

A DNA Promotional Feature



# World Telecom Day

## "Internet is a growing common resource"

### The perfect merger

The decision to combine World Telecommunication Day and Information Society Day makes logical sense too

World Telecommunication Day has been celebrated annually on 17 May since 1969, marking the founding of ITU and the signing of the first International Telegraph Convention in 1865.

It was instituted by the Plenipotentiary Conference in Malaga-Torremolinos in 1973. In November 2005, the World Summit on the Information Society called upon the UN General Assembly to declare 17 May as World Information Society Day to focus on the importance of ICT and the wide range of issues related to the Information Society raised by WSIS.

The General Assembly adopted a resolution in March 2006 stipulating that World Information Society Day shall be celebrated every year on 17 May.

In November 2006, the ITU Plenipotentiary Conference in Antalya, Turkey, decided to celebrate both events on 17 May as World Telecommunication and Information Society Day (WTISD). The updated Resolution 68 invites Member States and Sector Members to celebrate the day annually.

They can do this by organizing appropriate national programmes with a view to stimulating reflection and exchanges of ideas on the theme adopted by the Council, debating the various aspects of the theme with all partners in society and formulating a report reflecting national discussions on the issues underlying the theme, to be fed back to ITU and the rest of its membership.

**Chandra Prakash, Chief General Manager, BSNL Maharashtra Circle,** explains the significance of World Telecom and Information Society Day



May 17 marks the anniversary of signing of first International Telegraph Convention and creation of ITU (International Telecommunication Union). The World Telecom Day is being celebrated annually on May 17 since the last 40 years i.e. since 1969. The theme for World Telecom and Information Society Day (WTISD) for the year 2008 was "Connecting people with disabilities - ICT opportunities for all".

The theme for year 2009 is "Protecting children in Cyber space." The needs of children and young people and their protection in cyber space are specifically recognised by World Summit on the Information Society (WSIS). ITU's Child Online Protection (COP) initiative

ally and that too mainly in the developed world. By early 2009 however, there were over 1.5 billion internet users worldwide and more than 400 million of them have access to the Broadband.

With over 600 million users in Asia, 113 million in Latin America and Caribbean and 50 million in Africa, the internet is a growing common resource. Thus the dangers online, especially for the children are increasing.

Over 60% of children and teenagers talk in chat rooms on a daily basis. 75% of children online are willing to share personal information about themselves and their families in exchange for goods and services. 20% of children will be targeted by a predator or paedophile each year.

The theme of this year's World Telecom and Information Society day (WTISD), aims at ensuring that children can safely access the internet and its valuable resources without fear of falling prey to unscrupulous predators in cyber space.

is in line with the need to establish foundations for a safe and secure cyber world for future generations.

The need for COP is clear. A decade ago there were just 182 million people using internet glob-

## "Telecom is driving growth"

**Kapil Puri, CMD, Spanco Telesystems and Solutions Limited** on the telecom revolution in India

The success of the telecom revolution in India has been commented upon all over the world. It was not too long ago that each one of us had to stand in long queues, and some had to pull strings to get a mere telephone connection. Our political and regulatory leadership combined with contributions of enterprise business leaders has transformed our telecom scenario beyond recognition. From a dismal tele-density of less than 2 per 1000 in 1998, we have achieved a tele-density of around 33 today.

A large proportion of the expansion has been through the increasing use of mobile telephones. This telecom revolution has contributed enormously to increased efficiency in the economy. It has reduced transaction costs. It has increased connectivity across the length and breadth of our vast subcontinent. It has brought Indians closer to each other. The telecom sector is driving today the growth of both incomes and employment. Indeed, this growth is creating new business and new employment opportunities. India has emerged as a major base for the telecom industry worldwide.

Correlation between tele-density and economic growth has been proven to be strongly positive for most developing countries. According to studies by the International Telecommunications Union (ITU), for every 1% increase in mobile penetration and broadband penetration in developing nations, GDP per capita rises by Rs. 9,417 and by more than Rs.35, 316 respectively. India is no exception to this. Indian GDP is found to be very strongly and positively correlated to tele-density at both the urban and rural levels. The positive nature of the relationship indicates that India like other lower middle countries receives the highest impact from increased tele-

### Spanco's key achievements

- Profitable from the time we started
- Implementation of large State Wide Area Network projects in Maharashtra and Orissa. This will connect the entire state with all its district and taluka offices
- 3700 Rural and Urban Centers to offer G2C, B2C services.
- Spanco's project on the automation of the PDS in Maharashtra will completely transform the complex food distribution mechanism in the state
- Created the largest Domestic BPO unit and sold a part of it to Blackstone backed Intelinet in 2005



com penetration like broadband which makes feasible certain economic activities for the very first time. The Indian telecom industry, with revenue contributions of over Rs. 1.9 lakh crore in 2008 has been a valuable growth engine for the economy. Its contributions to the national GDP has been increasing from 1.7 % in 1997 to more than 3.2% in 2008 (as per a CII- Frost & Sullivan Report).

Spanco has also grown, that too at a CAGR of more than 40% from 2005. We have added capabilities and diversified into newer segments during this time. We further consolidated our System Integration Business and developed a robust portfolio of products and services for various verticals. Our Government Transformation Services™ suite of services helps various governments organizations leverage technology products and services to increase efficiency with scale. This is part of our System Integration offerings to the Government and Defense vertical.

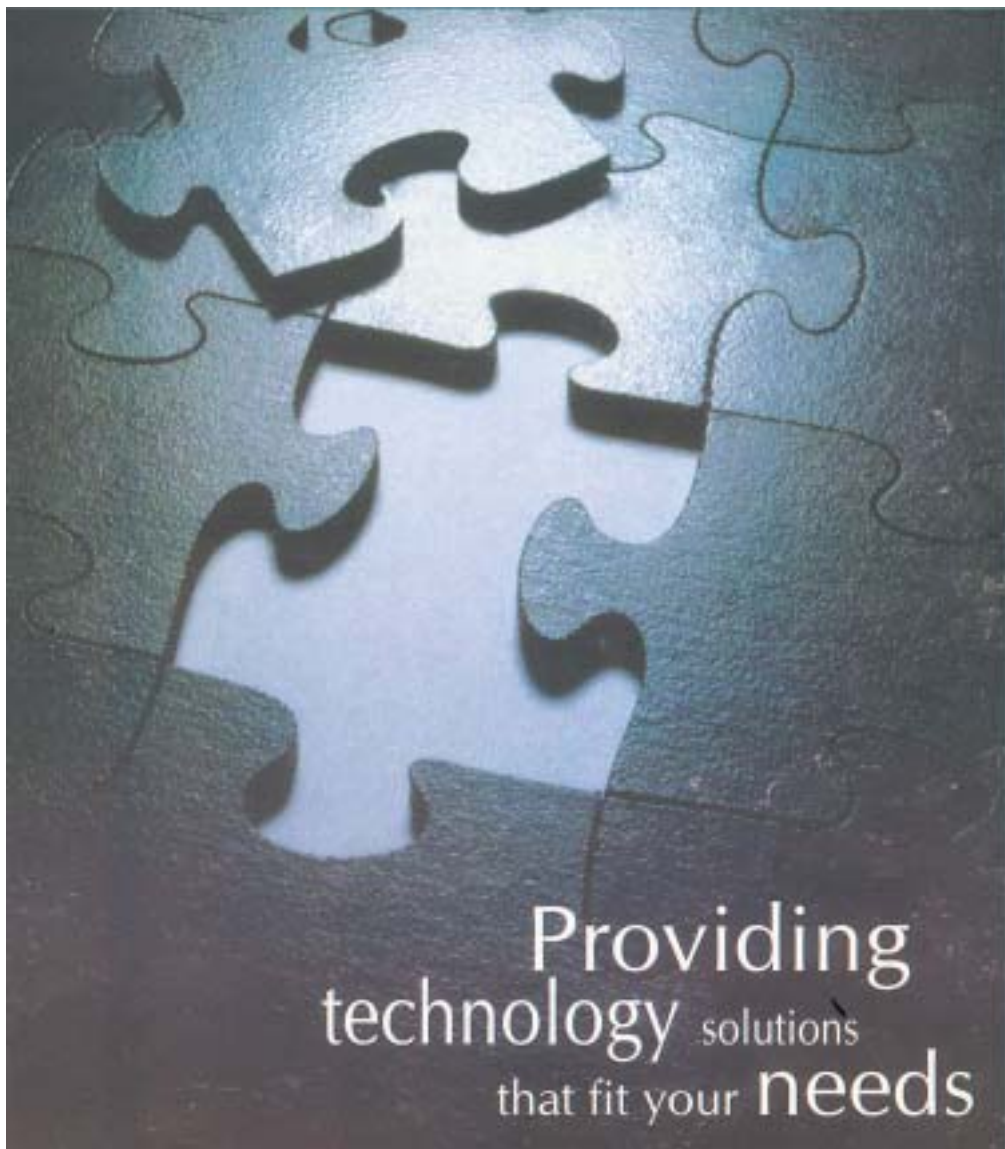
Our Service Provider business division has been working with various public and private telecom carriers to roll our large next generation networks across the length and breadth of the country. This business division has seen high growth as it is a one stop shop for all IT and Telecom Infrastructure requirements for Telecom

Service Providers.

Our Network Engineering division has been at the fore front on deploying and managing passive telecom infrastructure. Our Domestic BPO Business is 4000 seat strong and has customers from the Telecom and banking space. Our International BPO Business Respondez™ has also been growing strongly and has a strong focus on the collections segment.

As a company, our DNA has been to identify high growth areas and focus around developing capabilities from a long term perspective. We have been present in the Domestic and International BPO space for over 9 years now. Our technical ability to setup contact centers has allowed us to leverage technology to provide a WOW! Experience.

The growth of the Telecom Industry has had a direct impact on the way Spanco has evolved over the years. We have developed expertise in Telecom Infrastructure rollout and management and have partnered with several TSP's in their expansion plans. Our service offerings extend to the entire lifecycle of the TSP, including providing BPO services as part of Customer care. We intend to be an active player in this segment and continue to focus on building capabilities and providing innovative services.



Spanco Limited is a leading Telecom solutions and services company, providing turn-key solutions to telecom service providers, the Government, PSUs / Utilities, Indian defense services and contact centers. In addition Spanco is a significant player in BPO market both international and domestic.

Armed with cutting-edge products and technologies from leading global equipment manufactures and backed by effective and efficient project management capabilities, this ISO 9001:2000 company is most ideally suited to understand your requirements, offer appropriate solutions and support them with managed services. Spanco value addition lies in its ability to provide truly customized, robust, scalable, manageable and cost effective solutions. Because at Spanco, we believe in going beyond.

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