

Madanmohan Rao

Dr. Madanmohan Rao is a consultant and author from Bangalore. He is the editor of five book series "The Asia Pacific Internet Handbook", "The Knowledge Management Chronicles", "AdvaDarsin", "World of Proverbs," and "Global Citizen." He is a frequent speaker on the international conference circuit, and has given talks and lectures in over 75 countries around the world. Madan is research project director of Mobile Monday; Madan was formerly the communications director at the United Nations Inter Press Service bureau in New York and research director at the Asian Media Information and Communication centre (AMIC), Singapore. He graduated from the Indian Institute of Technology (IIT) Bombay and the University of Massachusetts at Amherst, with an M.S. in computer science and a Ph.D. in communication. Madan was on the nominating committee of ICANN (International Corporation for Assigned Names and Numbers) and was on the board of directors of CPES (Computer Professionals for Social Responsibility). Madan has served as a juror for the Marikhan South Asia e-Content Awards, mElluminate South Asia Mobile Content Awards, World Summit Awards Mobile, Mobile Monday Global Peer Awards, and Mobile Marketing Association Global Awards.

Osama Manzor

Travelled more than 1000 villages in India and 80 countries, Osama Manzor is a convert social entrepreneur, working with people at the edge of information through Digital Empowerment Foundation (DEF). He is Member Working Group - Internet Governance and e-Governance, Ministry of Comm. & IT, Government of India. Director of mElluminate Award South Asia, recognizing and mentoring Mobile Content, Application & Services; He is Chairman of Manikhan Award South Asia recognizing innovations in Digital Inclusion for Development. He has authored titles like "Development & Digital Inclusion - Cases from India & South Asia", "e-Content: Voices from the Ground" in 2 volumes in 2005 and 2006 and "Internet Economy of India" in 2001. He is e-Content Expert for India for World Summit Award (WSA), Grand Jury Member and member of Board of Directors; Awarded a John Gauswain Young Indian IT Professional Programme 2002 Scholarship by the Foreign and Commonwealth Office to study Advanced IT Management Programme at Manchester Business School, during 2001-2002; Post Graduate Diploma in Journalism and Graduated in Physics. He has worked through Computerworld as assistant editor, head of Interactive Media Division of Hindustan Times and started a software company ePlus, for media publishers and exited the same to get into social entrepreneurship.

India is one of the largest Internet markets in the world and has a unique mix of digital excellence along with digital divide. From e-commerce and digital news to gaming and e-government, India has changed a lot over the last 15 years since commercial launch of the Internet. Over 30 experts have contributed to this unique landmark book, providing a guide and analysis of the wide range of Internet impacts and growth in India. Thought-provoking insights and in-depth analyses are accompanied by actionable tips and roadmaps. A chronology of Internet developments in India has also been compiled. Ten years ago, Madanmohan Rao and Osama Manzor co-authored the book, "Internet Economy of India" in 2001, and are back with another authoritative chronicle of India's Internet story.



I earnestly request all the readers to take a look out of this book and come up with better ideas that will go down in a new page in the next decade.

- Sam Pitroda, Advisor to PM, Public Information Infrastructure & Innovation, Government of India

There has not been a similar effort before, which has aimed at chronicling the growth of Internet in India in the last 15 years. It becomes essential to chronicle the events in order to critically engage with the questions and concerns we are dealing with relating to the Information Technology era.

- Jyotiraditya M. Scindia, Honorable Minister of State for Commerce & Industry, Government of India

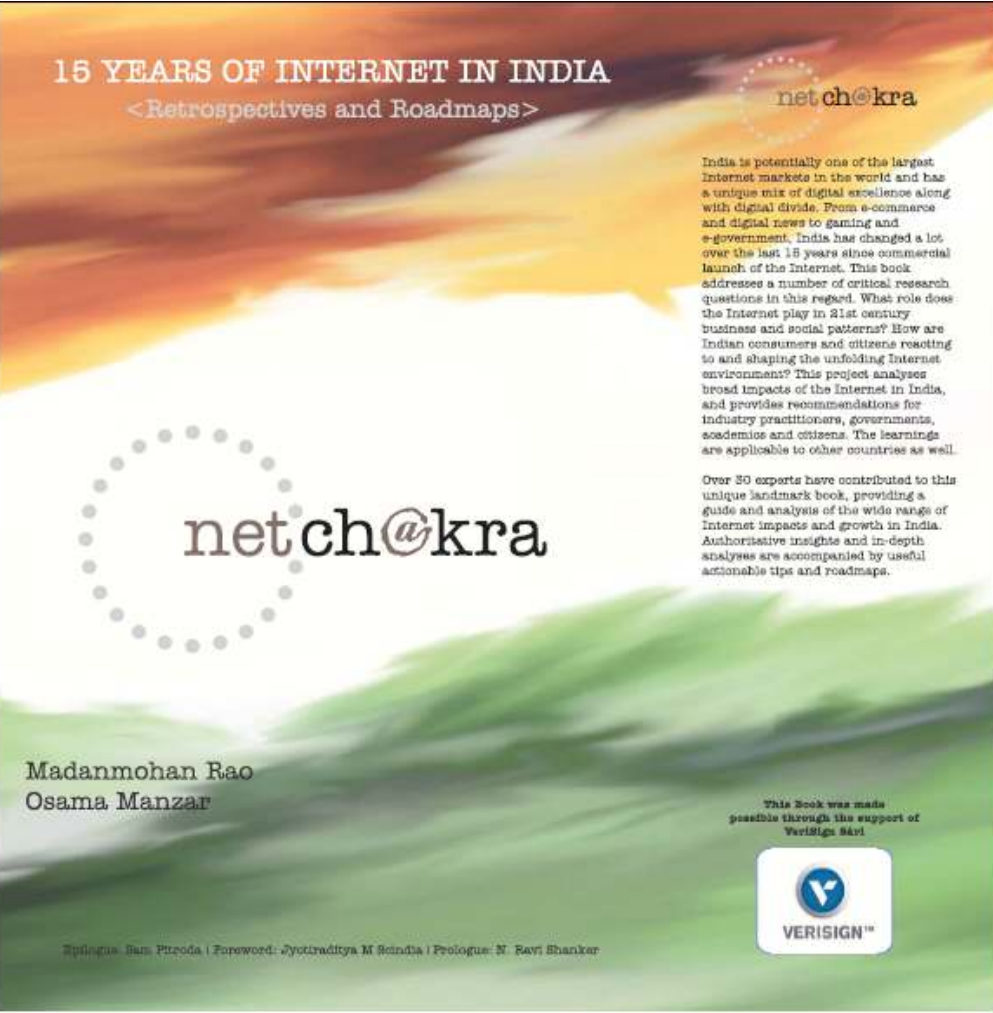
"IT" may well stand for India Today or Incremental Transformation. Nothing can take away the fact that the internet has transformed India and it has added one more hue to the rainbow that this nation is.

- N. Ravi Shanker, Joint Secretary, Department of Information Technology, CTO of NDI (National Internet Exchange of India)



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netch@kra 15 YEARS OF INTERNET IN INDIA DIGITAL EMPOWERMENT FOUNDATION Madanmohan Rao Osama Manzor



15 YEARS OF INTERNET IN INDIA <Retrospectives and Roadmaps>



India is potentially one of the largest Internet markets in the world and has a unique mix of digital excellence along with digital divide. From e-commerce and digital news to gaming and e-government, India has changed a lot over the last 15 years since commercial launch of the Internet. This book addresses a number of critical research questions in this regard. What role does the Internet play in 21st century business and social patterns? How are Indian consumers and citizens reacting to and shaping the unfolding Internet environment? This project analyses broad impacts of the Internet in India, and provides recommendations for industry practitioners, governments, academic and citizens. The learnings are applicable to other countries as well.

Over 30 experts have contributed to this unique landmark book, providing a guide and analysis of the wide range of Internet impacts and growth in India. Authoritative insights and in-depth analyses are accompanied by useful actionable tips and roadmaps.



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Epilogue: Sam Pitroda | Foreword: Jyotiraditya M Scindia | Prologue: N. Ravi Shanker