



The Impact of Widespread Telecommunication Sector on Internet Surfing with Particular Reference to Reliance Jio

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Received : November 2018

Accepted : March 2019

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Abstract : *The telecom industry has evolved very rapidly during last decade, from the basic telephony provided by BSNL, MTNL a government company, the other private players also came into the picture. The gradual progression from basic telephony to mobile and other value added services, internet emerged as the most important constituent among them. However, the journey of our country from INDIA to DIGITAL INDIA began upon the launch of RELIANCE JIO in the telecom market. To study the impact of Reliance Jio on college students lives, a sample of 150 college students was*

taken from PWC, MMC, BNC and ANC and was further analyzed. After analysis, it was observed that there was a rapid increase in the sale of Smartphone and internet usage among the students.

When Reliance Jio (the subsidiary of Reliance Industries) launched on 5th September 2016 officially, Indian users especially youngsters started giving thanks to Reliance Jio even in their dreams. Today, every house has Reliance Jio user. Reliance Jio has been recorded as the ultimate strategy in the Indian Telecom Industry. Reliance Jio has commended nightmares to fellow telecom providers like Bharti Airtel and Vodafone for their survival.

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Keywords: *Reliance Jio, Internet, Telecom Industry Smartphone, Students.*

Introduction :

Today Internet is an integral part of our day to day lives. India has a large number of Internet users than most of the other developed countries. India is the second largest online market, ranked only behind China. One of the major factors driving this surge is the fall in internet data prices, which was certainly spurred by the arrival of Reliance Jio. Jio has brought digital empowerment to all Indians through connectivity, data affordability. Jio has introduced 'one India simplified tariff plans' truly free voice at lowest data rates in the world. It