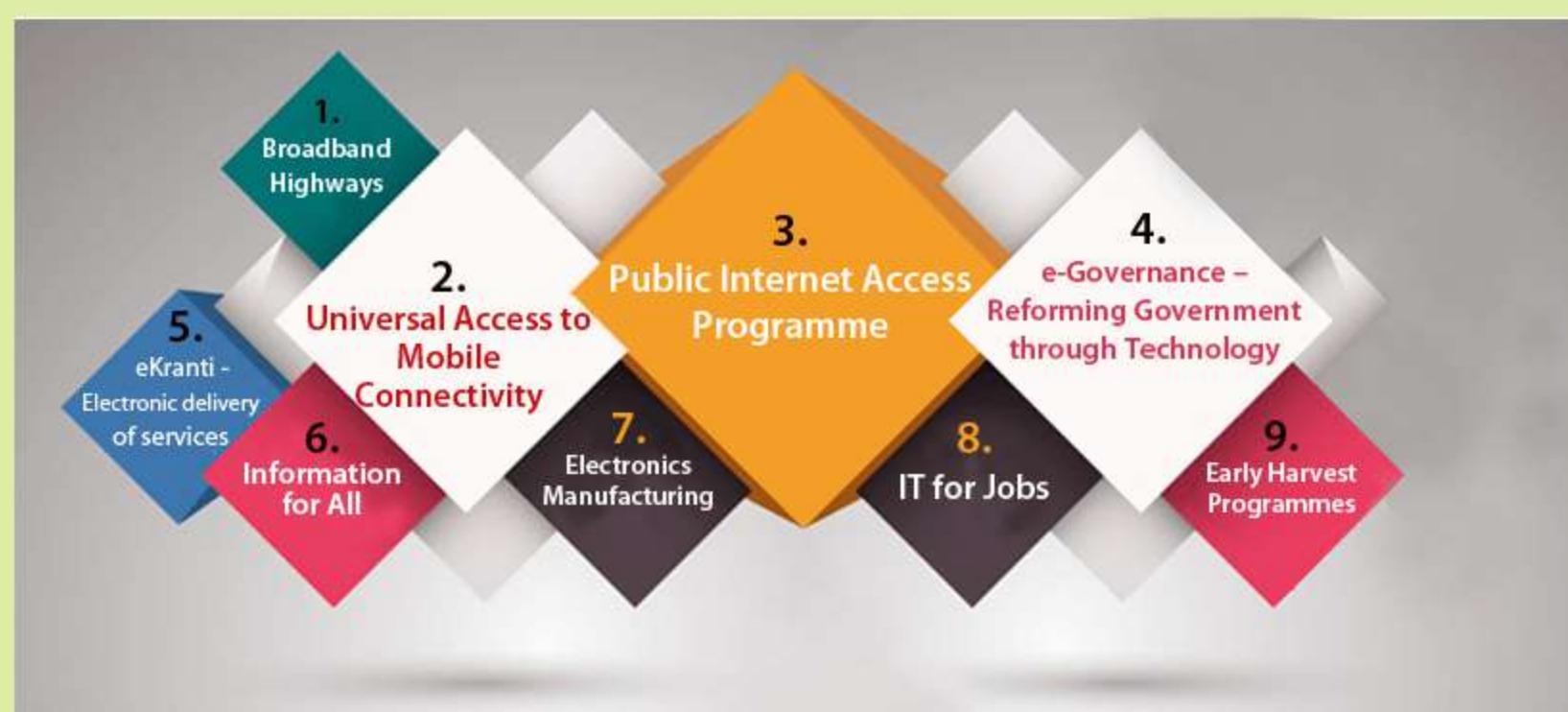
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# PROGRAMME PILLARS



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## Broadband Highways

*This covers three sub components, namely Broadband for All - Rural, Broadband for All - Urban and National Information Infrastructure (NII).*

## Universal Access to Mobile Connectivity

*This initiative focuses on network penetration and filling the gaps in connectivity in the country.*

## Public Internet Access Programme

*The two sub components of Public Internet Access Programme are Common Services Centres (CSCs) and Post Offices as multi-service centres.*

## e-Governance – Reforming Government through Technology

*Government Process Re-engineering using IT to simplify and make the government processes more efficient is critical for transformation to make the delivery of government services more effective across various government domains and therefore needs to be implemented by all Ministries/ Departments.*

## eKraoti - Electronic delivery of services

*Considering the critical need for transforming e-Governance and promote mobile Governance and Good Governance in the country, the approach and key components of e-Kraoti have been approved*

## Information for All

*Online hosting of information & documents would facilitate open and easy access to information for citizens.*

## Electronics Manufacturing

*This pillar focuses on promoting electronics manufacturing in the country with the target of NET ZERO Imports by 2020 as a striking demonstration of intent.*

## IT for Jobs

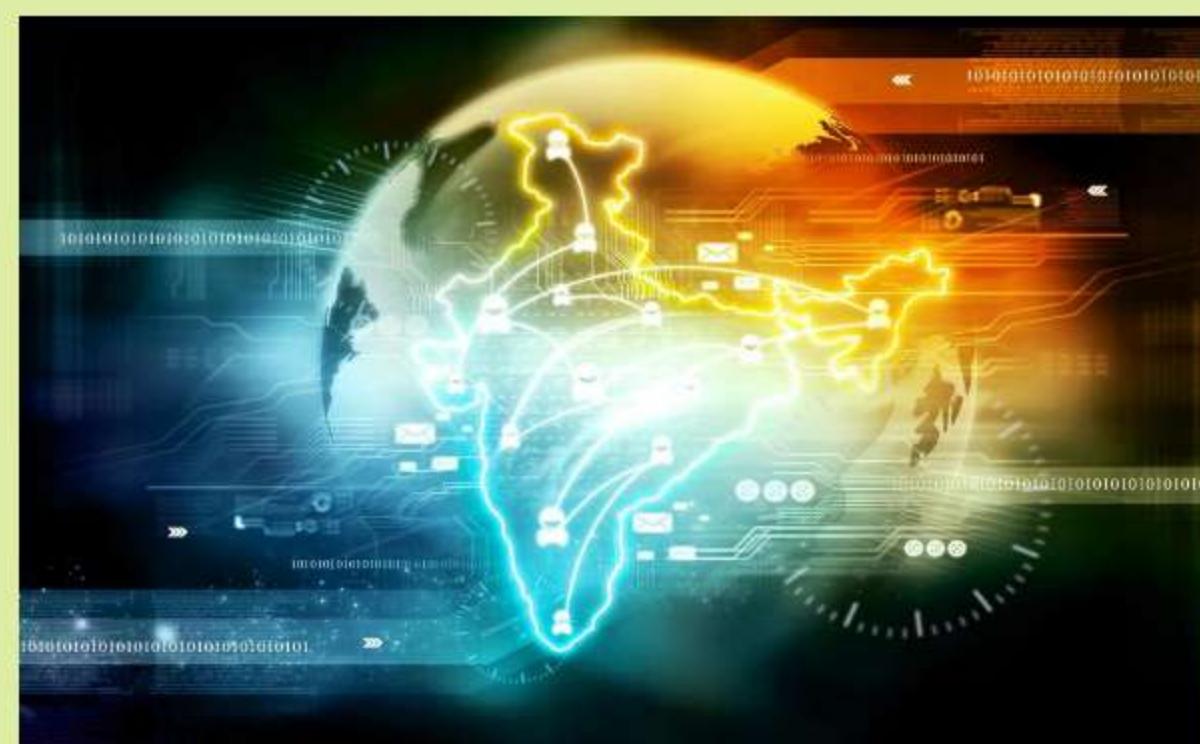
*This pillar focuses on providing training to the youth in the skills required for availing employment opportunities in the IT/ITES sector.*

## Early Harvest Programmes

*Early Harvest Programme basically consists of those projects which are to be implemented within short timeline.*



# VISION & APPROACH



## Vision Areas of Digital India

The **Digital India** programme is centred on three key vision areas:

- Digital Infrastructure as a Core Utility to Every Citizen
  - Availability of high speed internet as a core utility for delivery of services to citizens.
  - Cradle to grave digital identity that is unique, lifelong, online and authenticable to every citizen.
  - Mobile phone & bank account enabling citizen participation in digital & financial space.
  - Easy access to a Common Service Centre.
  - Shareable private space on a public cloud.
  - Safe and secure cyber-space.
- Governance & Services on Demand
  - Seamlessly integrated services across departments or jurisdictions.
  - Availability of services in real time from online & mobile platforms.
  - All citizen entitlements to be portable and available on the cloud.
  - Digitally transformed services for improving ease of doing business.
  - Making financial transactions electronic & cashless.
  - Leveraging Geospatial Information Systems (GIS) for decision support systems & development.
- Digital Empowerment of Citizens
  - Universal digital literacy.
  - Universally accessible digital resources.
  - Availability of digital resources / services in Indian languages.
  - Collaborative digital platforms for participative governance.
  - Citizens not required to physically submit Govt. documents / certificates.

## Approach and Methodology for Digital India Programme are:

- Ministries / Departments / States would fully leverage the Common and Support ICT Infrastructure established by GoI. DeitY would also evolve/ lay down standards and policy guidelines, provide technical and handholding support, undertake capacity building and R&D etc.
- The existing/ ongoing e-governance initiatives would be suitably revamped to align them with the principles of **Digital India**. Scope enhancement, Process Reengineering, use of integrated & interoperable systems and deployment of emerging technologies like cloud & mobile would be undertaken to enhance the delivery of Government services to citizens.
- States would be given flexibility to identify for inclusion additional state-specific projects, which are relevant for their socio-economic needs.
- e-Governance would be promoted through a centralised initiative to the extent necessary, to ensure citizen-centric service orientation, interoperability of various e-Governance applications and optimal utilisation of ICT infrastructure/ resources, while adopting a decentralised implementation model.
- Successes would be identified and their replication promoted proactively with the required productisation and customisation wherever needed.
- Public Private Partnerships would be preferred wherever feasible to implement e-governance projects with adequate management and strategic control.
- Adoption of Unique ID would be promoted to facilitate identification, authentication and delivery of benefits.
- Restructuring of NIC would be undertaken to strengthen the IT support to all government departments at the Centre and the State levels.
- The positions of Chief Information Officers (CIO) would be created in at least 10 key Ministries so that various e-governance projects could be designed, developed and implemented faster. CIO positions will be at Additional Secretary/Joint Secretary level with over-riding powers on IT in the respective Ministry.



# DIGITAL INDIA INITIATIVES



The Government of India's entity Bharat Broadband Network Limited (BBNL) which executes the BharatNet project is the custodian of **Digital India (DI)** project.

## New Digital Services

Some of the facilities which will be provided through this initiative are Bharat net, digital locker, e-education, e-health, e-sign, e-shopping and national scholarship portal. As part of **Digital India**, Indian Government planned to launch Botnet cleaning centers.

- National e-Governance Plan aimed at bringing all the front-end government services online.
  - MyGov.in is a platform to share inputs and ideas on matters of policy and governance. It is a platform for citizen engagement in governance, through a "Discuss", "Do" and "Disseminate" approach.
  - UMANG (Unified Mobile Application for New-age Governance) is a Government of India all-in-one single unified secure multi-channel multi-platform multi-lingual multi-service freeware mobile app for accessing over 1,200 central and state government services in multiple Indian languages over Android, iOS, Windows and USSD (feature phone) devices, including services such as AADHAAR, DigiLocker, Bharat Bill Payment System, PAN, EPFO services, PMKVY services, AICTE, CBSE, tax and fee or utilities bills payments, education, job search, tax, business, health, agriculture, travel, Indian railway tickets bookings, birth certificates, e-District, e-Panchayat, police clearance, passport, other utility services from private companies and much more.
  - eSign framework allows citizens to digitally sign a document online using Aadhaar authentication.
  - Swachh Bharat Mission (SBM) Mobile app is being used by people and Government organisations for achieving the goals of Swachh Bharat Mission.
  - eHospital application provides important services such as online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online, etc.
  - Digital attendance: attendance.gov.in was launched by PM Narendra Modi on 1 July 2015, to keep a record of the attendance of government employees on a real-time basis. This initiative started with implementation of a common Biometric Attendance System (BAS) in the central government offices located in Delhi.
- Back-end digitisation
  - Black money eradication: The 2016, Union budget of India announced 11 technology initiatives including the use of data analytics to nab tax evaders, creating a substantial opportunity for IT companies to build out the systems that will be required. Digital Literacy mission will cover six crore rural households. It is planned to connect 550 farmer markets in the country through the use of technology.
- Facilities to digitally empower citizens
  - Digital Locker facility will help citizens to digitally store their important documents like PAN card, passport, mark sheets and degree certificates. Digital Locker will provide secure access to Government-issued documents. It uses authenticity services provided by Aadhaar. It is aimed at eliminating the use of physical documents and enables the sharing of verified electronic documents across government agencies. Three key stakeholders of DigiLocker are Citizen, Issuer and requester.
  - BPO and job growth: The government is planning to create 28,000 seats of BPOs in various states and set up at least one Common Service Centre in each of the gram panchayats in the state.
  - e-Sampark Vernacular email service: Out of 10% English speaking Indians, only 2% reside in rural areas. Rest everyone depends on their vernacular language for all living their lives. However, as of now, email addresses can only be created in the English language. To connect rural India with **Digital India**, the Government of India impelled email services provider giants including Gmail, office, and Rediff to provide the email address in regional languages. The email provider companies have shown positive sign and is working in the same process. An Indian-based company, Data Xgen Technologies Pvt Ltd, has launched world's first free linguistic email address under the name 'DATAMAIL' which allows creating email ids in 8 Indian languages, English; and three foreign languages – Arabic, Russian and Chinese. Over the period of time, the email service in 22 languages will be offered by Data XGen Technologies.

## Training

Pradhan Mantri Gramin Digital Saksharta Abhiyan is being executed by PMGDisha with an outlay of Rs 2,351.38 crore with the objective of making 6 crore rural households digitally literate by March 2020. Pradhan Mantri Gramin Digital Saksharta Abhiyan (abbreviated as PMGDisha) is an initiative under **Digital India** program, approved by The Union Cabinet chaired by the PM Narendra Modi. The main objective of the Pradhan Mantri Gramin Digital Saksharta Abhiyan is to make 6 crore people in rural areas across India digitally literate, reaching around 40% of rural households by covering one member from every eligible household.

## Ongoing Awareness Campaign

Annual **Digital India** Summit & Awards are held.



# OUTCOMES



## Reception

The programme has been favoured by multiple countries including the US, Japan, South Korea, the UK, Canada, Australia, Malaysia, Singapore, Uzbekistan and Vietnam.

At the launch ceremony of **Digital India** Week by Prime Minister Narendra Modi in Delhi on 1 July 2015, top CEOs from India and abroad committed to invest ₹224.5 lakh crore (US\$3.1 trillion) towards this initiative. The CEOs said the investments would be utilized towards making smartphones and internet devices at an affordable price in India which would help generate jobs in India as well as reduce the cost of importing them from abroad.

Leaders from Silicon Valley, San Jose, California expressed their support for **Digital India** during PM Narendra Modi's visit in September 2015. Facebook's CEO, Mark Zuckerberg, changed his profile picture in support of **Digital India** and started a chain on Facebook and promised to work on WiFi Hotspots in rural area of India. Google committed to provide broadband connectivity on 500 railway stations in India. Microsoft agreed to provide broadband connectivity to five hundred thousand villages in India and make India its cloud hub through Indian data centres. Qualcomm announced an investment of US\$150 million in Indian startups. Oracle plans to invest in 20 states and will work on payments and Smart city initiatives. However, back in India, cyber experts expressed their concern over internet.org and viewed the Prime Minister's bonhomie with Zuckerberg as the government's indirect approval of the controversial initiative. The Statesman reported, "Prime Minister Narendra Modi's chemistry with Facebook CEO Mark Zuckerberg at the social media giant's headquarters in California may have been greeted enthusiastically in Silicon Valley but back home several social media enthusiasts and cyber activists are disappointed." Later the Prime Minister office clarified that net neutrality will be maintained at all costs and vetoed the Basic Internet plans. **Digital India** has also been influential in promoting the interests of the Indian Railways.

## Criticisms

Several academic scholars have critiqued ICTs in development. Some take issue with technological determinism, the notion that ICTs are a sure-fire antidote to the world's problems. Instead, governments must adjust solutions to the specific political and social context of their nation. Others note that technology amplifies underlying institutional forces, so technology must be accompanied by significant changes in policy and institutions in order to have meaningful impact.

It is being thought that there needs to be more research on the actual worth of these multimillion-dollar government and ICT for development projects. For the most part, the technological revolution in India has benefited the already privileged sectors of Indians. It is also difficult to scale up initiatives to affect all Indians, and fundamental attitudinal and institutional change is still an issue. While much ICT research has been conducted in Kerala, Andhra Pradesh, and Gujarat, poorer states such as Bihar and Odisha are rarely mentioned.

**Digital India** as a programme has been considered by some as a continuation of the long history of bias towards RIL, which has previously manifested in the form of altering TRAI regulations in favour of the company. Reliance Jio has cited the **Digital India** initiative numerous times for its own marketing purposes.

## Impact

Internet subscribers had increased to 500 million in India as of April 2017. On 28 December 2015, Panchkula district of Haryana was awarded for being the best as well as top performing district in the state under the **Digital India** campaign.

India is now adding approximately 10 million daily active internet users monthly, which is the highest rate of addition to the internet community anywhere in the world.



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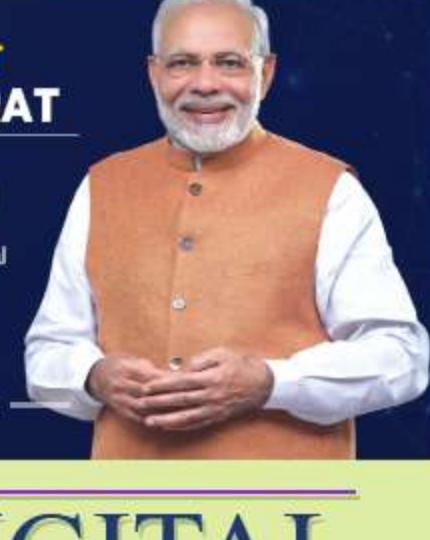


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### Broadband Highways

This covers three sub components, namely Broadband for All - Rural, Broadband for All - Urban and National Information Infrastructure (NII).

### Universal Access to Mobile Connectivity

This initiative focuses on network penetration and filling the gaps in connectivity in the country.

### Public Internet Access Programme

The two sub components of Public Internet Access Programme are Common Services Centres (CSCs) and Post Offices as multi-service centres.

### e-Governance – Reforming Government through Technology

Government Process Re-engineering using IT to simplify and make the government processes more efficient is critical for transformation to make the delivery of government services more effective across various government domains and therefore needs to be implemented by all Ministries/ Departments.

### eKranti - Electronic delivery of services

Considering the critical need for transforming e-Governance and promote mobile Governance and Good Governance in the country, the approach and key components of e-Kranti have been approved

### Information for All

Online hosting of information & documents would facilitate open and easy access to information for citizens.

### Electronics Manufacturing

This pillar focuses on promoting electronics manufacturing in the country with the target of NET ZERO Imports by 2020 as a striking demonstration of intent.

### IT for Jobs

This pillar focuses on providing training to the youth in the skills required for availing employment opportunities in the IT/ITES sector.

### Early Harvest Programmes

Early Harvest Programme basically consists of those projects which are to be implemented within short timeline.



# VISION & APPROACH



## Vision Areas of Digital India

The **Digital India** programme is centred on three key vision areas:

- Digital Infrastructure as a Core Utility to Every Citizen
  - Availability of high speed internet as a core utility for delivery of services to citizens.
  - Cradle to grave digital identity that is unique, lifelong, online and authenticable to every citizen.
  - Mobile phone & bank account enabling citizen participation in digital & financial space.
  - Easy access to a Common Service Centre.
  - Shareable private space on a public cloud.
  - Safe and secure cyber-space.
- Governance & Services on Demand
  - Seamlessly integrated services across departments or jurisdictions.
  - Availability of services in real time from online & mobile platforms.
  - All citizen entitlements to be portable and available on the cloud.
  - Digitally transformed services for improving ease of doing business.
  - Making financial transactions electronic & cashless.
  - Leveraging Geospatial Information Systems (GIS) for decision support systems & development.
- Digital Empowerment of Citizens
  - Universal digital literacy.
  - Universally accessible digital resources.
  - Availability of digital resources / services in Indian languages.
  - Collaborative digital platforms for participative governance.
  - Citizens not required to physically submit Govt. documents / certificates.

## Approach and Methodology for Digital India Programme are:

- Ministries / Departments / States would fully leverage the Common and Support ICT Infrastructure established by GoI. DeitY would also evolve/ lay down standards and policy guidelines, provide technical and handholding support, undertake capacity building and R&D etc.
- The existing/ ongoing e-governance initiatives would be suitably revamped to align them with the principles of **Digital India**. Scope enhancement, Process Reengineering, use of integrated & interoperable systems and deployment of emerging technologies like cloud & mobile would be undertaken to enhance the delivery of Government services to citizens.
- States would be given flexibility to identify for inclusion additional state-specific projects, which are relevant for their socio-economic needs.
- e-Governance would be promoted through a centralised initiative to the extent necessary, to ensure citizen-centric service orientation, interoperability of various e-Governance applications and optimal utilisation of ICT infrastructure/ resources, while adopting a decentralised implementation model.
- Successes would be identified and their replication promoted proactively with the required productisation and customisation wherever needed.
- Public Private Partnerships would be preferred wherever feasible to implement e-governance projects with adequate management and strategic control.
- Adoption of Unique ID would be promoted to facilitate identification, authentication and delivery of benefits.
- Restructuring of NIC would be undertaken to strengthen the IT support to all government departments at the Centre and the State levels.
- The positions of Chief Information Officers (CIO) would be created in at least 10 key Ministries so that various e-governance projects could be designed, developed and implemented faster. CIO positions will be at Additional Secretary/Joint Secretary level with overriding powers on IT in the respective Ministry.



The image is a composite of several digital screenshots. At the top center is a portrait of Prime Minister Narendra Modi. To his left is an orange box containing the text 'ABOUT THE PROGRAMME'. To his right is a red box with the 'GeM Government e Marketplace' logo, which features a stylized multi-colored starburst icon. Below these are two photographs: one showing people working at desks with laptops, and another showing a group of people in what appears to be a classroom or meeting room setting. On the far left, there's a vertical sidebar with the text 'includes : dynamic pricing, e-panchayat from registration, e-Gifting & Reverse'. Next to it is the 'GeM Government e Marketplace' logo again. At the bottom left is the 'Digital India Power To Empower' logo, which features a large orange and green swoosh graphic. To the right of the Digital India logo are three colored boxes: a pink one for 'QUIZ TIME TEST YOURSELF', a blue one for 'TRANSACTIONS AREA', and a teal one for 'MILESTONES CAPACITY BUILDING PROJECT, DEVELOPMENT FUND, GOVERNMENT OF INDIA'. The very bottom right corner shows a snippet of the 'NEWS & EVENTS' section.

SERVICE  
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The Government of India's entity Bharat Broadband Network Limited (BBNL) which executes the BharatNet project is the custodian of **Digital India (DI)** project.

## New Digital Services

Some of the facilities which will be provided through this initiative are Bharat net, digital locker, e-education, e-health, e-sign, e-shopping and national scholarship portal. As part of **Digital India**, Indian Government planned to launch Botnet cleaning centers.

- National e-Governance Plan aimed at bringing all the front-end government services online.
  - MyGov.in is a platform to share inputs and ideas on matters of policy and governance. It is a platform for citizen engagement in governance, through a "Discuss", "Do" and "Disseminate" approach.
  - UMANG (Unified Mobile Application for New-age Governance) is a Government of India all-in-one single unified secure multi-channel multi-platform multi-lingual multi-service freeware mobile app for accessing over 1,200 central and state government services in multiple Indian languages over Android, iOS, Windows and USSD (feature phone) devices including services such as AADHAAR, Digital locker,

business, health, agriculture, travel, Indian railway tickets bookings, birth certificates, e-District, e-Panchayat, police clearance, passport, other utility services from private companies and much more.

- eSign framework allows citizens to digitally sign a document online using Aadhaar authentication.
- Swachh Bharat Mission (SBM) Mobile app is being used by people and Government organisations for achieving the goals of Swachh Bharat Mission.

- eHospital application such as online registration, appointment, online d

- Digital attendance: attendance.gov.in was launched by PM Narendra Modi on 1 July 2015, to keep a record of the attendance of government employees on a real-time basis. This initiative started with implementation of a common Biometric Attendance System (BAS) in the central government offices located in Delhi.
- Back-end digitisation
  - Black money eradication: The 2016, Union budget of India announced 11 technology initiatives including

- out the systems that will be required. Digital Literacy mission will cover six crore rural households. It is planned to connect 550 farmer markets in the country through the use of technology.
- Facilities to digitally empower citizens
    - Digital Locker facility will help citizens to digitally store their important documents like PAN card, passport, mark sheets and degree certificates. Digital Locker will provide secure access to Government-issued documents. It uses authenticity services provided by Aadhaar. It is aimed at eliminating the use of physical documents and enables the sharing of verified electronic documents across government agencies. Three key stakeholders of DigiLocker are Citizen, Issuer and requester.
    - BPO and job growth: The government is planning to create 28,000 seats of BPOs in various states and set up at least one Common Service Centre in each of the gram panchayats in the state.
    - e-Sampark Vernacular email service: Out of 10% English speaking Indians, only 2% reside in rural areas. Rest everyone depends on their vernacular language for all living their lives. However, as of now, email addresses can only be created in the English language. To connect rural India with **Digital India**, the Government of India impelled email services provider giants including Gmail, office, and Rediff to provide the email address in regional languages. The email provider companies have shown positive sign and is working in the same process. An Indian-based company, Data Xgen Technologies Pvt Ltd, has launched world's first free linguistic email address under the name 'DATAMAIL' which allows creating email ids in 8 Indian languages, English; and three foreign languages – Arabic, Russian and Chinese. Over the period of time, the email service in 22 languages will be offered by Data XGen Technologies.
- ## **Training**
- Pradhan Mantri Gramin Digital Saksharta Abhiyan is being executed by PMG Disha with an outlay of Rs 2,351.38 crore with the objective of making 6 crore rural households digitally literate by March 2020. Pradhan Mantri Gramin Digital Saksharta Abhiyan (abbreviated as PMG Disha) is an initiative under **Digital India** program, approved by The Union Cabinet chaired by the PM Narendra Modi. The main objective of the Pradhan Mantri Gramin Digital Saksharta Abhiyan is to make 6 crore people in rural areas across India digitally literate, reaching around 40% of rural households by covering one member from every eligible household.

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- Back-end digitisation
  - Black money eradication: The 2016, Union budget of India announced 11 technology initiatives including the use of data analytics to nab tax evaders, creating a substantial opportunity for IT companies to build

planned to connect 550 farmer markets across the country through the use of technology.

- Digital Locker facility will help citizens store their important documents like



# OUTCOMES



## Reception

The programme has been favoured by multiple countries including the US, Japan, South Korea, the UK, Canada, Australia, Malaysia, Singapore, Uzbekistan and Vietnam.

At the launch ceremony of **Digital India** Week by Prime Minister Narendra Modi in Delhi on 1 July 2015, top CEOs from India and abroad committed to invest ₹224.5 lakh crore (US\$3.1 trillion) towards this initiative. The CEOs said the investments would be utilized towards making smartphones and internet devices at an affordable price in India which would help generate jobs in India as well as reduce the cost of importing them from abroad.

Leaders from Silicon Valley, San Jose, California expressed their support for **Digital India** during PM Narendra Modi's visit in September 2015. Facebook's CEO, Mark Zuckerberg, changed his profile picture in support of **Digital India** and started a chain on Facebook and promised to work on WiFi Hotspots in rural area of India. Google committed to provide broadband connectivity on 500 railway stations in India. Microsoft agreed to provide broadband connectivity to five hundred thousand villages in India and make India its cloud hub through Indian data centres. Qualcomm announced an investment of US\$150 million in Indian startups. Oracle plans to invest in 20 states and will work on payments and Smart city initiatives. However, back in India, cyber experts expressed their concern over internet.org and viewed the Prime Minister's bonhomie with Zuckerberg as the government's indirect approval of the controversial initiative. The Statesman reported, "Prime Minister Narendra Modi's chemistry with Facebook CEO Mark Zuckerberg at the social media giant's headquarters in California may have been greeted enthusiastically in Silicon Valley but back home several social media enthusiasts and cyber activists are disappointed." Later the Prime Minister office clarified that net neutrality will be maintained at all costs and vetoed the Basic Internet plans. **Digital India** has also been influential in promoting the interests of the Indian Railways.

## Criticisms

Several academic scholars have critiqued ICTs in development. Some take issue with technological determinism, the notion that ICTs are a sure-fire antidote to the world's problems. Instead, governments must adjust solutions to the specific political and social context of their nation. Others note that technology amplifies underlying institutional forces, so technology must be accompanied by significant changes in policy and institutions in order to have meaningful impact.

It is being thought that there needs to be more research on the actual worth of these multimillion-dollar government and ICT for development projects. For the most part, the technological revolution in India has benefited the already privileged sectors of Indians. It is also difficult to scale up initiatives to affect all Indians, and fundamental attitudinal and institutional change is still an issue. While much ICT research has been conducted in Kerala, Andhra Pradesh, and Gujarat, poorer states such as Bihar and Odisha are rarely mentioned.

**Digital India** as a programme has been considered by some as a continuation of the long history of bias towards RIL, which has previously manifested in the form of altering TRAI regulations in favour of the company. Reliance Jio has cited the **Digital India** initiative numerous times for its own marketing purposes.

## Impact

Internet subscribers had increased to 500 million in India as of April 2017. On 28 December 2015, Panchkula district of Haryana was awarded for being the best as well as top performing district in the state under the **Digital India** campaign.

India is now adding approximately 10 million daily active internet users monthly, which is the highest rate of addition to the internet community anywhere in the world.