

FROM THE DESK



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CII DIGITAL | For
Digital
Inclusivity and
Sustainability

In a world full of on-demand experience, it is evident, technology is not a choice, but a fundamental business strategy that must be interwoven into every part of an organization. In recent times, Digital Transformation (DX) has been proven to enable better collaboration within and between organizations. It has been providing more personalized ways of customer engagement, business productivity, and higher employee innovation to form more accurate insights from data, all of which help a business grow and give it a better chance of thriving. Undoubtedly post-pandemic of COVID19 as well.

The economy of tomorrow is designed by digital technologies. With more personal computing, the inclusion of the cloud, and enhancement in customer experience, technology is paving the way to better business outcomes and inclusive growth. With enormous challenges and opportunities, the technology landscape of India has been at the rapid pace of development complemented by the proliferation of the Internet, and smart devices. The CII Digital activities in 21-22 will uproot the lack of awareness and roadblocks among Indian enterprises to face the digital wave and prepare them for global competitiveness via Digital Transformation.

Watch out for the ninth edition of DX dialogue. I seek your valuable inputs and connect with you for more activities planned in year ahead at CII Digital. You can reach me at cdt@cii.in

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\$5 TRILLION DIGITAL INDIA



**CENTRE FOR
DIGITAL
TRANSFORMATION**
A \$5 Trillion Digital
India needs its Robust
Digital Infrastructure

This is 2021! The entire world is looking up to India as a power to reckon with. And why not? From time to time, India has shown its ability to convert adversity into opportunity. In recent years, we have proven that, as a country, when we set our eyes on a goal, we achieve it! In 2013, we decided to zoom ahead in interplanetary exploration and the result was *Mission Mangalyaan*, a daring effort by the ISRO.

This mission made India only the 4th country in the world to enter Mars orbit and the first to do so in its maiden attempt! We have many more such examples. Whether it is creating a digital identity for billions or setting-up a digital payments ecosystem that now amounts to 1.22 billion monthly transactions, India has shown that it has this knack of using technology in disruptive ways. And these efforts are reaping handsome dividends. Be it creating the Martian Atlas, or saving INR 90,000 Cr through Aadhar, these bold moves are actually shaping India's growth trajectory. Talking of growth, with this *never-say-die* attitude and an innovation mindset, the ambition to become a \$5tn economy by 2025 is no more a far-fetched dream.

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