GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:3872
ANSWERED ON:12.08.2015
Potential of App Industry
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

Will the Minister of Communications & Information Technology be pleased to state: -
(a) whether India''s booming mobile phone industry could generate huge employment opportunities over the next few years and if so, the details thereof;
(b) whether study in this regard has been done by Indian Council for Research on International Economic Relations and if so, the details thereof;
(c) whether the app economy has created about 75,000 direct jobs at present and if so, the details thereof; and
(d) the steps taken/proposed to be taken to tap the job potential of this industry?

Answer

ANSWER

MINISTER FOR COMMUNICATIONS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a): Yes, Sir. According to National Association of Software and Services Companies (NASSCOM), the Indian e-Commerce Industry is worth around Rs.85,000 Crores growing at Compounded Annual Growth Rate (CAGR) of approximately 30%. Growing mobile and internet penetration, rise in smartphone adoption, innovation in mobile technology, popularity of mobile based apps are some of the factors which have led to growth of mobile commerce in India.

As per NASSCOM Strategic review 2015, Indian mobile app industry is helping drive e-Commerce adoption in India, through mobile transactions, emergence of mobile rich interfaces, and affordable and convenient mobile payment platforms.
(b) and (c): The report titled "An Inquiry Into The Impact Of India''s App Economy" has been undertaken by Indian Council for Research on International Economic Relations (ICRIER) and supported by Internet and Mobile Association of India (IAMAI). According to this report app industry has generated about 75,000 jobs at present, which is slated to increase substantially in the coming years.

(d): As part of mGovernance, DeitY has notified "Framework for mobile Governance" in Jan 2012. Based on this framework, DeitY has created a Central Platform (Mobile Seva) which is One Stop solution for all Mobile Services, mobile Apps and Interactive Voice Response System (IVRS). App economy is also impacting e-Commerce alongwith emergence of newer areas enabling mobile ecosystem.

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