



EXPERT GROUP MEETING ON EMERGING ICT DEVELOPMENTS AND OPPORTUNITIES FOR ENHANCING COOPERATION IN ACHIEVING REGIONAL CONNECTIVITY

22-24 November 2010 Bangkok, Thailand



MOBILE APPLICATIONS- *Indian Cases*

RAJKUMAR PRASAD, DELHI, INDIA

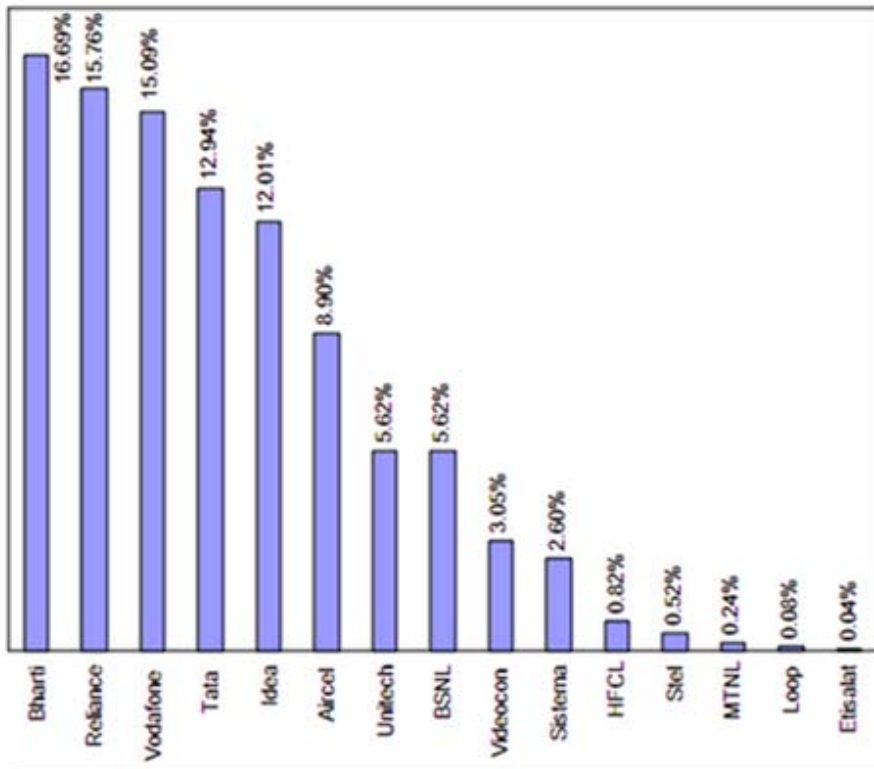
18 million New Mobile Subscribers added in June 2010

- ✓ Total Telephone subscriber base reaches **671.69 Million**
 - ✓ **Wireless** subscription reaches **635.51 Million**
 - ✓ **Wireline** subscription **declines to 36.18 Million**
- ✓ **17.98 Million new additions** in wireless
- ✓ Overall **Teledensity** reaches **56.83**
- ✓ **Broadband** subscription is **9.45 million**

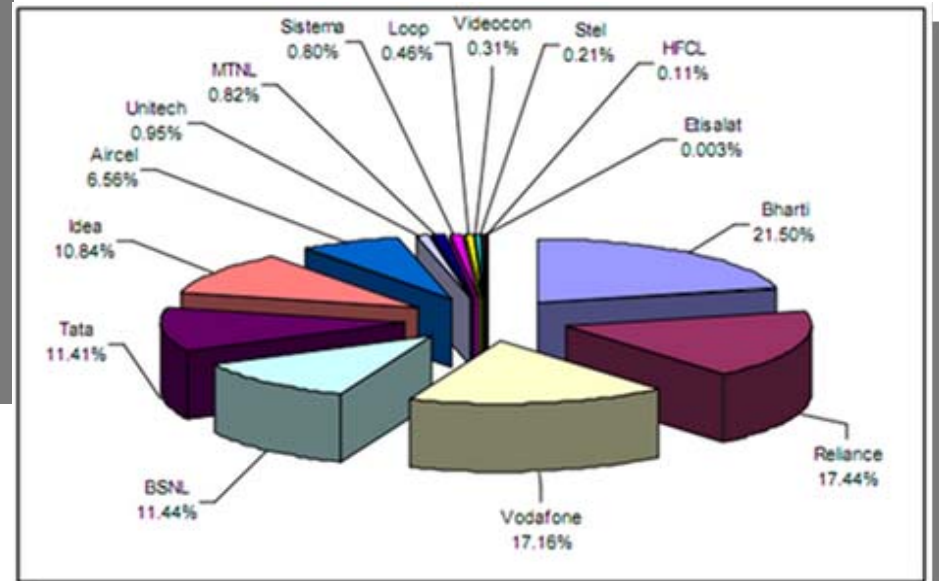
*The number of telephone subscribers in India now has reached to 671.69 Million by end of June-2010 from 653.92 Million in May-2010, thereby registering a growth rate of **2.72%**.*



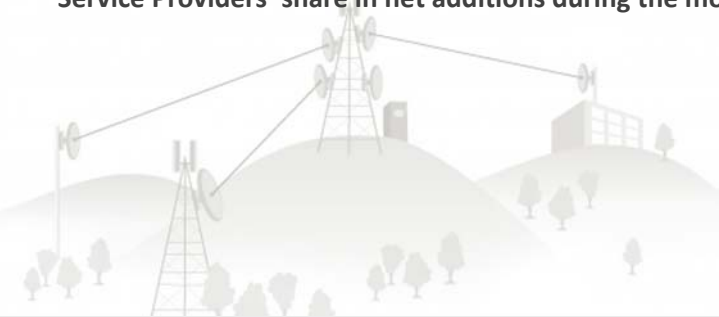
Mobile Operators, Market Share & Growth



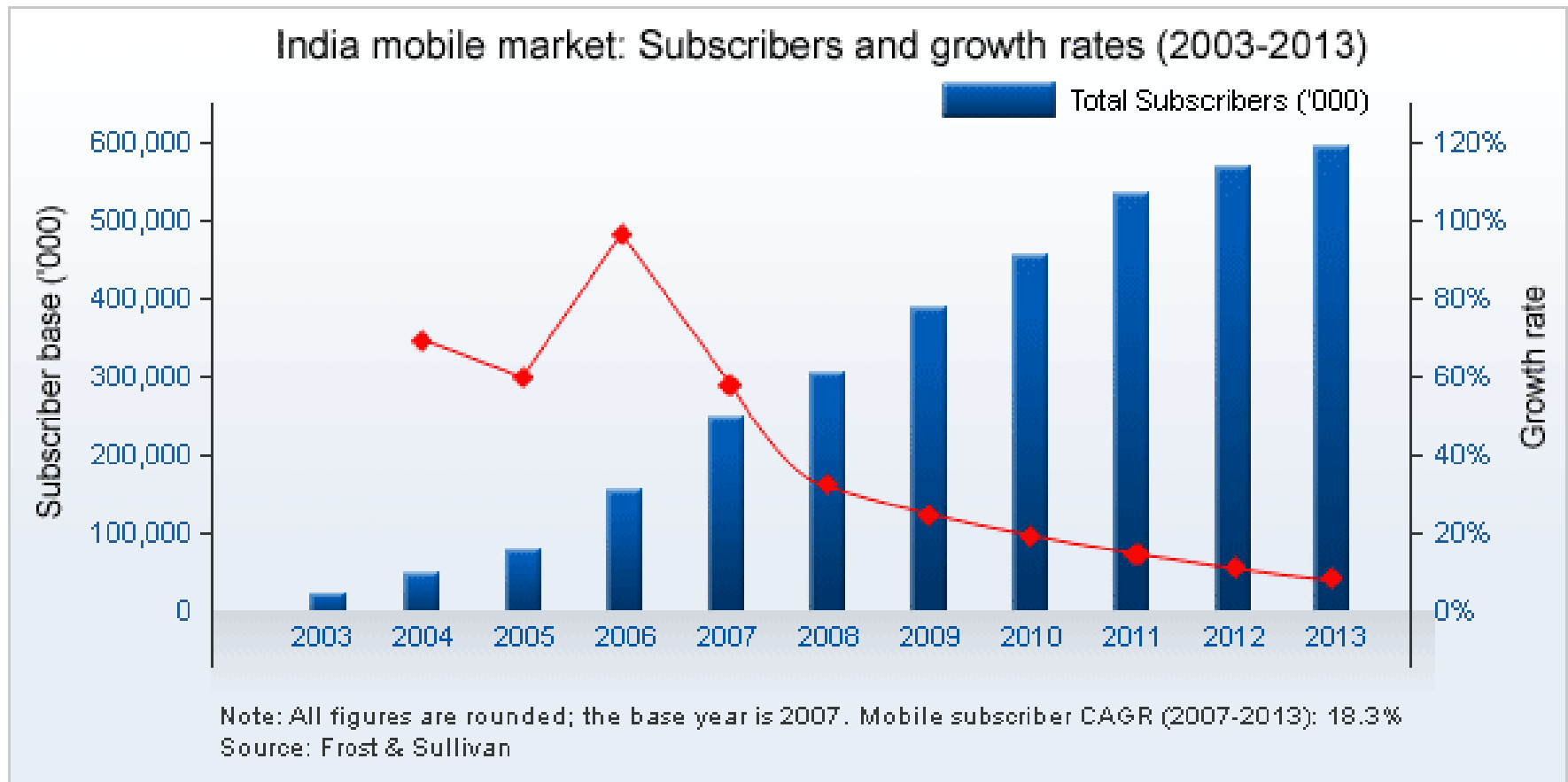
Service Providers' share in net additions during the month of June, 2010



Service Provider wise Market Share as on June, 2010



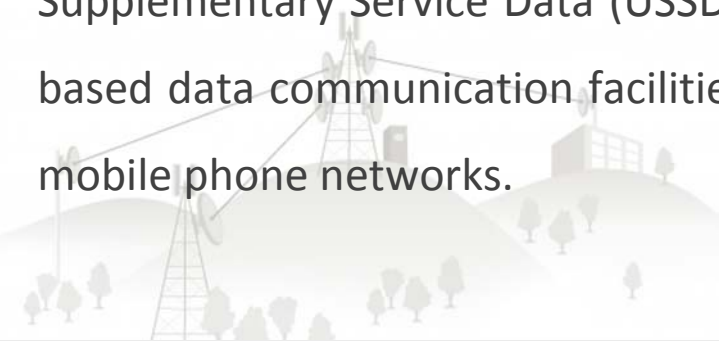
Mobile Subscriber growth projections



Service Provider wise Market Share as on 31-Jan-2010



A mobile application is a piece of software on a portable device (e.g., a mobile phone handset, a personal digital assistant, a tablet computer etc) that enables a user to carry out one or more specific tasks that are not directly related to the operation of the device itself. Examples include the ability to access specific information, for instance via a website, make payments and other transactions, play games, send messages etc. The application (app) might come pre-installed but more usually is downloaded (for free or for payment) via a wireless network from an online “app store” and may require a live connection to function effectively. Simple apps may make use of the in-built low-speed data communication facilities of digital mobile phones, such as short message service (SMS) or Unstructured Supplementary Service Data (USSD). More complex apps make use of the Internet Protocol-based data communication facilities of higher-speed networks on third or fourth generation mobile phone networks.



- ✓ Provision for cash deposits and withdrawals, The ability for third parties to make deposits into a user account (employer, family member or a Micro-finance organization)
- ✓ The ability to make retail purchases at selected Outlets
- ✓ Over-the-air prepaid top-ups using the cash already in the account
- ✓ The ability to transfer cash between users' accounts. The ability to transfer airtime credits between users
- ✓ Provision for bill payments
- ✓ Mobile To Mobile Fund Transfer- Mobile banking (M-Banking/m-Commerce)
- ✓ Micro Credit payment in Rural Area through Mobile Banking network POS(Point of Sales)
- ✓ M-Governance
- ✓ Donations to charity and civic-oriented projects,
- ✓ e.g. Red Cross, UNICEF, etc.

1). M-Governance in Tiruvallur District, TN

- ✓ Launched in November 2007
- ✓ Initially, only SMS based text messages for submission of applications – all certificates from Taluk office (birth, death, income, caste, nativity), ration card
- ✓ A single number (6767666) from BSNL for sending SMS, also MMS for sending photograph for ration card

The image displays two screenshots of the Tiruvallur District Website, illustrating the process of submitting petitions via SMS or MMS. The website is titled "Tiruvallur District" and features a navigation menu on the left with categories such as District Profile, History, Tenders Information System, and various departments. The main content area is titled "Petitions through SMS / MMS" and includes a section titled "How To Send Petitions through SMS / MMS?".

The text on the website states: "An innovative method of receiving petitions from general public through their mobile phones of its kind in the entire State. The district administration has also introduced an entirely new association with BSNL and NIC, Tamil Nadu. BSNL has offered its SMS services through the procedure below, it gets automatically stored in the NIC Server in the form of email for further processing."

The website also provides a table detailing the SMS Sending Method for various services:

SrNo.	Type of Service	SMS Sending Method
1	Birth Certificate	TLR BC Date_of_Birth Baby_Name Place_of_Birth Parents_Name_and_Address
2	Death Certificate	TLR DC Date_of_Death Deceased_Name Place_of_Death_and_Address
3	Community Certificate	TLR CC Petitioner_Address_and_Community
4	Residence Certificate	TLR RC Petitioner_Residence_Address
5	Income Certificate	TLR IC Petitioner_Address_and_Income_Details
6	Patta Copy	TLR PC Pattadharar_Address_and_Land_Details(Village_Name, Survey_Number/Subdivision_Number and Patta_Number)
7	General Petition	TLR GP Petitioner_Name_and_Address_and_Grievance_Details

where TLR is the short name of the district and BC represents the type of request namely, Birth Certificate. Similarly, DC represents Death Certificate, IC represents Income Certificate, GP represents Grievance Petition and etc.

2). M-Governance in Tiruvallur and Kanniyakumari

Just 2008, m-payment facility was added to allow payment of fees via text messages to a short code 54373 in prescribed format for availing services from his/her mobile account with BSNL. This facility was first launched in Kanniyakumari district in Nov. 2008.

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_8018

