


Chapter 11

Role of the Digital India Movement to Incorporate the Digital Technologies in the Indian System: Adoption of Artificial Intelligence

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ABSTRACT

The objective of this study was to investigate the substantial influence of artificial intelligence (AI) on the adoption of digital technologies in India, with a specific focus on the post-Digital India Movement era. This study examines the various manners in which artificial intelligence (AI) technology has facilitated advancements in multiple programmatic domains. The utilization of artificial intelligence (AI) has facilitated financial inclusion, enhanced accessibility to healthcare and education, and contributed to the broader socioeconomic progress of India by ways of decentralization and international cooperation. This study also examines the challenges and ethical concerns associated with the utilization of artificial intelligence within the framework of digital technology adoption in India. The findings of this study illustrate the capacity of artificial intelligence (AI) to expedite the realization of Digital India's goals.

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INTRODUCTION

The adoption of artificial intelligence (AI) is quickly increasing in our modern environment. Artificial intelligence (AI) can enhance and magnify human intelligence, hence enhancing individuals' interaction with the environment and their efficiency. This is accomplished by enabling sophisticated cognitive processes, including logical thinking, sensory interpretation, knowledge assimilation, problem-solving, and the capacity to make well-informed decisions (Tai, M.C., 2020). Artificial intelligence (AI) has the ability to carry out sophisticated data gathering and consolidation, analysis, and computational operations. The potential of artificial intelligence (AI) technology extends to different fields, including transportation, logistics, education, healthcare, military, and banking systems. Its purpose is to tackle ongoing difficulties inside our society. Artificial intelligence (AI) has the capacity to offer significant assistance in addressing key issues encountered in our nation, namely in the areas of agriculture, healthcare, and finance in rural regions of India.

The Indian government is actively striving to improve the human capital on a national scale and attract foreign investment to India. The primary focus of these endeavors is primarily on the younger demographic and includes initiatives such as Skill India, Make in India, and Digital India. In 2016, India ranked third among the G20 nations as a prominent center for start-ups specializing in artificial intelligence (AI). India has had a significant increase in the number of start-ups that are employing artificial intelligence within the country (Shankar, 2020).

DIGITAL INDIA MOVEMENT AND ADOPTION OF DIGITAL TECHNOLOGIES

The Digital India campaign was launched on July 1, 2015, with the aim of providing electronic infrastructure to citizens and promoting the use of digital technologies in the Indian financial system. The main aim is to decentralize the Indian system and streamline the delivery of government services to Indian citizens through the use of digital technology, thereby reducing their dependence on traditional paperwork (Mohanata, 2017). The Department of Electronics and Information Technology (Deity) is accountable for its guidance and direction. The government's effectiveness is augmented by the "digital India" initiative, which also fosters the expansion of electronic services, products, gadgets, manufacturing, and employment prospects. The

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