



RSM/COAI/2014/175  
October 16, 2014

**Telecom Regulatory Authority of India**  
Mahanagar Door Sanchar Bhawan  
Jawahar Lal Nehru Marg, (Old Minto Road)  
New Delhi – 110002

Dear Sirs,

**SUBJECT: TRAI CONSULTATION PAPER ON  
DELIVERING BROADBAND QUICKLY: WHAT DO WE NEED TO DO?**

This is with reference to the TRAI Consultation Paper No. 12/2014 dated September 24, 2014 on Delivering Broadband Quickly: What do we need to do?

In this regard, please find enclosed our response for your kind perusal.

We hope our views and submissions will merit the kind consideration and support of the Authority.

Kind regards,

**Rajan S. Mathews**  
Director General

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**COAI Response to TRAI Consultation Paper  
On**

**Delivering Broadband Quickly: What do we need to do?  
Released on September 24, 2014**

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**Preamble**

1. COAI understands the efforts made so far and appreciates that considerable synergy is required to overcome the challenges in reducing the gaps in the abilities and execution on ground for making available broadband services to the subscribers.. We support TRAI's vision to achieve accelerated, affordable & ubiquitous broadband access across the length and the breadth of the country. We believe that all citizens of India should have access to broadband the aspiration to have "broadband on demand" and the transformative opportunities it offers. Broadband services allow individuals to empower themselves by having convenient access to new opportunities. They help access to individuals and local entrepreneurs, SMEs to reach new markets and improve efficiency and they enhance productivity as well as the government's capacity to deliver essential services.
2. For urban India, broadband offers the convenience of mobility with rich multimedia services, with streaming audio and video, high data transfer rates, faster video/data downloads, new services like video telephony, video on demand, mobile TV & other entertainment related services and personalized services, where content can be pushed to users.
3. Substantial additional benefits of broadband will come for the rural subscribers. Their requirements are much more. In fact, in some cases, more than in the case of the urban subscribers. Services like health care, education, m-governance, etc., which the urban subscribers take for granted, are of greater importance to them than to their urban counterparts to enable Provision of Urban Amenities to Rural Areas. PURA proposes that urban infrastructure and services be provided in rural hubs to create economic opportunities outside of cities. Physical connectivity by providing roads, electronic connectivity by providing communication network, and knowledge connectivity by establishing professional and Technical institutions will have to be done in an integrated way so that economic connectivity will emanate. These can be delivered to them through Mobile Broadband services.
4. It is to be kept in mind that though taking broadband to rural is a challenge, an even bigger problem is lack of broadband in key Tier 1 cities where there is an existing demand. Thus, our focus cannot only be rural areas as we need to prioritize efforts and allocate resources suitably. This would envisage firstly to cater to the market where the demand exists and where there is a viable business case.
5. The Government has set the agenda with detailed plans for "Digital India" being among the top priorities, approved by the Cabinet envisaging:

