

Low Cost Internet's impacts on Indian Economy

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Abstract: Past decades has witnessed a revolution in Computing and Communication, and its worldwide predicted that hereafter human will survive with technological progress and use of information technology and Internet.

Transformation of industrial economy to knowledge economy and from a industrial society to information society is the impact of ICT and Internet. Main objective of this paper is to view Internet value in developing economies; it also describes a low cost ground-breaking notion for providing internet access using tethered aerostats. This re-locatable system is much cheaper than the conventional fixed tower based system. Usage of tethered aerostats for businesses to achieve strategic advantages is highly enhanced the movement of goods and services from manufacturers to their customers. The tethered aerostats systems market worldwide is predicted to grow by US\$12 Billion, by a compounded growth of 15.4%.

Internet usage has hoist to 687.6 million exceeding half a billion for the first time, internet in one way or another has not only facilitated our daily lives but it has also reduced cost and time in general driven by urban and rural internet usage growth.

Keywords: Low cost Internet, Tethered Aerostats, Information Technology, Business, Service, Customer.

1. INTRODUCTION

Low cost and re – locatable Wi-Fi Internet system's feasibility is established by experiments and field trials, which is largely used for knowledge sharing, community participation and for business expansion as wireless bridges can provide connectivity up to 10 Kms. The traditional typically directional mount antennae which has to look through line of sight (LOS) for internet access, this high towers at the base station (50 to 100 meters) which makes the tower network system expensive, moreover once erected these towers cannot be relocated. The tethered aerostats systems market worldwide is predicted to grow by US\$12 Billion, by a compounded growth of 15.4% .

One cannot think of executing any project without usage of Internet Technology. With its high – speed and low cost internet the business community all over the world have boom their earning and clientele reach to new heights. World Economists too appreciate the contribution of Information Technology especially Internet Technology in business growth, lowering costs and promoting the best services and their products.

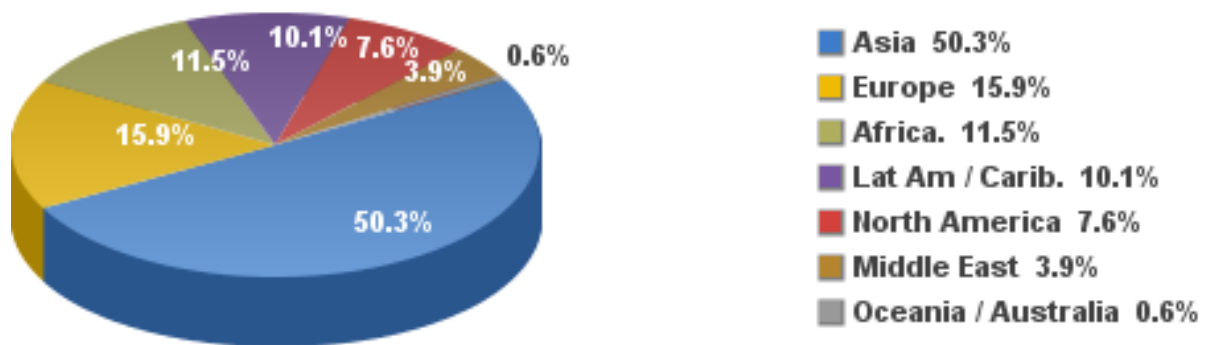
Not only Business Community but in recent years, internet usage has redefined the entire globes politics, culture and social order. Hence the Internet, Technological Infrastructure and Satellite Communication has altogether facilitate the global economy.

2. FACTS & FACTUAL

India stands out of the crowd in global internet users because of its passion for Social Media. By 2023 it is likely that India would have about 450 million social network users, in 2018 there was about 24 % rise in the population that access social networks but by 2023 the expected rise is of 31%. With about 280 million users, India has the largest Facebook user base in the world as on 2020.

There are about 687.6 million internet connections in India out of which 19.01 million connections are of broadband and 3.25 million of narrow band connection, but the wireless broadband connections stand at 606.4 million according to the report published on internet market in India by TRAI.

Internet Users Distribution in the World - 2020 Q1



Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 4,574,150,134 Internet users in March 3, 2020

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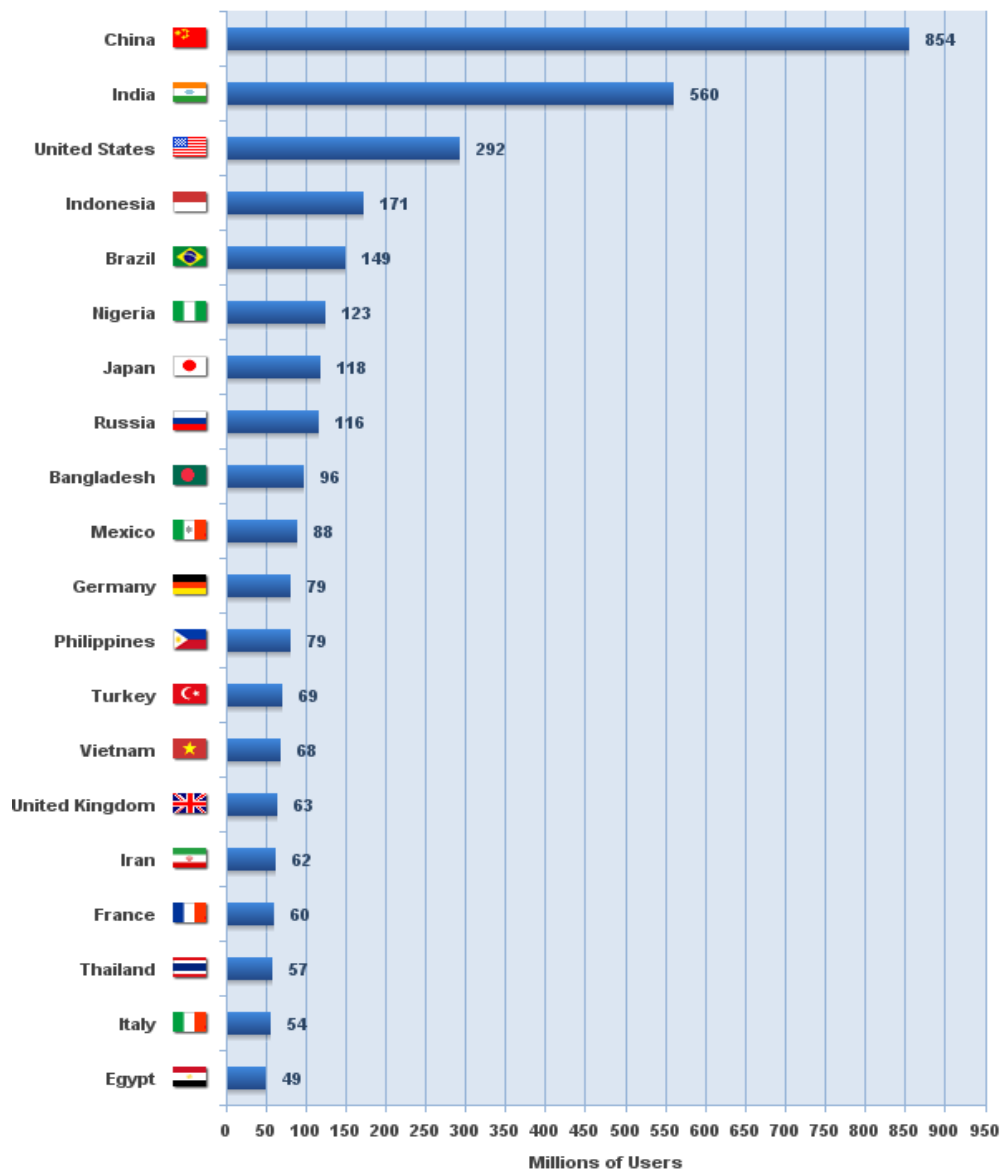
WORLD INTERNET USAGE AND POPULATION STATISTICS 2020 Year-Q2 Estimates						
World Regions	Population (2020 Est.)	Population % of World	Internet Users 30 June 2020	Penetration Rate (% Pop.)	Growth 2000-2020	Internet World %
Africa	1,340,598,447	17.2 %	566,138,772	42.2 %	12,441 %	11.7 %
Asia	4,294,516,659	55.1 %	2,525,033,874	58.8 %	2,109 %	52.2 %
Europe	834,995,197	10.7 %	727,848,547	87.2 %	592 %	15.1 %
Latin America / Caribbean	654,287,232	8.4 %	467,817,332	71.5 %	2,489 %	9.7 %
Middle East	260,991,690	3.3 %	184,856,813	70.8 %	5,527 %	3.8 %
North America	368,869,647	4.7 %	332,908,868	90.3 %	208 %	6.9 %
Oceania / Australia	42,690,838	0.5 %	28,917,600	67.7 %	279 %	0.6 %
WORLD TOTAL	7,796,949,710	100.0 %	4,833,521,806	62.0 %	1,239 %	100.0 %

A research based on 6313 mobile plans of 193 countries worldwide mobile data (Internet) pricing, India is judged to be giving the cheapest plans costing about only \$0.26 per GB compared to \$12.3 of America \$ 6.6 of U.K and many other European countries. India has a well developed mobile network infrastructure that actually makes the Indian population dependent on mobile data, out of 604 million subscribers 582 million subscribers access internet through their mobile.

Since 2016 mobile data (Internet) prices fell swiftly, in addition to becoming cheap data also became fast, giving a perfect gateway for key content providers like Amazon Prime & Netflix including Facebook and Instagram saw a rapid growth since 2016. Data usage shot up from 4,645 million GB in 2016 to 20,095 million GB in 2017 which was about 333% rise.

Certainly, India is a lucrative market for data center providers given the fact of having positive real estate, data storage, submarine fibre cable to boost the data center infrastructure, leading India to be a digital economy.

TOP 20 INTERNET COUNTRIES - 2019 With the Highest Number of Internet Users



Source: Internet World Stats - www.internetworldstats.com/top20.htm
 3,213,351,128 Internet users in the Top 20 countries in June 30, 2019
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3. INTERNET OF THINGS

The Internet of Things (IoT) is referred to the web of a range of internet-connected technologies, such as transmit data amongst one another and to servers, such as smart cars, which downloads maps or collect GPS data on their own, smart homes, and even medical devices which transmits patient data in real-time.

Internet of Things technologies will lead innovations that will have a significant effect on businesses of all sizes and industries having greater impact on –

- Greater effectiveness for business operations
- Innovative business models and revenue
- Global visibility
- Intense Cyber Security

With internet all over today's customer expect a lot from the technology, the Internet of Things makes it effortless to improve customer experiences. IoT can have a great impact on many things, most exciting is all the ways individual organizations can use it to enhance the experiences for their customers satisfaction.

4. THE PRESENT & FUTURE

The entire business community is getting convinced that this High Speed & Low Cost Internet is the only way forward to scale up their business growth. The internet boom created several multi-billion valuations Indian startups. Ola – Uber launched a ' lite ' low bandwidth version of its App and it operations hails service rides in 110 Indian cities, compared to Amazon's 32% share Flipkart controls 40% Indian online retail market, also India's digital payment firms has arise more than 300 million users in last eight years all thanks to Internet Technology.

With low cost Internet Technology, Indians are shaping it to an another level including the cornerstone of Google's business: search, voice search queries in India are growing at 270% per year. India is already video first internet and it is heading towards becoming the world's first voice first internet. Google has announced India Digitization Fund, it will invest Rs. 75,000 crore in India over next 5 years and this comes with the confidence in the future of India's digital economy. By 2021 the Indian E – Commerce industry is expected to reach \$ 34 billion with more than 200 million people transacting online, evolution of internet will have enormous impact on the growth of Fintech, Public Sector, Travel & Hospitality, E – Commerce, Media & OTT.

India being the world's youngest population, technology-enabled learning plays a significant role to capitalise on this demographic dividend. Mastering technology within that is even more crucial to prepare the generation for an increasingly digital world. The new National Education Policy (NEP) emphasis on making education accessible through online learning, focusing on developing interdisciplinary competencies and digital skills. In future India the new NEP will contribute to building a globally competitive talent pool, being at the crucial point in history where our traditional classrooms and teaching methodology are possibly changing for the first time in 100 years. It took a pandemic for everybody to realize the impact of online learning and of course the Internet Technology.

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