

Case Study
Analysis of Digital India Initiatives & their Impact on
the Economy



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About the Client



- A leading Indian industry association, focused on the technology sector in the country. It has about 2,000 members

Client Objectives / Goals



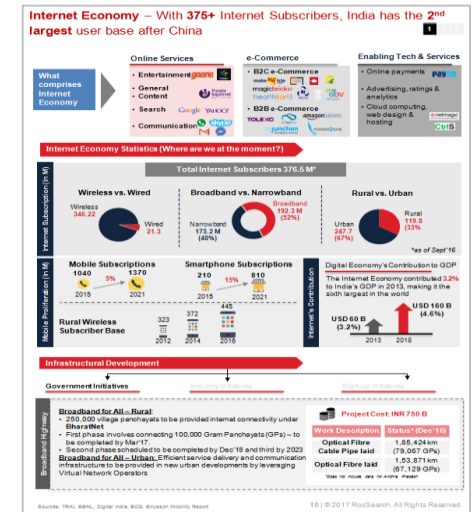
- The client was preparing its Annual Strategic Review report, which was to be shared with various internal and external stakeholders
- RocSearch collaborated with the client to help develop a section covering India's key digital initiatives and their impact on the country

Approach and Methodology



- Identified key digital themes by scanning publicly available information sources, especially government websites, news articles, magazines, etc.
- In collaboration with the client, shortlisted seven themes that comprehensively covered India's digital transformation story
- For each of the selected themes, conducted focused research covering all aspects such as objective, current status, drivers, challenges, impact on the stakeholders, future outlook, etc.
- The team also leveraged the client's internal data to validate the research findings and plug gaps
- Leveraged our in-house design team to provide infographics support for the study

Sample Output



Results / Value-add



Our findings helped various value chain participants to gauge the impact of the Digital India initiatives on their business and plan their strategies accordingly.

The client was able to integrate our output in its annual strategic report without the need to alter the content or design of the section