

A STUDY ON THE WINDFALL OF TELECOM INDUSTRY DURING THE PANDEMIC 2019-2020

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ABSTRACT

The modern pandemic has painted a wholly new picture of boom for unique sectors, particularly the telecom quarter, which has assumed the feature of a lifeline for businesses and people during quarantine and lockdown. Other than books, magazines, various web sites and newspapers, statistics needs to be accumulated from multiple resources of evidence to understand the importance and evaluation of the telecom enterprise. The observation at discusses the function of India's telecom region in the lockdown duration and internet intake over the lockdown period. In the end, the situation for COVID-19, the marketplace length of the Indian telecom enterprise and the paradigm swift in patron preference.

KEYWORDS: COVID-19, Pandemic, Telecom Area, Internet Intake, Marketplace Length, Purchaser Choice

INTRODUCTION

The coronavirus-brought about lockdown and social distancing measures that have caused accelerated reliance on digital devices, which in flip is using demand for telecom services. Furthermore, the financial effect on carrier transport is anticipated to be minimum given the vital nature of verbal exchange offerings (Rajat Chitravanshi, 2020), the nationwide lockdown has led to a pointy increase in net usage, specially for the traditionally less wired inside the broadband phase.

In consistent with an Edelweiss document, the lockdown is triggering a "paradigm shift" in consumer behaviour. "That is main to a better reliance on digital gear such as videoconferencing, collaborative applications, and many others. Riding the call for telecommunications services," (<https://www.newindianexpress.com>) Telecom at once contributes about 6% of GDP and during the lockdown it has accelerated through 5-6 instances, which is large. Whereas, at gift it's far acting as a by means of-skip or again-up infrastructure in which groups inclusive of governments have achieved sports via virtual mode. (<https://telecom.economictimes.indiatimes.com>).

As the global economic system grapples with the shock and lasting effects of the radical coronavirus (COVID-19) outbreak, "make money working from home" and "social distancing" have end up the speak of the metropolis in trendy commercial enterprise situation with the telecom region. The invisible hand is driving this alteration. far flung running, video conferencing and telecommunication technology have hastily emerged as the key enablers for commercial enterprise operations in the course of this lockdown, And streaming offerings like Netflix have turn out to be the cross-to source for amusement preserving the telecom region within the limelight today (Reader, A et al, 2020).

REVIEW OF LITERATURE

G, R (2013) India is the second biggest telecom market inside the global and one of the quickest growing. The all of us of a gives sturdy increase opportunities pushed by means of strong increase fundamentals, growing urbanisation, rising profits stages and favorable demographics. Bhandari, R, (2013) India is a quick with higher community coverage and drop in competition driven tariffs, the industry has witnessed tremendous increase inside the subscriber base during the last decade. This attracted diverse foreign corporations to spend money on this place. Amutha, D. (2012) India today has emerged as one of the youngest and fastest developing economies in the world. One of the sectors which have proven symptoms of profitability and feature contributed considerably to the financial system is the telecommunications industry. Developing market for the telecom quarter. It ranks second among telecommunications community providers international. In reality, the Indian telecom market has gained recognition as one of the most profitable markets globally.

Bora, N (2014) the telecom industry in India is growing swiftly and witnessing many tendencies. It has gone via many adjustments that have brought about excessive competition inside the enterprise. This text lines the principal coverage reforms in the Indian telecom quarter. In addition, the item also discusses the transformation techniques adopted by way of the to principal market players - Vodafone and Airtel. The paper will offer a complete expertise at the recent tendencies inside the region and will help to highlight the adjustments in the telecom enterprise. Panda, R. (2018) through the years, the Indian telecom market has witnessed a large growth because of numerous elements together with domestic demand, policy initiatives and policy amendments, liberalisation, structural and regulatory reforms and opposition. Das, et al (2020) the cutting-edge coronavirus pandemic should bring about a permanent lack of 4 per cent to the real Indian Gross home Product (GDP). India's Gross home Product (GDP) growth charge for 2020-21 is projected to be 1.9 percent. This could be the bottom after the growth price recorded through India 1.1 percentage in 1991-92. As COVID 19 has disrupted predominant sectors, it's miles actually obvious that numerous sectors tourism and aviation, telecom, auto sector, delivery are the maximum affected sectors which can be facing the poor repercussions of the present calamity.

Reddy, P. (2020) the issue of technical requirements has come to be increasingly vital inside the context of telecommunications generation. With each new generation of cellular generation, the difficulty of putting standards has grow to be increasingly more complicated. An awful lot of the literature on this trouble has focused on the usual placing system or litigation ensuing inside the enforcement of patents on technical standards.

Chakraborty, S. and Basak (2020) A. In those difficult times, telecommunication networks were identified as a vital carrier. Cellular and fixed broadband networks have performed a critical function in permitting the rapid transition of work from bodily workplaces to virtual platforms. Sensing talents also are getting used for touch tracing and early isolation of inflamed human beings or regions. A wide range of social and academic programs also are being released to tackle intellectual and bodily fitness troubles. Commercial automation powered through wi-fi Sensor Networks (WSNs) is ushering in the industrial net of things and industry (IoT).

OBJECTIVE OF THE STUDY

- To review the prevailing literature review on Telecom zone
- To observe the advertising size of the Indian Telecom zone
- To have a look at the telecom enterprise in the course of the lockdown duration

METHODOLOGY

The observe is descriptive in nature and is based totally on secondary statistics. The record is amassed from numerous reports, research papers from Google student and net assets.

INDIAN SCENARIO FOR COVID-19

The outbreak of the corona virus, which commenced in Wuhan metropolis of China in early December closing yr. is having a major effect on the global financial system. The sizable pandemic has made all affected international locations aware about the constraints in their analog health gadget (PV, R., 2020). The COVID-19 pandemic in India is part of the global pandemic of the coronavirus ailment 2019 (COVID-19).) intense acute respiratory syndrome is because of coronavirus 2 (SARS-CoV-2). The first case of COVID-19 in India, which originated from China, became said on 30 January 2020. India currently has the very best number of confirmed instances in Asia (<https://en.wikipedia.org>)

Swiftly spreading COVID-19 virus in India when you consider that March 2020. The authorities of India has decided to completely lockdown India for 21 days till 24 March 2020. All sorts of paintings, jobs and commercial enterprise are suspended for an unspecified time because of the lockdown introduced by way of the authorities of India. Maximum of the companies are sinking or working very slowly because of the lockdown. The period of the current crisis is unknown. There's a shortage of ventilators in the health facility amid the COVID-19 pandemic. The complete global is in one of the most pandemic conditions ever on earth. Thousands and thousands of humans have turn out to be victims of this lethal disorder. We don't even recognize how lengthy this will last. (Kumar Choudhary, R, 2020)

India is at a turning factor in its combat in opposition to the COVID-19 pandemic, dealing with unheard of health, monetary and economic stability demanding situations. Of direction, the primary precedence is to keep lives. but the containment measures needed to restriction the unfold of the virus are inflicting a dramatic decline in economic activity and policymakers are involved approximately how to combat the virus and minimize its effect on the economy (Mahajan, s., 2020) The Indian authorities and fitness care providers had been tireless in their efforts. Citizens have to also assist support the combat in opposition to the pandemic with the aid of following government advice on prevention and social distancing (pal, R & Yadav, Yu, 2020).

MARKET SIZE OF INDIAN TELECOM INDUSTRY

India is the second one biggest marketplace in the global in phrases of overall internet customers. Internet subscribers inside the country grew at a CAGR of 45.74% at some stage in FY 2006-FY19 to attain 636.73 million in FY19. The variety of net subscribers reached 687.62 million as of September 2019. Overall Wi-Fi statistics usage in India grew through 10.58% y-o-y to 19,838,886 terabytes among July-September 2019. India is likewise the second one biggest telecom market within the international. This total phone subscriber base and tele-density reached 1,177.97 million and 87.37% respectively in FY15. The gross revenue of the telecom sector stood at Rs. 185,291 crore (US\$ 26.fifty one billion) in FY15 (April-December 2019). Five years on, India will upload 500 million new internet customers, growing opportunities for new groups, with elevated cellular cell phone penetration and declining records prices. (Brand India, 2020)

ROLE OF INDIA'S TELECOM REGION INSIDE THE LOCKDOWN PERIOD

Quarter regulator TRAI has requested telecom operators to increase the validity period of pay as you go users to make certain that clients get uninterrupted offerings throughout the 21-day national lockdown. The Telecom Regulatory Authority of India (TRAI) has also sought details of the steps being taken to make certain the provision of uninterrupted telecom offerings to such customers on a "priority foundation". The telecom quarter has now not been dramatically stricken by the disruption inside the COVID-19 market due to the new use cases generated amongst its users. Whilst the lockdown brought the economy to a halt, it created call for because of people running from domestic, colleges going on line, domestic amusement, and remoted consumers accomplishing out to friends and circle of relatives (<https://home.kpmg/in>)

Telecom enterprise is in discussion with district and nearby authorities in states to open prepaid recharge facilities following the latest orders of the Ministry of domestic Affairs and it's miles predicted that those stores will start operations in a day or so (<https://www.thehindu.com>) telecom services have remained unaffected at some point of the lockdown in May, besides in West Bengal and Odisha. Customers are capable of recharge the connections and the towers have not recorded any downtime. There are a total of 5.93 lakh telecom towers within the country and approximately 1.1 billion SIM connections throughout 3 private operators and nation-run companies (Kurup, R, 2020).

The new ordinary will see a growth in efficiencies thru telecommunications as the world met the situations required to keep networks and enforce modifications had to growth capability because of the unheard of increase in call for virtual services enabled by means of telecommunications. In step with a document prepared by way of studies firm Tech ARC in collaboration with the mobile Operators affiliation of India (COAI), The Telecom leaders additionally saluted the critical authorities in addition to the country Governments for imparting all feasible assistance to the enterprise at some point of this tough time. "With the timely intervention of the department of Telecommunications and coordination with diverse kingdom and neighbourhood government, the inactive BTS (Base Transceiver Station) websites had been introduced down from 800 to 70, considerably growing the potential (<https://www.news18.com>)

As telecom organizations ensured that their networks have been walking to fulfil the unprecedented surge in demand in times of lockdown, the world is currently accounting for 30-35 according to cent of GDP during the COVID- 19 lockdown and social distancing length. Direct contribution to GDP, other than the existing 6 consistent with cent, (<https://cio.economictimes.indiatimes.com>) Telecom offerings performed a vital role in making sure that humans' aspirations of roof and boundary wall to stay in are comfortable. "Commercial enterprise trusted telecommunication networks that supported video calls and webinars (M. Rajendran. 2020)

INTERNET INTAKE THROUGHOUT LOCKDOWN PERIOD

The lockdown has cordoned off our internet connection, amidst changing loads of things around us. It have become a primary supply of amusement, our connection to the outside international, our collaboration gear for purchasing matters finished, and our records area for gaining knowledge of and obtaining new competencies. The COVID-19 pandemic and the subsequent lockdown caused a large boom in internet utilization across India. The brand new regular of lockdown, social distancing and restricted workforce has brought on users to explore new eventualities to preserve continuity of life and commercial enterprise (<https://www.dqindia.com>)

India's internet intake has grown through 13% for the reason that nationwide lockdown, in keeping with facts released by the branch of Telecommunications. Indians consumed an average of 308 petabytes (PB) of information for the week beginning March 22. The surprising overnight surge in demand stuck the enterprise struggling with cellular network operators (MNOs) suffering to growth ability and control facts traffic.

At some point of the lockdown, MNOs labored carefully with satellite operators, utilising the extra backhaul ability, to make certain connectivity to suburban and rural areas. A latest record through Kantar states that rural areas of India have visible a forty five% increase in internet penetration in 2019 as compared to 11% in urban India. although telecom operators say that the prevailing infrastructure has sufficient capacity to cope with the growth in call for, the speedy change in demand growth and intake traits want to be closely monitored and controlled (Chatterjee, S, 2020)

PARADIGM SWIFT IN PATRON OPTIONS

A prime change is underway in consumer conduct within the wake modern day COVID-19 and lockdown measures aimed at controlling the unfold ultra-modern the COVID-19 pandemic. Excessive reliance by way of agencies and individuals on virtual equipment like videoconferencing, webinars, conference calls and so on. (<https://taxguru.in/>)

CONCLUSIONS

The telecom area is constantly adapting to the modifications added about by means of the COVID-19 disaster. Being the sole distributor ultra-modern net infrastructure to other enterprise segments, telecom operators have made numerous changes to their operations and offerings to serve their clients higher. Though the coronavirus pandemic has brought many demanding situations, the projects taken with the aid of the telcos are clearly going to preserve their business partnerships and customers for the long term. This need to boom the telco's revenue at some point of the COVID-19 pandemic and after that once existence returns to ordinary. (Weisberger, A, 2020).

The contemporary pandemic situation may want to result in sizable upheaval inside the telecom sector. As COVID-19 progresses with its ferocity, a few relaxations and measures to assist can function a guide for the telecom quarter as a whole. state-of-the-art the earn a living from home strategy, the increasing time brand new lockdown will are seeking adaptable and tough media transmission trendy to satisfy the developing wishes today's businesses and individuals. In keeping with facts and investigations by way of telecom agencies, , it is also expected that COVID-19 will help improve state-of-the-art digital infrastructure systems, and may result in interest in 5G innovation.

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