



DIGITAL INDIA: BRIDGING THE GAP BETWEEN DIGITAL HAVES AND HAVE-NOTS



Digital India
Power To Empower

The Government of India under the leadership of Hon'ble Prime Minister Narendra Modi, launched the Digital India Programme "Power to Empower" on July 1, 2015 with the objective to

ensure that the government services are made available to citizens electronically by improved online infrastructure and by reducing paperwork. It also plans to connect rural areas with high speed internet networks. The cost of this ambitious project is estimated at Rs. 1,13,000 crore.

The Digital India (DI) vision is centered on three key areas –

- Digital infrastructure as a core utility to every citizen - To ensure the availability of high speed internet to citizens. Mobile phone and bank account enabling citizen participation in digital and financial space.

- Governance and services on demand - Availability of services in online and mobile platforms. Digitally transformed services for improving ease of doing business. Making financial transactions electronic and cashless.

- Digital empowerment to citizens - Universal digital literacy. Universally accessible digital resources. Availability of digital resources / services in Indian languages. Citizens not required to physically submit Govt. documents and certificates.

MOBILE APPS LAUNCHED FOR YOU & ME UNDER DIGITAL INDIA MISSION

- UTS App (Un-Reserved Ticket Through Mobile Application) –

This official android mobile ticketing app enables booking unreserved paperless journey ticket, issue/renew season ticket and platform ticket.



- **UMANG App** (Unified Mobile Application for New-Age Governance) –

Its primary aim is to abridge inconvenience faced by users in

managing multiple mobile apps and facilitate a one-stop-solution to avail varied government services.

SWAYAM App -

Hosting of all the courses, taught in classrooms from 9th class till post-graduation to be accessed by anyone, anywhere at any time.

SWACHH BHARAT APP-



citizens are becoming active participants and joining the cleanliness initiatives of the government departments, NGOs and local community centres to make India clean as a part of this 'Jan Andolan'.

PSP App (passport Seva Project) –

Passport Seva enables simple, efficient and transparent processes for delivery of passport and related services. It integrates with the State Police for physical verification of applicant's credentials and



with India Post for delivery of passports

PUSA KRISHI App –

The app helps the farmers to find easy solutions to problems in their farm fields and get information about weather and accordingly take measures to save crops.



NIRBHAYA App –

Nirbhaya: Be Fearless© is an android emergency application, which can send a distress call or emergency message to a specified contact or group in an emergency situation faced by a woman or any other individual in general.

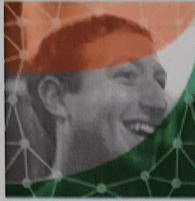
BHIM App (Bharat Interface for Money) –

an app that makes payment transactions simple, easy and quick using Unified Payments Interface (UPI). It enables direct bank to bank payments instantly and collect money using a Mobile number or Payment address.



FOREIGN CONTRIBUTION TO THE DIGITAL INDIA CAMPAIGN

Facebook CEO Mark Zuckerberg changed his profile picture emblazoned with Indian tri-color in support of "Digital India" initiative to convey his appreciation for the efforts of the Government to connect rural communities to the internet. This started a similar chain by encouraging the users to show their support by changing their profile pictures. He also promised to work on providing WiFi hotspots in rural areas of India.



Google announced its partnership in Digital India by committing to provide high-speed internet services by broadband connectivity in about 500 important railway stations across the country.

Oracle also announced its Enterprise Resource Planning (ERP) cloud in India aimed at enabling firms operating in India to prepare for tax reforms in compliance with the new GST regulations.

Intel India launched three projects designed to accelerate digital literacy at the grassroots level by reaching out to the population in non-urban India, upskill citizens in tier two cities and beyond and to encourage innovation.

Brain drain: "Boon for developed countries, but bane for India"



Brain drain has become a major concern for the developing countries, especially, India. The term, which emerged in 1960s when the skilled workforce started emigrating from the poor countries to the rich countries in search of better job opportunities and living conditions, has become a hot topic of discussion over the years. A brain drain can result from turmoil within a nation, the existence of favorable professional opportunities in other countries, or from a desire to seek a higher standard of living.

When these people leave, their places of origin are harmed in two ways. First, expertise is lost with each emigrant, diminishing the supply of that profession. In the case of geographic brain drain, the country's economy is harmed as professionals often earn large salaries, so their departure reduces consumer spending in that country.

FACTORS RESPONSIBLE FOR BRAIN DRAIN IN INDIA

There are a number of factors responsible for brain drain in India.

- India lacks job opportunities. On completion of higher studies, when the youth is unable to be gainfully employed in India they start looking outwards for jobs.
- We do not recognize talent in our people, much less offer jobs to them. Among many such examples is the famous story of Har Gobind

Khorana. Armed with a post doctorate degree in medicine from Europe he returned to work in India in 1949. Unable to find employment, he left for Cambridge and later was jointly awarded the Nobel Prize for Medicine in 1968.

India lacks the facilities for advanced research. Majority of the students who go abroad to pursue higher research do not return. They are offered lucrative jobs so that they stay on and give these countries the benefit of their research.

The standard of living that the developed nations offer to these experts is much higher than what India is capable of offering them. Even the stipends awarded to the student researchers in these countries is substantial.

SOLUTION

The solution to the challenge of brain drain is to discover why young and skilled people emigrate to developed countries. These reasons include war and insecurity, poor healthcare and education systems, inflation, extreme poverty and inequality strengthened by poor governance. Some of the measures to reduce brain drain could be:

1. Improve colleges and universities in the home country to prevent young people from studying overseas.
2. Increase the number of good-paying jobs in the home country.
3. Start a marketing campaign that encourages young people to attend college in the home country.
4. Promote innovation and entrepreneurship within the country.



STUDENT ACHIEVEMENTS

College Merit Holders -

M.Com IV	1 st Position - Alisha Chaudhary, 2 nd position - Priya Chauhan
M.Com II	1 st Position - Aafreen Ayaz, 2 nd position - Preeti Sharma
B.Com V	1 st Position - Umang Sharma, 2 nd Position - Sonali Rathore
BBA V	1 st Position - Manmeet Chattwal, 2 nd Position - Prachi gupta
B.Com III	1 st Position - Prachi Verma, 2 nd Position - Neevia Thaliyari
BBA III	1 st Position - Leena Thakur, 2 nd Position - Yakta Lal
B.Com I	1 st Position - Janvi Insaar, 2 nd Position - Vanshika Sood
BBA I	1 st Position - Sanya Khan, 2 nd Position - Preksha Ahuja

Elected College Office Bearers -

INS Himmat Captain - Manmeet Chattwal
 Secretary- NSO - Amanat Chauhan
 Disaster Management Cell Vice President - Jaskeen Kaur
 Disaster Management Cell Secretary - Ankita Bansal
 Community Outreach Vice President - Saumya Chibber
 Community Outreach Secretary - Srishti Chauhan
 Cultural Society Vice President - Mrinal Bhandari
 English Co Editor - Simran Chauhan
 Hindi Editor - Taru Mehta
 Placement Cell Vice President - Riti Sharma
 Placement Cell Secretary - Himangi Shukla
 Red Ribbon Club Vice President - Sonali Rathore
 Rebecca Paul Hostel Representative - Rebecca Paul

• **Manmeet Chattwal (BBA VI)** got selected for the Post Graduate Program in Family Managed Business in **SP Jain Institute of Management and Research, Mumbai.**

• **Sprha Mudgal (BBA VI)** secured admission in MBA - HR and Marketing Management in **Narsee Monjee Institute of Management Studies (NMIMS), Mumbai.**

• **Riti Sharma (B.Com VI)** was adjudged the second runner up in Grads' Nite 2018.

• **Riti Sharma (B.Com VI)** was elected as President, Rotract Shimla Midtown, a youth club NGO under the Rotary Club, Shimla.

DEPARTMENTAL ACTIVITIES

1. The students of M.Com went on a one day industrial tour to Nalagarh on April 20, 2017 to visit the pharmaceutical company - Glenmark. The students visited their manufacturing unit and learnt how different medicines, lotions and ointments are manufactured and processed.



2. The department promotes peer teaching/learning as a regular practice to help train the students in communicating and delivering their ideas. Under this initiative, Manmeet Chattwal, Maninder Kaur and Shalini Sharma of BBA V delivered a lecture to the students of B.Com III on the latest amendments and provisions under the "Amended Companies Act", 2013 on November 26, 2017.

3. A one day workshop was conducted by Mr. Ashish (CS) from SEBI currently attached to SJVNL, Shimla on December 17, 2017. The objective was to make the students aware about safe and secure investment options and he provided updated knowledge about the reforms brought about by SEBI to regulate the stock markets.

4. Two inter-departmental talks were organized in collaboration with the Department of Home Science. On 13 December, 2017, Dr Anjali Diwan (Home Science) appraised the students of Commerce and Management about health and nutrition by sharing useful tricks and tips for developing healthy cooking and eating habits.



5. On March 28, 2018, Mr. Manu Mahajan, Mr. Kuldeep Singh and Mr. Anupam Sharma (Commerce and Management) guided the students of Home Science about investment in stock and mutual fund options and the various forms of business organization to help them become future entrepreneurs. They also spoke to them about the effects of demonetization on the common man.

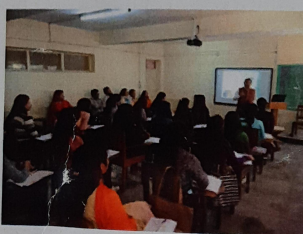


6. A special lecture on career enhancement was delivered by Mr. Vaibhav from Pune Institute of business Management, Pune on March 3, 2018. He enlightened the students of B.Com, M.Com and BBA about the emerging and recent job profiles in the field of Commerce and Management.

7. A guest lecture was delivered on April 27, 2018 for the students of M.Com by Dr. Kulwant Singh Pathania (Dean & Professor, Department of Commerce and Management Studies, HPU). The emphasis of



his lecture was on providing the students with tips for giving a good and effective presentation.



Out going students 2018 : Wishing them the very best for their future



B.Com



BBA



M.Com

READY TO BE QUIZZED?

1. State bank of India was previously known as?
2. Who is the Chairman of the Tata Group?
3. In which year was NSE (National Stock exchange) established?
4. Which e-Commerce company acquired fashion brand and online store Myntra?
5. What is the name of Hong Kong stock market index?
6. Who is the President of the industry body FICCI?
7. Who was the first woman Chairman of State Bank of India?
8. Acharya Balakrishna is associated with which FMCG brand?
9. Which is the largest Private sector bank in India?
10. Who is the founder of the Chinese e-commerce company Alibaba?
11. Based on the UN Habitual Data, the World Economic Forum has recently named two Indian cities as the world's most crowded cities. The cities are Mumbai and?
12. The first country launching GST was?
13. What is the full form of BPO?
14. Which Bollywood actor paid highest advance tax in the F.Y. 2016-17?
15. What is the full form of CRISIL?



ANSWERS

1. Imperial bank of India
2. Natarajan Chandrasekaran
3. 1992
4. Flipkart
5. Hangseng Index
6. Pankaj Patel
7. Arundhati Bhattacharya
8. Patanjali
9. ICICI Bank
10. Jack Ma
11. Kolkata
12. France
13. Business Process outsourcing
14. Salman Khan
15. Credit Rating Information Services of India Ltd

How well did you do?

12-15 Well Done! You're a genius.

8-11 Hmmm... Not bad.

Below 10 Buck up!

Patron : Dr. (Sr.) Beena John (Principal)
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