

DIGITALIZATION AND MANAGEMENT

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FEATURES AND PERSPECTIVES OF INDIA'S DIGITAL CULTURE

Abstract. The process of digitization of the economy and society is inherent in economic development. Somehow all countries and their governments are interested in the need to increasingly provide digital services that contribute to the improvement of social, cultural and economic processes. In this article we focus on the digitization process carried out in Russian Federation. Based on statistical data we arrive at interesting conclusions that determine the course of this process in the coming years in this country.

Key words: digitization, digital culture, innovation, e-commerce, internet, digital economy, technology, ICT.

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Introduction

India is characterized by chapters-mainly the fact that it is a country with a predominance of the manufacturing industry and labour in rural areas, especially in agriculture. Although the service sector continues to have a significant impact on GDP. India is currently focusing on diversifying the use of digital technologies and information. The state of India has created a large digital infrastructure to diversify the use of digital media among people, and they are concentrated in four sectors:

- digital agriculture
- digital medical service
- digital retail
- digital logistics.

The state runs programs such as Digital India. This is the flagship program of the government of India aimed at transforming India into a society with digital capabilities and knowledge economy. Below we will show some statistics based on the use of digital technologies in India, their impact and growth in recent years.

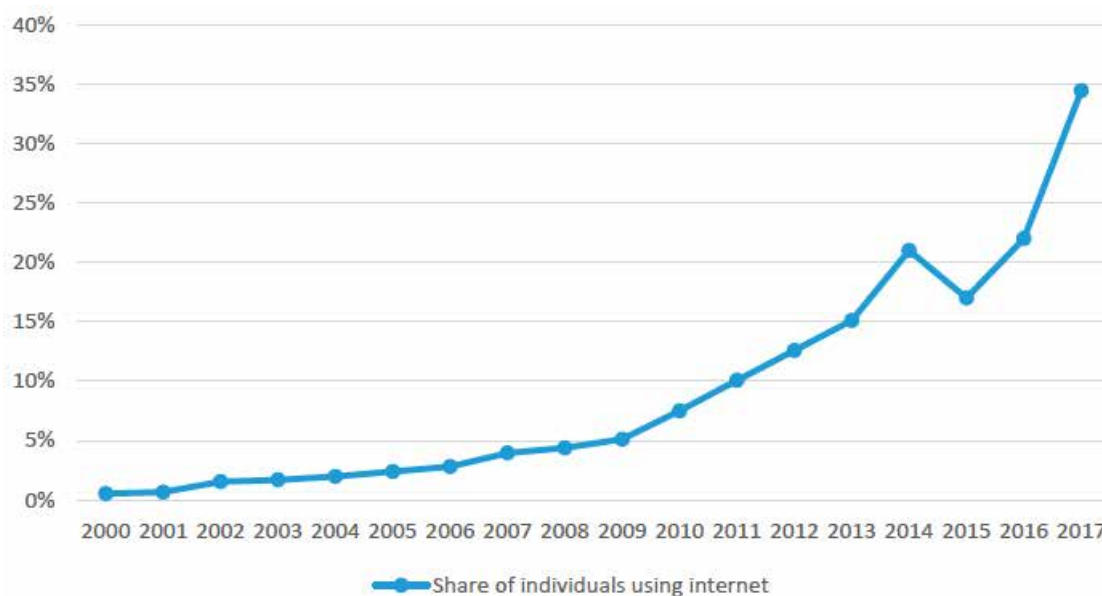


Fig. 1. Percentage of the population using the Internet in India from 2000 to 2017

Source: Statista 2020 from: <http://statista.com>

Reasons why India was chosen for this study:

- Emerging market: India is the 7th world economy with the most anticipated global economic

growth (according to the IMF, GDP growth will be 7.5% in 2019 and 7.7% in 2020) and a population of more than 1.3 billion people.

- In 2030, it will become the third consumer market in the world after China and the United States. USA (according to the world economic forum).
 - Ease of doing business in progression: India is the South Asian economy that is in the best position in the world Bank's Ease of Doing Business 2019, moving to 77th position against 142nd position in 2017.
- In addition, India is a major recipient of multilateral funds in the region and around the world. Thus, India is becoming an interesting digital economic system with great prospects of becoming one of the world's leading digital economies [Digital India... 2019].

Statistical analysis

The process of digitalization of society has undoubtedly led to an increase in the digital population on a global scale, that is, the number of users of online digital services, such as e-Commerce or simply the use of social networks, is constantly growing.

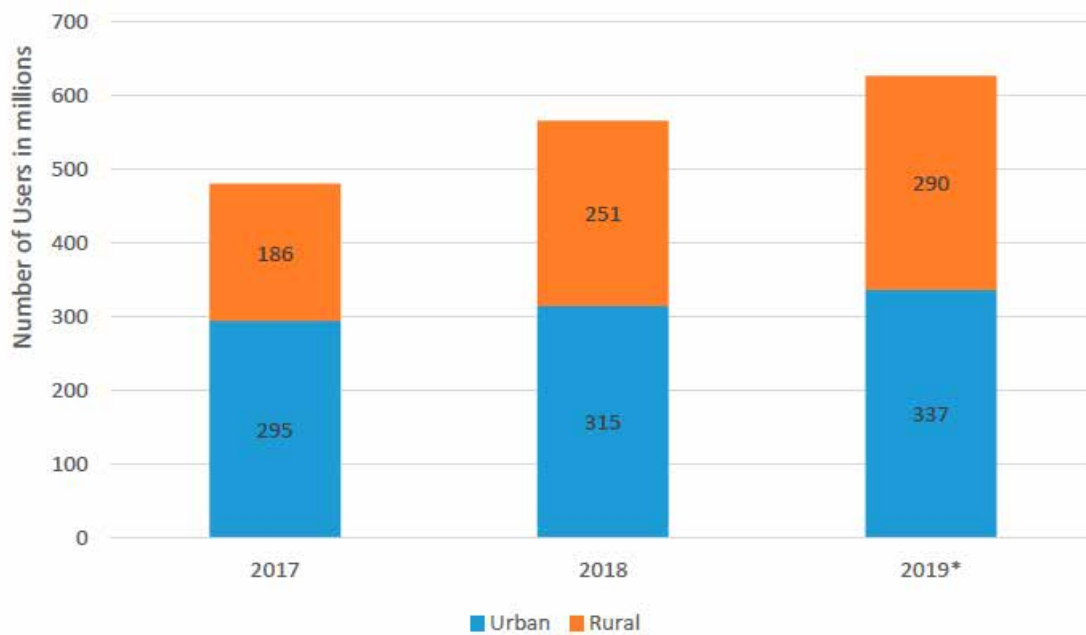


Fig. 2. Number of Internet users in India from 2017 to 2019, by region

Source: Statista 2020 from: <http://statista.com>

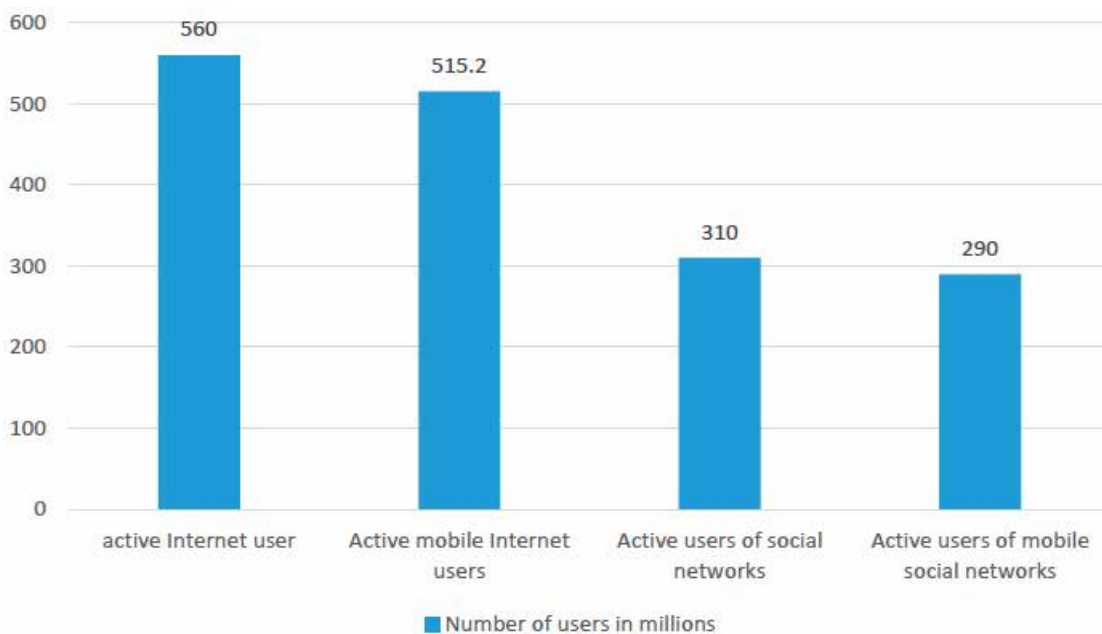


Fig. 3. India's digital population as of January 2019 (in millions)

Source: Statista 2020 from: <http://statista.com>

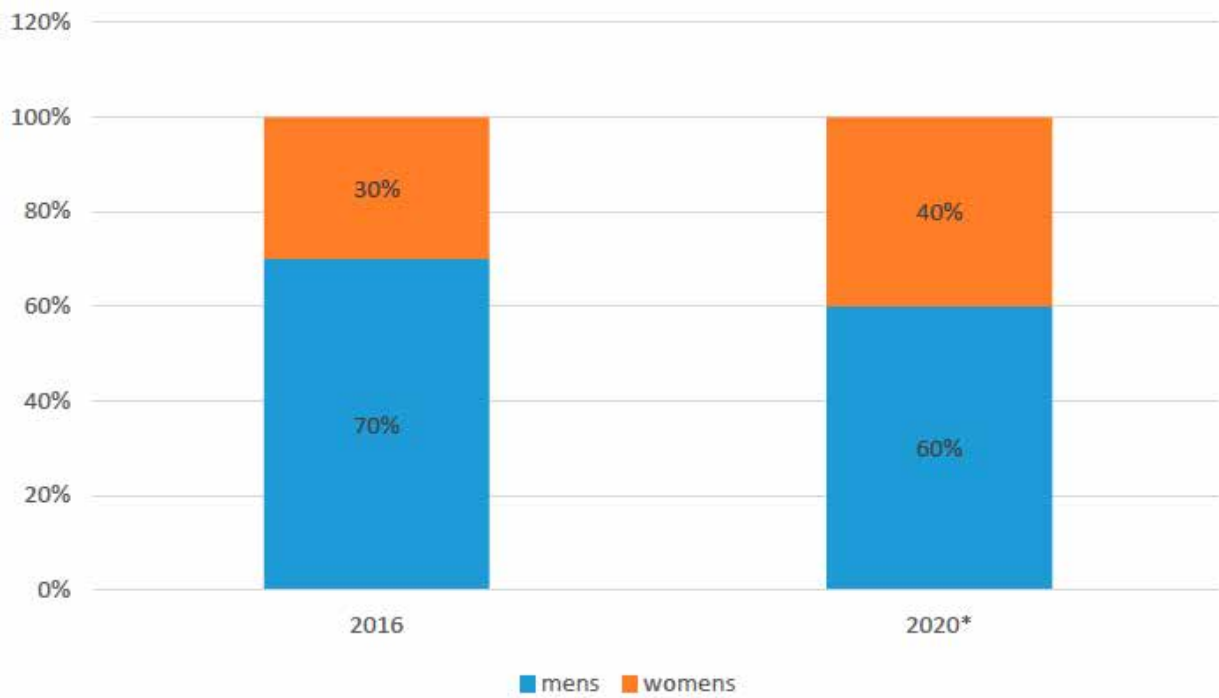


Fig. 4. Distribution of Internet users in India in 2016 and 2020, by gender according to share of respondents

Source: Statista 2020 from: <http://statista.com>

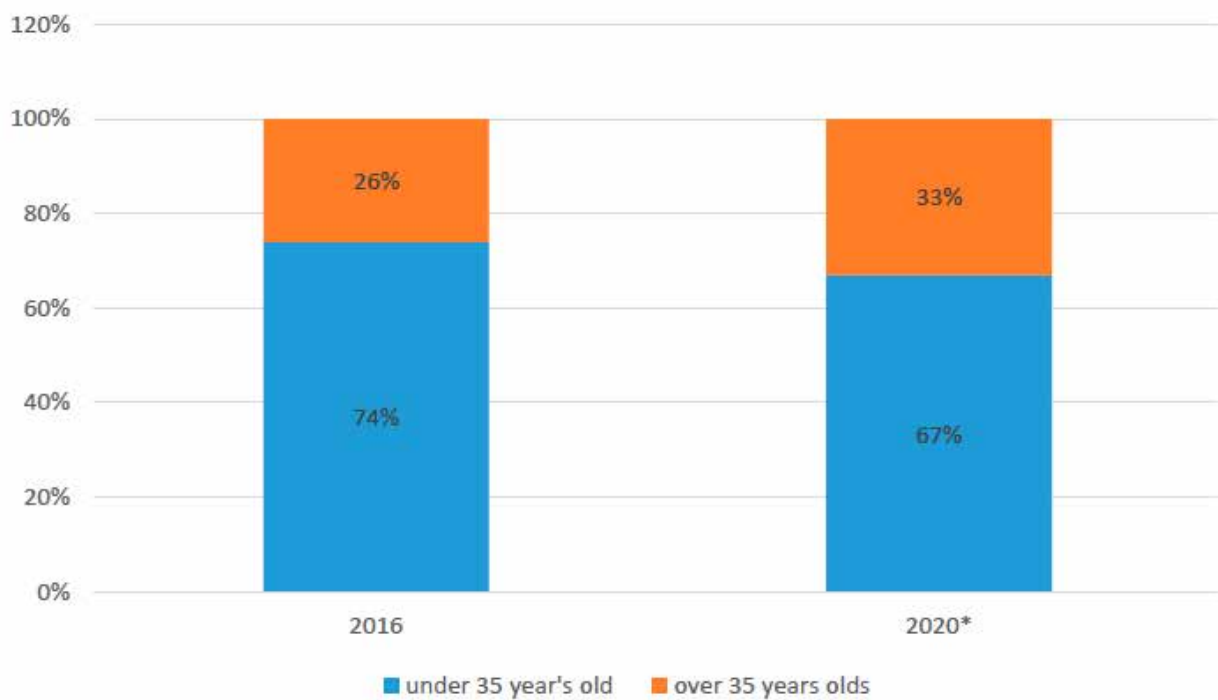


Fig. 5. Distribution of Internet users in India in 2016 and 2020, by age group

Source: Statista 2020 from: <http://statista.com>

Users of mobile services



Fig. 6. Mobile phone Internet penetration in India from 2015 to 2023

Source: Statista 2020 from: <http://statista.com>

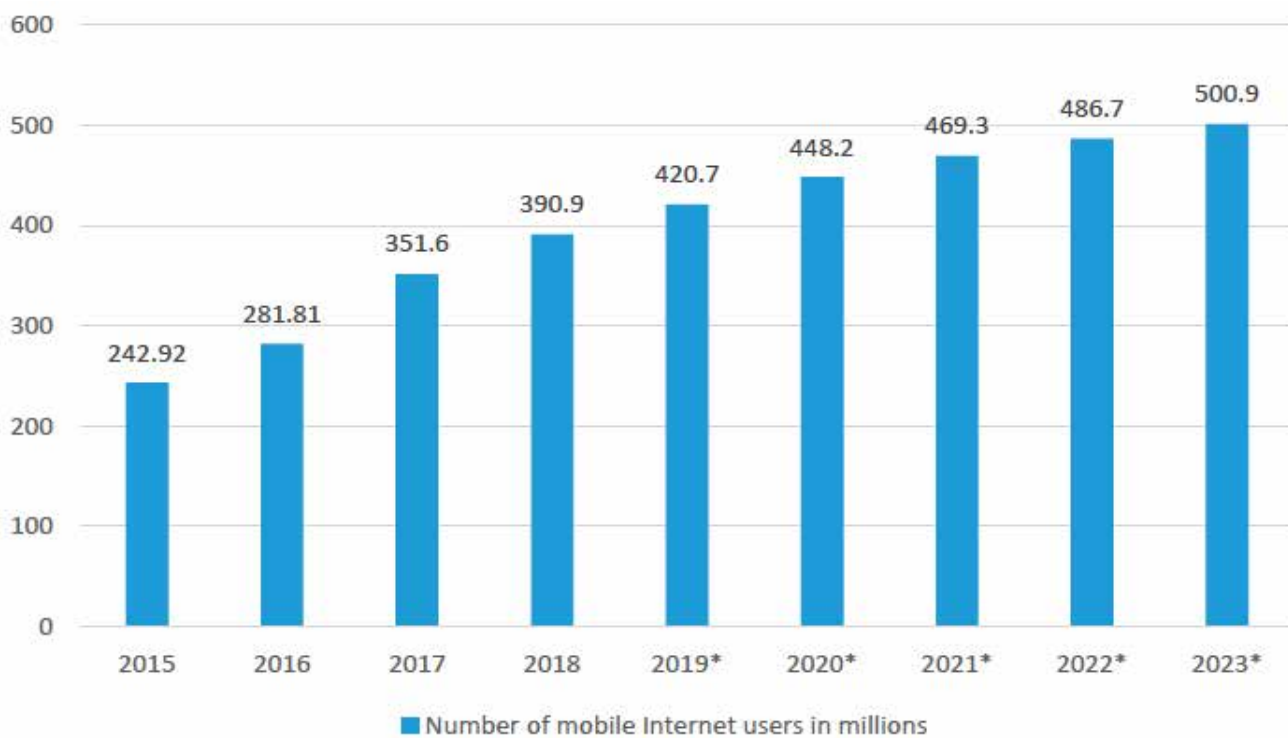


Fig. 7. Number of mobile Internet users in India from 2015 to 2023 (in millions)

Source: Statista 2020 from: <http://statista.com>

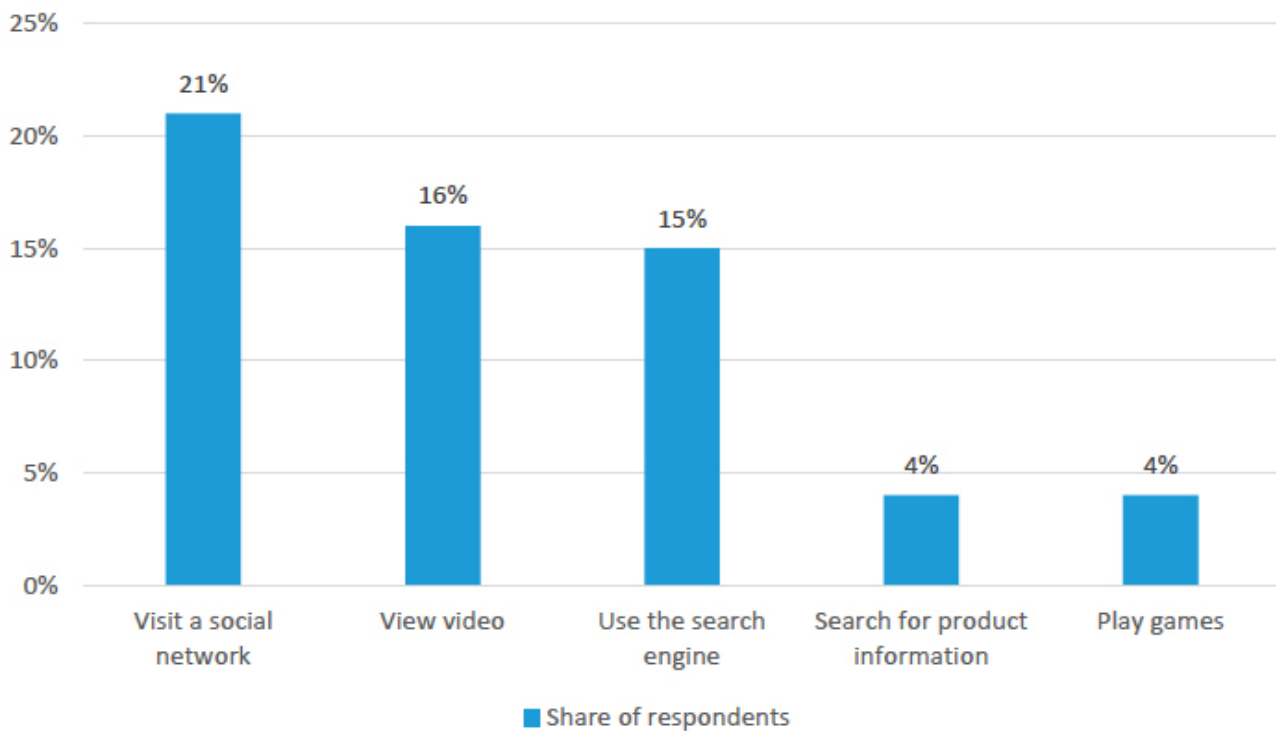


Fig. 8. The most popular smartphones in India as of January 2018 (in millions)

Source: Statista 2020 from: <http://statista.com>

Social network

On the Internet, social media has sparked discussions such as lack of privacy, but it has also served as a means of calling public demonstrations in protest.

These platforms have also created a new form of relationship between companies and customers, opening the way for both interaction and the announcement of products or services [Digital India... 2019].

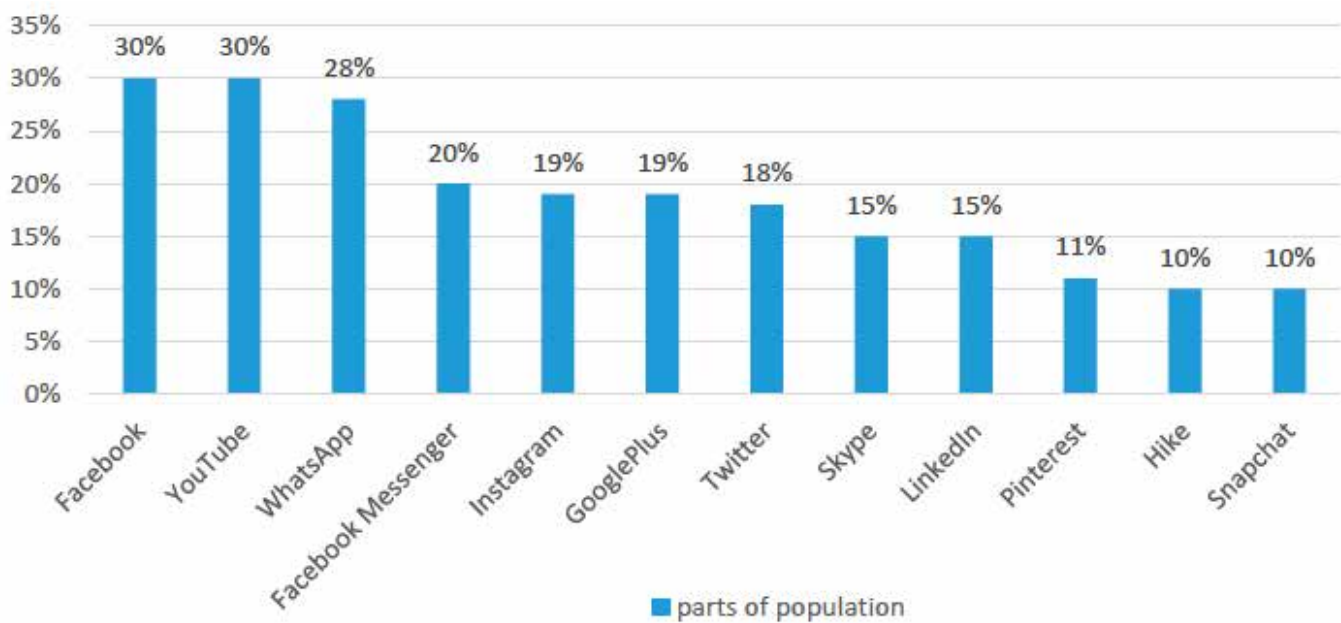


Fig. 9. Penetration of leading social networks in India as of Q3 2017

Source: Statista 2020 from: <http://statista.com>

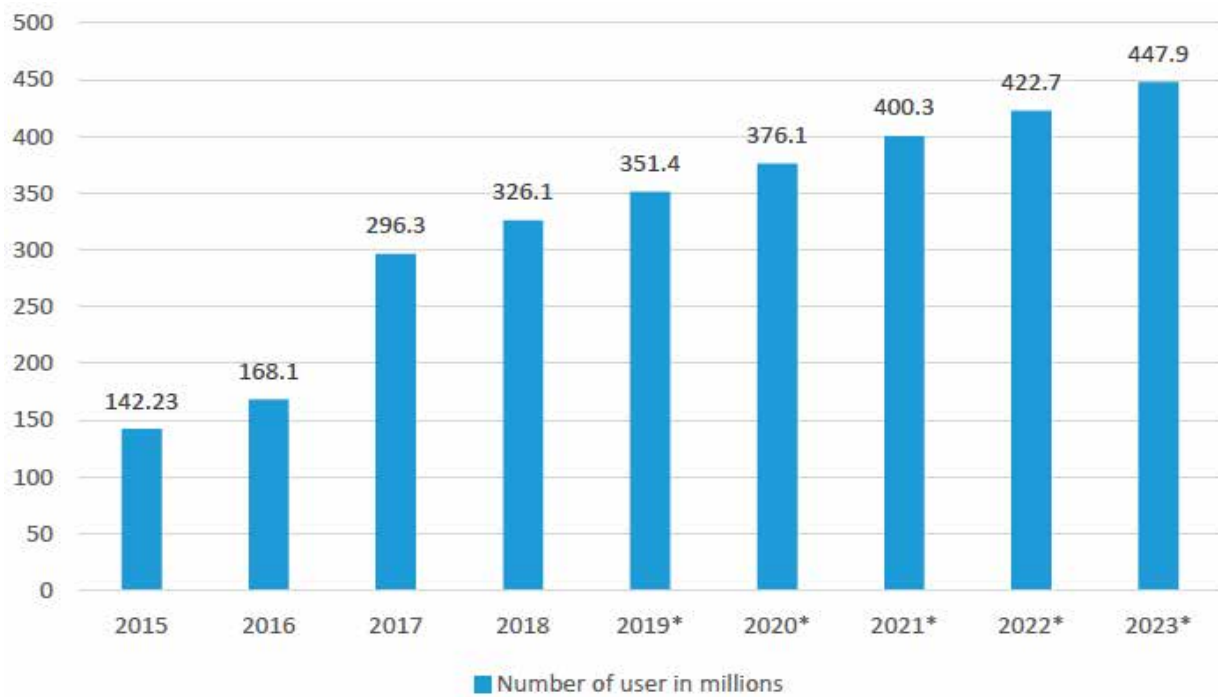


Fig. 10. Number of social network users in various countries in 2018 and 2023 (in millions)

Source: Statista 2020 from: <http://statista.com>

E-Commerce

In recent decades, the popularity of e-Commerce has increased significantly, and it is in some ways replacing

traditional stores. However, some groups are reluctant to use their services. Below is an analysis of the behavior of this digital service in India [Digital India... 2019].

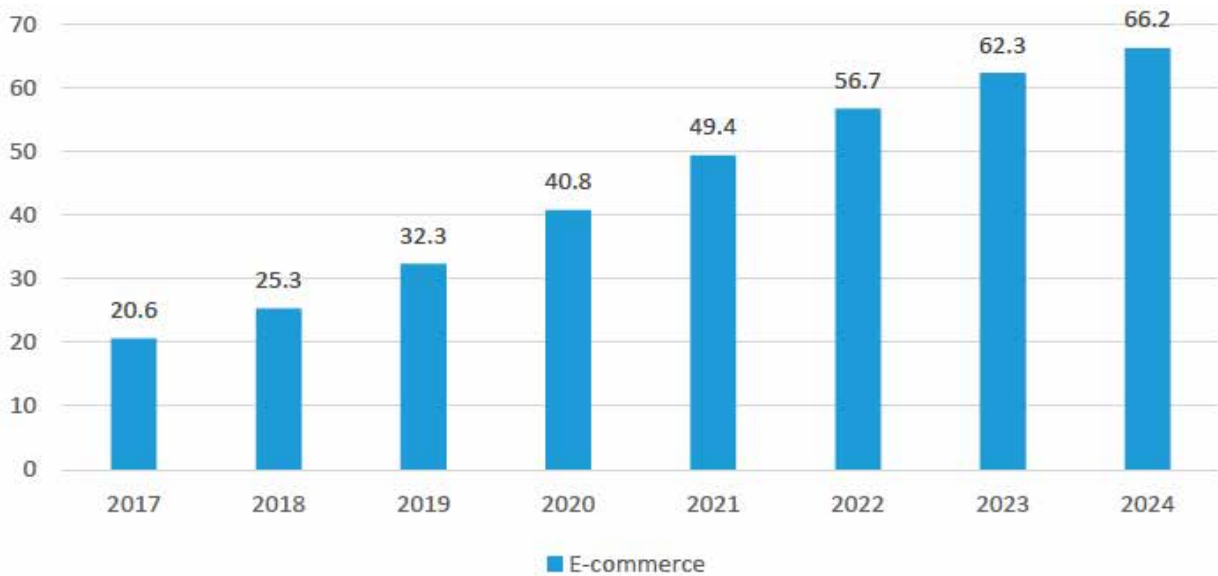


Fig. 11. India: forecast of revenue from retail e- Commerce from 2017 to 2024 (in billions of dollars)

Source: Statista 2020 from: <http://statista.com>

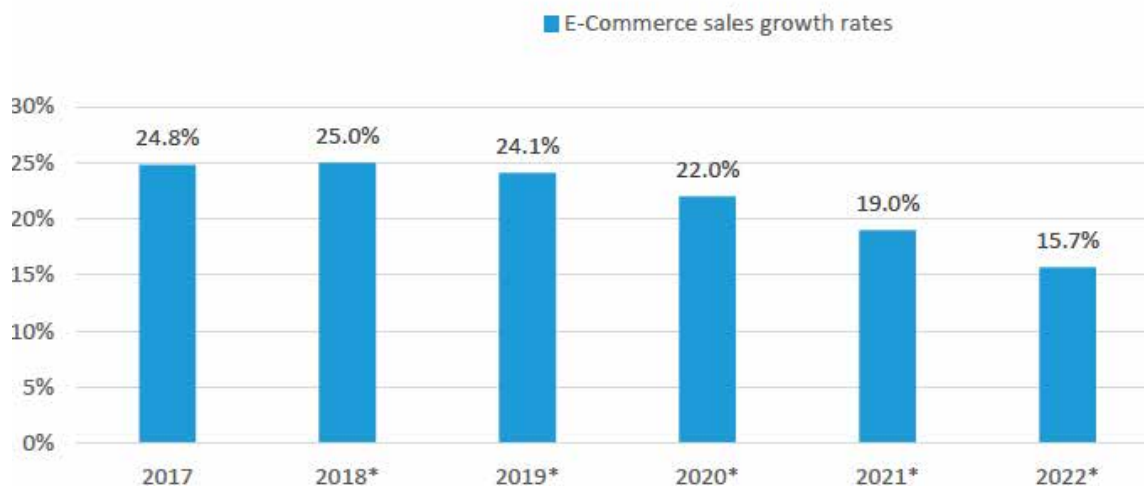


Fig. 12. Annual growth in e-Commerce retail sales in India from 2017 to 2022

Source: Statista 2020 from: <http://statista.com>

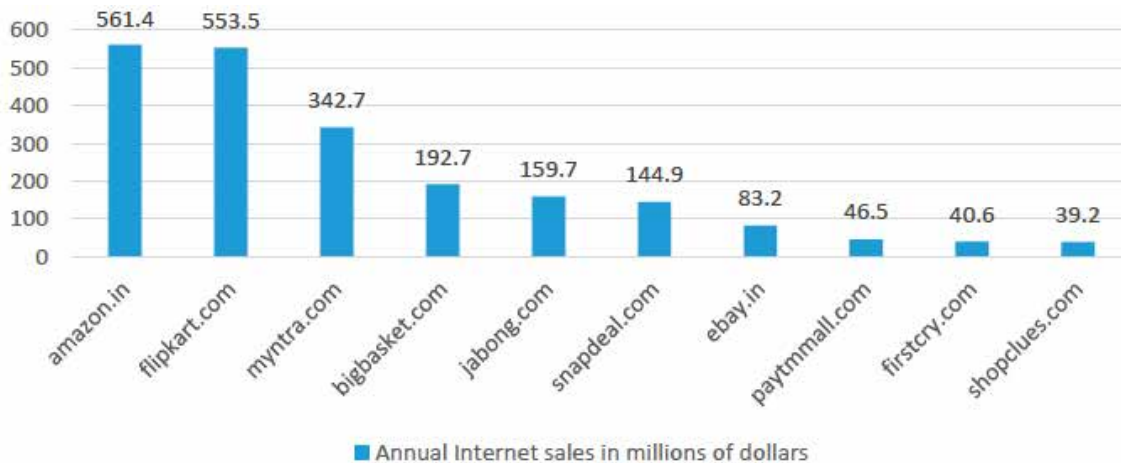


Fig. 13. India's leading online stores in 2017, ranked by net e-Commerce sales (in millions of dollars)

Source: Statista 2020 from: <http://statista.com>

Conclusion

The process of digitalization in India is developing. According to the statistics obtained, the culture of digitalization in this country also increases significantly. The growth of the digital population, the use of mobile phones and online services: e-Commerce, etc. the Creation of state programs for digitalization of society. It also increases the use of technology in rural areas. Increases the use of social networks. Factors such as gender, age, region, purchasing level, and culture are determining factors in the culture of digitalization of society [How Digitalization... 2020].

Summary of the digitalization process in India:

- India's digital process is in full swing, driven by both public and private sector action.
- India, coming off a low base, is the second fastest digital adapter among the 17 major

digital economies

- Aadhaar, the world's largest digital identity verification program, provides a variety of services
- Data usage in India has quadrupled in one year as prices have fallen.
- India's digital divide is narrowing and all States have a lot of room to grow
- Indian business is growing fast, but not evenly
- Digitization levels vary more within sectors than between sectors among large Indian firms
- Digital leaders have common features that digital Laggards can emulate. India's digital leaders share common features in digital strategy, organization, and capabilities, but they still have room for improvement in all

three areas, from the CEO's support for digital initiatives to the use of customer relationship management systems and other digital capabilities

- India's digital leaders still have plenty of room for improvement in many areas (Digital strategy, Digital organization, Digital opportunities)

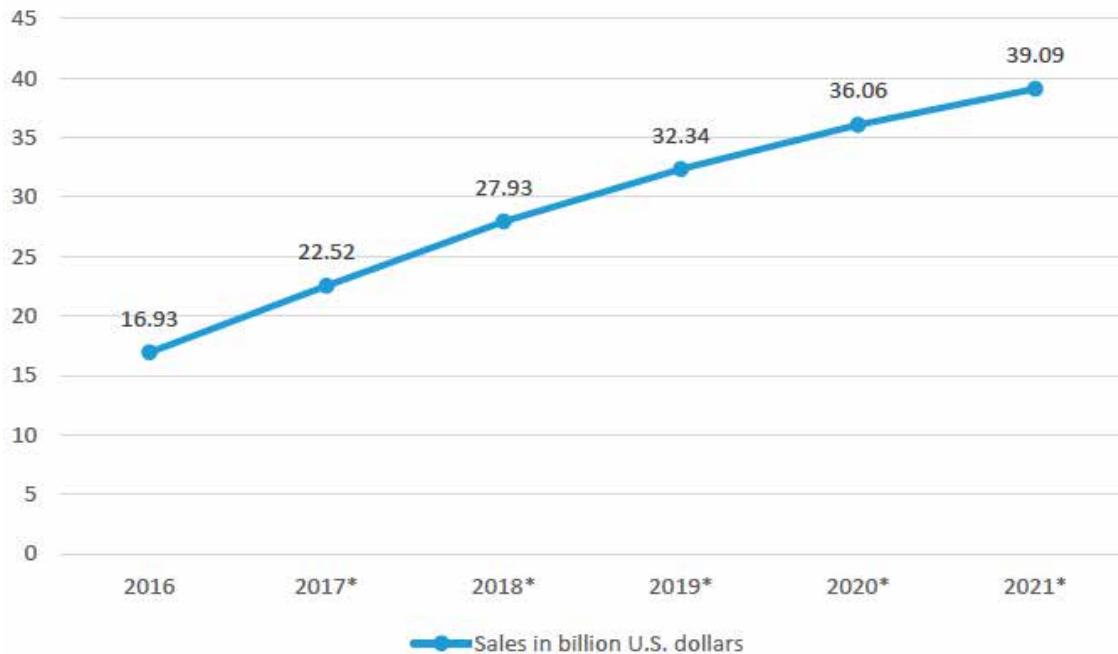


Fig. 13. India's leading online stores in 2017, ranked by net e-Commerce sales (in millions of dollars)

Source: Statista 2020 from: <http://statista.com>

- Small businesses are closing the digital divide with larger firms and are ahead of them in accepting digital payments
- Digital applications have the potential to create significant economic value for India, but will require new skills and a reallocated workforce. 700 million smartphones are estimated by 2023.
- The main digital sectors could more than double by 2025, and each of the several newly digitized sectors could contribute \$10 billion to \$150 billion in economic value.
- Digital technologies can create significant economic value in India in 2025
- Productivity unlocked by digital applications could create up to 65 million Indian jobs by 2025, but up to 45 million workers will need to be retrained and relocated
- New skills will be needed for future work
- India is one of the fastest digitizing countries in the world, but has a lot of room for growth.
- India, coming off a low base, is the second fastest digital adapter among the 17 major digital economies
- Innovations in the public and private sectors are important in promoting digital technologies
- Public sector programs have laid a solid foundation for private digital innovation
- The competition of the private sector has helped to reduce digital costs, thus, increasing the intensity of use
- Private sector players rushed to provide services tailored to the Indian market
- Increased digital access has begun to bridge the gap between rich and poor States and affect lives in a profound way
- Digital infrastructure and Internet users have grown in both poorer and wealthier Indian States.
- Digital applications affect the life of every person from simple Indians
- India's digital footprint has significant growth opportunities
- India has the ability to grow in many digital dimensions
- For India, there is considerable scope for progress if each state starts performing at the level of the next top performer.
- Digital technologies can create millions of jobs and new types of work; employees will need to be retrained and reallocated [How Digitalization... 2020]

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ЦИФРОВИЗАЦИЯ И УПРАВЛЕНИЕ

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ОСОБЕННОСТИ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ЦИФРОВОЙ КУЛЬТУРЫ ИНДИИ

Аннотация. Процесс цифровизации общества присущ экономическому развитию. Такили иначе, все страны и их правительства заинтересованы в дальнейшем предоставлении цифровых услуг, которые способствуют улучшению социальных, культурных и экономических процессов. В этой статье, для примера, сосредоточим ваше внимание на процессе цифровизации в Российской Федерации. На основе статистических данных мы приходим к интересным выводам, которые определяют ход этого процесса на ближайшие годы в этой стране для дальнейшего развития и внедрения в экономику Индии.

Ключевые слова: цифровизация, цифровая культура, инновации, коммерция, интернет, цифровая экономика, технологии, Институт космических технологий.

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