

ROLL OF NEW MEDIA IN ECONOMIC DEVELOPMENT

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ABSTRACT

There are around 50 crore internet users in India, among those almost 19 crore lives in rural area¹. According to Internet and Mobile Association of India (IAMAI) data the number of internet users increasing day by day. A large section of this population is active on new media or popularly known as social media. A data provider website "statistics.com" estimates 25.8 crore users active on new media in its recent report². A part from informing and educating masses, helping development cause is one of the major functions of media. In past all forms of media print, electronic or performing arts played their role in different aspect of human development. In fact usefulness of a media stream can be judged by its roll in social and economic development.

New Media supported by internet is latest entrant in media gamut. It has challenged concepts in classical media theory in big way. The line between channel and target audience has gone blur. Now Communicator and receiver are continuously interchanging their role. With instant feedback New Media is most communicative today, which the real power of New Media. We all understand that new media is very powerful. With continuous addition of users and social media platforms it is getting stronger day by day. This makes a perfect case to study the usefulness of New Media.

For evaluating the usefulness of new media we need to study its role in human development especially in social and economic development. In the proposed paper we will study role of New Media in economic development. In the study we will try to find out how New Media is helping the growth in economic indicators like income, employment, consumption etc. We will also try to find out economic opportunity directly related to New Media. We will also try to find out impact of New Media on implementation of government social schemes and its impact on GDP growth. The study will also focus on limitation of New Media for achieving economic development goals.

KEYWORDS: Economic Growth, Social Media And Economy, Internet Growth, New Media. E-Governance.

INTRODUCTION

Our topic has two key words new media and economic development. We try to understand

these two words in reverse order. Let's start with Economic development.

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Economic development is the process by which a nation improves the economic, political, and social well-being of its people. The term has been used frequently by economists, politicians, and others in the 20th and 21st centuries. Economic development is directly related to living standard of people. Whereas economic development is a policy intervention endeavor with aims of improving the economic and social well-being of people, economic growth is a phenomenon of market productivity and rise in GDP. Consequently, as economist Amartya Sen points out, "economic growth is one aspect of the process of economic development³".

Economic growth deals with increase in the level of output, but economic development is related to increase in output coupled with improvement in social and political welfare of people within a country. Therefore, economic development encompasses both growth and welfare values.

Now let's deal with New Media. New media is used to describe content made available using different forms of electronic communication made possible through the use of computer technology. Generally, the phrase new media describes content available on-demand through the Internet.

This content can be viewed on any device and provides way for people to interact with the content in real-time with the inclusion of user comments and making it easy for people to share the content online and in social with friends and co-workers. Now a day's social media has become a very prominent part of new media especially with emergence of low cost smart phones and cheap internet data service new media has become accessible to economically down trodden population in developing countries like India.

Here we will try to understand how New Media supported by low cost smart phones, easily available computers-laptops and cheap internet services are help the cause of economic development. How they are contributing to GDP growth, job creation, betterment of services and other economic indicators.

For this we will divide our study in three parts;

1. New media drastically expanded in India
2. Impact of new media on Governance
3. Impact of new media on Job creation and growth

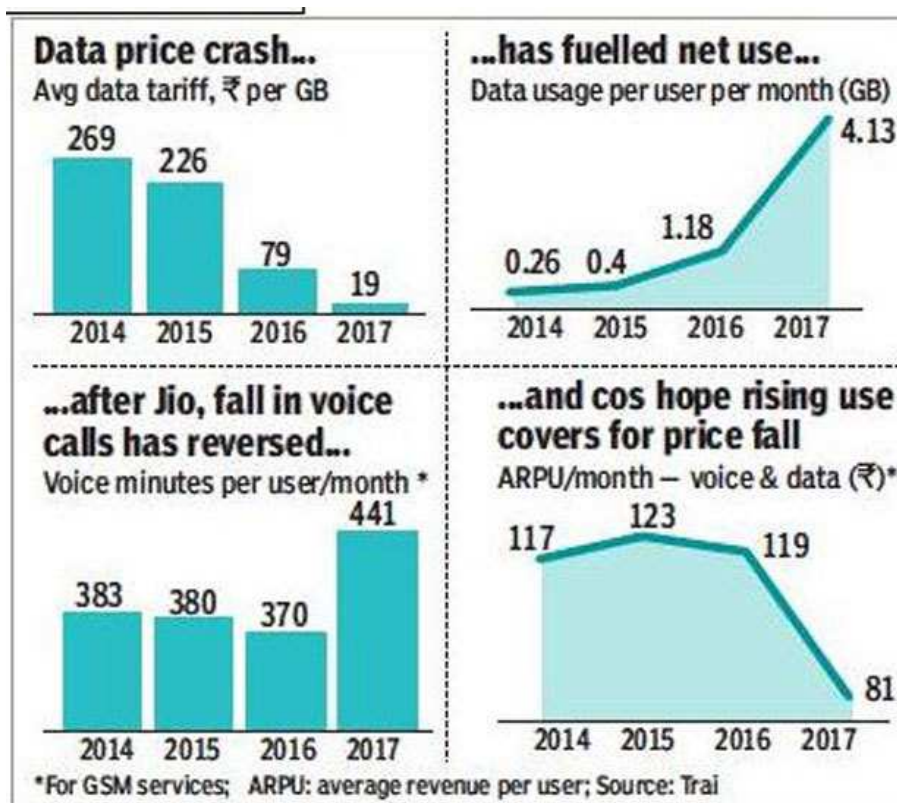
We will also try to find out shortcoming related to New Media in economic development.

NEW MEDIA DRASTICALLY EXPANDED IN INDIA

In just three years from 2014, monthly data usage in the country increased 15 times, as smartphones and mobile internet became cheaper and faster. According to TRAI figure at the end of 2014, the average monthly data consumption was only 0.26GB per person, which increased to over 4GB at the end of 2017.

Usage has increased not only because fast 4G data is now very cheap, but due to sources of content for smartphones having multiplied. Most online videos are seen on smartphones, and a study by media analytics company Comscore shows 89% of Indians go online on phones and tablets-the highest share among large data-consumption economies. 4G, which promises speeds of at least 10Mbps, is the main driver of wireless data consumption, accounting for nearly 82% of total usage last year.

4G data prices have fallen from an average of Rs 269 per GB in 2014 to Rs 19 now-and even lower in case of bundled individual data packs. It's 7% of what customers paid earlier.



Graphics by Times of India June 3, 2018⁴

The above data clearly shows that internet penetration has gone up drastically in India, which means that most of the Indians are connected to New Media today. It is fit case to study its impact on economic development in the country.

IMPACT OF NEW MEDIA ON GOVERNANCE

Of the 193 member countries assessed in the United Nations E-Government Survey 2018, India was in 96th place in the E-Government Development Index. In 2016, India was ranked 107th. The UN releases the ratings every two years. In 2010, India ranked 119th.

In the fiscal years 2014-15 and 2015-16, the number of online transaction across ministries of government of India were 5.8 billion which went up more than eight folds in fiscal year 2017-18 to 41 billion⁵.

These days Aadhar is under criticism due to recent Supreme Court judgment. Aadhar is also

a initiative which is successful due to emergence of new media. Mobile number and updates received on mobile are life of Aadhar eco system specially in the case of Aadhar payment.

Aadhar payment has arrested pilferage in government scheme in big way. Our one of the past prime minister used to say 1 rupee sent by government actualizes into 10 paise while reaching the actual beneficiary. Now New Media has checked that government pilferage in big way. Now there is no one between beneficiary and Government while transfer of benefits.

Government saved around rupees 90,000 crore due to use of Aadhar payment eco system in last three years. In which rupees 42,000 crore in petroleum subsidy, rupees 30,000 crore in food subsidy, rupees 16,000 crore in MANREGA payments, and around 1,500 crore in other type of spending⁶. That means not only government capacity reach out beneficiaries has gone up

but beneficiaries also received the full amount directed to them.

The Central Government has announced that it will be establishing a New Media Wing within the Ministry of Information and Broadcasting (IB) at the cost of Rs 22.5 crore. This wing will help the government publicise its initiatives on social networking websites. In other words, the government wants to tell you all about the splendid work they're doing through Facebook, Twitter and even YouTube. The government has a separate department that looks into promoting government initiatives on the television and through print ads, and it will now be taking social networking platforms seriously too.

IMPACT OF NEW MEDIA ON JOB CREATION AND GROWTH

The media and entertainment industry will create nearly four million jobs in next five years, a report revealed. According to a study by the CII-BCG Report Media and Entertainment - The Nucleus of India's Creative Economy, which is due to release on Tuesday, the Indian Media and Entertainment sector, would grow at a relevant speed to create both direct and indirect employment by 2022⁷.

The job creation will happen majorly because of the shifts around adoption of technology, big data and analytics as well as structural changes which will require a massive reskilling of the current workforce. The industry also promises to continue a strong double digit growth of 11-12 per cent in the next five years, and needs to embrace itself for the consumption explosion, the report added.

Emergence of Netflix, Amazon prime video is new avenue. We can soon see a number India version of these initiatives. Huge number of youtube channel are already there.

Currently, direct economic impact by the media and industry is Rs 135,000 crore and employs over 1 million people.

Taking total economic impact, including indirect and induced benefits to the economy, media industry output is Rs 450,000 crore, contributing 2.8 per cent to India's GDP, the statement read.

Rise of New media is also helping job growth in telecom sector. The telecom industry, which has been witnessing job losses due to consolidation, is expected to create over 10 million employment opportunities in the next five years, as per the skill development body for the sector. According to telecom skill council "There are 4 million people employed in the telecom sector and by the end of five years, 14.3 million people will be employed in telecom as well as telecom manufacturing,"

Government is looking at 5G rollout by 2020. That will be again a big push for New Media.

LIMITATION OF NEW MEDIA IN ECONOMIC DEVELOPMENT

Despite having fifty crore internet users low literacy rate in India is big dampener in use of New media for economic growth. Though we have a literacy rate is 74% the quality of literacy is very low. Around half of literate population only knows how to write their names. So instead of using New Media as development tool they are using it as entertainment.

A report released by the Internet and Mobile Association of India (IAMAI) recently shows that most people accessing internet in rural areas for entertainment, followed by online communication and social networking. This is in trend with the broader trend across the country, where, according to the Nokia India Mobile Broadband Index 2018, video streaming is a key driver of a data traffic driven by rapid

adoption of 4G internet, contributing 65-75 per cent to mobile data consumption⁸.

CONCLUSION

There is no doubt that New Media is helping economic development cause in India by creating awareness and providing digital services. A lot of government initiative like Aadhar, Jan Dhan has been successful due to use of New Media. Government is also very aggressive in engaging with people through social media.

New media has great role in job creation in media as well as telecom sector. It is also helping job creation in e-commerce and other jobs service sector.

Quality of literacy is a big problem in coupling New Media with economic development. Literacy about uses of new media for economic development need be spread among masses.

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