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Dheeraj Kumar Mishra

M. Com. NET, LN Mithila
University, Darbhanga, Bihar,
India

About the digital economy of India

Dheeraj Kumar Mishra

Abstract

Digital Economy alludes to an economy that depends on advanced innovations. The development, mix and advancement of data innovation and correspondences is changing our general public and economy. Advanced innovation as the Personal Computer and the Internet has just changed work, training, government, diversion, producing new market openings and having a significant monetary effect over a wide scope of areas. In the ICT of the advanced economy, India seems to have similar bit of leeway to develop to worldwide height. Almost certainly, the advanced economy has the dangers and issues of Security and Privacy which are more on account of India subject to inward and outer danger. The turnout of e-Government administrations in India is presently gently well, yet strategies of Digital consideration should assume a serious function in this turn of events, to encourage the connecting of the 'advanced separation'. Restricted accessibility of Internet framework, High expense of access and utilization, Lack of mindfulness and low Digital proficiency, Narrow scope of uses and benefits and horrible business climate.

Keywords: Digital Economy, e-Government, Diversion

Introduction

Digital Economy refers to an economy that is based on digital technologies. The digital economy is also sometimes called the Internet Economy or Web Economy. The digital economy became the model global economy as the last stage for the devolvement of the economy and it considers as a result of using the information technology in different economic fields, such as what happened in all our life activities.

According to Mesenbourg, three main components of the 'Digital Economy' concept can be identified:

- Supporting infrastructure (hardware, software, telecoms, networks, etc).
- E-business (how business is conducted, any process that an organization conducts over computer networks).
- E-commerce (transfer of goods).
- But new applications are blurring these boundaries and adding complexity – for example, social media and Internet search.

Why it is important

The growth, integration and sophistication of information technology and communications is changing our society and economy. In this digital economy, consumers are becoming more powerful and companies find themselves with new avenues for building competitive advantage. Mobile devices, social networking, cloud computing, grid computing and other technologies are profoundly transforming the relationships between businesses and their customers.

Digital technology in the form of the Personal Computer and the Internet has already transformed work, education, government, entertainment, generating new market opportunities and having a major economic impact across a broad range of sectors.

Digital networking and communication infrastructures provide a global platform over which people and organizations devise and employ new business strategies, interact, communicate, collaborate and seek information regardless of time and location.

Digital economy: "Digital economy" is intertwined with the traditional economy making a clear delineation harder. Economy refers to an economy that is base computing technologies. The digital economy is also sometimes called the Internet Economy, the New Economy, or Web Economy. Abraham Lincoln rightly said, "Government of the people, by the people, for

Corresponding Author:

Dheeraj Kumar Mishra

M. Com. NET, LN Mithila
University, Darbhanga, Bihar,
India

The people, shall not perish from the earth whatever the government benefits from digital economy, directly have a positive impact on every citizen's life.

Components of digital economy: The digital economy consists of various components, which include Government policy and regulation internet, The World Wide Web and electricity infrastructure, Telecommunication industry, Digital service providers, E-business and e-commerce industry, Information and knowledge management systems, Intellectual property rights, Human capital and knowledge workers, Research and development and emerging technologies.

Opportunities

- Digital technology is spreading at a rapid pace and so are crimes: As per the HBR Digital Evolution Index 2017, at present, on the planet, more people have access to a mobile phone than to a toilet. While an increase was observed in cross-border flows of digitally transmitted data, incidents of cyber-attacks have also increased widely with a much deeper impact. The data breach report of a potential 120 M user of Internet data provider reliance Jio is the most recent incidence.
- Digital players have begun to dominate the market: As per stock prices on July 6 2017, the most valuable companies globally were Apple, Alphabet, Microsoft, Amazon, and Facebook. China's Alibaba gained the seventh position, overall.
- Digital technologies will change the way work is done: As stated in the HBR Digital Evolution Index 2017, "Automation, big data, and artificial intelligence enabled by the application of digital technologies could affect 50% of the world economy." The present technology has the potential to automate over 1 billion jobs worth \$14.6 Trillion.
- Public policy is essential to the success of the digital economy: Globally, economists should adopt public-private policies to foster innovation in a digital economy, including India. Also, they must encourage better integration of automation, data, and new technologies into the legacy economy. Steps must be taken to introduce skills required to thrive in a digital economy at early levels, specifically at schools.
- Identifying a country's unique drivers of digital momentum is necessary: Considering factors such as the current state of digital economy and country size, growth drivers for digital economy must be identified and amplified. While developed economies need to priorities on innovation, developing economies should focus on institution.

Challenges

The digital global economy will continue to expand and diversify in 2017. New technologies, customer with new habits and global threats will open opportunities and threats for businesses in different sectors. This article summarizes some of them.

Technologies: In the next couple of years, Block chain technologies will consolidate and be applied to different and innovative uses increasing transparency and decentralization of information. New models will challenge how organizations store and manage data transactions and enable

internet based companies develop new financial products and services. The expansion of internet of things will create zillions of data sources capable of measuring and combining physical and digital data to create and expand products and services, such as Biometrics authentication. Quantum computing will open new opportunities for a real-time based economy and mobile devices will have computing power.

New competitors: After an early and atomized stage of fin techs entering the financial market, new large competitors will form digital banks and challenge conventional industries. Smaller fin techs will probably specialize in specific sectors and will concede space to large corporations such as Apple, Google and Facebook which will focus on online payments and general financial services to their clients.

New regulations: New regulations such as the second version of Payments Service Directive (PSD2) and the General Data Protection Directive aim to transform the financial industry and stimulate competition in the financial sector and provide more security against fraud. In a more competitive, diversified and open market, companies will struggle to offer services at lower rates.

New global threats: New global threats will continue to expand and transform the economy. The sharing economy will find a better legal framework and continue to advance. Massive hacking will force countries and companies to heavily invest in security and political systems will suffer recurring crisis derived from the persistent security crisis.

Conclusion

The primary errand of the said Digital economy that of the Indian economy, is advancement and enhancement and worldwide intensity. In the ICT of the Digital economy, India seems to have similar favorable position to develop to worldwide height. Most likely, the Digital economy has the dangers and issues of Security and Privacy which are more on account of India subject to inner and outer danger. The turnout of e-Government administrations in India is presently daintily well, however approaches of Digital consideration should assume a serious part in this turn of events, to support the connecting of the 'advanced separation'. Numerous qualities and openings fuel the advancement of India, while simultaneously new dangers and difficulties emerge. The effect of the Internet in India is obliged by current holes and deterrents in the Internet biological system because of the accompanying obstructions: Limited accessibility of Internet foundation, High expense of access and use, Lack of mindfulness and low Digital education, Narrow scope of utilizations and administrations and un horrible business climate.

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