

Chapter 3

Data Analytics for Better Branding of E-Governance and E-Business Systems: Case of “Digital India” Campaign

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ABSTRACT

Efficient e-governance leads to stronger democracy which can be achieved through higher trust, visibility, and transparency in the system, which can be acquired through effective branding. Various techniques of data analytics can help in achieving trust and transparency in the system. The objective of the study is to resolve various issues in the public sector through analytics-based improvement of different parameters of branding, namely, communication, consistency, clarity, and competition. The research design of the study is a combination of both qualitative and quantitative techniques like descriptive statistics. The main techniques emerged for data analysis includes rating and ranking analysis of government apps, social media analytics, text and speech analytics, media analytics, statistical analytics and data mining, telecom analytics, and people demographics for government programs. It was found that the “Digital India” campaign under e-governance initiative was highly successful based on different kinds of analytical methods found in the study.

DOI: 10.4018/978-1-5225-5412-7.ch003

INTRODUCTION

Many countries are working well on the democratic structure but digitization of the government services through introduction of E-Governance has impacted their system. To improve the E-Governance services, government needs to improve the branding of their services so that citizens can be engaged well. To improve the branding, various government departments need to understand the dynamics behind the campaign and data related to it. But which data analytical techniques can be helpful is a difficult question. This study helps in understanding various such techniques and uses the case study of “Digital India” campaign in India to understand the application of the various data analytics techniques.

Digital India Campaign

Digital India was launched by the Prime Minister of India Narendra Modi on July 1, 2015 to empower the people of the country digitally. The digital India campaign was launched with the aim of bridging India’s Digital segment and to solicit investments in the technology sector. Digital India campaign focuses on E-Governance and seeks to transform India into a digitally empowered country (MyGov, 2016). The campaign involves knowledge-based transformation. The programs aim to provide high speed internet services to the citizens and to make services available through online mode and through mobiles. It also emphasizes on providing broadband services, tele-medicine and mobile healthcare services to villages and transforms ease of doing business in India (Panwar, 2015). Through this campaign, the prime minister aims to make the governance more participative. The Ministry of communications and IT is responsible for the implementation of the campaign.

- Digital India program has introduced schemes such as Digital Locker, e-education, e-health, e-sign and national scholarship portal in which investment of over Rs 1 lakh crore has been made.
- Digital India campaign has also introduced BharatNet in 11 states and Next Generation Network (NGN).
- The Digital India campaign ensures that people get advantage of latest information and communication technology and that they receive government services electronically.
- Various apps introduced under Digital India campaign are Digital India Portal, MyGov Mobile App, Swachh Bharat Mission app and Adhaar Mobile Update App (Panwar, 2015).

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