International Journal of Enhanced Research in Educational Development (IJERED)
ISSN: 2320-8708, Vol. 12 Issue 1, January-February, 2024, Impact Factor: 8.376

To Exploring the Role of Ai in Filling the Gap between the Digital India and the Remote Control India

Priyanka Kumari[1], Dr Anila Nair[2]

[1]Research Scholar, Dept of Public Administration, Jayoti Vidyapeeth University
[2]Associate Professor, Dept of Public Administration, Jayoti Vidyapeeth University

ABSTRACT

AI is already being applied in ways that improve service delivery. In grievance management, AI platforms are analysing complaints, improving routing accuracy and reducing resolution times. In finance, the Aadhaar enabled payment system is leveraging AI driven fingerprint and facial recognition to detect and prevent fraud, safeguarding millions of digital transactions. Healthcare provides a compelling illustration. eHealth AI units are partnering with AI Centres of Excellence to develop solutions for early screening, continuous follow up, disease surveillance, clinical decision support and capacity building of healthcare professionals. The e-Sanjeevani telemedicine platform now goes beyond remote consultations. Prescriptions are available in multiple Indian languages, and clinical conversations are transcribed and analysed for accuracy and compliance. Clinical Decision Support Systems integrated into the platform have standardised data from nearly 200 million consultations, with more than 12 million diagnoses enhanced through AI based recommendations. Public health monitoring has also been strengthened. The Media Disease Surveillance platform has issued more than 4,500 alerts since 2022, giving authorities the ability to detect outbreaks early and respond more effectively.

Keyword: Screening, Finance, Management, Service Delivery, Public Health

INTRODUCTION

A company's "digital presence" includes its websites, mobile sites, social channels, and any other internet and web-enabled goods and services, therefore, "digital governance" is "a framework for establishing accountability, roles, and decision-making authority for an organization's digital presence." A clear chain of command over digital strategy, policy, and standards is the goal of digital governance. A "range of modern information and communication technologies such as the Internet, Local Area Networks, mobiles, etc., by the government to improve effectiveness, efficiency, service delivery, and promote democ-racy" is what is meant by "digital governance." This includes the political, social, and administrative spheres. The introduction of digital technology has resulted in significant changes in the public sector or public administration, including public governance, with far-reaching implications on social and economic realities (Ravšelj et al., 2022).This new model of public administration, known as Digital Era Governance (DEG), has had far-reaching effects on not only the inner workings of government but also on the relationship between government and citizens and between government and businesses. Over the last 20 years, however, the terminology used to describe this fast-expanding phenomenon has evolved, frequently serving to muddy the waters between previously distinct ideas. There-fore, DEG is also known as electronic government, digital government, electronic gover-nance, and digital administration. The European Commission considers e-government 1.0 to be the foundation upon which the more expansive ideas of open (2.0), smart (3.0), and reformed (4.0) government have been built.

Citizens' relationships with governments throughout the globe have been profoundly altered by the information and hyper-connectivity revolutions. When e-government efforts fail to take root, it may be due to a fragmented knowledge of the field as a whole. Malo-dia et al.'s (2021) to correctly implement e-government, we present a complete conceptual framework of e-government based on considerable qualitative research. This study adds to the existing literature by stating that citizen orientation, as opposed to channel orien-tation or technology orientation, is the most crucial factor in determining the success of e-government project implementation. Moderators of e-government are identified, includ-ing the digital gap, economic development, and political stability. Perceived privacy and mutual comprehension are also proposed as moderating criteria in the study's proposed tangible and intangible consequences of e-government. Using big data may allow

for a transition from traditional to smart governance. Academics, policymakers, and others have been debating how to effectively use big data to update governance for quite some time. It has been shown that government agencies may benefit from big data by using it to streamline their operations and increase productivity. In a meta-analysis, several indicators and rating systems are used. An in-depth analysis has shown the need for more research into the potential of big data to improve government services.

REVIEW OF LITRATURE

(Kostyaev, 2023) In general, Russia's rural areas are far behind the technologically sophisticated European Union. When assessing the process's possible drivers, obstacles, and results, it is crucial to take foreign customs into account. In light of the current state of affairs in Russia, this study attempts to compile the perspectives of foreign authors regarding the factors that have either facilitated or hindered rural areas' digital transformation. Research techniques and tools include text analysis of published publications and explicit statistical data analysis.

(Schwertner, 2017) This essay examines the potential for digital transformation of businesses as well as the changes brought about by the extensive use of digital technology in many facets of business. According to a study on the subject, expanding digital businesses are concentrating on integrating digital tools like cloud, mobile, social media, analytics, and big data to transform organisations. For a business to be digitally reinvented, it is essential to have CEOs that support an innovative and flexible culture in addition to a well-defined digital strategy. The normalisation of risk-taking as increasingly tech-savvy businesses look for cutting-edge ways to obtain a competitive edge is one characteristic of digital transformation. Big data, cloud, mobile, and social technologies are all quickly being incorporated into organisational infrastructures. As a result, these technologies are worth more than rivals with less effective tactics, have greater sales, and will soon turn a profit. However, as with any new technology endeavour, cloud, mobile, social, and big data projects do face some challenges. According to the report, worries about data security, incompatibility with existing IT systems, and a lack of authority are the primary factors preventing their broader implementation.

OBJECTIVES OF THE STUDY

1. To examine policy recommendations and strategic interventions to ensure the ethical and citizen integration of AI in public administrative in India.
2. To exploring the role of AI in filling the gap between the Digital India and the remote control India

RESEARCH METHODOLOGY

The methods and techniques employed, data collection, analysis, and ethical issues are all covered in this study. Research is viewed as a scholarly endeavour in the academic community. The process involves defining and rephrasing problems, developing hypotheses about possible solutions, gathering data, drawing conclusions, and testing the outcomes to see if they support the hypotheses.

“Research Design”

Determining which research techniques will be most effective with a certain set of variables and objectives is one use of a study design. A methodical approach to data collecting and analysis may be created with the aid of the project's original research questions. A descriptive study may employ both qualitative and quantitative methodologies. In this study, researchers employed a mixed-methods strategy. a methodology that blends multiple approaches. Determining the aims and objectives of the investigation is crucial, as is gathering and evaluating participant data.

A research technique is a systematic approach to solving a research problem inquiry. The advantages and disadvantages of various research approaches are discussed in this document. In an attempt to achieve the study's goals, the research technique is outlined by offering a basic framework for setting up the data collection procedure.

The details of the research process, including its methodology, are covered in this chapter. Variables, research methods, a sample, and sampling criteria are all included in both the pilot project and the data collection plan. Additionally described are the study's sample, sampling process, and methodology. Combining qualitative and quantitative methodologies can help better understand the study's issues. A statistical technique called triangulation leverages information from two sources to support a conclusion. The ability to incorporate extra data to elucidate the conclusions of one strategy is one of mixed methods research's strengths. Another benefit of mixed approaches research is the ability to enhance one strategy by applying another. Therefore, by using multiple methodologies for different aspects of the inquiry, the study may be carried out more thoroughly and advanced.

Using a variety of approaches highlights how important it is to give data collecting and subsequent action top priority. This study employed a mixed-methods approach to manage the enormous volume of data collected and preferred quantitative data over qualitative data. Prior to beginning quantitative research, qualitative data collection is a crucial

initial step. The first step was to do research on the subject; the next goal was to gather quantitative data in order to examine a big sample and use the analytic technique. Using a variety of approaches highlights how important it is to give data collecting and subsequent action top priority. This study employed a mixed-methods approach to manage the enormous volume of data collected and preferred quantitative data over qualitative data. Prior to beginning quantitative research, qualitative data collection is a crucial initial step. The mix of qualitative and quantitative data improves the study and facilitates further investigation.

RESULT AND DATA INTERPRETATION

ISSUES AND CONSTRAINTS TO BE OVERCOME IN ROUTE TO DIGITAL CONNECTIVITY AND ACCESSIBILITY

The process of digital transformation results from the use of digital technology to improve services, customer experiences, culture, society, etc. Organisations are updating and enhancing themselves along the path of digital connectivity, and innovation and service integration help to sustain with developing technology.

Many organisations are integrating technology into nearly every facet of their internal and external operations, according to the PECB article. Their operations and processes are being greatly impacted by this digital integration, which is causing structural and organisational problems.

The mere use of new technology does not imply a digital transformation of society. Organisations should implement new business models in order to comprehend digital transformation. The primary focus of all innovations is their impact on society and their clients. Numerous organisations have launched various projects and succeeded in achieving their objectives, but many are still having challenges. Approximately 70% of digital transformation initiatives are unsuccessful and fall short of their objectives, according to BCG.

In terms of money, organisational effort, and wasted time, these outcomes are expensive and time-consuming, but digital transformation can be difficult to achieve. Despite this, businesses and organisations still want to embrace it and put out the effort necessary to stay current. A few issues that are impeding the successful transformation of digitalisation are low-speed internet, cybercrime, net neutrality, and digital illiteracy. Technology is changing people's lives, society, and consumer experiences in both large and small businesses. Organisations must adopt digital technologies in order to meet today's demands.

The customer experience, operations procedures, and business model are the three key components of the organisational functioning system that must be altered in order to implement digital transformation (Waterman, Bonnet, and MCA fee 2014). In order for an organization to advance and grow, it must adopt new technology and services.

The obstacles to digital connectivity and accessibility must be identified by organisations and governance. This chapter will discuss difficulties that rural areas face, such as cybercrime, the digital divide, skilled labour, and program implementation.

Businesses are adopting new technology to meet the demands of the digital world. That serves as the foundation for all businesses and industries to overcome obstacles and compete. As a result, society needs to be aware of the new challenges and limitations. The problems and difficulties of the path to digital transformation have been the subject of numerous studies. Different sectors have encountered different types of problems. A few major problems that need to be fixed for a better knowledge and advancement of society are programmers' lack of experience, resources, and training. (Al-Ohali, Alhojailan, Palavitsinis, Najjar, Kaubaumanas, and AlS uhaibani, 2019) also investigated the human element in digital transformation in the field of education and discovered that the primary obstacle encountered by both teachers and students is the inability to accept new technology.

The Digital India campaign was started a long time ago with the goal of transforming society at the macro level, but when it comes to the micro level, it has encountered numerous difficulties in implementing programs, particularly in rural regions. A few of these difficulties are as follows:

Digital illiteracy: - for the full of fledge implementation of digitization there is a need to have enough knowledge of internet and its uses in a right way. Which rural areas have still doesn't have. In villages and towns there is need of awareness program and campaign should be run. The ability to understand the use of digital technology is known as Digital Literacy. Ace to Ministry of Labor & Employment, Govt. of India Report," Digital Literacy is the ability to access the computer /mobile /Internet for our day-to-day activities and being connected with others through the Internet." India has seen tremendous progress in many sectors with the help of technology. "UPI, Aadhaar, e-pathshala, Moocs etc. is spreading awareness and literary in digital world. Covid-19 has given the boom to digital literacy when lockdown prevailed in all over country, Business, work, education all has been dependent on technology. According to ASSOCHAM- Defoliate digital India (November, 2016) around 950 million Indians are still not on internet. In India,

just 38% of families have digital literacy. Compared to merely 25% in rural areas, digital literacy is comparatively higher in urban areas at 61%. (CBWE Ministry of Labour & Employment, 901 reports on digital literacy). Internet usage, application use, browser use, email use, and government use. Among the components of digital literacy are apps and UPI.

1> Internet use: By adding and getting to know one another on various social media platforms, internet use has strengthened family ties and social relationships. With the power of the internet, we can obtain minute-by-minute updates on anything pertaining to the economy, trade, weather, news from other nations, etc.

2> Use of Emails: Emails are a quick and dependable way to communicate. In this digital age, employers and candidates need to have an email account in order for government services to respond quickly. The days of physical letter delivery, telegram, and fast post are long gone.

3> Use of Applications: The world has become more technologically advanced thanks to solution-oriented applications for certain problems. Every task has a distinct app to make it simpler and more comprehensible.

4> Browser Use: The primary browsers for accessing the appropriate information are Google, Chrome, Internet Explorer, and Mozilla Firefox. Any question may be found via a browser, which also increases people's awareness of technology.

5> Use of Digital Payment Method: Using the Unified Payments Interface (UPI), digital payment enables speedy and safe transactions. It is not physically possible for anyone to send and receive money.

CONCLUSION

The correlation and regression studies' findings also provide empirical evidence for the high correlation between digital connectedness and a number of inclusion indicators, such as economic growth and sustainable development goals. Increased access to digital services and infrastructure is found to improve economic activity, create more job possibilities, and help accomplish sustainable development goals. Additionally, ensuring that all demographic groups have equitable access to digital resources—which closes the digital divide and promotes social cohesion—requires inclusive digital policies and activities. Several recommendations can be made in light of these findings to promote the sustainable digital growth of rural communities such as Soraon Tehsil. Among these are the development of robust monitoring and evaluation systems, the encouragement of digital entrepreneurship and innovation, and the incorporation of digital technologies into significant sectors like education, healthcare, and agriculture. Additional tactics include capacity-building initiatives and targeted investments in digital infrastructure. The study's conclusion, which focuses on specifically, provides compelling proof of the vital role that technology plays in fostering empowerment and all-encompassing development in rural communities.

The results of a thorough analysis and interpretation of the data demonstrate that, among other positive developments, digital initiatives can alter rural communities and dismantle socioeconomic barriers. One of the study's most notable findings is the substantial impact of digital activities on women's empowerment. By using digital platforms and tools, women in rural areas are assuming leadership positions, advocating for their rights, and significantly improving the socioeconomic fabric of their communities. Additionally, they have access to financial services, healthcare, and education. In addition to advancing gender equality, women's empowerment improves socioeconomic outcomes that benefit entire households and communities. The connection between digital initiatives and rural entrepreneurship further demonstrates the transformative potential of technology in fostering innovation and economic growth. Thanks to digital technology and platforms, aspiring entrepreneurs can now access markets, funds, and resources like never before, giving them the resilience and confidence to pursue their ideas with more assurance. In rural areas, this has increased economic diversification, job creation, and entrepreneurship, laying the foundation for sustainable and fair development.

REFERENCES

1. D'Hauwers, R., Van Der Bank, J., & Montakhabi, M. (2020). Trust, transparency and security in the sharing economy: What is the Government's role? *Technology Innovation Management Review*. https://doi.org/10.22215/timreview/1352
2. Desk, E. W. (2018). *What is new National Digital Communications Policy-2018?* Indianexpress. https://indianexpress.com/article/india/what-is-new-telecom-policy-2018-digital-connectivity-communications-
3. Drishtiias. (2018). The National Digital Communications Policy, 2018. *Drishtiias*, 1– 9. https://www.drishtiias.com/daily-news-analysis/the-national-digital-communications-policy-2018 product market: an examination of the sustainability of profitability differences. *Review of Accounting Studies*. https://doi.org/10.1007/s11142-021-09626-4
4. Ferguson, J. L., & Ellen, P. S. (2013). Transparency in pricing and its effect on perceived price fairness. *Journal of*

Product and Brand Management. https://doi.org/10.1108/JPBM-06-2013-0323
5. Frakt, A. B. (2019). Making Health Care More Productive. In *JAMA - Journal of the American Medical Association*. https://doi.org/10.1001/jama.2019.19695
6. French, N. (2023). Pricing to market – an investigation into the use of comparable evidence in property valuation. In *Journal of Property Investment and Finance*. https://doi.org/10.1108/JPIF-02-2023-0007
7. Girma, S., & Vencappa, D. (2015). Financing sources and firm level productivity growth: evidence from Indian manufacturing. *Journal of Productivity Analysis*. https://doi.org/10.1007/s11123-014-0418-7
8. Goltz, F., & Schroder, D. (2010). Hedge fund transparency: Where do we stand? *Journal of Alternative Investments*. https://doi.org/10.3905/JAI.2010.12.4.020
9. Granados, N., Gupta, A., & Kauffman, R. J. (2010). Information transparency in business-to-consumer markets: Concepts, framework, and research Agenda. *Information Systems Research*. https://doi.org/10.1287/isre.1090.0249
10. Grosskopf, S., Self, S., & Zaim, O. (2006). Estimating the efficiency of the system of healthcare financing in achieving better health. *Applied Economics*. https://doi.org/10.1080/00036840500424798
11. HAYES, A. (2023). *Price Transparency: Meaning, Costs, Improvement.* Investopedia. https://www.investopedia.com/terms/p/pricetransparency.asp#:~:text=Price transparency reflects the extent,therefore price transparency is complete.
12. Herawati, E., & Mutaufiq, A. (2022). The Effect of Work Placement on Increasing Employee Productivity at Sharia Multi Finance Cibarusah. *International Journal of Sharia …*.
13. Hincapie, M., Diaz, C., Valencia, A., Contero, M., & Güemes-Castorena, D. (2021). Educational applications of augmented reality: A bibliometric study. *Computers and Electrical Engineering*. https://doi.org/10.1016/j.compeleceng.2021.107289
14. Huong, T. M. (2023). Research on Asset Chain Pricing under Asymmetric Information. *VNU University of Economics and Business*. https://doi.org/10.57110/vnujeb.v3i4.169
15. Iasparliament. (2018). *National Digital Communications Policy-2018*. Iasparliament. https://www.20.com/article/national-digital-communications-policy-2018
16. Ivanková, V., Kotulič, R., Gonos, J., & Rigelský, M. (2019). Health care financing systems and their effectiveness: An empirical study of OECD countries. *International Journal of Environmental Research and Public Health*. https://doi.org/10.3390/ijerph16203839
17. Jiang, B., Sudhir, K., & Zou, T. (2021). Effects of Cost-Information Transparency on Intertemporal Price Discrimination. *Production and Operations Management*. https://doi.org/10.1111/poms.13270
18. Jiang, Z. Z., Zhao, J., Yi, Z., & Zhao, Y. (2023). Inducing information transparency: The roles of gray market and dual-channel. *Annals of Operations Research*. https://doi.org/10.1007/s10479-020-03719-0
19. KESAVAN, S. (2023). *Price transparency and its role in customer trust and loyalty*. Togai. https://www.togai.com/blog/price-/
20. Knorr Cetina, K., & Bruegger, U. (2002). Global microstructures: The virtual societies of financial markets. In *American Journal of Sociology*. https://doi.org/10.1086/341045
21. Kohli, R., & Melville, N. P. (2019). Digital innovation: A review and synthesis. *Information Systems Journal*. https://doi.org/10.1111/isj.12193