ANALYSIS ON BSNL & AIRTEL INTERNET & SERVICE PROVIDER

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ABSTRACT

The study is on telecom internet service providers on this operational process. The paper is based on secondary sources like Internet & website & news paper or E-paper. A comparative is on Bharat Sanchar Nigam Limited & Airtel who is providing Internet services like 2G, 3G, and 4G Internet wireless Internet Network products. The paper highlights the satisfaction of customer & Mobile Internet problem like a services providing & Settings-Manual Internet Configuration with APN & network signals very weak.

The Corporate structure & Services is BSNL Mobile is major provider of GSM cellular mobile services under the brand name Cell one. BSNL provides complete telecom services solution to enterprise customers including MPLS, P2P and Internet leased lines.

The internet user is expected to almost double to 600 million users by 2020 from approximately 343 million users currently. Going forward, rural adoption of data-enabled devices is expected to increase with the Bharat Net initiative under Digital India, reveals ASSOCHAM-Deloitte joint study.

Corporate structure & Services is Under the Tele- media segment, Airtel provides broadband internet access through DSL; internet leased lines as well as MPLS (multiprotocol label switching) solutions, as well as IPTV and fixed line telephone services.

As of September 2012, Airtel provides Tele- media services to 3.3 million customers in 87 Cities. As on 30 November 2012, Airtel had 1.39 million broadband subscribers.

Key words *Wi-Fi hotspot, Mobile data, broadband, and web.*

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1. INTRODUCTION

India internet user is expected to almost double to 600 million users by 2020 from approximately 343 million users currently. Going forward, rural adoption of data-enabled devices is expected to increase with the Bharat Net initiative under Digital India, reveals ASSOCHAM-Deloitte joint study.

India is the second largest mobile phone market globally with over 1 billion mobile subscriptions. Of this, Smartphone users account for approximately 240 million subscriptions which is expected to grow to 520 million by 2020, adds the study.

Spectrum availability in Indian metros is about a tenth of the same in cities in developed countries. This has put a major roadblock in providing high speed data services. Public Wi-Fi penetration remains low. Globally, there is one Wi-Fi hotspot for every 150 citizens. For India to reach that level of penetration, over 8 million hotspots are required of which only about 31,000 hotspots are currently available, reveals the study.

Currently, over 55,000 villages remain deprived of mobile connectivity. This is largely due to the fact that providing mobile connectivity in such locations is not commercially viable for service providers, adds the study.

Challenges in policy, such as taxation, right of way, restrictive regulations etc. are major roadblocks in realizing the vision of Digital India. Some of the common policy hurdles include the following lack of clarity in FDI policies; for instance, have impacted the growth of e-commerce.

Implementation of the Digital India program has been hampered by contracting challenges such as the projects assigned to PSUs are delayed given challenges related to skills, experience and technical capabilities.

Several RFPs issued by the government are not picked up by competent private sector organizations since they are not commercially feasible. Reports suggest that, as recently as 2014, nearly 70% of Indian consumers indicated that lack of awareness was the main reason for not using internet services. Non availability of digital services in local languages is also a major concern, adds the joint study.

With the proliferation of cloud-based services like Digit Locker, data security has emerged as a major challenge. The recent data breach in August 2016, in which debit card data for more than

3.2 million subscribers was stolen, highlights the importance of implementing foolproof security systems.

A uniform Row policy across all states with a reasonable cost structure is required along with a single window mechanism for granting Row permissions. PPP models need to be explored for sustainable development of digital infrastructure, as has been the case for civic infrastructure projects like roads and metro project. In addition, the government should make efforts to make additional spectrum available to telecom service providers for deployment of high speed data networks, noted the study.

Effective collaboration with the private sector is critical to the development of the digital infrastructure. Innovative engagement models that ensure commercial viability needs to developed jointly through consultation with industry bodies. This will encourage private sector participation and ensure a better response to infrastructure RFPs. In addition, startups need to be incentivized for the development of the last mile infrastructure and localized services and applications.

In rural and remote areas, private sector players should be incentivized to provide last mile connectivity. USOF can be effectively used to incentivize and create a viable business model. The deployment of funds so far has been erratic and not been used to effectively to fund the cost of infrastructure creation in rural areas.

Satellite communication solutions could be used to speed up broadband access in rural and remote areas. For instance, banks can use VSAT technology to connect remote ATMs, remote branches that need instant access to customer data. It could be used as a last mile connectivity solution in rural areas which lack telecom networks, highlighted the study.

For the success of the Digital India program, capacity building is crucial. In addition to infrastructure development, Digital Literacy, skill building and higher adoption of digital solutions is Key to program success, said the study.

Despite rising Smartphone penetration and internet user base, digital literacy in India has been low. In order for the benefits of the Digital India programmed to reach all sections of the population, improving digital literacy is imperative. A strong skill base is required to support the initiatives and services that are envisaged under the Digital India umbrella.

The objective of the study is identifying the operational structure & the gap between BSNL & Airtel Internet & Service Providers and the customer connect with reference to secondary dates.

2. RESEARCH METHODOLOGY

For this study, mainly secondary data have been used. Secondary data and information is collected from the internet, newspapers, internet news, magazines etc. Market report analysis of the collected data has been done to study Market. The secondary data is properly managing According to news & report.

3. CORPORATE STRUCTURE & SERVICES

BSNL Mobile is major provider of GSM cellular mobile services under the brand name Cell one. BSNL provides complete telecom services solution to enterprise customers including MPLS, P2P and Internet leased lines. It provides fixed line services and landline using CDMA technology and its extensive optical fiber network. BSNL provides Internet access services through dial-up connection as prepaid, Net One as Postpaid and Data One as BSNL Broadband.

3.1. Services/ Product

BSNL offers value-added services, such as Free Phone Service (FPH), India Telephone Card (Prepaid card), Account Card Calling (ACC), Virtual Private Network (VPN), Tele-voting, Premium Rate Service (PRM), Universal Access Number (UAN). BSNL also offers the IPTV which enables customers to watch television through internet and Voice and Video over Internet Protocol (VVOIP). In 2007

BSNL announced plans for providing 5 million, broadband connectivity and **secured 80% of the INR 25 billion rural telephony** project of Government of India. On 20 March 2009,

4. CORPORATE STRUCTURE & SERVICES

Airtel India

Airtel has two distinct Customer Business Units (CBU) with focus on B2C (Business to Customer) and B2B (Business to Business) segments. Airtel's B2C business unit deals with servicing the retail consumers, homes and small offices providing mobile, fixed line, DTH and m-commerce services while the B2B unit deals with large corporate accounts.

Under the Telemedia segment, Airtel provides broadband internet access through DSL; internet leased lines as well as MPLS (multiprotocol label switching) solutions, as well as IPTV and

fixed line telephone services. Until 18 September 2004, Bharti provided fixed line telephony and broadband services under the Touchtel brand. Bharti now provides all telecom services including fixed line services under a common brand airtel. As of September 2012, Airtel provides Telemedia services to 3.3 million customers in 87 cities. As on 30 November 2012, Airtel had 1.39 million broadband subscribers

Airtel Broadband provides broadband and IPTV services. Airtel provides both capped as well as unlimited download plans. However, Airtel's unlimited plans are subject to free usage policy (FUP), which reduces speed after the customer crosses a certain data usage limit. In most of the plans, Airtel provides only 512kbit/s beyond FUP, which is lower than the TRAI specified limit of half the subscriber's original speed. The maximum speed available for home users is 16Mbit/s. In May 2012, Airtel Broadband and some other Indian ISPs temporarily blocked file sharing websites such as vimeo.com megavideo.com, thepiratebay.se, etc. without giving any legal information to the customers.

4.1. Digital television

The Digital television business provides Direct-to-Home (DTH) TV services across India under the brand name Airtel digital TV. It started services on 9 October 2008 and had about 7.9 million customers at the end of December 2012.

4.2. Enterprise

The Enterprise business provides end-to-end telecom solutions to corporate customers and national and international long-distance services to telcos through its nationwide fibre optic backbone, last mile connectivity in fixed-line and mobile circles, VSATs, ISP and international bandwidth access through the gateways and landing stations. It has two sections under it.

4.3. Mobile data service

The different services under mobile data are BlackBerry services, a web-enabled mobile email solution working on 'Push Technology', USB modem that helps in getting instant access to Internet and corporate applications, Airtel Data Card that gives the liberty to access the internet anytime, Easy Mail is a platform that provides access to personal/corporate e-mails independent of handset operating system and application services that shorten the queues at the billing section, off-load the pressure on the billing staff and bring convenience to the user.

4.4. Enterprise business solutions

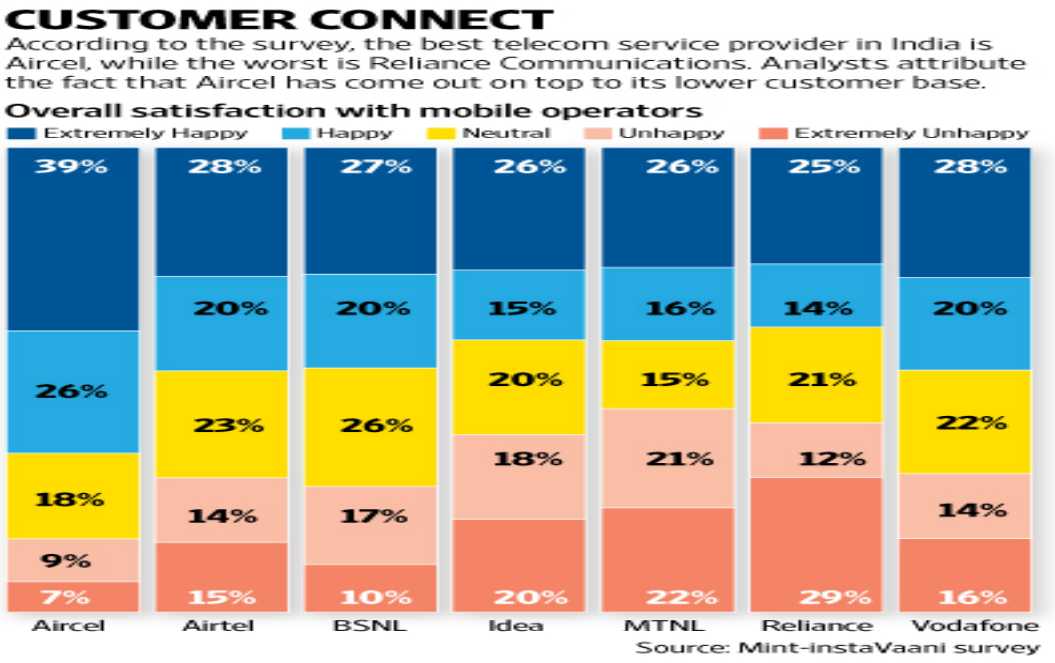
There are two kinds of solutions offered by Airtel. One is GPRS Based Solutions like mobile applications tools for enterprise, TrackMate, automatic meter reading solutions etc. and the other is SMS Based Solutions like interactive sms, bulk sms, inbound call centre solutions.

The 'India with Airtel' package is said to be a one-stop-shop for availing all telecom and connectivity solutions including mobile and fixed telephony, global and domestic data capacity and connectivity solutions, VSAT, Virtual Private Network, data centre and cloud solutions, Value Added Services and payment and billing integration, machine-to-machine, and managed services.

4.5. Android-based tablet

Betel Teletech Ltd., a unit of Bharti Enterprises Ltd., on 18 August 2011, launched a 9,999 (US$150) 7-inch tablet in India based on Google Inc.'s Android operating system. The offering is intended to capitalize on the expected demand for cheap computing devices in the world's fastest-growing and second-largest mobile phone market.

4.6. Customer Connect



5. ANALYSIS

5.1. Comparison between BSNL and Aircel

Project of Government of India (BSNL)-80% (20 March 2009)

Project of Government of India (20 March 2009)	Other (20 March 2009)
80%	20%

5.2. Services/ Product

Services/ Product (BSNL)	**Services/ Product (Airtel)**
Free Phone Service (FPH), India Telephone Card (Prepaid card), Account Card Calling (ACC), Virtual Private Network (VPN), Tele-voting, Premium Rate Service (PRM), and Universal Access Number (UAN).	Tele-media, Digital television, Enterprise, Mobile data service, Android-based tablet.

5.3. Telecom services solution

telecom services solution BSNL	**telecom services solution Airtel**
BSNL provides complete telecom services solution to enterprise customers including MPLS, P2P.	. Airtel's B2C business unit deals with servicing the retail consumers, homes and small offices providing mobile, fixed line, DTH and m-commerce services while the B2B unit deals with large corporate accounts.

5.4. Cities

Cities 2011 BSNL	**cities September 2012(Airtel)**
BSNL offers coverage in over 800 cities across India.	Customers in 87 cities.

5.5. Speed

speed BSNL	**speed(Airtel)**
BSNL 3G provides HSPA+ service with highest speed of 21.1 Mbit/s downlink and 5.76 Mbit/s uplink.	The maximum speed available for home users is 16Mbit/s.

5.6. Broadband market share

Broadband market share on BSNL	**Broadband market share30 November**

31.12.2015	2012(Airtel)
Broadband market share of 14.54%.	1.39 million Broadband subscribers.

5.7. Customer Connect

Extremely Happy BSNL - 27%	Extremely Happy Airtel - 28%
Happy BSNL- 20%	Happy Airtel- 20%
Neutral BSNL – 26%	Neutral Airtel – 23%
Unhappy BSNL – 17%	Unhappy Airtel – 14%
Extremely Unhappy BSNL – 10%	Extremely Unhappy Airtel – 15%

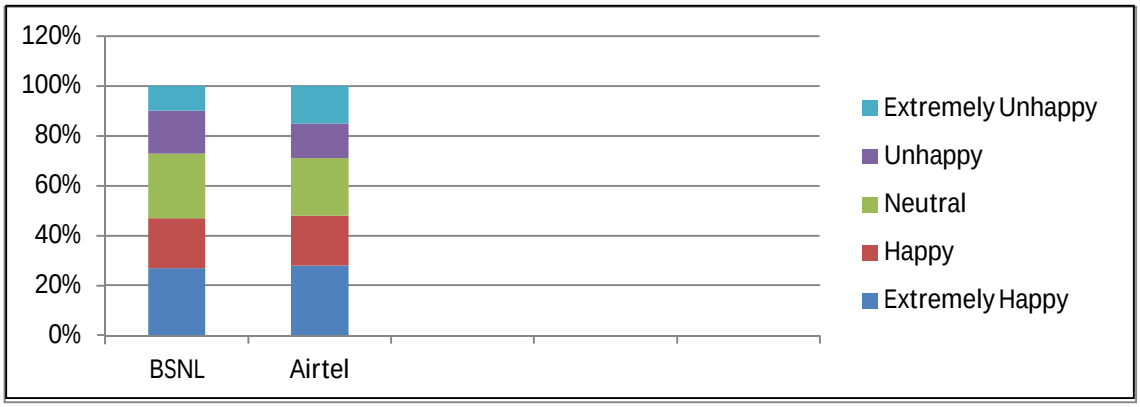


Figure.3 (5.7)

5.8. Operational Area

BSNL 2010, 2011	Airtel September 2012
It was upgraded to a web-based messaging system in 2010, through 182 telegraph offices across India. As of 2011, BSNL offers coverage in over 800 cities across India.	As of September 2012customers in 87 cities.

6. CONCLUSION

The study is best on the telecom companies they give an information about operational process. On BSNL others AIRTEL both are dealing in a same operation but the services is different & products also deferent BSNL Products & services Free Phone Service, Premium Rate Service etc. AIRTEL is providing Mobile data service, Telemedia, Digital television etc. it's a gap between the both organizations. Telecom services solution is gives information about the dealing of two organizations with customer BSNL enterprise customers including MPLS, P2P, and

AIRTEL B2C business unit deals with servicing the retail consumers, homes and small offices providing mobile, fixed line.Broadband market share of two companies BSNL broadband market share of 14.54%. AIRTEL 1.39 million broadband subscribers.Customer Connect is showing the gap of the customer filling about the services & the products.

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