



DIGITAL ECONOMY & SOCIAL MEDIA - WAY FORWARD

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HYDERABAD



WHAT WE'LL TALK ABOUT...

**INDIA & STATUS OF
DIGITIZATION**

OMNIPRESENT DIGITAL INDIA

**DIGITAL EVOLUTION INDEX 2017
-
HARVARD BUSINESS REVIEW**

**WHAT'S NECESSARY FOR THE
DIGITAL REVOLUTION ?**

**DIGITAL ARCHITECTURE &
POLICY FRAMEWORK**

**CHALLENGES &
WAY AHEAD**

CURRENT STATUS



India is a prominent name in the World Economy - GDP growth (6.7% - 7%) is at a higher growth trajectory than the world economy (about 3%)

Global Rating Agencies, Multi-lateral institutions (like IMF, World Bank), Policy Makers and Thinkers around the globe are bullish on the Indian Growth story for the coming decade

Digitization has the potential to further amplify India's expansion – making it one of the fastest growing economies for the coming 10 years (due to increased literacy levels & young India)

Digital Economy & Social Media will play a crucial role in sustained economic growth and employment creation in the coming decade

India's Digital Economy expected to grow from the current \$450 bn to \$1 trillion by 2022

THE OMNIPRESENT DIGITAL INDIA



The beginning of the Digital Revolution in India was in 2010 with the launch of Aadhar – the biometric identification program of the Government of India.

At present there are about 1100 million mobile subscribers and 430 million users have internet access – this is expected to double by 2026.

Government is also encouraging cashless payments and incentivizing digital payments. Soon, Cash won't be king!

Digital Evolution brings with it Automation, Data Analytics, Artificial Intelligence, Internet of Things – impacting millions of jobs world over

DIGITAL EVOLUTION INDEX 2017 – HARVARD BUSINESS REVIEW

The Analysis considered factors such as demand and supply conditions, Institution environment, innovation and change

India has been placed in **Break-Out Zone**

Break-Out Zone signifies countries with low state of digitization but are rapidly evolving

Other countries in this zone are – China, Indonesia, Philippines, Morocco, Vietnam, etc



The world recognises that India is at the cusp of digital revolution – the various demographic factors along with the macro-economic factors are favourable for growth in this direction.

DIGITAL REVOLUTION IN INDIA – WHAT'S NECESSARY?

Widely
Diffused
Digital
Revolution

- Should be inclusive
- Should include remote regions in ICT advancement
- To bridge the digital divide between Bharat & India
- Improved Telecom Infrastructure – affordable smartphones , mobile services, cable TV & E-commerce

Enabling
Regulations
& Policies

- To reap digital dividend, policies & regulations should enable digital competition, experimentation and entrepreneurship
- To maintain balance between digital push and the existing incumbents in the sector – to plan out obsolescence of technology and incurred capex

Industry

Retail

Travel

Banking

Telecom

Social Media

Education

Health

The architecture of the digital economy



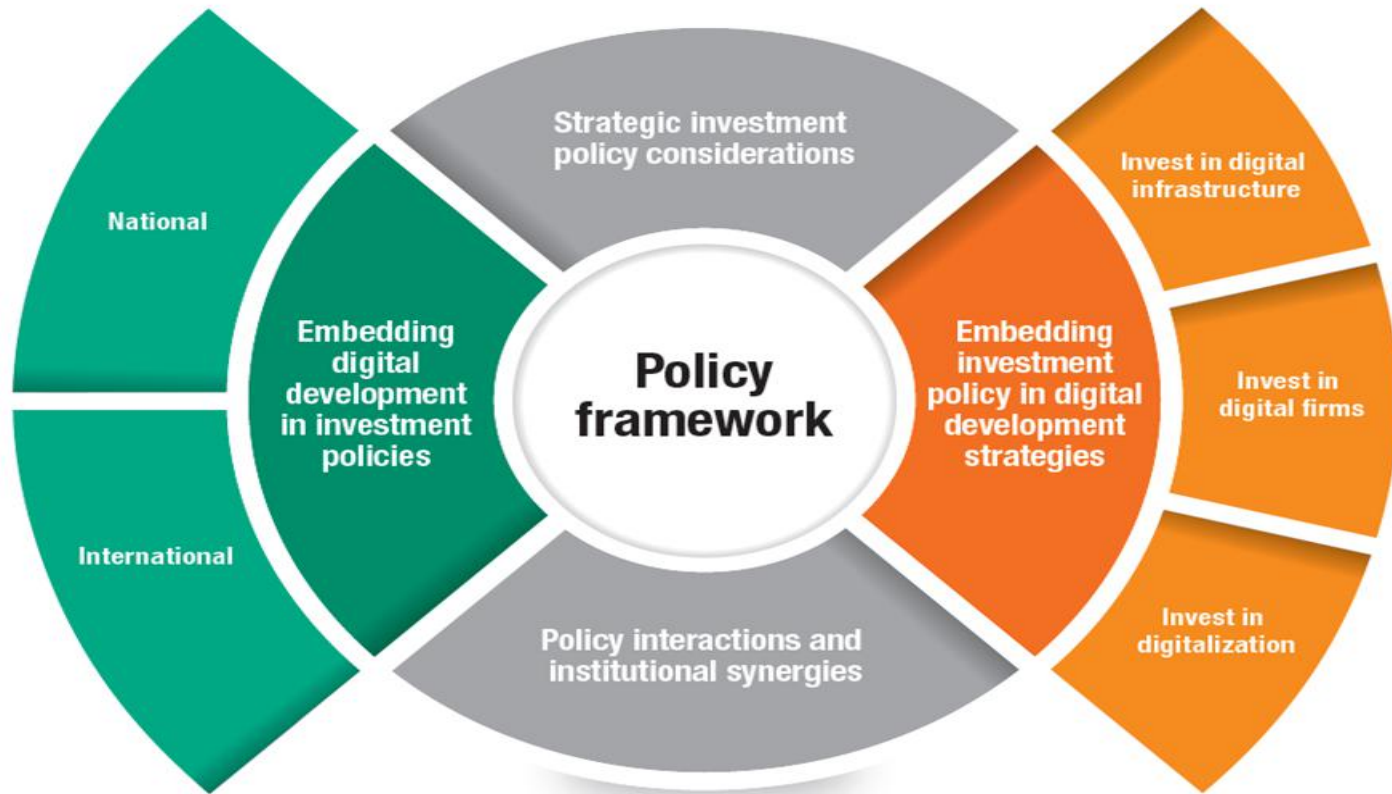
Digital MNEs, performing activities based on or strictly linked to the internet

■ Purely digital ■ Mixed

ICT MNEs, providing the enabling infrastructure supporting the internet

Source: ©UNCTAD.

Policy framework for investment in the digital economy



Source: ©UNCTAD.

CHALLENGES & WAY FORWARD IN DIGITIZATION

- Increase in Cyber Crime with deeper impacts
- Obsolescence of technology and existing investments
- Data is the new Oil – ownership, privacy & security of data
- Sustained Investments from Venture Funds / Private Equity

Though Challenges in Digitization are large, Opportunities are even larger!

Its time to move ahead in the digital space... its time to push the digital revolution...its time to metamorphosis into a digitally adept and able economy in all sectors...this wont be the end of current style functioning but a beginning of a new brighter stronger digital world which would reinforce India's position on the world map

**What the caterpillar calls
the end, the rest of the
world calls a butterfly.**

Lao Tsu



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THANK YOU