

Volume 6, Issue 2 (XIV)

April - June 2019

ISSN 2394 - 7780

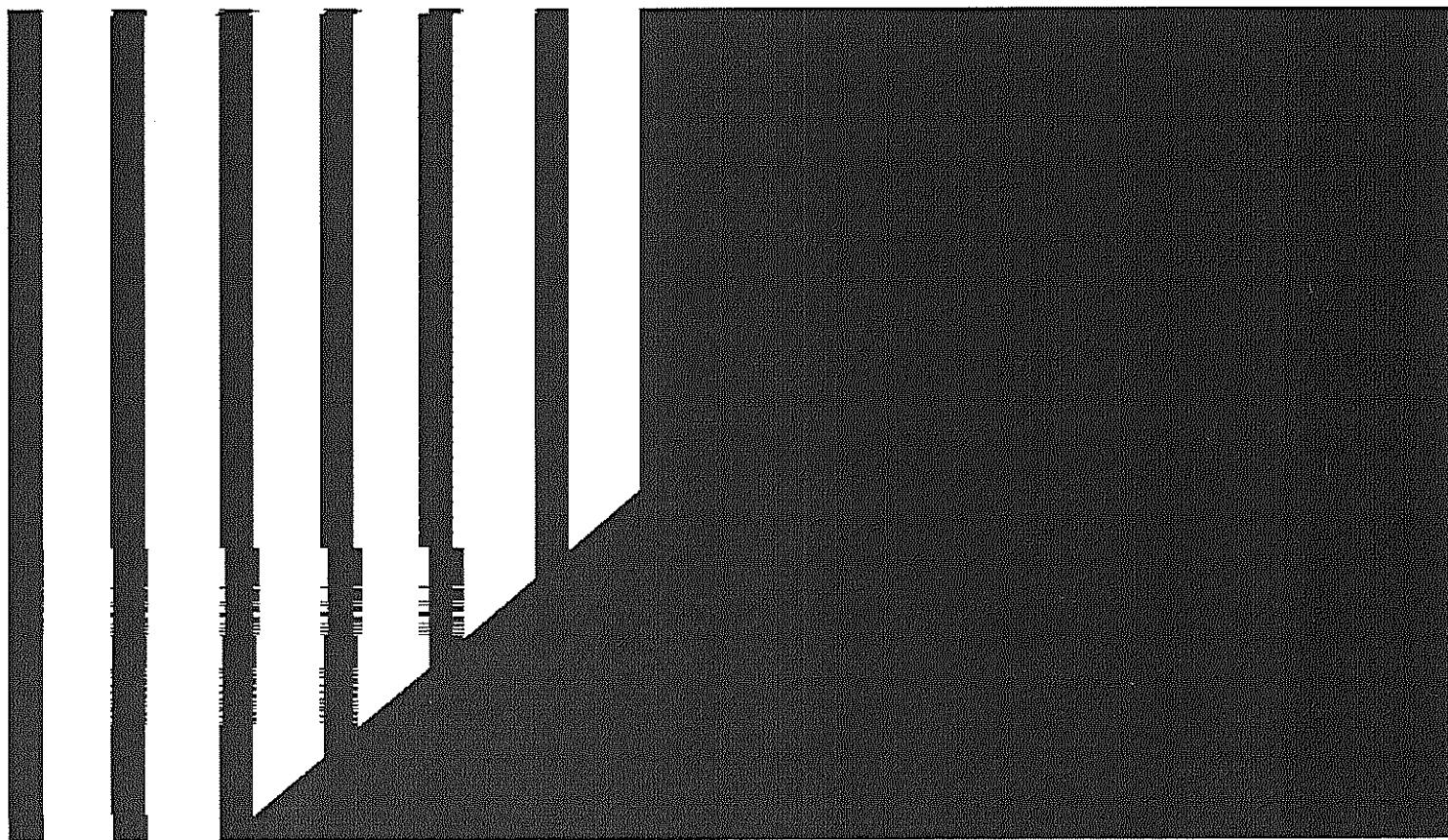


ज्ञान-विज्ञान विमुक्तये
UGC
University Grants Commission
Journal No.: 63571

International Journal of

Advance and Innovative Research

(Conference Special)



CONTENTS

Research Papers

LIBRARY SERVICES WITH SPECIAL REFERENCE TO MOBILE TECHNOLOGY AND SOCIAL MEDIA	1 – 4
Rautray Sandip Wamanrao	
A STUDY ON BANKING DIGITAL SOLUTIONS-BANKING OMBUDSMAN OFFICER	5 – 10
Florence Noah Christian	
A STUDY ON IMPACT OF DIGITALIZATION IN FOOD DELIVERY SERVICES IN MUMBAI	11 – 16
Hitesh Kamath and Prasad Naik	
AN ANALYSIS OF THE USAGE OF PLASTIC MONEY WITH SPECIAL REFERENCE TO SOUTH MUMBAI	17 – 19
Dr. Rajeshwary G. and Rukhsana Rayeen	
IMPACT OF DIGITALIZATION ON HOSPITALITY INDUSTRY WITH SPECIAL REFERENCE TO OYO	20 – 23
Divya Thakur	
m-HEALTH (MOBILE HEALTH)-AN ACCESSIBLE HEALTHCARE DELIVERY SYSTEM	24 – 37
Dr. K. Bhavana Raj	
PUBLIC HEALTH CARE IN GREATER MUMBAI: CHALLENGES AND OPPORTUNITIES FOR THE MUNICIPAL CORPORATION OF GREATER MUMBAI (MCGM)	38 – 42
Dr. Susan Alex	
A STUDY ON AWARENESS ABOUT FINANCIAL INVESTMENT SERVICES OF POST OFFICE AMONG COLLEGE GOING STUDENTS PURSUING BCA FROM SOUTH MUMBAI	43 – 48
Dr. Mehul C. Chhatbar and Arun Maurya	
TO STUDY THE PROS AND CONS OF DIGITALIZATION IN DEVELOPING NATION LIKE INDIA	49 – 54
Sabina Ashfaque Shaikh	
ROLE OF ICT AND ITS IMPACT ON EDUCATION PILLARS	55 – 57
Kailas Baban Datir	
ROLE OF ICT IN EDUCATION	58 – 61
Pooja Sonar	

TO STUDY THE PROS AND CONS OF DIGITALIZATION IN DEVELOPING NATION LIKE INDIA**Sabina Ashfaque Shaikh**

Assistant Professor, K. H. M. W. College of Commerce, Jageshwari (West) Mumbai

ABSTRACT

As we are aware that there is a wave of technology that has emerged in our generation now we feel helpless if we don't have Internet, laptop mobiles etc. Digitization is a process of in which there is a conversion various forms of information such as sounds, text image in to digitalized format The digitalization has proved to be best for reducing unemployment, improving quality of life and easy access to information and, knowledge and other public services of cost effectiveness to cut the cost that incurred in various knowledge practices related to the production, distribution, communication helps on long term economic growth and stability The process of digitalization helps to preserve, access all the important document to the people all over the world wherein earlier it was sent in physical form. A number of measures are taking to promote digitalization for the present and upcoming generations. Along with huge benefits of digitalization there are few disadvantages also which is highlighted in this paper This paper highlights the concept of digitization along with the social economic and ecological benefits and few disadvantages of digitization of knowledge and information.

Keyword: Digitization, Economical impact, Ecological benefits, digital infrastructure

1. INTRODUCTION

Digitalization is an very important and effective initiative taken by the Government of India to ensure that all the necessary Government services are made available to citizens electronically by improving online transaction and infrastructure and by increasing Internet connectivity all over. It was launched on 1 July 2015 by Prime Minister Narendra Modi.

There are many initiatives taken by the government which includes plans to connect rural and urban areas with high speed internet networks

It includes features such as

- Digital Literacy among people
- Digital transactions
- Creating digital infrastructure

However along with loads of benefits there are few disadvantages as well which we will come across like

- Unethical hacking
- Rural people might not be able to make maximum use of it

But we must accept that digitalization has change the whole scenario of information world

2. DIGITALISATION

Digitalization is transforming all the manual, traditional ways in to modern and electronic form

"The internet has upended how consumers engage with brands. It is transforming the economics of marketing and making obsolete many of the function's traditional strategies and structures. For marketers, the old way of doing business is unsustainable (Edelman, 2010)."

Digital India is a complete renewed, modified and expanded version of the national e-governance plan. It aims to deliver all government services digitally and electronically

- It will help to address the issues of public accountability and transparency through a . Complete online delivery will help a lot in transactions . It will be a great help in reducing corruption. It benefits sectors like IT/ITeS, Power sector, Education sector, Telecom sector, Electronics manufacturing, Banking and Financial sector, etc
- It will support in connecting the entire India and bring in front all the hidden talent and entrepreneurs that will contribute to our nations success
- It will help us to achieve the universal digital literacy.