

Digital Transformation in India

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ABSTRACT

Digital transformation is a process of using technology to change how a business operates, its culture and how it interacts with customers. Digital transformation has taken place in India under the leadership of Mr. Narendra Modi in July 2015 under Digital India Program. It is an ambitious umbrella program to transform India into digitally enabled society and knowledge economy.

Government of India has taken following initiatives under Digital India Campaign: Digital Identity Aadhar, Digilockers, MyGov.in, Common Service Centres, Umang, and Unified Payment Interface, Aarogya Setu, One Nation, One Ration Card.

Digitalization in India has come up with startups like fueling innovation, empowering the masses, revolutionizing education through technology. Henceforth, it can be a game changer for the economic development of our nation.

The present paper will be covering the impact of Digital Transformation in India along with the challenges faced. The study has been conducted purely on secondary data gathered from different sources.

Keywords: *Digitalization, Economic Development, Unified Payment Interface, Leadership, Startups.*

INTRODUCTION

Digital transformation is the result of digitalization, as digitalization refers to the broader process of integrating digital technologies into business operations, which leads to changes and adaptations that describe “**Digital Transformation**” within the organization. It is the process of using technology to change how a business operates, its culture and how it interacts with customers.

Digital Transformation is not just confined to digitizing data but also results in changing business models, culture and customer interactions to fully leverage the potential of digital technologies.

For example scanning customer documents is digitize the data and implementing online support is the digitalization which would contributed towards digital transformation.

Digital Transformation often leads to the adoption of Artificial Intelligence and Machine learning.

Digital Transformation including AI adoption has become one of the highest priorities for public organizations. Because of the rising expectation of public, government is increasingly trying to digitize their services. AI and Machine Learning are crucial in driving digital transformation across various industries by enabling organization to automate process, gain insights, from data, enhance customer experience and innovate rapidly.

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It helps business to modernize its process by creating efficient workforce. Digital transformation results in higher profitability of business.

Digital Transformation is the restructuring of the business enterprise with the purpose of adding value by continuous application of technology. The primary purpose of digital transformation is to improve business scenario regularly.

Digital transformation should always begin with identification of problem. "The "why" of your organization's digital transformation might be around improving customer experience, reducing friction, increasing productivity, or elevating profitability? Digital Transformation when applied in careful manner will result in creating better India, the growing India.

Key trends in digital transformation

There are few key digital transformation trends that business and IT leaders are aware of and they usually adopt:

- Prompt implementation of digital operating tools.
- A shakeout as those that have invested in big data governance and analytics leapfrog their competitors.
- Use of Artificial Learning and machine learning.
- IT industry is continuing with merger and acquisitions.
- Consultancies forming new digital partnerships.
- Expanding public cloud adoption.
- New digital transformation success metrics.
- More attention required for digital initiatives.

AIM OF THE STUDY

The purpose of this study is to provide insights regarding the state of the art of digital transformation and in identifying services falling under digitalization, its impact in the digital transformation along with roadblocks or challenges faced in growing economy like INDIA.

LITERATURE REVIEW

Digital Transformation is not just about adopting new technologies, but rather a strategic shift in how a company operates by leveraging digital tools to enhance customer interactions, streamline internal processes, and creates new revenue streams. Core components of digital transformation include Technology, People and Process.

Numerous previous studies have shown a visible growth in research volume on digital transformation resulting in increased discussion within organizations. However, before implementing digital transformation projects, organization should work upon identifying their right kind of business need and thereafter choose a suitable technology that would work with their desired goals, along with identification of problem and its prospective solution that will contribute in generating valuable insights for the successful implementation of digital transformation projects. Similarly organization faces challenges while making choice of every project as they have limited resources at their end.

Organizations should prioritize their projects based on the outcome they are going to generate by working in alignment with their available resources.

A study conducted by Getrzen et al. divided the project goals into five concept models: Operational efficiency, Customer experience, new business model, Business culture, and Project evaluation criteria. Later, the

researcher interviewed the respondents and asked them to discuss their DT strategies and the specific goals that they set for the research. The other study was done by Marchewka's (2015) classification, where five main impacted areas were: strategic, financial, operational, social, and customer. After impact classification, organizations can determine the desired value they wanted to achieve, whether it is to be "better," "faster," "cheaper," or "do more". The classification behind the prominent books makes it easier to understand the project goals. From a consumer point of view, the focal point of his inquiry pertains to the significant impact of digital transformation on consumer perceptions. The primary focus of organization's digital transformation strategy revolves around cultivating enhanced customer engagement and prioritizing meeting the customer's needs. Various methods can help achieve the objective, such as increasing customer satisfaction, improving the overall customer experience, and ensuring service availability to minimize complaints from customers. When considering a financial perspective, the emphasis was on research related to digital transformation that predominantly centers on its core objectives, specifically the attainment of financial advantages, including improved revenue generation and decreased operational costs. Moreover, in the social domain, digital transformation projects aim to achieve goals promoting shared interests, such as facilitating the learning process and knowledge absorption through digital platforms in education. "Strategic" focuses on long-term planning, the organization's overall vision, and mission. On the other hand, "operational" is more focused on day to-day activities that contribute in achieving strategic goals. From an operational point of view, an illustration of this can be observed in research studies that prioritize the enhancement of performance and the optimization of efficiency. The research was conducted with the aim to investigate the challenges and opportunities that organizations will face, focusing on three fundamental operational areas: labor and social relations, marketing and sales, and technology. According to the domains of project performance, following challenges include stakeholders, team dynamics, development approach and life cycle planning, project work, delivery, measurement, and uncertainty. The stakeholder domain focuses on garnering stakeholders' support, opinions, and commitment. The planning domain consists on budget control and regulatory compliance. The project work domain is associated with limited infrastructure or knowledge, emphasizing the need for continuous learning and development among employees. The measurement domain involves assessing project performance and taking appropriate actions whenever needed. The uncertainty domain targets factors that are uncertain and have a significant impact on the project. The delivery domain is concerned with the scope and quality results of the project. At last the development approach domain focuses on the project's phased development or incremental progress.

RESEARCH METHODOLOGY

The data gathered for writing this research paper is totally from secondary sources, which include research papers, articles and e libraries.

FINDINGS

In today's scenario, everyone is smart enough to adopt newer technologies that ultimately benefits in the long run. Digital Transformation has resulted in customer satisfaction giving them newer wings of operation. The shift from traditional methods to technology driven methods leads to increased knowledge base. This technological shift was difficult or impossible to adopt if COVID-19 had not broken out. Major challenges were faced by government in digital transformation including legacy system incompatibility, inadequate infrastructure, Digital illiteracy, poor internet connectivity, resistance to change from employees, limited funds, cyber security concern and lack of coordination between different government departments

Digital transformation has resulted in increased efficiency and job satisfaction among public sector employees. Initially huge paper works was the constraint in government offices but with the automation of technology, burden of workers have reduced, leading to better work culture with increased productivity. By 2040, the nation is expected to have almost all government services available online, with more than 60% of services currently available. This change is essential for India's social and economic development. The connection

between people and the government will change as the country continues to adopt digital solutions, resulting in a society which would be more advanced, transparent and inclusive.

CONCLUSION

We can conclude from the information gathered from various sources that the process of digital transformation require careful implementation and supervision through proper training on regular basis in order to avoid any road block. Digital Transformation promotes transparency and accountability along with profitability. It is through digital transformation only that we can scan and pay the money to the little vendors in small cities and town. Digital Aadhar Enabled Identification process and Digilockers have prevented us from carrying huge piles of papers everywhere. Generation of APAAR ID for students from class nursery to higher grades can make the life of students easier and faster. This will prevent candidates from carrying documents from one place to another. Simply by logging into APAAR ID, each and every information of the candidate will be available digitally which will save extra time and effort made by them. Digitalization has also resulted in moving from one place to another easier just within a second. People of developing countries like India are upgrading themselves in order to remain ahead in this digital era. E grocers like blinkit and Zepto in small town and cities are busy in tapping these small untapped market digitally. In current scenario a strong wave of digitalization due to digital transformation has emerged out in India making people more aware and knowledgeable in every area of life. Digital Transformation will open new gates for economic development of the country. People will be smarter, knowledgeable and prompt because of this emerging concept. It will serve as a boom for nation like us if implemented in right manner at the appropriate time.

LIMITATIONS

1. The data is gathered through secondary sources.
2. Broader aspects would have been ignored as the data gathered here is from secondary sources, which may be limited.
3. Lack of a comprehensive review.
4. Lack of time.

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