

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 2564
TO BE ANSWERED ON: 11.12.2024

DIGITAL INDIA INITIATIVE

2564. SHRI S JAGATHRATCHAKAN:

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether it is a fact that the Digital India initiative has accelerated internet penetration and spurred significant private sector growth, creating a strong demand for professionals skilled in SEO, content creation, social media strategy and data analytics; and
- (b) if so, the details thereof and if not, the reasons therefor?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI JITIN PRASADA)

(a) and (b): The Digital India initiative has significantly accelerated internet penetration and spurred growth in India. Government of India had launched the Digital India programme in 2015 to ensure digital access, digital inclusion, and digital empowerment. The overall goal is to ensure that digital technologies improve the life of every citizen, expand India's digital economy, and create investment and employment opportunities in India.

Digital India has contributed to the rapid expansion of internet access, through initiatives such as BharatNet, which aims to provide high-speed internet to rural and remote areas. As a result, there has been a substantial increase in internet accessibility and usage across the country, and internet penetration in India has grown dramatically in the last decade. According to recent statistics, India is one of the largest internet markets in the world, with over 94 crore internet users (Source: Telecom Subscriptions Reports dated 21st November, 2024).

The increase in internet penetration has created significant growth in the private sector. It has facilitated the rise of e-commerce, education, health, social media, digital media, fintech, entertainment and other digital businesses. The digital transformation has created demand for professionals in various fields such as Artificial Intelligence (AI), Data Analytics, Cybersecurity, SEO (Search Engine Optimization, Content Creation, Social Media Strategy, etc.

To bridge the industry skill gap, Ministry of Electronics and Information Technology (MeitY) has initiated a programme titled "FutureSkills PRIME" jointly with National Association of Software and Service Companies (NASSCOM) aimed at re-skilling/up-skilling of candidate in new/emerging technologies, namely Artificial Intelligence, Robotic Process Authomation, Augmented/Virtual Reality, Internet of Things, Big Data Analytics, Additive Manufacturing/3D Printing, Cloud Computing, Social & Mobile, Cyber Security and Blockchain. FutureSkills PRIME is available as an online platform for digital skills training, which is hosted at <https://futureskillsprime.in/>. On this platform, premium contents are made available to candidates, to facilitate anytime, anywhere learning, in line with their aptitude and aspirations. Under the FutureSkills Prime program, there are over 500+courses offered on the platform; and, more than 19.8 lakh learners have signed upon the platform and are learning about these emerging technologies. Out of these, 8.55 lakh candidates have enrolled/trained into various courses.
