



Vibrant India

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*Dr. Madhumita Balaji,
Senior Research Associate, VIF*

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From Swachh Bharat to Digital India

Vision of Cleanliness and Efficiency

Development and good governance are the two important pillars of the present government. Prime Minister Shri Narendra Modi has been known for his 'out of box' thinking and a dynamic thought process by which his Government has launched a new dawn for several startup programmes. The government has started several welfare schemes initiatives and policies directed towards the over-all socio-economic development of the country. These may be viewed as progressive programmes for overall Development of India. Among the several forward looking flagship initiatives launched by the Modi Government, two of them are Clean India or Swachh Bharat Abhiyan and 'Digital India'.

Vision of Swachh Bharat Abhiyan

On launching of Swachh Bharat Abhiyan on Gandhi Jayanti, the importance attached to the Mahatma's vision of sanitation and cleaning rituals that he pursued in Sabarmati was underscored. The campaign covers 4041 specified towns in order to clean roads, streets and infrastructure of India and has drawn parallels between menial work to nation building. This has indeed been a successful mission in increasing the public awareness towards sanitation and healthy living. Clean India is indeed a predecessor to healthy India. The desire to gift a clean India to the Father of Nation on his 150th Birth anniversary in 2019 would perhaps be an apt tribute to Mahatma Gandhi since he himself was a votary of not only peace and non violence but an avid practitioner of cleanliness as well.

Government mission of ushering in of "ache din" shall be duly met when its citizens live in an open defecation-free India. The statistics indicateance. that under Swachh Bharat Abhiyan



around 89 lakh toilets were built in rural India in a year. Thereafter 19 cities have become free from open defecation. Citizens and the government can take a leaf out of international best practices and encourage communities to harness cleanliness in the country. The success of Swachh Bharat Abhiyan dwells on citizens behavior and the visual appeal which the clean cities display-Achieving sustainable clean cities will ultimately depend on the attention devoted to human development and environmental governance. Gandhiji dreamt of an India which was not only free but also clean.

Vision of Digital India

Another flagship programme of the Government which aims to transform India into a digitally empowered society and knowledge economy is its Digital India Programme. It is a step towards taking technology to grass-root levels through merchandise, 'hackatons' and advertizing for rural outreach and social media. Digital India programme weaves together innovative ideas and thoughts into a single comprehensive vision in order to be implemented further as a larger goal. Launched on July 1st, 2015 by the Prime Minister, the dream is designed to carry forward that the government services are available to all and the citizens get access to the information and benefits of technology. It is envisaged to "inform, educate and engage" the masses through educational institution across the country. Digital India programme aims at digital transformation of India into an empowered society and knowledge economy. Several initiatives envisioned under the programme have been implemented and several are under way. With a clear vision and precision, the present government is pushing ahead the Digital India initiative to transform the nation into a digitally empowered society and knowledge economy. Digital tools will empower citizens and prove to be game changers. 'My government' platform, e-greetings, e-portal, e-basta, national digital literacy mission, e-hospitals are some of its prominent achievements.

Digital India provides the much needed thrust to the 9 pillars of growth areas, namely:

- 1. Broadband Highways.*
- 2. Universal Access to Mobile Connectivity.*
- 3. Public Internet Access Programme.*
- 4. E-governance—Reforming government through technology.*
- 5. E-Kranti- Electronic delivery of services.*



6. 'Information to all'.
7. Electronics Manufacturing Target, Net Zero Imports.
8. IT for jobs, and
9. Early harvest programmes.

The vision shall provide the required impetus for further momentum and progress for e-governance and would promote inclusive growth that covers electronic services, products, devices, manufacturing and job opportunities. It aims to create a seamless ecosystem across multiple government departments to make services available on both online and mobile platforms. It would encourage cashless transactions and entitlement would be available on cloud. Further, it will provide universal digital literacy to enable citizens to use the digital platform. Access of all governmental services through local languages will assist users to participate in the new governance mechanism. Technology is going to be the key driver in India's economic growth and it shall heavily contribute in areas of governance and service delivery.

Education has seen e-pathshalas transforming the entire process of learning through technology. 'My government' platform is another positive development. Here the citizens exchange ideas and suggestions with the government. Through this platform, the government receives feedback, inputs, ideas from people regarding policy decisions and new initiatives like Digital India, Swachh Bharat and 'Make in India', among others. To enable the pensioners to conveniently submit their life certificates online, the Jeevan Pramaan programme has been extremely beneficial. Another key initiative under Digital India is Digital Locker. It targets at paperless governance and thereby reduces the carbon footprints. It further serves as a platform for issuance and verification of documents and certificates digitally. Its linking with Aadhar (UIDAI) number facilitates the user.

Digital India has been praised uniformly by public and private sectors from within the country and abroad. It has been introduced to ensure smooth implementation of e-governance in the country and transform the entire eco-system of public services through the use of information technology. After all, there is no better way to promote inclusive growth other than through the empowerment of citizens. People of India are working hard to make India progress and prosper. The day is not far off when we will manage our shortages



Emergence of Modern India

Among many such accomplished and highly cherished programmes and schemes, the Swachh Bharat Abhiyan's main achievement would be moving towards an open defecation free India by 2019, while Digital India would create digital infrastructure, digital deliverance of services and preaching digital literacy by 2020. Both the programmes are inextricably linked with the nation's grass-roots. One desires to clean the environment and the other aims at digitally educating its citizens. The results of such far-sighted vision has already started manifesting.



About VIF

Vivekananda International Foundation is a non-partisan institute for dialogue and conflict resolution from a nationalist perspective. Some of India's leading expert in the fields of security, military, diplomacy, governance, etc have got together under the institute's aegis to generate ideas and stimulate action for greater national security and prosperity, independently funded, VIF is not aligned to any political party or business house.

Vivekananda International Foundation

3, San Martin Marg, Chanakyapuri, New Delhi - 110021

Phone No: +91-(0)11-24121764, +91-(0)11-24106698

Fax No: +91-(0)11-43115450

E-mail: info[@]vifindia.org

www.vifindia.org

