

SMITA PURUSHOTTMA, AMBASSADOR OF INDIA

“I FEEL EXCITED ABOUT THE DIGITAL INDIA INITIATIVE”



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○ Digital India is a flagship initiative of the Indian Government with the aim of transforming the country into a digitally empowered society and knowledge economy. With this program India sets itself apart as a pioneer country being highly engaged and seen as a paragon.

As the Ambassador of India, Smita Purushottma told the Focus India delegation, the program consists of three components: the creation of a digital infrastructure, the delivery of services digitally and digital literacy.

Digital India has nine pillars which have individual focuses and ideas and contribute to one vision. The nine pillars are: Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance: Reforming Government through Technology, e-Kranti - Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programmes.

An initiative which is contributing to the Digital India program and was mentioned by the Ambassador was the JAM Trinity. The term JAM stands

for Jan Dhan, Aadhaar and Mobile, whereby Jan Dhan and Aadhaar mean Bank Accounts and Unique ID. With the JAM Trinity the government linked three individual components with the aim of direct subsidy transfers without any intermediaries.

With the Jan Dhan scheme the government will bring its banking services to the unbanked population, meaning the poor people in the country. Aadhaar refers to the unique identification authority of India which aims to provide a biometric identity for every citizen of the country. The term Mobile denotes the aim to establish mobile banking on smartphones or mobiles. In short, the system will help India leapfrog the credit card economy and enable service payments with mobile phones.

“What is the greatest advantage of India? It is Human Resources,” Ms Purushottma stated. If India wants to break out into a new direction the educational system in India has to adapt. The ambassador emphasized her interest into the school system of Switzerland and was keen about the practical learning during the vocational training or internships and would wish to integrate practical learning in India too. ● AH



Smita Purushottma, Ambassador of India and Prof. Pieter Perrett supervisor of the Focus India project. Photo: AH