



## A STUDY ON FOCUS UPON EXPLORING NEW INSIGHTS OF ONLINE MARKETING, E-MARKETING HELPS IN ACHIEVING THESE GOALS AND ENLIGHTENS -DIGITAL INDIA IS A GOOD SPIRIT

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### ABSTRACT

Digital India was going at its slowest pace until in 2016 government began to give stress on accelerating digitization in every sphere of movement. Digitization comes with an expense and it isn't just to sound politically to please the people. The IT department which is the carrier of digitization is completely new in India and symbolical. Until the point when the government strengthen the Ministry of IT with huge network of HR and technology and progress would continue to move at snail pace. At tertiary level, the progress is very horrid. It is matter of chance that elite is getting the products of digitization because they are obliging IT which is a decent source of income and solidification of knowledge. We have seen the widening of knowledge hole the nation over. The literacy knowledge is pre-requisite for securing the digital knowledge which around 70% of the people are deficient. The social expense of digitization is very high because India is still not into the generation of telecom equipments and furthermore optical fibers used for spreading digitization. Where wireless IT is used the expense is as yet higher evident from the way that the government sold spectrum to the telephone operators since 2015 are twisting up the business and these are replace by Reliance Jio whose essential equipment is costing Rs. 2700 alone. People have been fleeced to use Jio free of expense for last 6-7 months and now the bill will be least Rs. 1500-2000 for the same usage. Is it digital India the nation wish to achieve? The digital India is possible just when the people of India are given their due status in terms of their education and activities and enhanced status is capable of giving great taxes which are to be used for changing the crude literacy to digital literacy. The research paper will center after exploring new bits of knowledge of online marketing, to what extent e-marketing helps in achieving these objectives and enlighten the readers that digital India is a decent soul however achievement a tough talks.

**KEYWORDS:** Digitisation, Digital Literacy, E-Commerce, Infrastructure, Smartphone.

### INTRODUCTION

Before exploring the innumerable possibilities of 'Digital India', let us initially understand the concept of the program. This is a program expected to change India into a carefully enabled society and information economy. The thought is to furnish individuals with a 'support to grave personality' that is "novel, long lasting and on the web." The experts have passed on that the general extent of this program is to get ready India to have the essential learning to be prepared for the future and make innovation the inside that empowers change. It imagines turning into the umbrella program across over divisions. The undertaking centers around being transformative that understands the notable condition i.e. IT+IT= IT, which implies India Today + Information Technology = India Tomorrow.

Figure:01



'Digital India' is a dream, or, in other words three key areas. The first is to make diverse utilities accessible to the residents through front line advanced framework. It will empower conveyance of administrations like keeping cash and access to benefit focuses at the doorstep of residents with the help of quick web. The second area of vision will be the emphasis on governance and services. This digital movement will get everything the palms of people crosswise over departments and places. It will enable giving services to people in real time, cutting over every hindrance. It will in like manner improve the use of cloud benefits and empower subjects to get their due just from these administrations. Advancing the advantages, it will facilitate the methods for starting organizations in India and even the money related trades will wind up easy as individuals wouldn't need to set foot outside their homes. The third and the principal vision is enable nationals carefully. The advanced assets, similar to reports and so on will be effectively accessible on the cloud, making access to information less demanding and quicker. This will thusly prompt a computerized insurgency in the country. Further, the administrations would be friendlier as they would be accessible in local dialects, making their infiltration understandable and enormous.

With e-Governance coming into power, the private sector sees a considerable measure of chance in this space. This will amplify the efficiency of the Government and induce more transparency into the system. Digital payment companies remain to benefit with this move as it will increase the number of people accessing Internet in India. The future of a nation is generally determined by the development of its economy and the Digital India crusade is one such way that won't just strengthen the economy of India, yet will likewise assume a noteworthy role in placing India in the league of developed countries. The change of the nation into a knowledge economy will ensure the business gets shake strong help and a fertile ground to prosper in the time to come. Also, the huge investment of Rs. 1.13 lakh-crore and 18 lakh direct or indirect employments in the nation will generate trust among significant investors over the globe making it the new mecca for emerging technologies. Consequently, the next Apple or Facebook may very well come from India!

## LITERATURE REVIEW

'Computerized India' activity has been a territory of enthusiasm of various inquires about from various orders on account of its incredible hugeness and effect on the economy all in all and particularly the innovative segment. Sundar Pichai, Satya Nadella, Elon Musk examined about Digital India and its readiness to make occupations openings in the information area. He reasoned that making new occupations should be proceeded with moving more laborers into high benefit businesses with the true objective to give whole deal push to the mechanical segment in India. Microsoft CEO, Satya Nadella expects to wind up India's accomplice in Digital India program. He said that his association will set up straightforwardness broadband innovation administrations to Slakhs towns the country over.

**Prof. Singh** started with the basic diagram of what Digital India involves and drove a discussion of reasonable structure of the program and inspected the impact of "Computerized India" activity on the innovative part of India. He reasoned that this activity must be enhanced with alterations in labor laws of India to make it a fruitful campaign.

**Arvind Gupta** means to express that Digital India development will accept a fundamental job in viable conveyance of administrations, checking execution, administering ventures and upgrading administration. An Integrated Office of Innovation and Technology to accomplish the equivalent, for issue lighting up, sharing applications and learning man-agement will be the way to quick outcomes, given that most offices tackle their very own storage facilities. Following and managing the undertakings expect noteworthiness in light of the fact that India has been gotten up to speed with burning through cash in buying innovation that we have not utilized viably or now and again not achieved usage organize. Sharing learning's and best practices transversely over offices should be driven by this Office of Technology.

**Gupta and Arora (2015)** contemplated the impact of advanced India venture on India's nation part. The examination discovered that various plans have been propelled in advanced India to help farming division and

business enterprise improvement in common zones. Advanced India program has furthermore set the phase for strengthening of common Indian ladies.

**Rani (2016)** presumed that the computerized India venture gives a tremendous opportunity to utilize the most recent innovation to reclassify India the perfect models of administration industry. It moreover called attention to that various activities may require some transformational procedure, reengineering, refinements to accomplish the coveted administration level goals.

**Midha (2016)** reasoned that advanced India is an extraordinary mean to create India for information future yet its inappropriate usage because of detachment and inflexibility to imperative can prompt its disappointment. Disregarding the way that computerized India program is defying number of difficulties yet in case appropriately actualized it can make the best eventual fate of each resident. So we Indians should collaborate to shape the learning economy.

## DIGITAL INDIA

Furthering the benefits of Digital India, the guide ahead looks encouraging. Continuously 2019, 2.5 lakh villages will have broadband connection alongside the added feature of phone connectivity. The imports of the nation will turn zero as India will have a staggering 400, 000 Public Internet Access Points. Not just that, over 2.5 lakh educational establishments including schools and universities will have Wi-Fi office. The program plans to affect the employment scenario immensely by increasing abilities and occupation prospects. It is estimated that by 2019, around 1.7 crore youthful Indians will have proper preparing in IT, Telecom and electronics. This directly leads to 1.7 crore employments for Indian Youth in around four years from now.

With these developments, India is expected to become the world leader in IT interface with e-Governance and e-services getting greatest exposure. Driven by such digital engagement, Indian firms are expected to leave the best on the planet companies behind, with their IT expertise permeating into services like health, education and saving money. The efforts made by present government to increase the agenda of Digital India are to reinvigorate India's digital infrastructure. The initiative introduces nine "columns" that the government will expand on, in its push to endeavor to bridge the nation's digital divide.

Digital India expects to have broadband networks that will traverse India's cities, towns and 250,000 villages by end-2016, alongside a system of networks and server farms called the National Information Infrastructure. It could change citizen access to multimedia data, content and services. It likewise gives the government access to a great deal of data. After years of broadband and nationwide fiber-optic infrastructure targets, India remains stuck at an aggregate of 15 million wire line broadband users. Yet mobile broadband use has exploded, currently remaining at 85 million users, driven by applications like Facebook and WhatsApp, and the sharing of images and videos. Experience demonstrates that it is correspondences and content, not empty pipes that drive network usage. What's more, producing content isn't government strength. This project needs content and service partnerships with telecom companies and other firms, with new entrepreneurs.

These are the low-hanging foods grown from the ground projects already under way. For instance, a new messaging stage for government employees has over 13 million mobiles and 2 million emails in the database; biometric attendance for all central government offices in Delhi, wi-fi in universities and openly areas, eBooks in schools, SMS-based weather data, disaster alerts. For instance, the project expects to provide secure email as the essential type of interchanges inside the government, and to the outside world. Official email has been available for well over a decade in India, however its security is debatable. Yet most government authorities and legislators prefer to use personal email services from Gmail and other open providers that can be accessed on their mobile phones.

The dialog on Information Explosion, Challenges and opportunities documents that digital revolution has been sweeping the world and there is already explosion of data at an unprecedented scale, to such an extent that storage and retrieval of the available information is accepting challenging extents. Further, what is more challenging is the investigation and processing of information for possible economic and social additions. There is empirical evidence to substantiate that those societies and people who can operate computer - based devices and related software are able to develop software(s) that can adjust to the emerging challenges and develop aptitudes to analyze the avalanche of information, consequently entering the higher pay brackets. On the other side, those who are not able to cope with the digital instruments and remain digitally illiterate are being down the

ladder in the activity market. To bridge the digital divide between the societies and people, governments ought to encourage education planners to reorient the working of the schools and organizations of higher learning for a technology-friendly environment. This will, not just enable students to become digitally literate and essentially inquisitive, yet in addition help uncover gold nuggets from underneath the information mines to facilitate economic and social benefits. Further, this move will likewise help address existing negativities of the developing digitization which impinge on the security of individual firms and the government and furthermore on easy accessibility of apparatuses for mischief mongers who spread falsehood.

Digital India vision will be imperative to propel the nation into its next phase of development. While the government is endeavoring to connect remote areas/villages by means of fast Internet services to digitally empower people it needs to deal with multiple issues. The demand side of digital in a nation like India is an easy decision yet it is the supply side management and operating model of the proposed change that requires astute arranging and phased implementation to ensure that the effect is as immense as envisaged. What have been the efforts by the government on this? The supply side can be put into three sets of initiatives. The first is the digital infrastructure, which requires to be set up. For this the telecom infrastructure will shape the base. Over this layer we need the IT infrastructure as applications, software etc. The second set is content that needs to be relevant to the citizens and address their real-time requirements. The third layer is limit. Unless we have the all these three sets (i.e. telecom infrastructure, content, limit) we won't be able to meet the supply commence rate of the demand. The reason of separating them into these three elements is because they are different departments with different sets of issues (approach issues and additionally operational concerns around each). Be that as it may, in no way, shape or form is government the main player in these three areas. For example, today telecom infrastructure is largely been provided by the private sector whereas the role of the government is to provide the correct policies. Presently there is a dream which unites every one of these elements and afterward breaks that vision into guides. For example, telecom infrastructure, broadband, mobile, digital identity, etc. are some areas or building squares of the infrastructure which is clearly identified.

Real projects and guides like BharatNet and National Optic Fiber Network (NOFN) have delivered quantifiable objectives and milestones. Presently mobile payments will kick-in bigly and we see mobile operators meeting up with banks. So essential building squares are in place, however for the next level of digital change to happen the content, applications and limit need to come together. The government intends to make India a really digital country by offering a plethora of e-governance services crosswise over sectors by utilizing cloud, versatility, and investigation. What are the execution challenges when it comes to the implementation of these arrangements crosswise over implementation government departments, state governments and the UTs (Union territories)? True value of digital means that work process becomes automated. Efficiencies have to be gotten the processes, and it needs to be significantly faster and transparent. At exactly that point it makes sense to be called digital.

The challenge is around change management as the government has been working especially and suddenly, we need them to work in a completely different environment. We are currently requesting that they put data online, respond to grievances and feedback. This is troublesome for people who are not used to work in this manner. Another aspect is to make them understand and educate on the advantages that digital will get running the government. If we somehow happened to take a single association like the Election Commission of India with a single objective of leading elections; then technology becomes substantially easier to implement. In any case, in the event that we are dealing hundreds of government associations, each having a different objective and diverse sort of citizen problems, the implementation is challenging. We are endeavouring to address these issues by opening up multiple data and correspondence channels for the masses. An example in this context would be MyGov, an innovative stage to assemble partnership between citizens and government with the help of technology for development and development of India. One positive aspect is that we have witnessed a rise in responsibility from different departments. This is because for every real program that the government has taken; we have been asked to benchmark ourselves and put the data online. With over a billion dollars of cess collected from Operators for universal access, how is USOF building a digital India? What role is it taking to lead and orchestrate the ecosystem? At the present time USOF is taking a shot at to provide broadband to every single panchayat in India. This translates into enabling a quarter million by broadband access. Another step that we have taken is as six noteworthy schemes in which we are taking off access to ensure that every single villager and

village in India is covered and connected. The Digital India program was launched in July 2015, with the objectives of offering seamless e-Governance services available on demand, giving infrastructure as an utility to every citizen, achieving digital empowerment of citizens and that's only the tip of the iceberg.

As a major aspect of this exceedingly aggressive project of the Modi Administration, the most recent year saw an increased spotlight on the Indian government to provide:

- Internet access crosswise over country and urban regions of India;
- Digital lockers for verifying documents;
- e-Governance and also government services; and
- More cashless and electronic exchanges crosswise over India.

Be that as it may, where do we remain with regard to the Digital India crusade? What progress has been made, and what critical detours lie ahead? With the end goal to get answers to these queries and that's just the beginning, let us take an in-depth take a gander at the Digital India initiative and the related accomplishments.

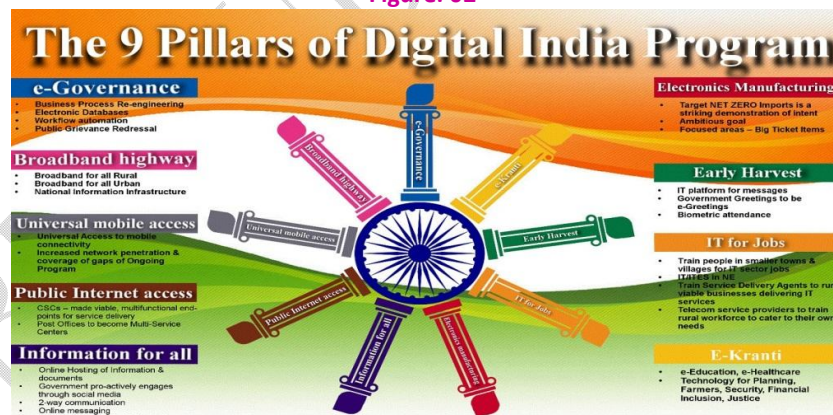
The objective of the research paper is to center after exploring new bits of knowledge of digital marketing and to what extent digital marketing has achieved its objectives in different fields.

### RESEARCH METHODOLOGY

To collect information, qualitative and quantitative data has been collected related to different fields utilizing digital concept. UNIVERSAL ACCESS TO PHONES

This focuses on mobile network penetration, with an arrangement to fill the holes in connectivity in India by 2018. In spite of the fact that mobile networks have reached most populated parts of India, the keep going mile is a long one: 42,300 villages still exist outside the reach of a mobile flag. "Universal access" does not, however, guarantee a working network. Even in its real cities, India's mobile network is stressed to the point that many say it's broken, with consider failures and drops a typical protestation. An intense shortage of spectrum has driven up expenses and driven down service quality for India's telecom industry. Be that as it may, the problem is significantly bigger than dropped calls. Upwards of 85% of India's 100 million broadband users are mobile. As users increase multimedia use, and the next 100 million mobile broadband users come on load up, networks won't be able to keep up which justifies the need of more spectrum.

Figure: 02



### PUBLIC INTERNET ACCESS

This means to increase the number of government-run facilities (Common Service Centers or CSC) that provide digital services to citizens, especially in remote or rustic areas with low connectivity. The objective is to increase the 140,000 facilities to 250,000, or one in nearly every village. It additionally plans to convert 150,000 post offices into multi-service centers. The vision is that the longest distance a villager or tribesperson ought to have to travel ought to be to the nearest CSC. This project was first approved in 2006, however moved gradually in its underlying years. One of the huge lifts from Digital India could be the sensational increase the mega-project is setting as a target. Citizen services will be one driver of reception.

### **e-GOVERNANCE: REFORMING GOVERNMENT THROUGH TECHNOLOGY**

The considerable number of "columns" of Digital India, this is the oldest and most mature initiative. For a considerable length of time, hundreds of e-governance projects have been piloted crosswise over India. Many were fast successes that however died out once the chief promoter, often a bureaucrat on a two-year posting, moved on. The processes and services include digitizing manual databases, presenting online applications and following, utilizing online repositories for citizen documents, presenting freely visible government work process robotization, and open grievance redress. Experts say that relatively every e-governance project that India needs has been successfully piloted somewhere in the nation. The overwhelming undertaking for Digital India will be to take successful pilot projects, replicate and scale them up.

### **e-KRANTI - ELECTRONIC DELIVERY OF SERVICES**

e-Kranti comprises 41 large e-governance initiatives, called "mission mode projects". They length e-education (all schools to get broadband and free wi-fi, and MOOCs - Massive Online Open Courses), e-Healthcare and technology for cultivating, security, monetary incorporation, justice, arranging and cyber-security. The sheer scale of these projects helps ensure that they don't meet the fate of most e-governance projects in India, which remain pilots. Several have been completed successfully, including the overhauled international ID service, and the "MCA21" project for organization registration from the Ministry of Corporate Affairs.

### **ELECTRONICS MANUFACTURING**

This arrangement goes for "net zero imports" in electronics, or imports that match exports by value, by 2020. Starting at now, India stands to import three quarters of the \$400bn worth of electronics items it will consume in the next five years. Hardware exports starting at now are still under \$10bn. This requires a very enormous increase in nearby assembling. The arrangement includes incentives for enormous chip creation also for mobile and set-top box manufacturers, and clusters and hatcheries for new businesses. There is another school of suspected that "net zero" imports ought to be seen on a wider canvas - for instance crosswise over technology items and services. India exports nearly \$100bn worth of technology and business process services.

### **IT FOR JOBS**

This is a project to prepare 10 million students from smaller towns and villages for IT sector employments over five years. Among the plans: Business Process Outsourcing (BPO) areas in every north-eastern state, 300,000 service delivery agents to be trained for IT services, and 500,000 country workers to be trained by telecom operators for their own needs. The challenge here isn't only the numbers, yet quality. The technology sector increasingly finds that the lessening manpower resources available for its employments are under-trained and mismatched to its needs. Most firms are forced to invest a great deal into their own preparation for "fresher" recruits.

### **MAJOR ACCOMPLISHMENTS**

- Dispatch of the MyGov.in entryway, with more than 19 lac citizens interacting on it.
- Establishment of BharatNet for the circulation of broadband connectivity, utilizing fiber cable technology.
- Training of 55 lac people under the digital literacy program and allotment of INR 6 crores for the program, amid the last budget.
- Enrollment of 15 lac pensioners onto the biometric-enabled digital service, Jeevan Pramaan.
- Initiation of the E-sign framework to digitally sign documents.
- Generation of interest among Silicon Valley tech mammoths, for example, Google, Microsoft, Qualcomm and Cisco, to participate in the Digital India and Smart City projects.
- Bharat Sanchar Nigam Limited (BSNL) to undertake large-scale deployment of WiFi hotspots crosswise over India.
- Introduction of the Unified Payment Interface (UPI) by National Payments Corporation of India (NPCI) to enable citizens to complete moment push and draw exchanges without issues.
- Launch of an exclusive employment entrance dedicated to the differently abled people.
- Kickstart of Mahila-E-Haat program and encouragement of hopeful women entrepreneurs.

- Introduction of free "mobile TV" by an open broadcaster, Doordarshan, to air free TV content on mobile phones crosswise over 16 cities at first (with no internet connection).

### CAMPAIGN STATUS AND PROGRESS REPORT

Some of the Digital India program objectives may not be easily achieved by 2019-20. The underlying phase to kick begin new initiatives has been troublesome and it will get even more so as the deadline looms. Along these lines, on the off chance that we pass by the figures (as detailed hereunder) and compare them with the targets, it might seem that the crusade is lingering behind. Be that as it may, the progress is as yet critical and it is sure to help achieve digital empowerment in the lives of a great many Indians when it comes to an end.

#### Let us track the progress until June-July 2016 below:

- As per the World Bank's Doing Business 2016 report, India has raised their rank by 12 places from rank 142 (in 2015) to rank 130 (in 2016), exhibiting tremendous improvement rarely seen in an economy as large as India's and inside such a short timeframe. The two noteworthy benefactors towards this im-provement in rank for India have been the greater ease of beginning a business (through the elimination of the base capital requirement and the need of a certificate to begin business operations) and also greater accessibility of electricity.
- The extensive use of the eBiz entry (India's single window government to business online stage) helped to provide more eGovernance services on de-mand. The entryway currently offers more than 16 services, against the 12 that it offered at first. It has contributed to reducing the average time it takes to begin a business in India from more than 30 days to an average of just 29 days.
- BharatNet intends to connect 2,50,000 gram panchayats crosswise over India. As per this scheme, the OFC pipe laid (till July 2016) is around 1,40,742 km (against 2,292 km in 2014), while the OFC fiber laid is approximately 1,12,871 km (against 358 km in 2014). It has offered optical fiber connectivity to around 48,199 gram panchayats up until now.
- This battle has managed to make the internet reach out to around 40 crore Indian citizens, while the number of broadband users has increased to 12.088 crore.
- Out of the 40,000 Wi-Fi hotspots planned by BSNL for critical areas crosswise over India, it has managed to commission around 2,504 Wi-Fi hotspots at 1,227 areas.
- The number of Common Service Centers (CSCs) has rose from 80,000 (before this digital movement) to around 1,66,000.
- Digitisation of around 21,319 post offices has occurred, out of a target of 1,55,000 post offices.

### DIGITAL LITERACY

One of the significant challenges for the Digital India program from the begin has been to increase digital literacy. Even after making the internet available and offering ease registering devices the question remains, will the citizens use the internet? This question persists even today as there is little demand seen for state-offered broadband internet and even less interest in booking rail tickets online or checking mark sheets over the internet. To overcome this hurdle, a Digital Literacy Mission with estimates of about INR 1,800 crore (\$26.5 crore) is in the pipeline to prepare 6 crore provincial people (at INR 300 for preparing one person). Likewise, earlier this year, Intel India initiated three projects to accelerate digital literacy and upskill people at the grassroots level (non-urban regions, tier two cities and beyond). It will be interesting to see whether the government can quick track the key measures to enable timely achievement of the considerable number of objectives of the Digital India initiative.

### CONCLUSION

Therefore, it very well may be concluded that 'Digital India' is good to go to change the interface of the nation's financial elements. It is deemed to update systems and infrastructure and leverage the nation's workforce, establishing a firm establishment towards sustainable practices and eventually progress.

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