



Representing the ecosystem of Internet -Bharat Model

CCAIOI Newsletter

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Wishing everyone a Happy New Year!

CCAIOI hails the Trai Recommendation- A landmark for Broadband Penetration in India

The recent Recommendation Paper of Telecom Regulatory Authority of India (TRAI) on the National Broadband Plan is a significant step which signifies the intent of the government towards improving the Broadband penetration in the country, which is the need of the hour, especially when the government wants to empower each citizen and improve the economic growth of the nation.

This recommendation paper released under the chairmanship of Mr. J.S. Sarma is not only comprehensive and in-depth, but also understands all the nuances of the Internet ecosystem of the country. TRAI has emphasized upon this fact and suggested that “the Government should involve associations and NGOs at the grass root level in the awareness building campaigns and all these initiatives should be funded by the Government. *“Programs similar to the CCAIOI Project Gyan, a 10 day Internet learning Program which is offered for Free from Cybercafés/ CSC’s and taught in the preferred language of the citizen, could be promoted by the Government”*. To further reach out to the non English and assistance seeking community, TRAI has also recommended” *Government should ensure availability of the Government services in the local languages and Cybercafés/CSC’s and public access systems should be encouraged to promote local language Internet”*

CCAIOI, as an association, representing the entire ecosystem of Internet in the country has always been advocating that the growth and adoption of Internet has not been significant not just due to high access cost, limited availability of internet, lack of relevant content and language, but primarily on account of lack of digital literacy and general mindset of the people of India, who are more prone to “assisted services” for centuries. Even today, only limited sections of the people belong to the “Do it Yourself” (DIY) types and majority of people rely on “assisted mode” to avail the services. As a result the government should support “Digital Literacy Programs” & promote public Internet Access points – Cybercafés/ CSC’s. This two prong strategy would help to achieve the desired Broadband Goals.

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CCAIOI, 258 Okhla Industrial estate, Phase III, New Delhi -110 020. Visit us online at: www.ccaoi.in .

For any comments/suggestions email: info@ccaoi.in