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INVESTING IN DIGITALIZATION IN INDIA

The Government of India understands that millions of Indians are looking to it to deliver on its promises and meet the expectations for India to take a position as one of the fastest-growing global economies. With the spotlight on India, there is a national sense of urgency for action, and strategic investments in technology will be critical to creating a new path for the future.

The government can truly deliver on the promises of Digital India through the following:

- **Supporting the startup ecosystem:** The startup ecosystem will be a significant growth driver for India. With the government's support, the country is creating an environment conducive to innovation, which will also create jobs. With over 3,100 startups, India is currently the fourth-largest startup community in the world, and these numbers will only increase. By 2020, India will have more than 10,000 startups, which, in turn, will create 250,000 to 300,000 jobs. With continued support and investment, this flourishing ecosystem has the potential to bring about many more opportunities for India to compete on the global stage.
- **Transforming industries:** Companies across every industry and geography are realising the value that comes with going digital, and in India, there is tremendous value that has yet to be unlocked. By using the Internet to connect, businesses can increase efficiency, productivity and quality, in turn boosting GDP growth. Across industries in India's private sector, digitisation has the potential to create \$394.4 billion in value over the next decade. Through connectivity, manufacturers can increase productivity, speed up their product cycles and improve quality standards. Enabling manufacturers to do business better and faster will drive new opportunities for India and help manufacturers to increase competitiveness and achieve their growth goals.
- **Creating smart cities:** The UN expects India's urban population to grow to 404 million people by 2050 and the government must prepare for this influx. Technology will be essential to providing the urban services that citizens need and improving quality of life, while also creating an environment that is more favourable for business investments. The government in India has announced a budget for the development of 100 smart cities, which, if invested in the right ways, could have a tremendous impact.