

Industry Leaders Views On Modi Government's Ambitious Digital India Initiative



Digital India
Power To Empower

eBusiness India wishes a very Happy Republic Day to all the proud Indians out there. On India's **69th Republic Day**, **e-Business** India team collates few powerful quotes on **Modi** government's ambitious **#DigitalIndia** programme from industry leaders.

Digital India initiative has been driving innovative ideas and practical solutions to transform our nation and creating opportunities for all citizens by harnessing digital technologies. The vision is to empower every citizen with access to digital services, knowledge and information.

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Mukund Malagi, Co-Founder, ND Commerce[/caption]

“Productivity & Convenience ‘will be at the core of Digital India Initiative. We are already seeing a lion share of customers using handheld interfaces for making their lives easy, be it payments, shopping, communication etc all and when you throw in the Tier 2, Tier 3 town consumer base into the mix, this will drive massive benefits to the customers. With key enablers like vernacular content, video content, better broadband, lower cost of internet along with consumer facing innovation ideas will spur the concept of digital India. Digital India initiative will have a positive surround effect and also encourage the offline businesses to also participate like mom and pop shops, India Post centers, housewives etc., who can enable last mile delivery, provide reverse logistics support, collect payments, or even showcase products. The Indian Market hasn’t really seen the launch of IOT products, but that alone could be the biggest beneficiary of Digital India in building Commerce, Awareness & Knowledge.”