



## Transformation and business emergence of Indian ICT sector with reference to Indian ICT policies

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### Abstract

The Information and Communication Technology (ICT) sector in India has exponential growth in the last two decade. India is now consider as a global leader in ICT industry by its low operational cost, availability of high intelligence pool and remote delivery model. ICT can be divided into two categories; one is Information Technology, while other is Communication Technology. India boasts of a rapidly growing global IT market. The dramatic boom of the IT sector in India has played an important role in transforming the country’s image from a sluggish and bureaucratic economy to a territory of rational entrepreneurs. In recent time, e-commerce, cloud computing and online retailing have emerged as the key growth drivers in the Indian ICT sector. The telecom industry has also experienced a rapid growth during the last decade in India and it is considered as the second biggest telephone network in the world, after China. Implementation of ICT in education through m-learning, u-learning or blended approach by Subject matter Expert (SME) created a big market in KPO.

**Keywords:** ICT, M-learning, e-learning, blended learning, KPO and SME

### 1. Introduction

Indian ICT Sector has been focusing ample amount of overseas investment over the last two decades. Main key sector for investment which are software merchandise, IT products, ITeS and online businesses. Indian government

started different beneficial policies for industry investments to make first choice for overseas and domestic investors. According to the report released by International Data Corporation, the overall market size of ICT in India is projected to reach US\$60 billion by year 2018.

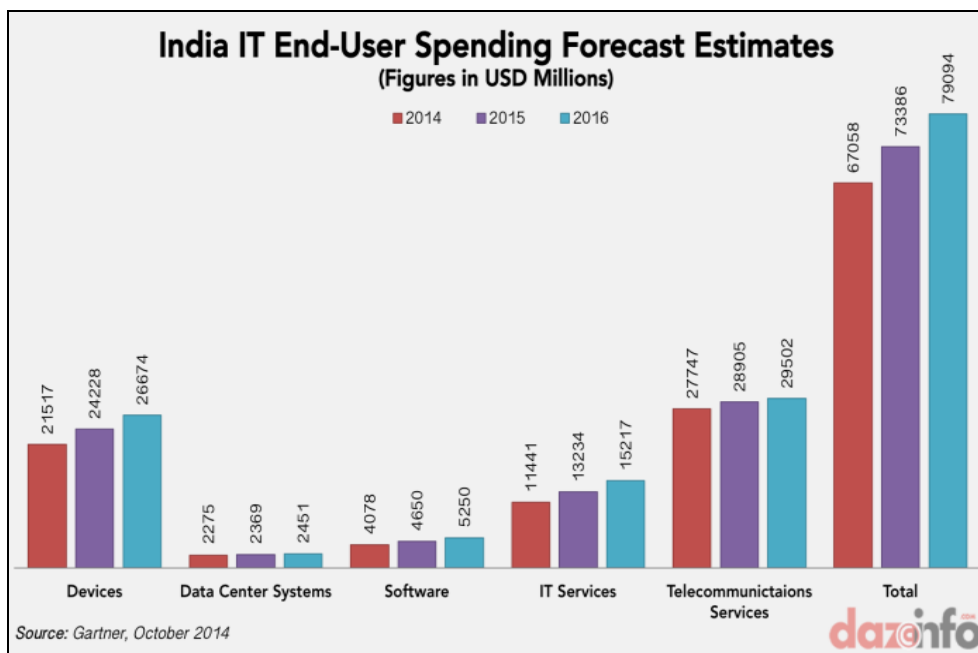


Fig 1

### 1) Investment opportunities in Indian ICT sector

- The constant rise in investment by Small and Medium

Enterprises (SMEs) in the ICT Sector of India demonstrates the increase in the maturity levels in Indian



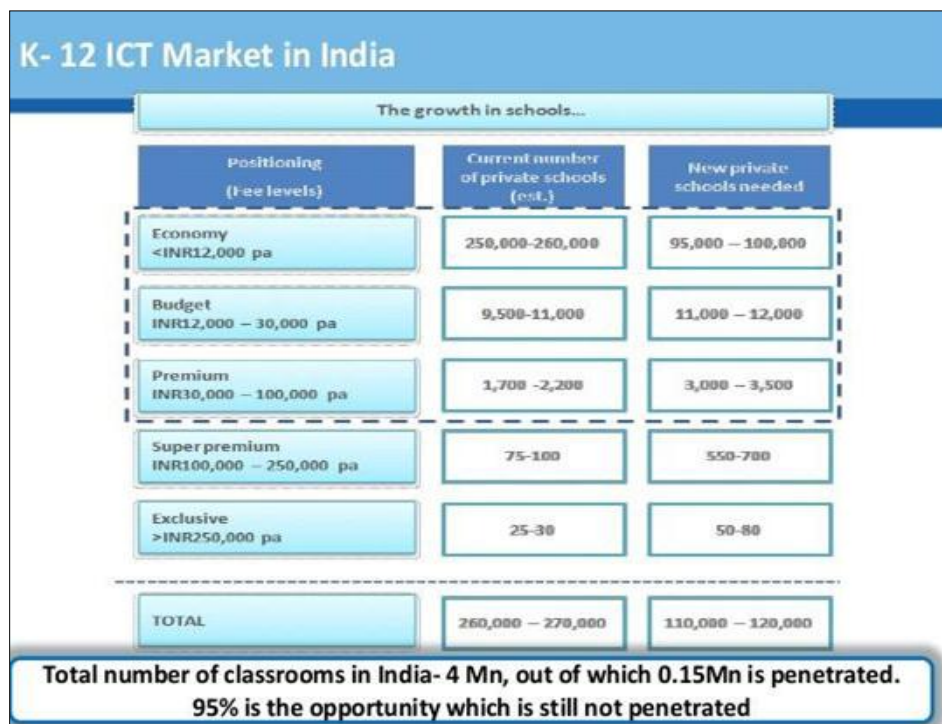


Fig 2

## 6. ICT trends expected to dominate India's ICT market in 2017

### a) Convergence of IT and Mobile Applications

As end-user market segments become more diverse in their needs and requirements, they embrace a plethora of devices and platforms. Software and solutions based on PCs and networks can no longer meet their requirements. They need to access and use information across platforms and devices. Conversion from pc to convertible tools like tablet and other handheld devices requires same applications. Businesses have adopted "agility" as their watchword, and they're eager to embrace solutions that can help them achieve their goals. Convergence of such tools and applications give rise to innovative solutions for IT and mobile applications. These new-age solutions need to be device agnostic, interoperate across networks, and ultimately lead to organizational efficiencies and agility.

### b) Greater opportunities for data centre hosting and co-location

2014 to 2017 witnessed Microsoft's move to establish dedicated datacenter operations in India to better position its Azure platform. This was intended to meet the needs of the local market, where concerns about data integrity and security, latency issues and governmental regulations regarding data hosting within the country's international borders are high. With other vendors likely to move in the same direction, 2018 could see greater opportunities for datacenter hosting and co-location service providers. Traditionally conservative segments that have not yet embraced data hosting due to concerns about datacenters located on foreign shores (e.g. Indian government local agencies and businesses subject to control and prohibit data security regulations that prohibit data being hosted abroad), are now keen to explore its benefits.

This shift in marketplace dynamics could greatly expand the potential for datacenter hosting and co-location services in the year ahead.

### c) Remote Managed IT Services (RMITS)

Interest in and awareness of remote managed IT services (RMITS) is high, especially among smaller businesses. These firms lack adequate internal IT resources to manage their ICT infrastructure. They are highly reliant on third parties such as channel partners for support. RMITS offer a number of benefits to end users—like hassle-free, on-time fault rectification with zero downtime, less pressure on internal IT staff, cost savings, enhancement of process efficiency, ability to focus on core competencies, etc. However, a number of SMBs prefer a hybrid ICT support scenario whereby they can avail themselves of the best of both worlds—on premise solutions as well as remote managed IT services from service providers.

From a channel perspective, RMITS has emerged as a vital tool being bundled by more and more channel partners, along with AMC/FMC services. This enables channel partners to reduce overall operational costs due to fewer personnel being deployed, reduced travel costs, a lower number of complaints being managed, etc. Partners like Kaseya, Nimsoft, Xigent et al also falls into same growth pattern.

### d) Social media as the new marketing tool

As end users increasingly embrace social media, sharing their likes, dislikes, personal and work-related moments and thoughts with friends and colleagues on platforms such as Twitter, Instagram, Facebook, LinkedIn etc., their information consumption patterns are also undergoing a shift. Rather than relying on traditional marketing tools like print advertisements and flyers for information about new products, solutions and

ideas, users are turning to friends' and colleagues' reviews and perceptions to garner more information. Marketers, too, have to follow suit. It's no longer enough to execute a traditional marketing campaign—it's imperative to blaze a trail across digital social media. Presently many organizations do have a limited presence in social media, but they have not been able to effectively utilize this as a marketing tool, nor to integrate social media into their strategic marketing plan. However, with greater awareness of the benefits of social media, marketers are now tying their SM activities to their business goals and using these platforms strategically and in an integrated manner with their organization's overall marketing plan.

#### e) Need for actionable insights leads to growth of big data and analytics

“Big data” and “analytics” have emerged as technology buzzwords in recent years, yet adoption of such solutions has been limited. However, 2017 should see a large number of enterprises shifting away from conventional investments and focusing on these areas. A key priority for medium and large businesses will be to harness and analyse big data to derive insights into how products and services are being received, and how efficiently assets are utilized. Enterprises in India are keen to focus on using fact-based decision-making tools to rationalize costs and time for businesses, and to hasten the decision-making process and make it more innovative. This focus on big data will naturally lead to a growth in usage of predictive analytics—solutions that can gather, manage and make sense of the organization's big data.

The Internet of Things (IoT) can be described as a network of interconnected devices accessed through the internet. The IoT is no longer a theoretical concept—now it is becoming real and is considered an industry on its own. The government of India has an ambitious plan to make IoT a \$15 billion market by 2020, and it has already launched initiatives to that end. This will definitely have an impact on almost all industry verticals such as agriculture, transportation, professional services, healthcare, energy, etc. The manufacturing sector will also be a major vertical for IoT in 2017. Use of newer business intelligence tools will help in predictive maintenance and optimization of processes and production. This is expected to result in financial and productive gain.

#### Conclusion

In 2017 India broke the perception of policy paralysis that has dogged the country recently. The mid-year election of a development-focused, single-majority, stable government has spread hope that the economy will once again experience "good days". GDP growth is on an upswing and retail inflation appears to be more in control thanks to the declining prices of commodities India's businesses are now eager to embrace growth and are seeking smart solutions to help them achieve their goals. ICT marketplace of India are expected to have significant shift and various transformation in future business.

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