



Role of Bsnl in the Cellular (Mobile) Revolution

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Like the computer revolution, the cellphone or the mobile is creating a major revolution across the country. What started as ripple is today emerging as a giant wave bringing about vital socio-economic change in the country. Due to its ubiquitous use the sea change is visible in every sphere of human life. In matrimonial markets, sting operations and shockingly enough in the dangerous field of terrorism, mobile is being used as a tool. In the initial stage, the possession of cellphone was the privilege of a few people but today major mobile companies are vying with one another for the mobile market. Now mobile has become affordable for anyone. The changes in a span of less than a decade have been so dramatic that many have come to realize that they can't contemplate a life without favorite mobile.

The period 2002-2005 were a defining year for the mobile services business. Not only did the mobile service add some 775 million subscribers but also registered 50.53% growth in revenues. According to the report of National Telecom Survey the communication services market in India was worth Rs. 50,358 crore in 2002-2003. This is a growth of 5-11 percent over the 2001-02 fiscal year when the market size was Rs. 47,908 crore. The services covered in the survey include the basic services, the cellular services, national and international long distance and internet services. As per the report while basic services contributed 57% to the total services industry size of Rs. 50,538 crore last year, the fast growing cellular services came second with 16%. The rapidly growing mobile subscription base has now crossed more than 20 million.

The cellular revolution has now reached grassroot. In a few cities like Mumbai and Ahmedabad we don't have to search for autorickshaws. Some savvy drivers wait for the customers to dial on their mobile. After incoming calls became free a host of rickshaw drivers, carpenters and plumbers are using services. While corporate majors are driving up cellphone revenues in urban pockets, mobile phones are changing the way small entrepreneurs and farmers do business in the interiors of the country. The disabled patient visiting cancer center uses his cellphone to call the chauffeur (who too possess a mobile) from the distant parking lot. On another occasion the company driver standing in queue at the busy reservation counter of the the Ernakulam South Railway station informs his GM's madam at home about the late running of a train for the reservation of a seat in which he was asked to book. He takes an on the spot decision on alternatives while still at the queue.

BSNL is now trying to rope in more customers by providing special services and even those seeking life partners use mobile. Many companies are targeting specific user communities even in the country-side for you don't have companies everywhere. In Kerala BPL was

the first mobile company to convince the fisherman to go mobile. OF the six lakhs cellphone subscribers in Kerala 12% are fisherman who use their phones while at sea to ascertain the best available rates for their catch at the several markets on the Kerala coast.

It is indeed a godsend when an individual could search for a life partner with greater ease and speed and that too at low cost option to place a matrimonial advertisement with the reach extending across almost all the states and metros.

Revenues from mobile advertising and marketing exceeded 2 billion dollar over the next years during. Mobile advertising is expected to surpass online advertising services. It is claimed that by 2008 more people would access information on hand held mobile (phones). There could be substantial increase in revenues by promoting mobile commerce in camera.

70% of the country's population below 30 years category accounts for 25% of the current subscriber. It is only natural for major mobile companies to target the new schemes for the youth.

Delhi government has restricted the use of mobile while driving simply because it could create conditions for accidents. But doctors in Delhi are pressing the Delhi Government to waive this rule just because according to DMA (Delhi Medical Association) doctors have to attend to emergency calls from their patients.

Like any other scientific or technological device the mobile is also used for destructive purposes. You can't blame the mobile if the user uses it for committing crimes against humanity. The notorious terrorist Amrozi bin Nurhasym of Indonesia denoted his car bomb attacks in Indonesia in October 2002 by using mobile phone.

Now when Government of India is talking about e-governance and digital India programme the role of cellular mobile became hard. We have suffered with call drop problem. The telecom department take a hard action to control this problem. While BSNL provided different type of cellular (pre-paid, post paid) and broadband services in all over India.

Cellphone operations have mounted an aggressive market strategy to woo potential customers and their campaigns are yielding rich dividends. Indian society is in a flux and people of all categories are trying to get mobile telephones because they need them. They are no longer going in for it for the heck of it. For most the mobile has added colour and convenience to their daily life.

REFERENCES

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