

## Mobility required while on move !



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The mobility business is so over-whelmed by profit factor that seldom any operator pays any heed to the actual need of mobile end-user in general. Today, Assam is no more a category-C license area, but very lucrative business generating state with ARPU ( average revenue per user), a term used by telcos to analyze revenue against RoI(return on investment), at-par with many high revenue states. This is the reason why besides Airtel, Aircel, BSNL, Tata, Reliance ( these 2 companies are venturing into pan-india dual technology launch of GSM besides CDMA), Vodafone many new entrants are in pipe-line to do mobile business in Assam and whole North-East, namely IDEA, Loop, Datacom, Shyam, MTS, Unitech etc. are either in the phase of launch or waiting for spectrum allocation by Govt.

But, while travelling by road or rail actual coverage by private operators are some what better than incumbent BSNL, but not satisfactorily. Especially, the data transfer rate by almost all operator is very less in GPRS technology, so the business person on move feels cheated on what they were promised and what they get is quite different. Coming to general voice coverage on move, it is really painful to see virtually no signal while on board to bus, train and trying to get connected is really very tough.

So, it is high time that besides making profit from subscriber, operators spend some money back on providing continuous signals to mobile users while on move. This will make the mobility not only affordable to all, but in true sense end-user will be very happy to guaranteed mobility on move.

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**BY BISHWAJEETSINHA**

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