International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 04, 2020
ISSN: 1475-7192

PRESENT SCENARIO OF DIGITAL SERVICE IN INDIA

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ABSTRACT--*The present paper shows the understandings of certain aspects respect of present scenario of digital service in India such as: digital services, digital India, digital services applications in India (Government), present scenario of digital service providers in India, and previous reports in digital services. Researcher revealed the previous reports of the Cognizant, Ministry of Electronics and Information Technology, PwCPL, NASSCOM, and PTI. The present paper portrait that the digital services in India is the growth of the significant level, but it shows the middle level of growth. It will have the chance of growth better in the future (as per the law of economics if everything remains constant). Indian central and state governments should be focused to develop the economy of the nation and giving importance to all the sectors of the economy. The BSNL has its market share in 2011-12 54.97 per cent but now what happen, the imperfect decision making will reduce the public sector organization because of giving opportunities to private like R-Jio. Now the government has announced to some subsidies to the private telecom industries. These are totally willing give abrupt and adverse effect on the economy.*

Keywords*-- Digital Services, Telecom, Digital India, Service Providers*

I. INTRODUCTION

The world has been encompassed with digital services through Radio-Waves and optical fiber cable to communicate the information on a real-time streaming technology. The world majority population is expecting to live with digital services and utilizing them into their day-to-day needs, such as entertainment, communication, banking and finance, utility payments, shopping, and education. Well developed countries are sustaining in the digital services with private participation to facilitate the people's lifestyle as high. India is going to fetch the position to sustain the circumstances and to enhance the digital services with the participation of private, particularly in the field of digital services.

II. DIGITAL SERVICES

The term ‘Digital Services’ refers to the electronic delivery of information that including the data and content across multiple platforms and devices likes browsers in web or mobile. Data and information are presented in a way that is easy to use and understand and typically involves transactional services, such as submitting forms for processing and receiving benefits. Certain benefits the users can gain from greater use of digital services, such as greater convenience; greater speed and greater confidence; reduction of compliance effort; improved, more rapid

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DOI: 10.37200/IJPR/V24I4/PR201101
Received: 02 Oct 2019 | Revised: 30 Sep 2019 | Accepted: 15 Jan 2020

and responsive customer services; reducing the cost of the tax administration system; improved delivery of services across government. The benefits of the digital services are social connected, communication speeds, versatile working, learning opportunities, automation, information storage, editing, accurate duplication, GPS and mapping, transportation, low cost, entertainment, news, warfare, banking and finance and smaller sized devices.

III. DIGITAL INDIA

Digital India is a campaign launched by the Government of India in order to ensure the Government's services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology.[1,2] The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy. Launched on 1 July 2015 by Indian Prime Minister Narendra Modi, it is both enabler and beneficiary of the other key Government of India schemes, such as BharatNet, Make in India, Startup India and Standup India, industrial corridors, Bharatmala, Sagarmala. As of 31 December 2018, India had a population of 130 crore people (1.3 billion), 123 crore (1.23 billion) Aadhaar digital biometric identity cards, 121 crore (1.21 billion) mobile phones, 44.6 crore (446 million) smartphones, 56 crore (560 million) internet users, up from 481 million people (35% of the country's total population) in December 2017, and 51 per cent growth in e-commerce.

IV. PRESENT SCENARIO OF DIGITAL SERVICE PROVIDERS IN INDIA

Digital services are provided by the ‘India Mobile Congress 2018 members’, they are now called as network service providers. They are tending to now rephrase the name as digital service providers. Network service providers are providing the digital application services to facilitate the customer. “In today’s hyper-competitive world, telecom operators are constantly reinventing themselves to stay relevant in the market. Along with growing their share of the communications wallet, communication service providers (CSPs) are also seeking to become the ICT partner of choice for enterprises that are seeing rapid growth, both in their respective countries and regions. These enterprises are embracing the third platform and initiating complex efforts to initiate digital transformation (DX) in their businesses. To this end, CSPs are helping them achieve their goals with solution portfolios that include software-defined networking (SDN), hybrid cloud deployments, and managed services”[3].

The telecom industry is moving from being just a network provider to one that is offering digital services. "There is a move in the market as a view of an operators shift from being network to digital service providers," said Phil Twist, vice president networks marketing and communication, Nokia. The twist was part of a panel discussion at the India Mobile Congress 2018 which discussed emerging technologies. Nokia launched a 5G manufacturing facility in India on Thursday. Twist added that besides revenue in the hundreds of trillion, 5G will also aid in smart agriculture and future technologies like block chain will help in smart agriculture. Fellow panelist Nivruti Rai, vice president, data centre group, country head for Intel India said that "India is on

DOI: 10.37200/IJPR/V24I4/PR201101
Received: 02 Oct 2019 | Revised: 30 Sep 2019 | Accepted: 15 Jan 2020

time for 5G, despite being little late for 2G and 3G. She reiterated the importance of block chain technology saying it can be used for data safety and storage.[4]

The ministry of electronics and information technology, Government of India has recognized a body named as the Association of Unified Telecom Service Providers of India (AUSPI). The objectives of the Association include the collection and dissemination of knowledge and information for promotion and healthy growth of telecom services, enunciating a telecom vision for India, fueling unprecedented domestic investment, improving teledensity and bringing value for customers. Association of Unified Telecom Service Providers of India (AUSPI) is the representative industry body of Unified Access Service Licensees providing CDMA & GSM Mobile Services, Fixed Line Services as well as Value Added Services throughout the length and breadth of the country. AUSPI is a registered society and works as a non-profit organization with the aim of delivering the promise of improved access, coverage and teledensity in India.[5]

As per the telecom regulatory authority of India, market share and subscribers details are given as a snapshot of telecommunication in India up to 2012: The report of Telecom Regulatory Authority of India stated that that "diffusion and usage of mobiles have impacted the Indian economy. All the empirical evidence supports the statement that mobile phones have a positive impact on the Indian economy (GDP/GDP per capita). The size of the impact may vary from study to study, but it is significant. The government is also better off and mobile phones have created jobs in the economy. The impact of mobile phones across industries or demographic groups is positive.

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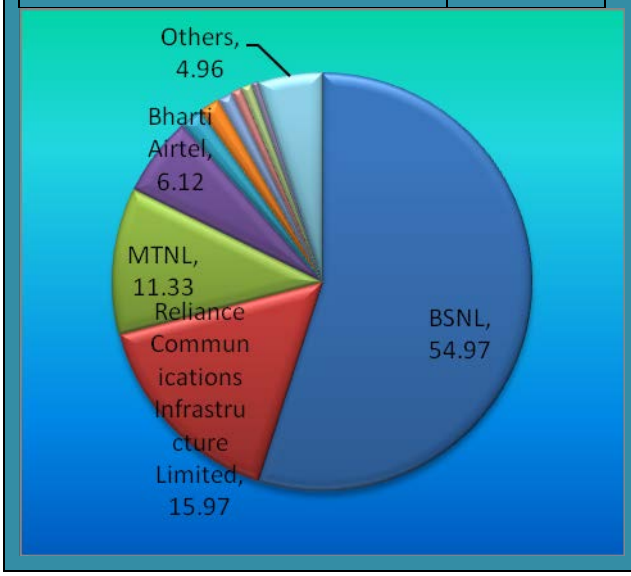
Market Share of Leading ISPs in Terms of Subscribers, December 2011

Service Providers and name of the Company	Market Share (%)
BSNL	54.97
Reliance Communications Infrastructure Limited	15.97
MTNL	11.33
Bharti Airtel	6.12
You Broadband and Cable India Private Limited	1.74
Hathway Cable and Datacom Private Limited	1.61
Tikona Digital Networks Private Limited	1.14
Tata Communications Limited	0.84
Beam Telecom Private Limited	0.81
Asianet Satellite Communications Limited	0.5
Others	4.96



Variable	Date	Status
Teledensity†	February 2012	78.10
Urban teledensity†	February 2012	169.37
Rural teledensity†	February 2012	38.53
Total number of subscribers	February 2012	943.49 million
Total number of wireless subscribers	February 2012	911.17 million
Total number of wireline phones	February 2012	32.33 million
Number of Internet subscribers	December 2011	22.39 million
Number of broadband subscribers	February 2012	13.54 million
Number of wireless data subscribers	February 2012	431.37 million
Production of telecom equipment#	2010–11	Rs 535 billion* (Rs 510 billion in 2009–10)
Total exports of telecom items#	2010–11	Rs140 billion* (Rs 135 billion in 2009–10)
Total imports of telecom items #	2009–10	Rs 450.3 billion
India's export of telecom consultancy#	2010–11	Rs 12.7 million up to September 2010 (Rs 72.70 million in 2009–10)
FDI in telecom‡	2010–11	Rs 75.46 billion
Gross revenue of telecom services sector	2010–11	Rs 1,717 billion

Source: Telecom Regulatory Authority of India.
† Number of telephone subscribers per 100 people.
* Projected.
#*Annual Report 2010–11*, Department of Telecommunications, Ministry o Communications and Information Technology, Government of India (2011 www.dot.gov.in
‡ Department of Industrial Policy and Promotion, Ministry of Commerce an Industry, Government of India (http://dipp.nic.in/).

Source: Telecom Regulatory Authority of India

The size of this impact is up to debate. However, at the micro level mobile phones show evidence of increasing incomes, especially in the urban areas. Urban poor also benefit from using phones. Emerging technological developments leading to convergence in the ICT sector are enabling service providers to offer a wide range of services, such as multimedia, data, as well as voice, over the same platform through the deployment of advanced systems known as Next Generation Networks (NGNs). The emergences of NGNs,

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which are IP-based multi-service networks, are driving the changes in the way basic telephone services are delivered. In addition, these networks are expected to transit to a common core system to support a range of access technologies and enable converged services to be provided as applications on such systems. This will enable a lot of different services including voice to be carried over a common network, resulting in reduced costs due to economies of scope and also the efficiency of transport. NGNs could help develop many more innovative services as demanded by customers with much more flexibility than those offered by traditional networks. Such networks could also offer opportunity for third party service providers to develop and provide value added customer services over the networks owned by other operators. NGNs, which have separate transport, control and application layers also enable different operators to compete with each other in different layers. As these layers are open, competition could be very aggressive, giving immense benefits to the consumers while providing new opportunities for service providers. Such networks could also be advantageous in rural areas where there is huge demand for information, telecom and video services and if these services could be delivered at affordable prices, the market could be very large. New developments in technology may increase the rural usage of phones, especially in farming, health, education and banking".

Hence, our Indian digital services are governed by the government visionary missions. The benefits of digital services are directed to fetch economic growth positions. The implementations of the services are to facilitate the people's financial burden within control at any cause. Now, the Indian government is assisting the service providers in respect of unpaid long term loans. The Indian government is now permitted them to increase the cost per call and data charges to survive in the business. The Indian people are now expecting the new service of 5G. It will make tremendous changes in digital services. Now it is experienced in China, the digital services are galloping at a peak level. Indian people's character is fabulous to avail of new technology; the government should make a plan to keep the future situation and to control the cost of services in 5G

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V. PREVIOUS REPORTS IN DIGITAL SERVICES

Cognizant (2014) has published a report entitled "Back to Basics for Communications Service Providers" stated about their latest primary research reveals how CSPs can distill meaning from consumers' digital trails to better understand which product and service innovations will resonate and drive growth. After decades of expansion, communications service providers (CSPs) face market saturation and high levels of customer churn. Retaining current customers and selling new products and services are essential for growth, while reducing costs through digital support is needed to improve margins amid increasing competition. Meeting these ongoing challenges requires a deep understanding of the services and offerings that are most critical to influencing overall satisfaction with a CSP. They found that Customers overwhelmingly prefer a telephone call over other digital support channels to engage with CSPs. This preference extends even to the tech-savvy 18- to 34-year-old demographic. They pointed out that only 50 to 60 per cent of the customers are very satisfied with their CSPs. They have mentioned two implications such as; first, CSPs should not abandon voice before their customers are ready for digital channels. They should also examine the underlying reasons why customers prefer voice, such as the complexity of their service offerings and the processes required to manage them. Where cost-effective, they should consider simplifying these services, as well as developing truly useful self-service and automated

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troubleshooting; second, Improved customer service represents an opportunity for CSPs to retain their own customers, acquire new ones from competitors, and build the confidence required to sell new products and services to existing customers. Beyond sophisticated offerings and popular programming, CSPs must deliver on the basics of customer service: knowledgeable staff, on-time service and properly-done repairs.

VI. CONCLUSION

From the above discussions, the author has concluded that there is a definite growth in digital services in India. However, the Indian economy is going slow to the depression in the global economy, the digital India endeavors are highly concentrated in the telecom sector; it should be directed to all the priority sectors of the Indian economic context. The business environment, new startups, entrepreneurship developments is taking place in the digital services to help society. The government should focus the academic research in the field of digital services and its growth phenomenon to assist the priority sector of the economy. It is the need of the hour to ensure the conditions. The employment opportunities are kept safe for the engineering students in the field of digital services, very opportunities less to other academics, particularly commerce and business studies are highly affected in the field of the digital economy. The board of studies of the universities can include the course "Business on Digital Services". As per the reports of Cognizant, Ministry of Electronics and Information Technology, PwCPL, NASSCOM, and PTI the digital services in India is the growth of the significant level, but it shows the middle level of growth. It will have the chance of growth better in the future (as per the law of economics if everything remains constant). Indian central and state governments should be focused to develop the economy of the nation and giving importance to all the sectors of the economy. The BSNL has its market share in 2011-12 54.97 percent but now what happens, the imperfect decision making will reduce the public sector organization because of giving opportunities to private like R-Jio. Now the government has announced some subsidies to the private telecom industries. These are total will give abrupt and adverse effects on the economy.

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DOI: 10.37200/IJPR/V24I4/PR201101
Received: 02 Oct 2019 | Revised: 30 Sep 2019 | Accepted: 15 Jan 2020