

# The Bridgital Innovation

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'Bridgital Innovation' is a term divined by Mr. N. Chandrsekran and Ms. Roopa Purshothaman, the authors of the book on 'Bridgital Nation' wherein they state that "the future of work will be imagined, designed, tested and made in India." They add, "we have all the tools and we've already tested the waters. Lets dive in." So welcome to the world of 'Bridgital Innovation' that presents a blue print for facilitating accelerated multi-dimensional growth of our country by harnessing digital technologies and reimagining tasks and processes that can have magical results. India's development has come in an era of globalization and technology-driven change. Our economic growth is led by the services sector of information technology, finance and telecommunications rather than manufacturing as in the past.

As India grows into the third largest economy over the next decade, housing one-fourth of the global middle-class, a significant share of its population will still remain at the bottom of the pyramid. Today the access challenge puts basic services such as quality health, education and justice out of reach of millions of Indians. The shortages of all services are endemic because more and more people are jostling for the same limited resources. Addressing this challenge will mean shorter wait times, faster justice, better quality healthcare and education and will improve the quality of life.

India needs more of Innovation and Bridgital thinking that uses technology as an enabler, a tool to give the country what it needs most. AI, machine learning and the Cloud can be used with Bridgital approach to amplify India's existing resources and extend them to many more Indians. It must focus on technologies that augment and raise people's skills and boost a range of labour-intensive intermediate activities to take care of its vast unmet demand, ensuring that people and technology complement each other rather than substitute each other.

Bridgital innovation can provide new opportunities to meet the needs of small and medium businesses and even create business clusters while the entrepreneurship and Start-Ups can provide a meaningful route to paid work for secondary-educated women who aren't currently in the workforce. This is an opportunity to create a new category of digitally literate and intermediately skilled workers to act as a bridge to develop new markets so that new eco-systems can flourish around them. It is only through Bridgital Innovation and start-up culture that we can tap the vast underutilized human resource base and build the bridges between talent and productive work, using technology and foresight.

Bridgital innovation, in a world driven and shaped by technology can create a pathway for government, businesses, regulators, NGOs and everyday people to solve problems that were in the past, considered intractable. We must look beyond the concept of just a 'Smart City' rather imagine a 'Smart Nation' instead. We have rich examples of success within India like the Tata Group with 150 years history and work across India that can be replicated. The newer example is of the Corona Vaccines that India is today mass-producing and distributing over the world even for free to some of its neighbouring and poor countries, thereby bolstering its global image as the 'pharmacy of the world'.

In the Indian context, we can clearly see how technology can impact businesses and lifestyles. Take for example the digitization of systems, such as passport issuance and income tax filing that has made a significant impact on the public. Govt. Of India has introduced many apps to make life accessible and easy. To name a few, we have UMANG (unified Mobile Application for New-Age Governance that brings together various govt. Departments and their services on one platform, AAYKAR Setu for Income tax and Pncard, ePatshala for teachers and students, Krishi Kisan for new farming techniques, Khelo India for sports and fitness enthusiast Madad for Indian citizens abroad and start-Up India for entrepreneurs.

Thanks to human resilience and the ability to adapt there has been a universal open-mindedness to innovative solutions like WFH work from home culture during the pandemic. The education system is temporarily revamped with online learning solutions. Massive online open courses like MOOC and Coursera have made education accessible to anyone with the inclination and the internet connection. We now use smart phones for information, education and entertainment. Even the travel industry with P2P (peer to peer) accommodation companies like the Airbnb and Hipcamp have developed websites and apps and gained access to destinations one never dreamt of.

India's Smart Cities Mission and Tata Trusts have been offering cities the opportunity to build smart and sustainable urban infrastructure innovating their way into cities of the future. In Jabalpur, Madhya Pradesh, the CDO envisioned a new traffic system that automates e-challans through violation sensors. At Tumakuru, Karnataka, it was a refashioning of buses to include GPS tracking and sensors connected to a mobile application. In Chhattisgarh's Naya Raipur.. the chosen problem was maintaining an uninterrupted water supply by monitoring hydraulic parameters in case of outages...

In a first, the Indian Railways' Western Railway zone has introduced the Mobile Train Radio Communication(MTRC) system to aid safer and on-time travel. To track the movement of the vehicles carrying garbage and check whether they are disposing of waste daily, the New Town Kolkata Development Authority (NKDA) is planning to set up an Internet-of-Things (IoT)-enabled smart fencing for garbage disposal in Kolkata. The Ministry of Mines has recently issued the National Non-Ferrous Metal Scrap Recycling Framework, 2020 covering key non-ferrous metals like aluminium, copper, zinc and lead with an objective to promote a formal and well-organised recycling ecosystem in the country. Work has already started on the world's largest and most ambitious multi stage Lift Irrigation Project at Kalesheram in the Telangana district that will irrigate more than one lakh acres of drought area. Our culture is also fascinated by underdogs and overnight successes of start up companies and products or services that seem to rise out of nowhere and completely change their industries.

Technology, Talent and Vision can lay the foundation to close the gaps that matter most. We already have what it takes to leverage the strength once we tailor digital approaches and technologies to our needs. The scale and complexity of India's challenges is itself an opportunity. When we do crack these challenges, the solutions it devises will be relevant to many other societies and countries as well. So, let's hit at the root of the problems that hold India back and envision a different future.