

Pocket Revolution

Why Wireless Devices Hold Such Transformative Power

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Real People, Real Stories



Biography

NAME: Ram Khelwan Pasi
FROM: Maswasi Village, Unnao
AGE: 41years
OCCUPATION: Marginal Farmer
EDUCATION: Illiterate
EARNs: Rs70 (\$1.30) every day
FAMOUS FOR: For 600+ songs

His Typical Day

Works on the farm
Spends 6+ hours on phone
Listens to music and talks on it
Exchanges music using bluetooth
Gets information about schemes

What He Wants & Will Pay For

Real Time Updates on Phone Price of Crops
Information about Pests and Diseases
Live Interaction with Agricultural Scientists
Real Time Information About PDS Shops

Source: From author's article 'When in Doubt, Just Speak', Governance Now

Real People, Real Stories



Biography

NAME: Ram Naresh Kureel
 FROM: Bachrowli, Unnao
 AGE: 35 years
 OCCUPATION: Political Worker
 EDUCATION: 8th class
 EARNS: Rs150 (\$3.00) every day
 FAMOUS FOR: Busting Rs68cr scam

His Typical Day

Meets local leaders
 Spends over 8 hours on phone
 Talks on it, Also SMSes and MMSes
 Exchanges photos using bluetooth
 Gets information about schemes

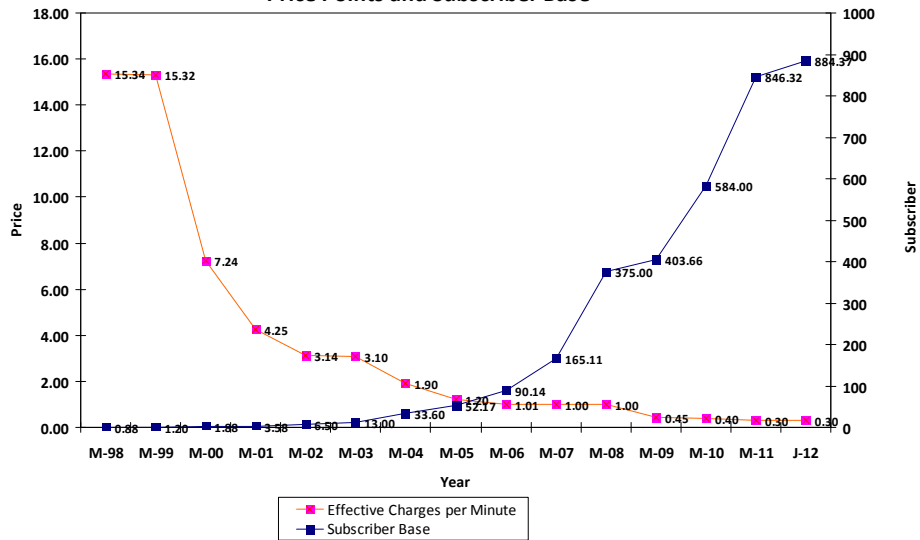
What He Wants & Will Pay For

Live Television on Mobile Phone
 Banking and Associated Services
 Live Feeds from Departments and Officials
 Real Time Information about PDS Shops

Source: From author's article 'Pocket Transformation', Governance Now

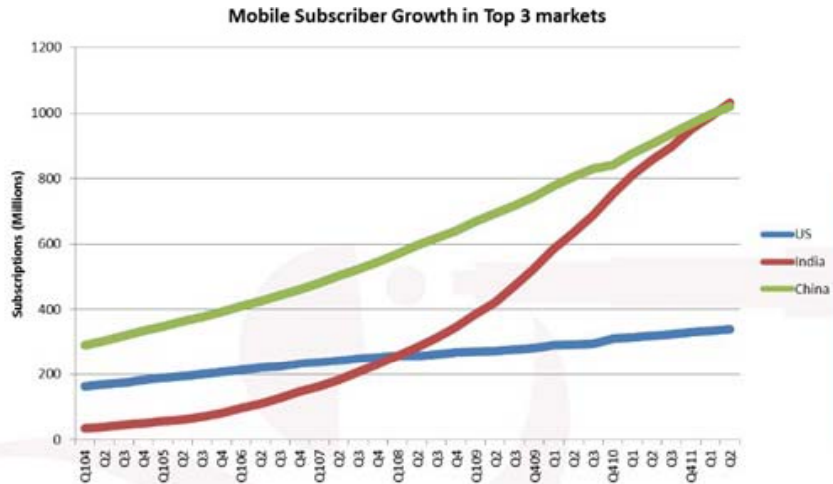
Tipping Point

Price Points and Subscriber Base



Sources: TRAI, Mobile Service Providers, IIIT-Bangalore

Shape of Things to Come



India is all set to displace China as the country with most mobile phones

Source: Taptu, The State of the Mobile Touch Web

Burgeoning Digital Economy

Total global mobile subscriptions to cross **6 Billion**

Total global mobile revenues to cross **\$1.3 Trillion**

Total global mobile data revenues to eclipse **\$300 Billion**

Non-messaging data constitutes **53%** of global mobile data revenues

Mobile devices are now **exceeding** computers in unit sales

Over **1 Billion** broadband in 2011

Mobile data traffic to **95%** of the global mobile traffic by **2015**

Source: Rand Europe, The Future of Internet Economy, Working Paper, 2011

Conventional Broadband and Long Tail



Internet penetration through fixed line and wireless routers is decreasing

Source: *Analysys Mason*

Mobile VAS: Opportunities

MVAS has potential to be **Rs48,000 crore (\$4 billion)** industry by **2013**

But it has to change its focus to:

- Banking
- Healthcare
- Education

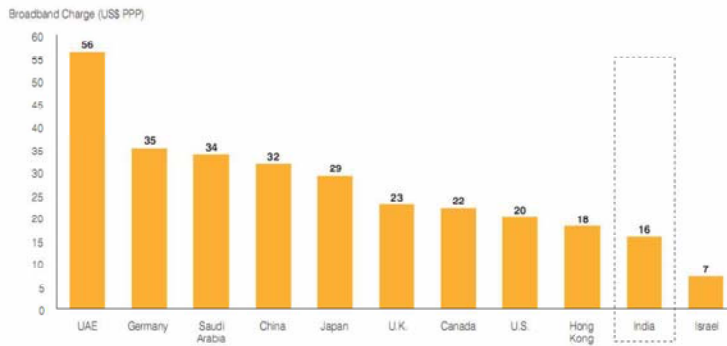
Mobile internet, data cards popular among younger generation who constitute about **60%** of India

87% having smartphone access internet through their smartphone

Source: *MVAS: Vehicle to Usher in Inclusive Growth, Deloitte & Assocham*

Here's why mobile broadband is taking off

MONTHLY BROADBAND CHARGES*
(for 256 Kbps line and at least 1 GB of data usage)



* In U.S. dollars on a purchasing power parity (PPP) basis.
Source: "Measuring the Information Society," International Telecommunication Union, 2010; Booz & Company analysis

- Fixed broadband tariff in India is low but when compared as percentage of monthly Gross National Income (GNI), it is quite high. India is at 77th place.
- But in comparison the average price basket for mobile telephony is just 2.1% in contrast to wireline broadband which is 7.7 % of the GNI per capita.

Source: *The ICT Development Measurement Index, 2009, ITU*

Literacy and Empowerment Debate



Biography

NAME: Asha Devi
FROM: Ardha Mustakil, Rae Bareilly
AGE: 27years (widow)
OCCUPATION: Pig Farmer (50
EDUCATION: Illiterate
EARNs: Rs400 (\$8.00) every day
FAMOUS FOR: Making Pigs Fashionable

Her Typical Day

Wakes up at 4am to feed pigs
From 7am examines all pigs/piglets
10am negotiates with local butcher
Post 2pm negotiates with nearby 100%
EOU slaughter house
In evening attends SHG meeting

What She Wants to Know

Why Should I Use a Mobile Phone?
How Will it Help Me? I am Already Doing so Well?
Will it Help Me Take Care of the Pigs Better?
Will it Help Me Get a Better Price?

Source: From author's article 'Why My Fancy Degree Doesn't Help a Pig Farmer', *Governance Now*



- ## Checklist: Myth & Reality of Digital Divide
- Access to affordable wireless devices ✓
 - Access to affordable personal computers ?
 - Access to reasonable quality bandwidth ✓
 - Access to relevant information ✗
 - Access to transactional services ✗
 - Access to health & educational services ✗
 - Access to government services ✗
 - Access to voting & democratic systems ✗
- DIGITAL DIVIDE IS A SOCIAL DIVIDE AND IS REAL RATHER THAN VIRTUAL**

Next Steps: Futurecasting

- Prepare for a touch-screen environment
- Move away from an exclusive focus on literacy
- Invest in content repurposing for rural areas
- Invest in e-governance and m-governance
- Make people services digital
- Make democratic services and process digital

BUT THE CRITICAL PIECE IS CONTENT AND ITS REPURPOSING FOR FUNCTIONAL LITERACY

Thank You for Your Time and Patience

I think there is a world market for maybe five computers
IBM Chairman Thomas Watson, 1943