

Spotlight: India

Large-scale improvements to Internet services are under way, but will they satisfy a population with high expectations of their nation's networks?



A large majority (77%) of the vast workforce in India seem to agree with the Government that a focus on 'connection anywhere, anytime' is key to the country's future economic prosperity.

In fact, 4 in 5 (80%) respondents claim policymakers need to speed up implementation of grand plans to improve Internet services, and provide high-speed, reliable online access in all locations.

The Prime Minister's Wi-Fi Access Network Interface scheme is intended to deliver millions of Wi-Fi hotspots in public spaces around India, promising affordable access for all. This aspect is crucial, because 3 in 4 (75%) workers suggest availability of cheap, reliable broadband is set to become a big issue.

Building better connections

TRAI recommendations to enhance broadband speed - even wrapping in plans for satellite-based connectivity - are on the table.

A majority (56%) of workers in India report using their household's Internet service to perform their role or run their own business. Meanwhile, 23% expect their household's online activity to increase or stay the same in the next 12 months.

The desire for better connectivity is clear to see in the 77% of workers who say they want to upgrade their Internet service during the year ahead. Of the minority who won't, almost 1 in 5 (18%) state it would be too expensive; while nearly 1 in 3 (31%) think they already access the best service offered.

Key takeaways



More than 3 in 4 workers in India say Internet services are vital for future economic growth



Three or more people use the internet at the same time in 62% of households



75% : the proportion of workers who think affording access to broadband is becoming an issue



82% of respondents claim hybrid working patterns must be aided by dramatic improvements to connectivity

More than 8 in 10 (82%) workers consider there is a need for broadband services to dramatically improve to fully support the shift to a hybrid working model. In addition, a similar proportion (81%) believe secure, fast, reliable Internet must be available in all public places.

The security point is key, particularly with a high proportion of workers using their home Internet service for professional purposes. A large majority (77%) – rising to 81% of those working from home full-time – would be comfortable paying for safer services.

Empowering the population

Workers in India hold strong views when it comes to the effect of Internet access on the wider population. Just short of 8 in 10 (79%) say fast, reliable services are needed to maintain a well-educated population.

Moreover, when asked to prioritise the most important future critical service using a broadband connection, 28% of respondents cite education and a further 23% say social care.

Overall, more than 8 in 10 (82%) respondents reveal the quality and reliability of their broadband Internet connection is important to them. It will be interesting to see whether expectations of online services will be met by the efforts of service providers and politicians.

Home broadband usage patterns anticipated over the next 12 months

