

DIGITAL INTELLIGENCE DASHBOARD

INDIA

DIGITAL INTELLIGENCE INDEX IS A COLLABORATIVE RESEARCH INITIATIVE
OF THE FLETCHER SCHOOL AT TUFTS UNIVERSITY AND MASTERCARD.

UPDATED Q3 2021



INDIA GATE, NEW DELHI, INDIA



The Digital Intelligence Index (DII) is an interactive research platform built to provide evidence-driven, actionable insights on how to enhance digital competitiveness, nurture trust in the digital economy, and foster responsible use of data, AI, and other advanced technologies for enhanced productivity and the greater good.

The following DII Dashboard provides an in-depth breakdown of a single economy's relative performance in the DII's Digital Evolution and Digital Trust Scorecards. DII Dashboards offer a suite of powerful visualizations to gauge an economy's digital strengths and shortcomings, benchmarking an economy's score in each index dimension against global and income group peer medians.

The Digital Evolution Scorecard compares the digital maturity and historical growth trajectory of 90 select economies—comprising 95% of the globe's online population—across four key drivers: Supply Conditions, Demand Conditions, Institutional Environment, and Innovation and Change. The resulting framework captures both the state and rate of digital evolution and identifies implications for investment, innovation, and policy priorities.

The Digital Trust Scorecard covers a smaller group of 42 economies and is comprised of four key drivers: Environment, Experience, Behavior, and Attitudes. These measures consider the trustworthiness of the digital ecosystem in each economy, the level and types of friction in digital experiences, the depth of engagement among Internet users, and the level of trust in the digital ecosystem expressed by citizens.

For both scorecards, economies are given a rating (represented by color) on each metric dependent on their quartile of the metric score distribution. Box and whisker plots for each metric demonstrate where in the distribution an economy falls, with a triangle representing the average metric score for their respective World Bank income group. For Digital Evolution, economies are also assessed on their relative trend in the given metric from 2008 to 2019—from rapidly receding to rapidly advancing—an assessment we represent with arrows.

This edition of the DII offers data, insights, policy recommendations, and international comparisons to guide decision-makers to chart a path out of the pandemic-induced economic challenges of 2020 and toward a data-enabled, artificial intelligence-augmented, and inclusive digital future. **Click here** to explore the DII interactive site, read the report, and download the dataset.

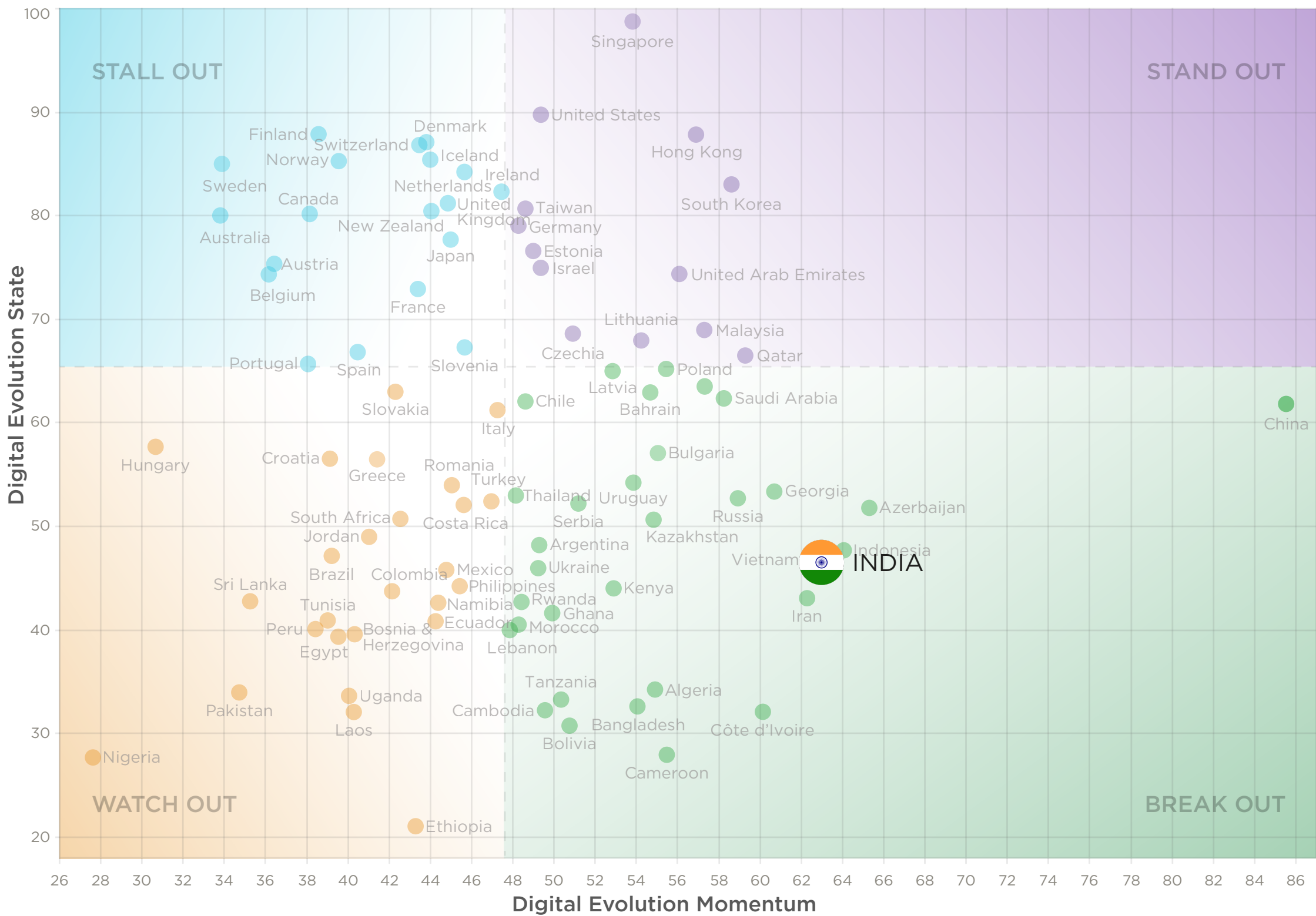


India

ZONE
BREAK OUT

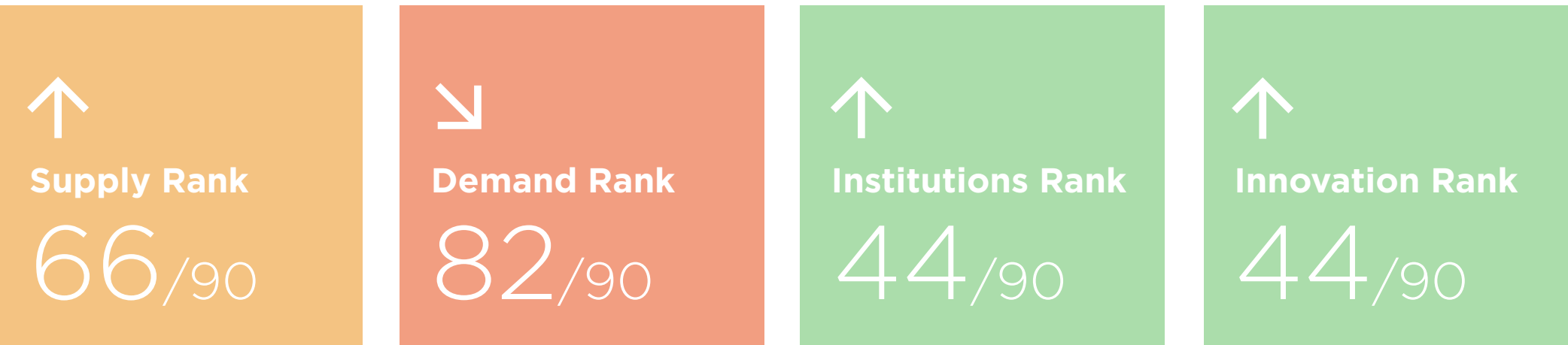
STATE
SCORE
46.57
RANK
61/90

MOMENTUM
SCORE
62.95
RANK
4/90



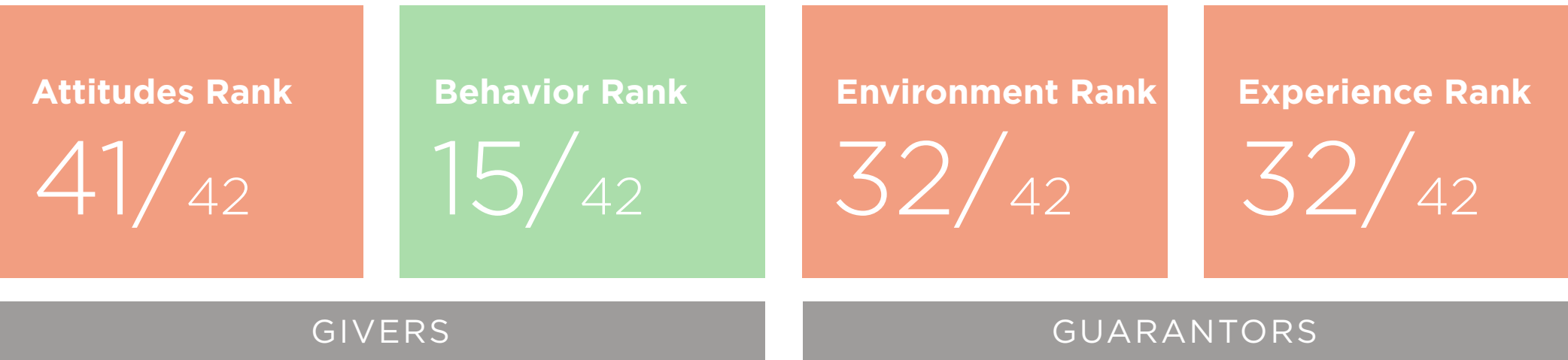
Digital Evolution

Digital Evolution measures the state and momentum of digitalization across 90 economies



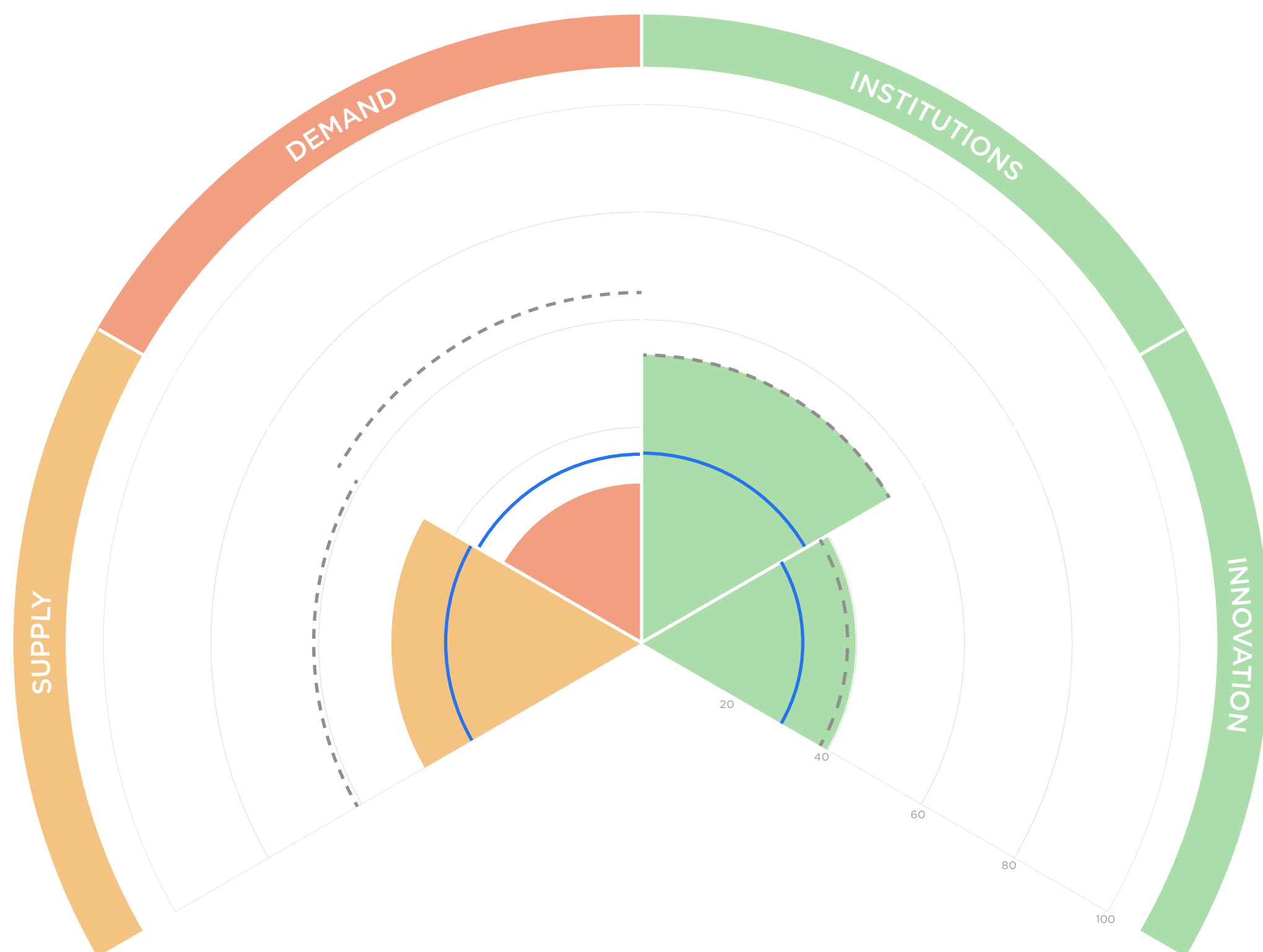
Digital Trust

Digital Trust evaluates the performance of the givers and guarantors of digital trust in 42 economies

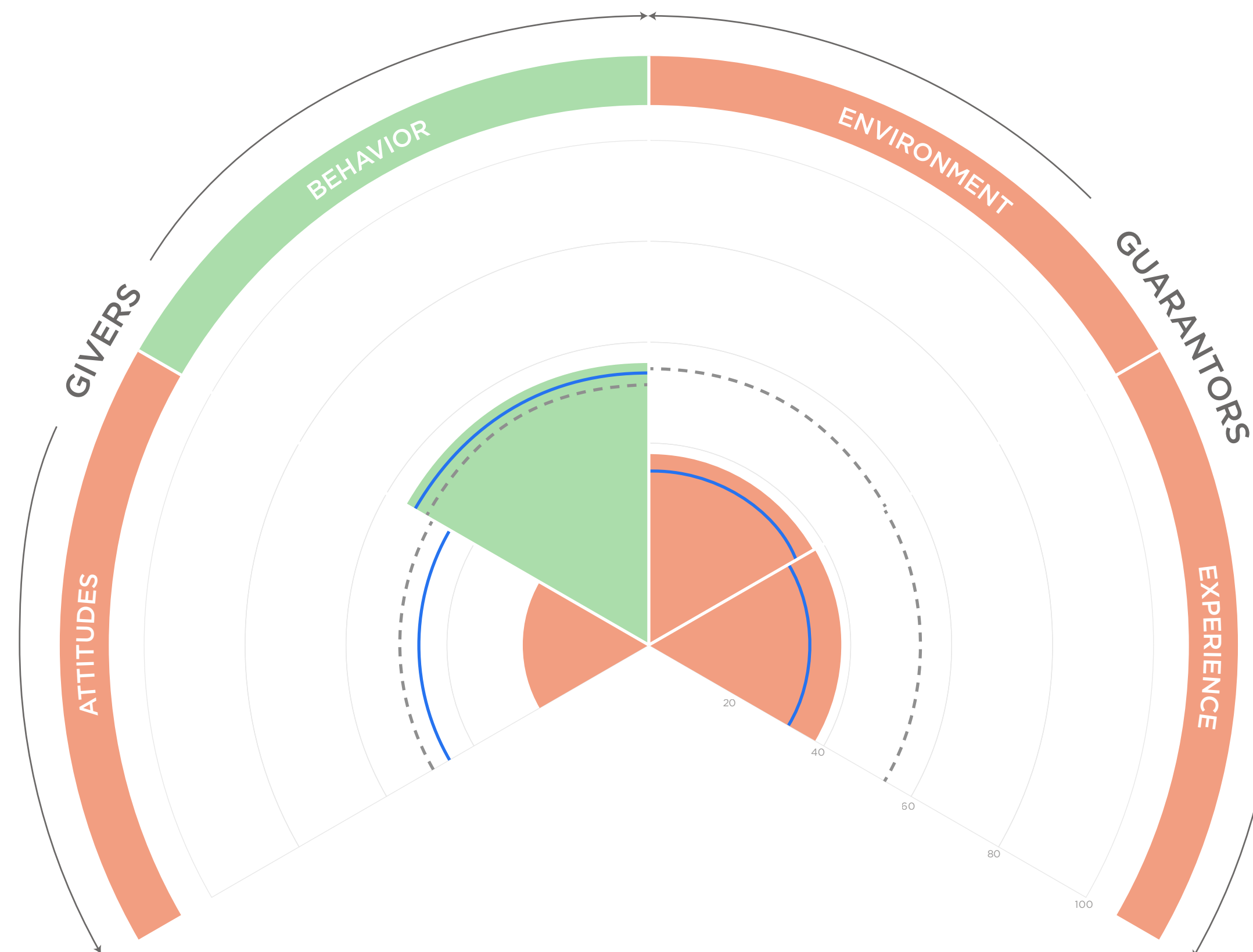


↓ Rapidly Receding ↘ Slowly Receding ↗ Slowly Advancing ↑ Rapidly Advancing ● Bottom Quartile ● Third Quartile ● Second Quartile ● Top Quartile

Digital Evolution



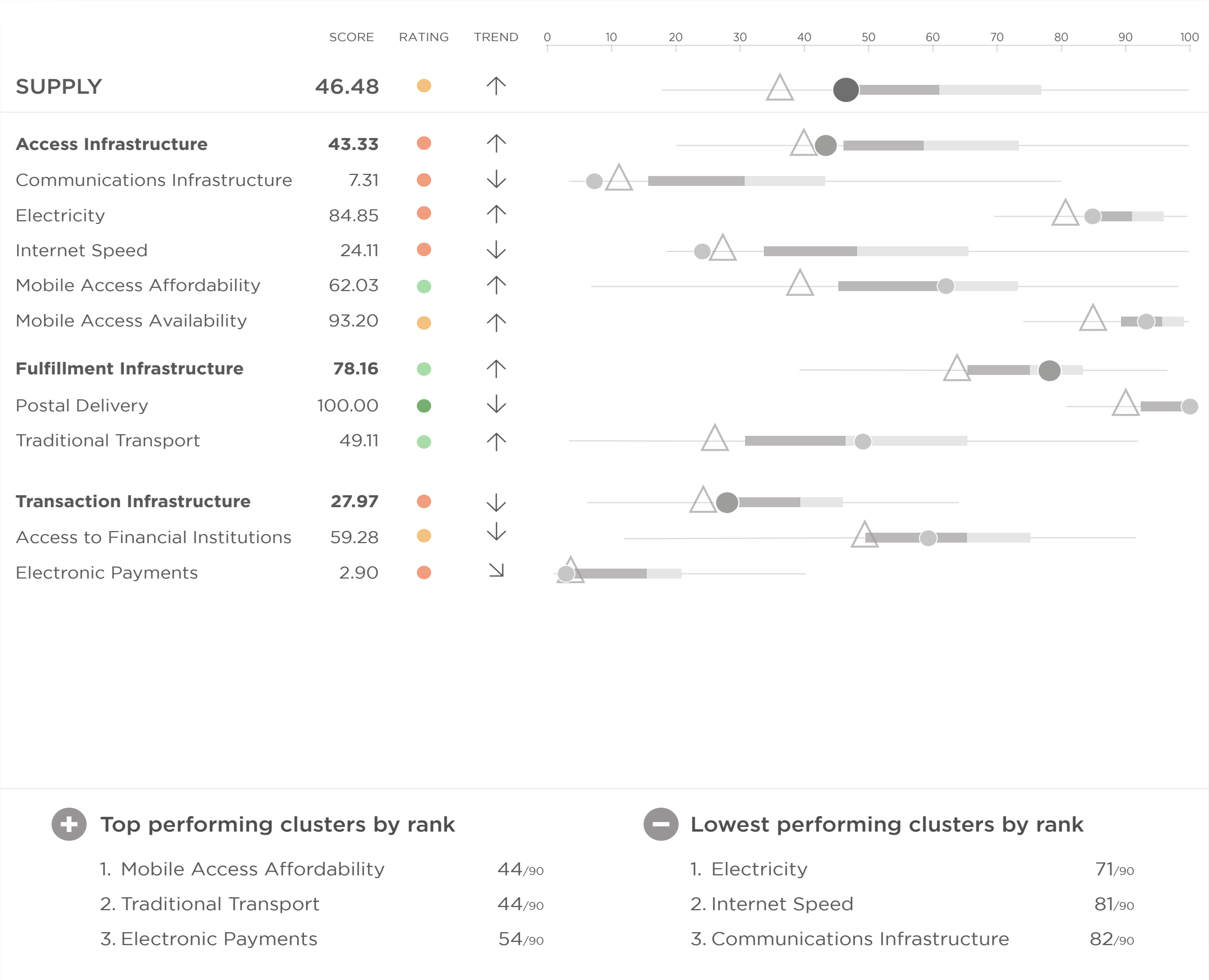
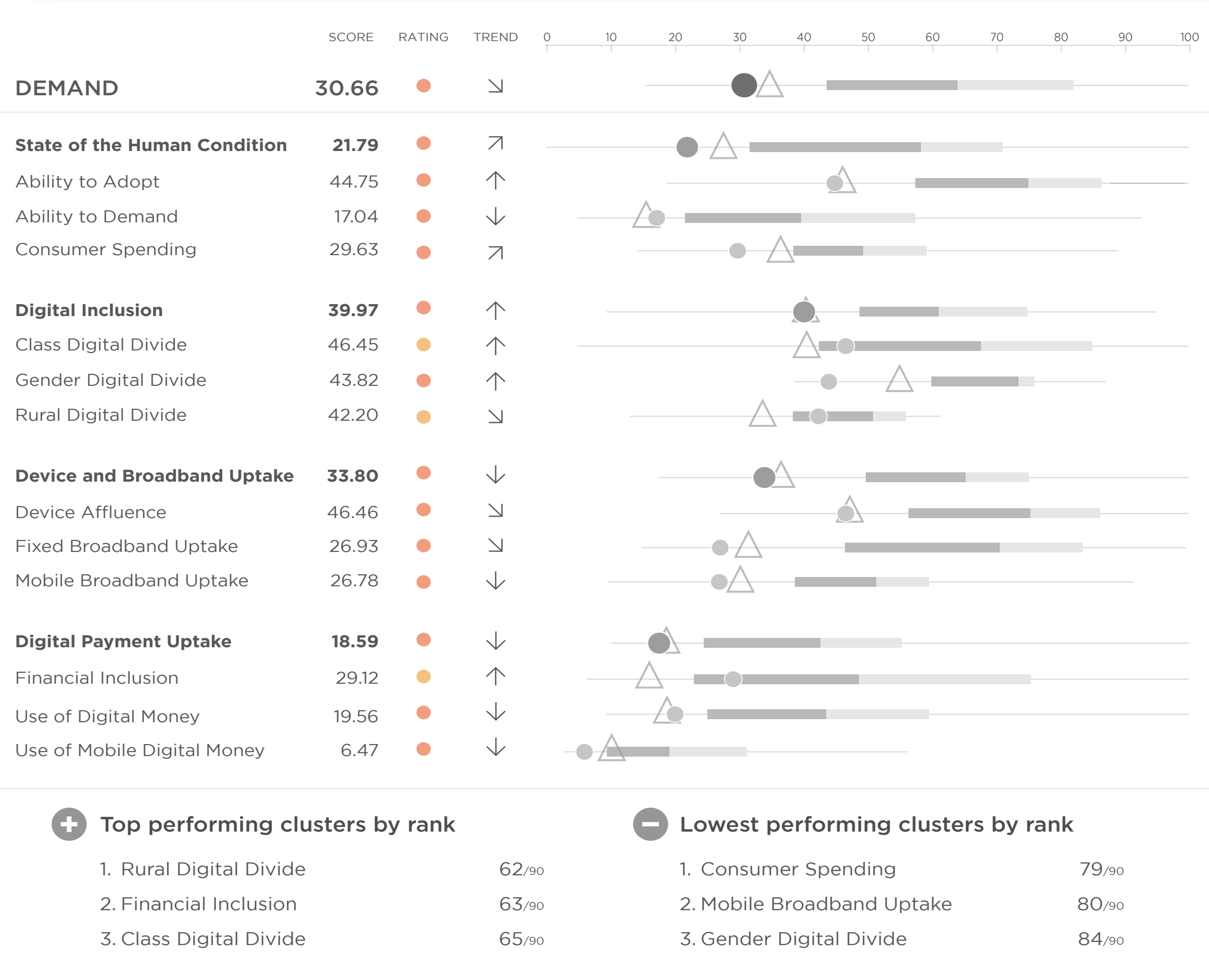
Digital Trust



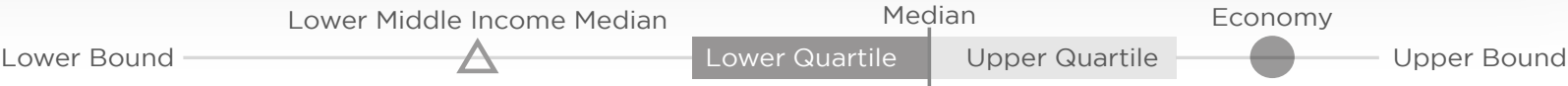
--- Global Median — Lower Middle Income Median

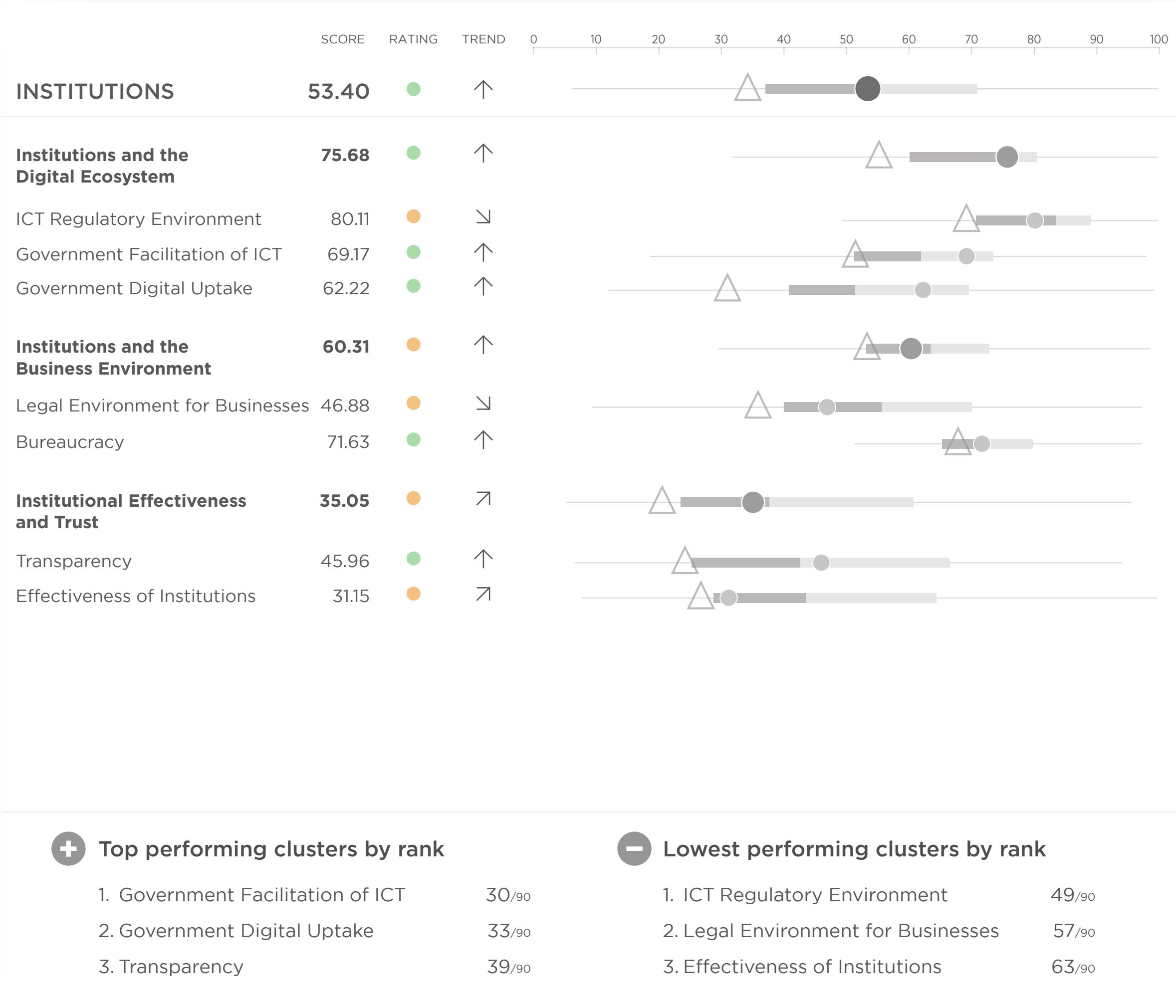
● Bottom Quartile ● Third Quartile ● Second Quartile ● Top Quartile

DIGITAL EVOLUTION | DEMAND AND SUPPLY DRIVERS

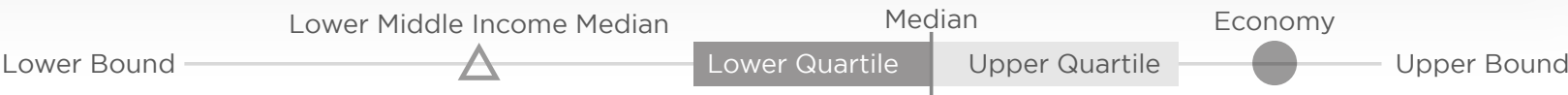


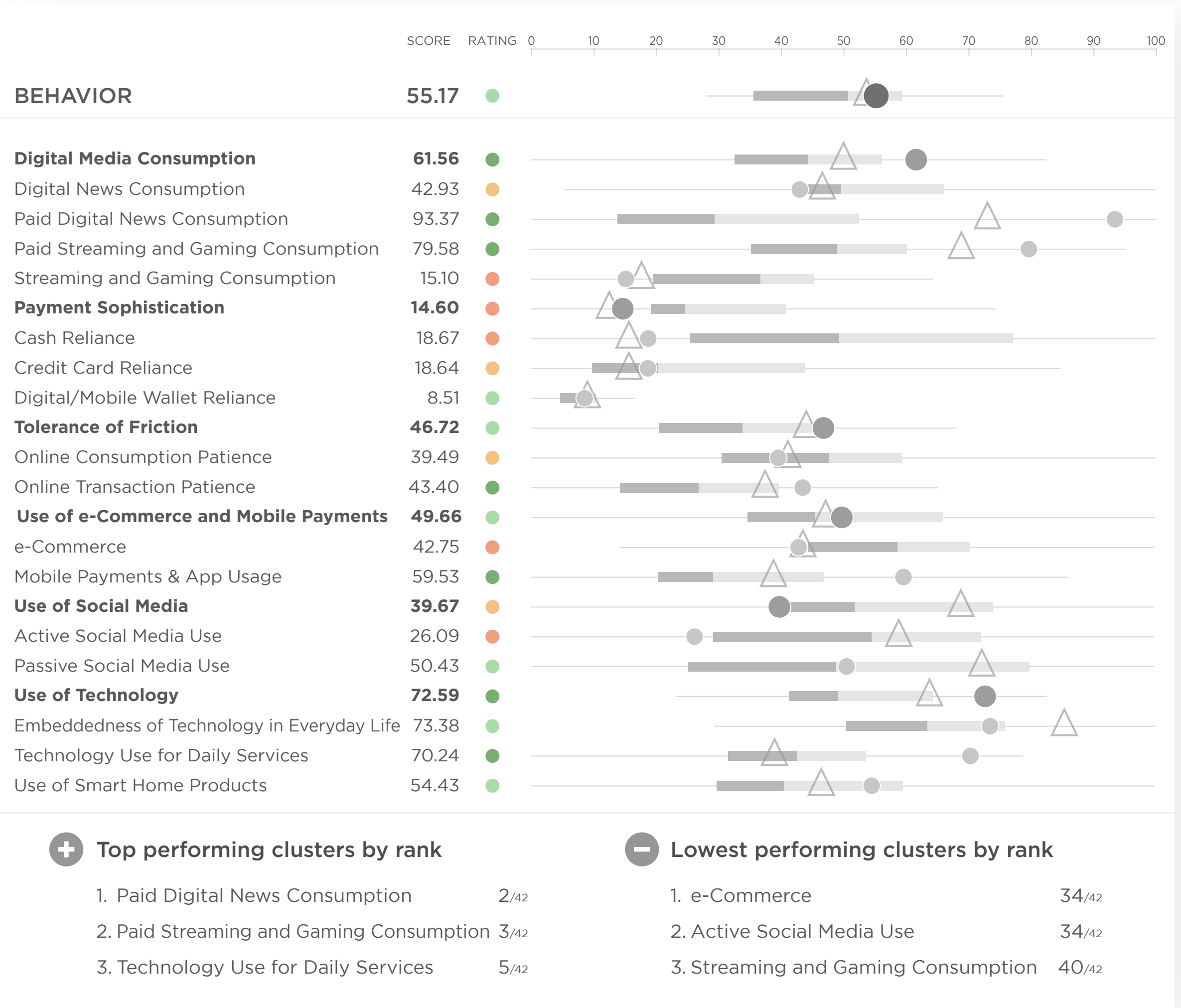
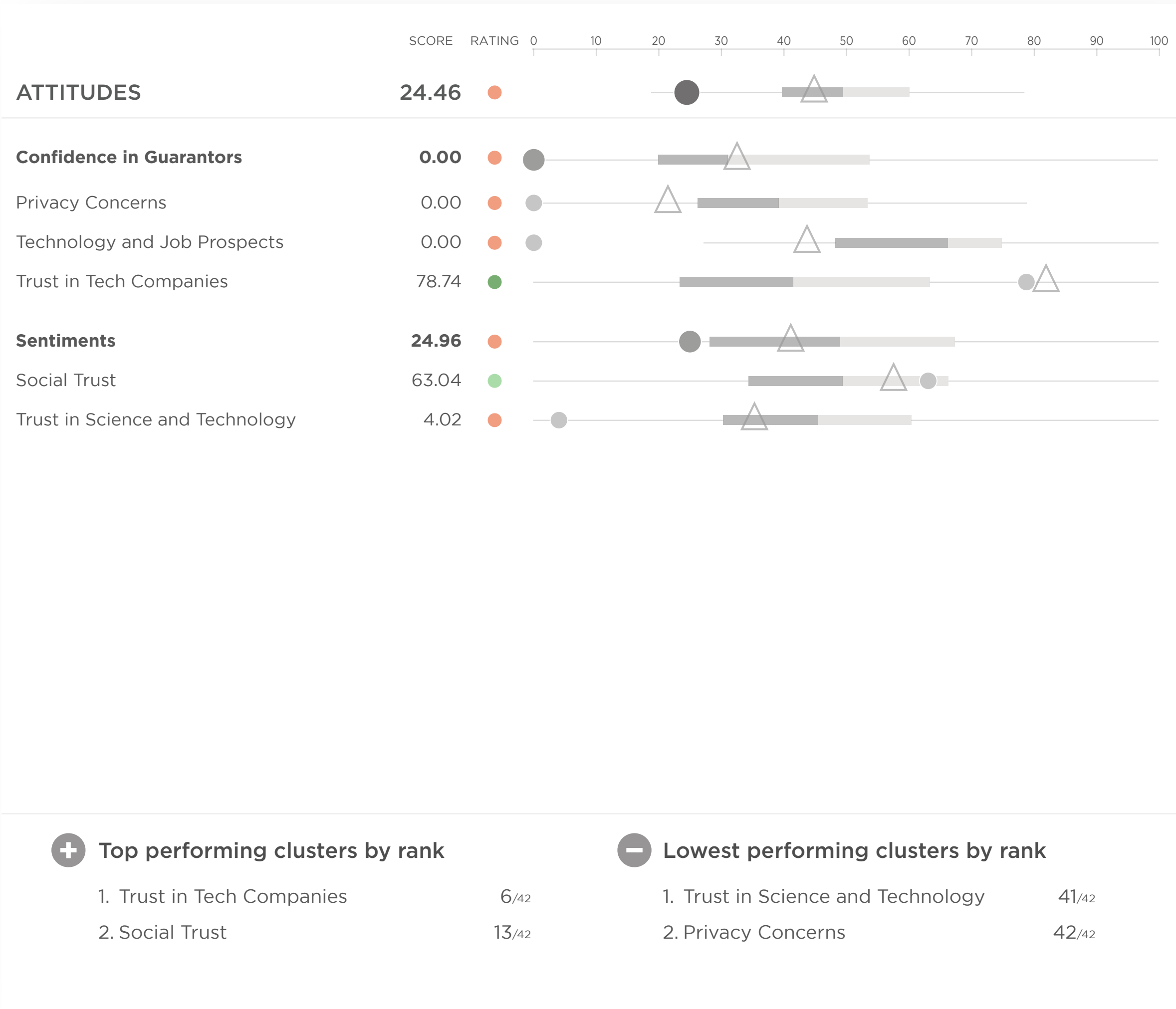
↓ Rapidly Receding ↘ Slowly Receding ↗ Slowly Advancing ↑ Rapidly Advancing
● Bottom Quartile ● Third Quartile ● Second Quartile ● Top Quartile





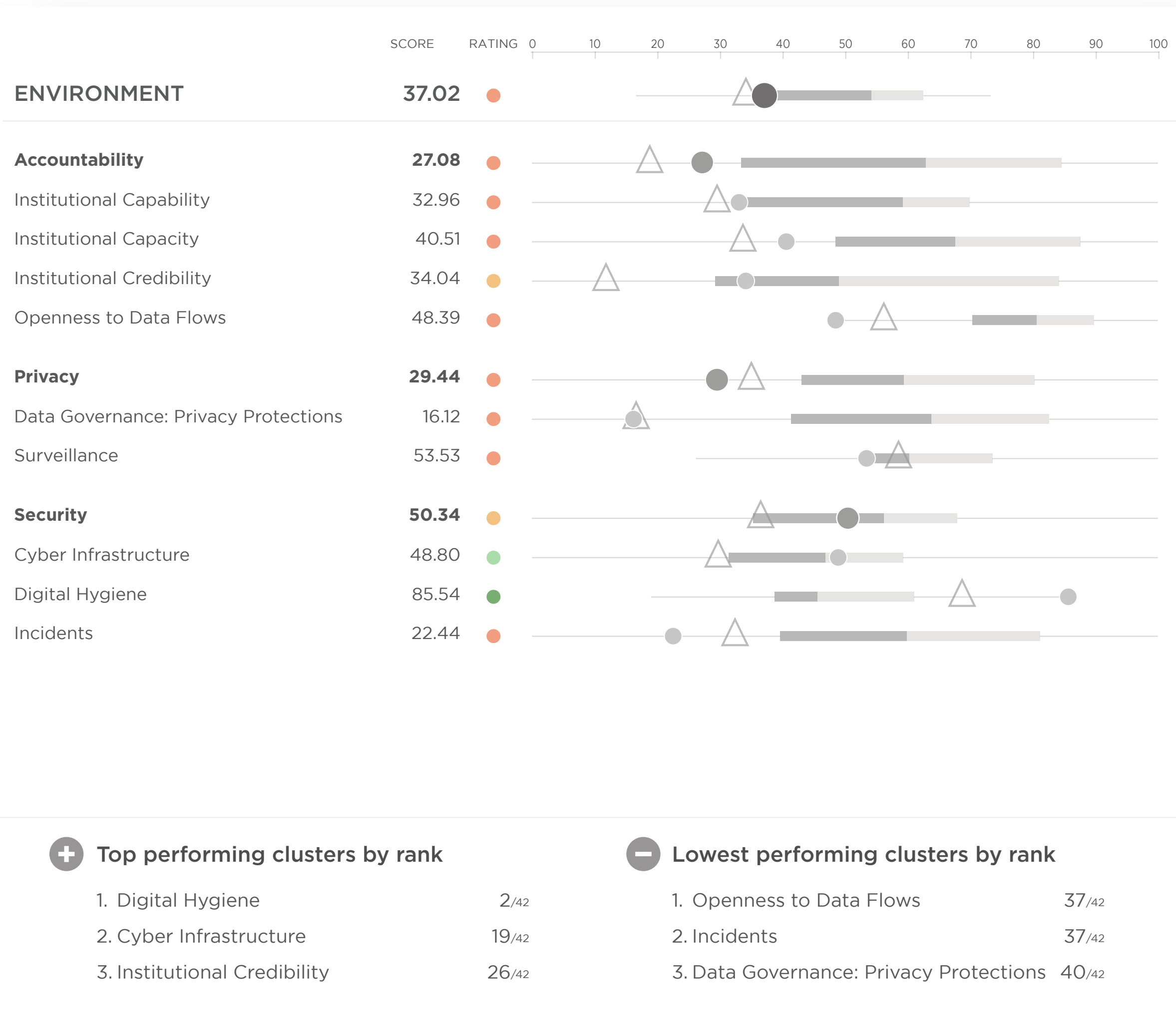
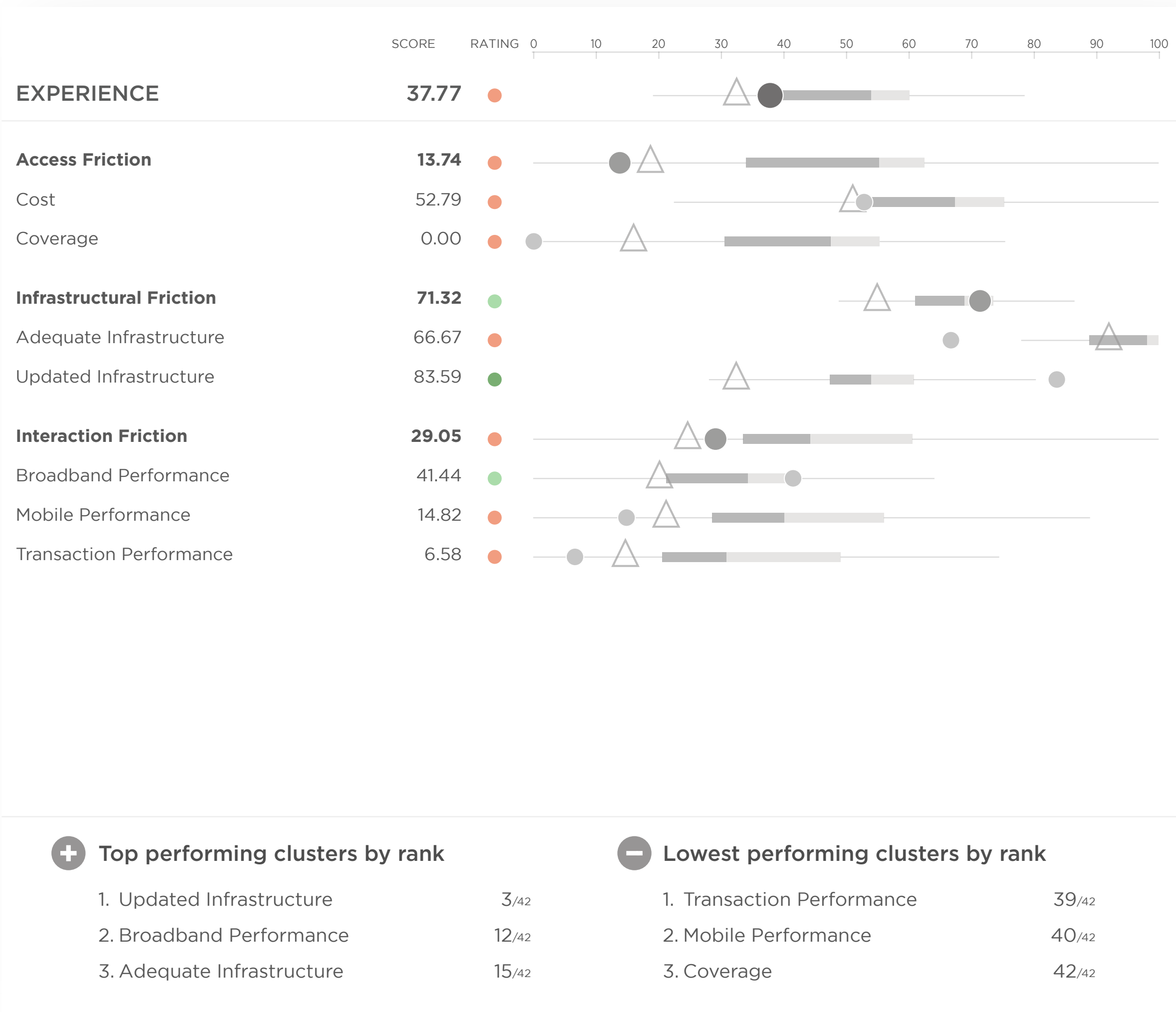
↘ Rapidly Receding ↘ Slowly Receding ↗ Slowly Advancing ↑ Rapidly Advancing
● Bottom Quartile ● Third Quartile ● Second Quartile ● Top Quartile





Bottom Quartile Third Quartile Second Quartile Top Quartile

Lower Bound Lower Middle Income Median Median Economy Upper Bound



Bottom Quartile Third Quartile Second Quartile Top Quartile

Lower Bound Lower Middle Income Median Median Lower Quartile Upper Quartile Economy Upper Bound