

# **Bridgital Nation**

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This book is about addressing the jobs challenges in six sectors – healthcare, Education, Agriculture, Logistics, Financial Services and Judiciary.

At its heart, Bridgital addresses access challenges through a reimagining of the tasks and processes that make up a job, and complimenting this with technology that enhances and supports workers.

India has an overwhelming demand for vital services and an overwhelming supply of human capital. It just doesn't know how to build a bridge between them.

The bridgital approach is a simple one. Technology is there to amplify India's existing resources and extend them to many more Indians. Bridgital does this by reimagining how services can be delivered and how people can use their talents differently, once they are aided by technology.

In the digital world, technology does not disrupt an existing market as much as it creates an entirely new one.

Workers augmented by technology take on tasks previously done only by experts and specialists. There is also demand for people who can act as tech enabled intermediaries between those who need services and those who supply them- demand that today is often serviced by the informal sector.

Nearly 120 million Indian women have at least a secondary education, but do not participate in the workforce.

When we think of the future of technology and India, three things stand out:

1. India's lack of markets means access will take precedence over efficiency.

2. India faces a perennially limited supply of skilled human resources and physical assets.

3. India's demographics demand a different approach to automation and AI

Three lessons from lasting businesses that ride the waves of technology:

1. Technology alone does not solve difficult problems.

2. there is no such thing as purely digital or purely physical.

3. we need to grasp the shape and sprawl of technology adoption.

India will have to think about its problems in new ways, because the old ideas have proven unsuccessful time and again.

In the 21 st century, India will have to harness Artificial Intelligence and IOT.

Neither human nor machine alone can help  
India prepare for the great changes at the its  
doorstep.

A book about India is a book about an inscrutable place. There is the everyday country of the senses, and the the country made of numbers- the analysts country. One is overwhelming, the other is confounding.

India rarely lives in its averages.

India is hard to pin down because of its idiosyncrasies. The country's wide an complex spectrum of realities has been historically micromanaged by a sweeping, risk –averse bureaucracy.

India has a massive jobs challenges on its hands. Ninety million people will come of working age between 2020 and 2030.

So many Indians live on the edge of poverty that it takes only one adverse health event to tip them over. Every year 49 million Indians are pushed into poverty by medical expenses- over half of the 97 million people around the world who fall into poverty.

How did India end up with a patchwork health care system where patients believe that opting out of life saving treatment is in their best interest?

India has one million doctors, this means in numbers that is 8 doctors to 10,000 people. In reality that is closer to 5 doctors for every 10,000 people.

India needs another 600,000 doctors and 2.5 million more nurses to reach the norms set by the WHO

The chasm between where authorized medical practitioners live and where patients live is at the heart of the access predicament in India. The fact is that it requires patients to undertake a journey, a journey few can afford.

The Indian healthcare system does not work because its primary health care system are in constant state of shortage and disrepair.

Ayushman bharat will go a long way in relieving pressure o Indians, but for it to be truly effective, it needs to move to improve primary care.

The gap in the number of teachers is large, not as large as that of doctors and nurses. The education problem is about quality and consistency.

Indian women want to work. However, between 2011 and 2017, 19 million fewer women participated in work.

As households become wealthier, women don't work. Also when automation happens on the farm, women lose their jobs first.

Of the jobs created by mechanization, 80 % are filled by men.

Half of Indian women are married by 19.  
One in three women has a child before 20.

Indian women work but are not paid for it. If you look at household work – cleaning, nurturing, cooking, teaching, advising, managing – women put in 9.8 hours at this compared to men who put in one hour and women don't get paid for this.

School text books in India are riddled with stories and pictures that paint men as breadwinners and women in passive roles. Education boards in Karnataka and Tamilnadu now have textbooks that depict women with careers.

The Indian labor market has three elements:

1. a large number of people who could work are not looking for work.

2. The labor market is seeing a rising unemployment rate.

3. Overwhelmingly, those who find jobs find jobs in the low productivity informal sector.

India added at least 3 million vocational jobs ,  
i.e. tailors, welders, car mechanics, mobile  
technicians etc. in the last few years.

India has a two track job market – one end is the organized sector, hugely productive, well paying, high skilled.

At the other end is unorganized, less qualified workers, lower productivity workers.

The formal sector has a huge vacancy problem – judges, physicians, school teachers etc.

The problem is because India invests heavily in tertiary education while not investing enough in primary and secondary education.

In India, at this moment, there is no clear path between formal and informal tracks. Its job landscape has a participation gap, a skills gap and a gap between the formal and informal sectors.

India's GDP growth does not reflect job growth. To understand this, consider this – the average firm in India employs just over two people.

In the Chinese apparel sector forms with fewer than 8 employees account for 5 % of total employment. In India the corresponding number is 80 %.

Making India a hub of entrepreneurs will not be an easy task. It will require reforming institutions with the power to shape markets, and changing widespread attitudes about entrepreneurship.

No amount of digital innovation will help if the SMEs biggest hurdle isn't resolved – dealing with government regulations and the bureaucracy.

The Bridgital approach does not see a binary choice between automation and no automation. Instead it is a world, in which work is demystified, disaggregated and redistributed through the aid of of the cloud, AI and related technologies.

# How can India make it possible for everyone to apply bridgital principles?

1. Data privacy, the foundation of any bridgital approach is a necessity.
2. Industries and organizations will benefit from freedom to experiment with existing roles and create new ones.
3. echnology can overcome old apprehensions by redefining how services are delivered.
4. Digital skilling needs official recognition.

India's challenges are urgent. It is easy to be trapped in a crisis mode, fighting every fire. To evolve , the country needs to actively design the future it wants

# 3 transformations lie ahead ...

1. Technological transformation where India develops the capacity of advanced digital tools to address its great challenges
2. talent transformation .. Equip the students and workers with the ability to enhance themselves and their prospects through technological augmentation.

Vision.. A transformation of vision, India needs to position itself as a pioneer shaping the future of work.