

# India's internet growth and challenges

## GROWTH NUMBERS

- India's base of about 120+ million Internet Users is currently the third largest in the world.
- India is likely to have the second largest user base in the world, and the largest in terms of incremental growth, with 330 million to 370 million Internet users by 2015.
- India has the potential to double its economic contribution from the Internet in the next 3 years from 1.6 percent of GDP at present to 2.8-3.3% by 2015.
- Most people, who will access the Internet in India by 2015, will do so on mobile devices such as cellular phones or tablet computers. 3 out of 4 users from India will be mobile-only users.

## BUT THE SAD PART

- The Internet Penetration in India is very low at 11-12%. 90 per cent of Indian population is still not connected.
- We cannot be a connected nation if a very large base of the Indian population is not contributing towards India's growth and development in the Internet era.

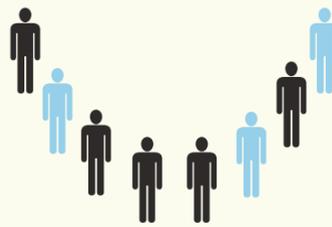
*With financial support and visionary guidance from the Ford Foundation, the online repository and Institute on Internet & Society at CIS represents an important opportunity to bring together various stakeholders in a neutral forum and share ideas.*



INDIAN POPULATION  
**1210 Mn**



COMPUTER LITERATES  
**224 Mn**



CLAIMED INTERNET USERS  
**150 Mn**



ACTIVE INTERNET USERS  
**122 Mn**

## REFERENCES

- India's Internet Opportunity - [http://www.mckinsey.com/insights/high\\_tech\\_telecoms\\_internet/indias\\_internet\\_opportunity](http://www.mckinsey.com/insights/high_tech_telecoms_internet/indias_internet_opportunity)
- Census 2011

## WE CAN ACT

India with its advantage of having a youthful demographic profile that will adopt newer technologies faster can achieve Internet fuelled growth in a broad-based inclusive manner by:

- Extending infrastructure for low cost, high speed connectivity to semi-urban and rural parts of India.
- Concerted actions by policy makers and businesses to improve infrastructure and increase the reach of Internet.
- Reduce the cost of Internet access and usage even more.
- Enable large scale digital literacy to promote end user engagement.
- Introduce internet based applications in nontraditional areas such as agriculture, utilities, healthcare etc.
- Create a favourable environment for Internet based businesses.

## THE FUTURE

- India stands at the verge of the Internet era where it is poised for transforming large parts of its economy and society. Achieving large scale internet penetration and usage can enable India to double the contribution of Internet to its GDP.
- All stakeholders - government and policy makers, individuals, entrepreneurs and enterprises have to collaborate to achieve this goal.