

INNOVATIONS & TECHNOLOGY

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Technology has long had an important impact on innovation and the development of societies and economics.

This is happening in three stages:

1. Substitution: where new technology substitutes the old one e.g. Use of mobile phones instead of fixed phones.
2. Diffusion: It happens when new technology is adopted widely across society because it is cheaper, better and in general more effective than old technology.
3. Transformation: This occurs when new ways of living and working starts emerging, because the new technology is diffused so widely in society eg. Airport lounge being virtually used by everybody as an extension of office by use of laptops etc.

The social and economic impact of telecom technologies has been incredibly significant, particularly in merging markets. Mobile Communications and broadband has driven economic growth and helped in better quality of life to billions of people around the world. This has enabled communication and collaboration between people at an unprecedented scale.

Innovators are designing new models and new uses every now and then. Governments are employing ICT to deliver more services to its citizens at fewer costs and to improve their standard of living and in turn increase of GDP. Take case of grameen phone in Bangladesh helping for poverty reduction, Ethiopia spending one tenth of its GDP on IT.

The IPTV, Mobile TV has personalized the entertainments and information. Customer can see what he wants at what time. This opens up new revenue opportunities and new applications for operators. IP networks are turning traditional class rooms into virtual schoolhouses that deliver education to remote students. This has transformed education from teacher centric to self learning, greater accessibility and discovery based learning. The ICT revolution is still young. We can look forward to technology advances to change the way we work, live, play and learn in exciting new ways far into future.

Indian Telecom is prime example of good private- public partnership. The industry, the regulator and the government are working together. Each one of them owns the targets fixed ie 500 Mill. subscribers by 2010. Many of the marketplace innovations in telecom space are taking place in India today. India has driven several customer specific innovations such as:

1. Micro charge of Rs 10/- i.e. 25 cents
2. Multilingual user interfaces.
3. Low cost handsets
4. SMS based interactive television services
5. Caller Ring Back Tone
6. Managed services model
7. Infrastructure sharing
8. Bio fuels based cell sites support
9. Missed Call concept
10. Lifetime Service Connections at less than half US \$.

