



Telecom Management
Sample Material
VS-1222

Vskills Certifications

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1.1. Telecom Industry Overview

Communication is an essential component in human lives. Our everyday life depends on various modes of communication.

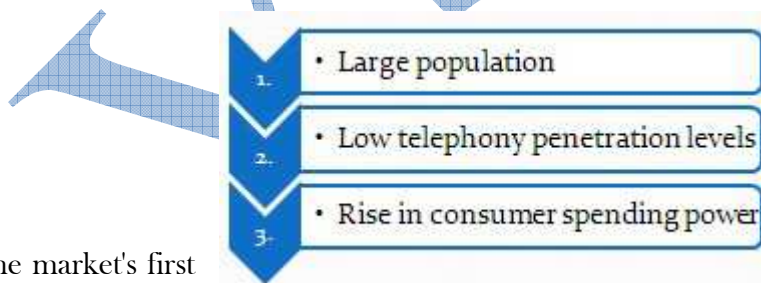
Sanjay, who worked as a business lead in Computer Hardware was promoted to Area Manager position. He wanted to share this news with his family and friends.

He picked up his cell phone and called his parents. They were happy to learn about his progress. Next, he opened the social networking site and updated his 'Status' and "Job profile". Congratulation messages and party planning messages started pouring in. Communicating with people has become so easy and fast.

According to a research, it has been estimated that 75% of a person's day is spent communicating in one way or the other.

India is becoming the fastest growing telecom market in the world. What are the major factors that go together in making India a leading telecom market?

The main reasons that can be attributed to this fast change are:



The market's first operator was the state-owned **Bharat Sanchar Nigam Limited (BSNL)**, created by corporatisation of the Indian Telecommunication Service. The Indian Telecommunication Service is a government unit responsible for provision of telephony services.

Subsequently, the telecommunication policies were revised and private operators appeared in scene. A few to mention are listed below.

- Bharti Airtel
- Reliance Communications,
- Tata Teleservices,
- Idea Cellular
- Aircel
- Loop Mobile

Interesting fact as on June 30, 2012

- Bharti Airtel is currently the largest telecom company in India.
- Total number of telephones in the country stand at 965.52 million
- Tele-density has increased to 79.58%
- 14.50 million subscribers a month

1.2. Telecom Industry Evolution

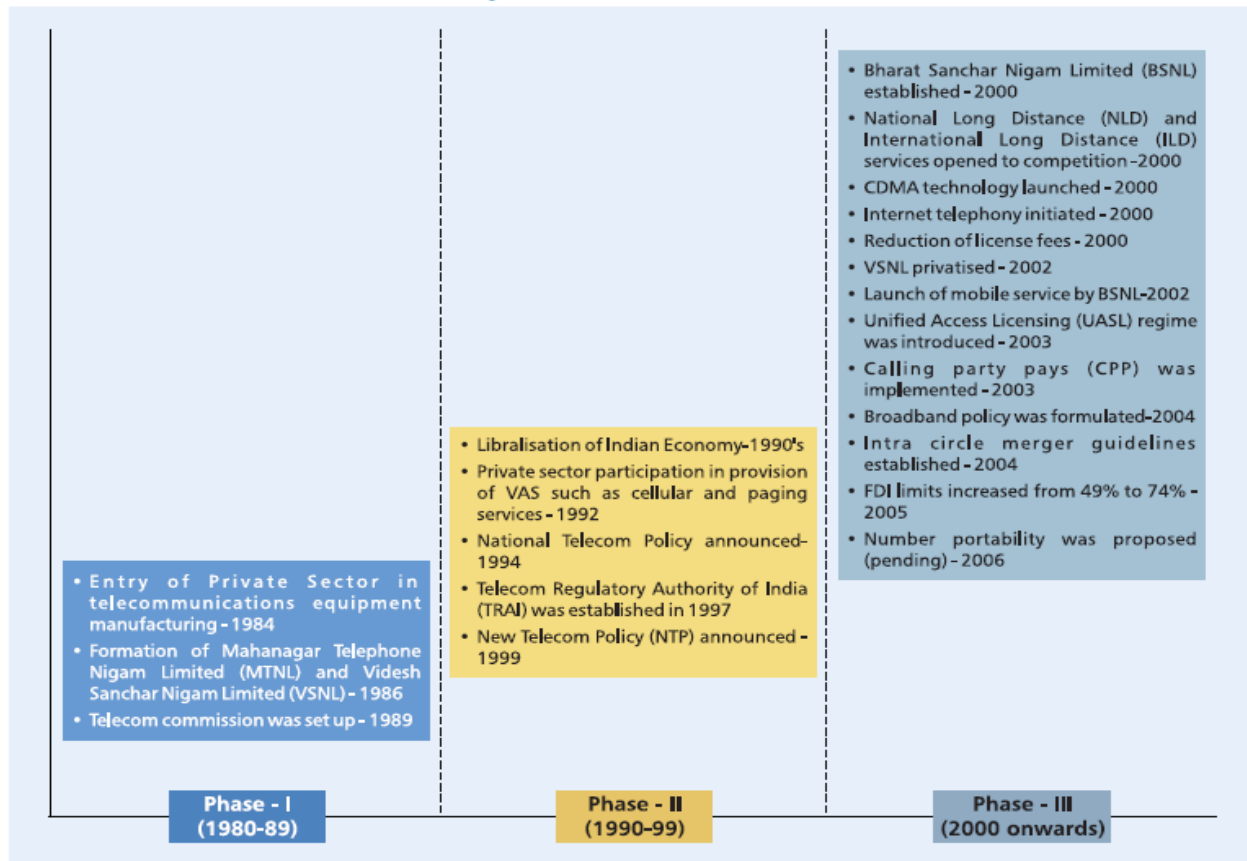
Indian telecom sector is more than 165 years old. Until the late 90s the Government of India held a monopoly on all types of communications – as a result of the Telegraph Act of 1885.

Globalisation has made telecommunication an integral part of the infrastructure of the Indian economy. The telecom sector in India has developed as a result of progressive regulatory regime.

The entire evolution of the telecom industry can be classified into three distinct phases.

- Phase I- Pre-Libralisation Era (1980-89)
- Phase II- Post Libralisation Era (1990-99)
- Phase III- Post 2000

Exhibit 1.1: Evolution of Telecom Industry



Source: D&B Research

Here is a synopsis of the journey of the telecommunication industry.

- In 1851 the first operational land lines were laid near Kolkata, in India by the government.
- Telephone services were formally introduced in India much later in 1881.
- In 1883, telephone services were merged with the postal system.
- In 1947, after India attained independence, all telecommunication companies were nationalised to form the Posts, Telephone and Telegraph (PTT), a body that was governed by the Ministry of Communication.
- Until 1984, the Indian telecom sector was entirely under government ownership and the private sector was only allowed in the telecommunication equipment manufacturing.
- An autonomous body - Centre for Development of Telematics (C-DOT) was established in 1984 to develop state-of-the-art telecommunication technology to meet the growing needs of the Indian telecommunication network.

In 1985, the Government separated the Department of Post and Telegraph by setting up the Department of Posts and the Department of Telecommunications (DoT).

1.3. Industry Composition/Overview

There are widespread communication systems in the world. These diversified communications system links all parts of the country by Internet, telephone, telegraph, radio, and television.



The system includes some of the most sophisticated technology in the world and constitutes a foundation for further development of a modern network.

India has come to be regarded as the world's most competitive and one of the fastest growing telecom markets.

Some facts about India:

- **Users**
 - Mobile phone user base in India is 934 million as of June 2012
 - Internet user base in India is 137 million as of June 2012
- **Growth**
 - The industry is expected to cross the size of INR 527,850 crore (\$ 100 billion) by 2015 as per the report by BCG (Boston Consulting Group)
- **Employment**
 - The sector would create direct employment for 2.8 million people and for 7 million indirectly.
- **Revenue Generation**

The total revenue of the Indian telecom sector grew by 7% to INR 283,207 crore (US\$ 62.31 billion) for 2010-11 financial year

1.4. Indian Mobile SWOT

SWOT analysis is a research tool recognised to prepare any level of strategic and marketing plans.

SWOT means:

S - Strengths

W - Weakness

O - Opportunities

T - Threats

Let us go through the SWOT analysis for Indian mobile industry.

Strengths

- Continuous mobile subscriber growth. Market benefiting from a healthy degree of competition
- Demand for mobile value-added services is strong and expected to grow
- The government continues to loosen the restrictions on foreign participation in the telecom market

Weaknesses

- Despite major ongoing investments, mobile network infrastructures in rural areas remain limited
- The dominance of prepaid services has contributed to declining mobile average revenue per user (ARPU) levels
- Mobile market is still highly skewed towards prepaid users; inactivity levels are thought to be high

Opportunities

- The government is currently considering recommendations made by the country's telecoms regulator to allow the operation of MVNOs in the mobile market
- The government will cut license fees by up to 33% for those operators whose services cover over 95% of the residential areas in a calling circle
- All of the leading operators have been actively deploying multimedia content services, providing opportunities for content providers

Threats

- The current slowdown in domestic consumption will impact negatively on mobile market
- Network capacity, particularly in the mobile market, could struggle to keep up with demand

- MNP will make migration between operators easier, thus adding pressure on operators to retain existing customers
- Price war is possible with competition intensifying. Consolidation may not be a far-off reality

Vskills

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

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