

DIGITAL AND CULTURAL INTEGRATION SKILLS

M.Thenmozhi

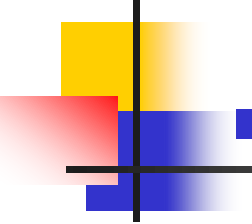
Professor

Department of Management Studies

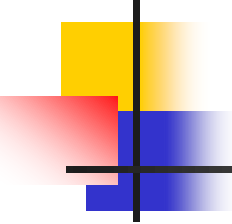
Indian Institute of Technology Madras

mtm@iitm.ac.in

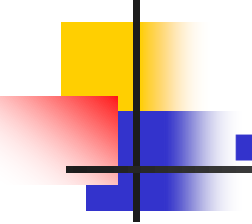
Digital India

- 
- **Vision** – transform India into a digitally empowered society and knowledge economy
 - **Vision Area 1:** Infrastructure as a Utility for every Citizen
 - **Vision Area 2:** Governance & Services on demand
 - **Vision Area 3:** Digital empowerment of Citizens

Vision Area 1: Infrastructure as a Utility for every Citizen

- 
- High Speed internet as a core utility
 - Easy access to a Common service Centre
 - CSC – Every Gram Panchayat – Post offices
 - Connect farmers markets through technology
 - Shareable private space on a public cloud
 - Safe and secure Cyber space
 - Digital village – connect > 900 mn people
 - Smart cities, Next Generation Network(NGN), Digital locker

Vision Area 2: Governance & Services on Demand

- 
- Services available real time from online and mobile platform
 - All citizens entitlements available on the cloud
 - Services digitally transformed fro improving ease of doing business
 - Making financial transactions electronic and cashless
 - Leveraging GIS for decision support systems and development

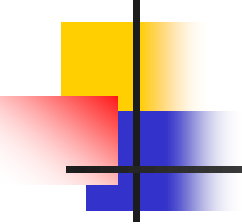
Vision Area 2: Governance & Services on Demand ...

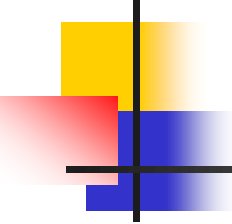
- E-Kranti - E-Health, E-education, E-agriculture, E-financial inclusion
-

Key principles

- Integrated services and not Individual services
- Government Process Reengineering(GPR)
- ICT Infrastructure on demand, Cloud by default, Mobile First
- Fast Tracking Approvals, Mandating standards and Protocols
- Language localization
- National GIS-Geo-spatial information system
- Security and Electronic data preservation
- NILGIRI-railways, Broadband highways, MyGov.in, Bharat Net

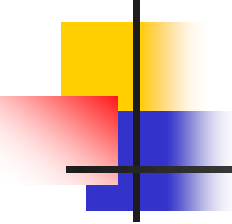
Vision Area 3: Digital empowerment of Citizens

- 
-
- Universal Digital Literacy
 - Availability of Digital resources/services in Indian Language
 - Collaborative Digital platforms for participative governance
 - Portability of entitlements through cloud
 - Vikaspedia- knowledge repository – online multilingual website



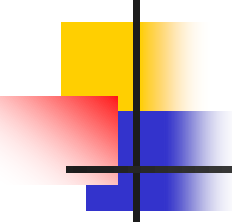
Manufacturing

- Make in India
- Start-up India Initiatives
- Patenting and IPRs focus
 - Net Zero imports - electronics 2020



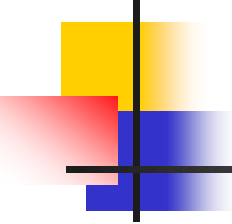
Expected changes

- Inclusive growth
- Use of latest technology to redefine paradigm of service delivery
 - More use of E-commerce and digitalized financial technology
- Job opportunities high
- IoT – smart energy, traffic management, waste disposal, water management , etc.

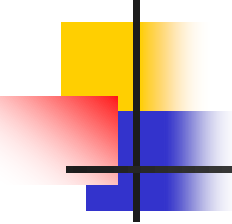


Challenges

- Unorganised sector –small retailers
- Brick and mortal to ecommerce
- Hacking and cybercrime
- Improving digital literacy
- Connectivity
- Life and culture?



Group Task

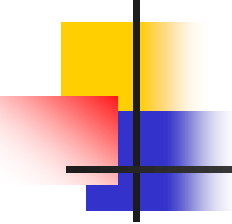


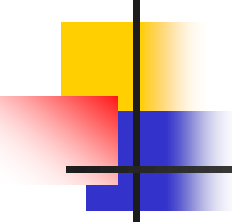
Digitalisation and Culture

- Organisational
- Technological literacy, focus on adoption and new innovations in process and products
- Education and access to information
- Smart phone and human interaction
 - Bonding of family groups
 - Home remedies
 - Rituals and festivals



Culture of India

- 
- India - 35 States and 1.30 billion population
 - Philosophy of life – religion, habits, festivals, functions, beliefs, Family and marriage, Yoga and meditation
 - Music and dance
 - Food Varieties and Habits
 - Medicines
 - Agriculturists
 - Human Values – Ethics, Quality, Multiple



Indian Institute of Technology Madras

- 650 acre campus
- Science, engineering and humanities courses
- 50% research students
- Semester, quarter courses
- 3 credits /2 credits
- Exchange students - research and undergraduate, graduate
 - Explore Indian cities – north, east and south

SUCCESS STORIES

• FOUNDERS

Ather Energy

- Tarun Mehta (2012 batch)
- Swapnil Jain (2012 batch)

What it does?: Building India's first Smart Electric scooter, the S340.

Funding: Hero Motocorp, Tiger Global, Sachin Bansal, Binny Bansal

Uniphore Software

- Umesh Sachdev
- Ravi Saraogi

What it does?: Speech based mobility solutions for enterprises.

Funding: IDG Ventures, Indian Angel Network and others

Planys Technologies

- Tanuj Jhunhunwala (2014 batch),
- Vineet Upadhyay (2014 batch),
- Prof. Prabhu Rajagopal (Faculty,IIT-M),
- Prof. Krishnan Balasubramanian (Faculty, IIT-M)

What it does?: Designs and manufactures compact underwater vehicles for immersed structure inspection and environmental survey.

Funding: Keiretsu Forum

DeTect Technologies

- Prof Krishnan Balasubramanian (Faculty, IIT-M),
- Tarun Kumar Mishra (2013 batch),
- Karthik R (2015 batch),
- Daniel Raj David (2017 batch)
- Harikrishnan AS (2017 batch)

What it does?: A solution for the inspection needs of energy sector focusing mainly on the pipeline integrity management..

Funding: Keiretsu Forum, Axilor Ventures and others

IITM Research Park







Assamese Sattriya Nritya







