

References

1. MISH – Market Information Survey of Households (MISH) is one of the most comprehensive primary data-based annual surveys conducted by NCAER covering a massive sample size of 300,000 households drawn from each district of India. MISH tracks consumer demographics and consumption patterns across a wide variety of product categories by collecting data on manufactured goods.
2. ITOPS – A Bi-annual syndicated study of Office automation market in India. A Half yearly track of the Indian PC, Networking and Software market. This report gives details on the PC / LAN / Printers / UPS / Networking Products / Software / Internet Penetration in terms of their Installed Bases, Market Sizes, etc. The report has an extensive coverage of more than 8,000 business Establishments and more than 6,000 affluent households (SEC A and B) in the 16 cities of the country. This is carried out in association with MAIT
3. ICUBE – Internet In India (or I-Cube as it is known popularly) is an annual study designed to be a strategic tool for the marketers to tap the benefits of the Internet. First initiated in the year 1998, the latest sequel 2001 covers eight modules apart from the main volume. The eight modules are ISP Broadband, Home Shopping, Online Finance, Content Report, Mobile Data Service Report, Online Banking , and Public Access / Kiosk
4. ISP Focuscope- It is a market status directory of the Internet Service Providers who have taken license to operate as an ISP in the country. This directory apart from giving details about the locational details of the ISPs, their key personnel, revenues and investments, gives information on whether they are providing their service and when do they plan to provide.
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List of Contributors

Department of Information Technology

1. **R. Chandrashekar, Joint Secretary**

Qualification: MSc.Chem.(IIT Bombay), MS Computer Science
(Pennsylvania State University)

Area of Interest: e-Governance and development of IT sector in the country
email: jsegov@mit.gov.in



2. **S. Ramakrishnan, Sr. Director**

Qualification: B. Tech and M. Tech in Electronics (IIT- Madras), PGDBA (MDI)

Area of Interest: Telecommunications, Computer Networking, Software and
Information Technology sector in all its dimensions, ICT diffusion, and
impact of ICT on society
email: ramki@mit.gov.in



3. **Renu Budhiraja, Additional Director**

Qualification: B.E in Electronics & Communications, Delhi College of Engineering

Area of Interest: Multimedia & Web Technologies, e-Governance
email: renu@mit.gov.in



List of Contributors

National Council of Applied Economic Research

1. **Mr. R. Venkatesan, Principal Economist and Head, Industry and Infrastructure Division**

Qualification: B. Tech (IIT- Madras) , PGDM (IIM Bangalore)
Area of Interest: Managerial Finance, Privatisation, Industrial Economics,
IT Cluster Study, State level Development Plans
email: rvenkatesan@ncaer.org



2. **Mr. B. L. Joshi, Economist**

Qualification: MSc. Statistics (Punjabi University, Patiala)
Area of Interest: Field Survey
e-mail: bljoshi@ncaer.org



3. **Mr. Dripto Mukhopadhyay, Junior Economist**

Qualification: M.Phil. (Economics) JNU
Area of Interest: Regional Planning, Factor Analytic Modelling
email: dmukhopadhyay@ncaer.org



4. **Ms. Rupa Malik, Consultant**

Qualification: M.A. (Economics), Delhi School of Economics
Area of Interest: e-Governance, Development Economics
email: rmalik@ncaer.org



5. **Ms. Y. Venkataramana, Consultant**

Qualification: M.A. (Economics) JNU
Area of Interest: e-Governance, ICT and Indian Development
email: yrama@ncaer.org



6. **Ms. Priya Rai, Consultant**

Qualification: M.Sc. (Economics), London School of Economics
Area of Interest: Social Development, International IT Policy
email: rmalik@ncaer.org



7. **Ms. Aditi Mitra, Consultant**

Qualification: PGDM (IIM Lucknow)
Area of Interest: e-governance, Economics of the Telecom Sector
email: amitra@ncaer.org



List of Contributors

Indian Market Research Bureau

1. **Mr. Bhupendra Mathur, Sr. Vice President & Country Manager**

Qualifications: B.E., MBA, BITs (Pilani)

Area of Interest: Industrial / B2B Research, Customer Satisfaction studies

email: bhupendra.mathur@imrbint.com



2. **Mr. T.S. Mohan Krishnan, Associate Vice President**

Qualifications: B.Tech (IIT Delhi), MBA (FMS, Delhi)

Area of Interest: IT Hardware and Software/Infrastructure/Internet / Telecom / Industrial Research

email: mohan.Krishnan@imrbint.com



3. **Mr. Balendu Shrivastava, Associate Project Director**

Qualification: B.Sc. (H) – Mathematics, PGDBM (Goa Institute of Management)

Area of Interest: Infrastructure / Software / Internet / Telecom Research

email: balendu.shrivastava@imrbint.com

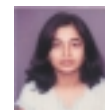


4. **Ms. Annu Narula, Consultant**

Qualification: B.Com, PGDBM (ICFAI Business School, H'bad)

Area of Interest: IT Hardware / Enterprise Applications / Consumables Research

email: anu.arora@imrbint.com .



5. **Ms. Tanuja Rai, Consultant**

Qualification: B.Com, Delhi University, PGDBM (ICFAI Business School, H'bad)

Area of Interest: IT Hardware / Desktop Software Research

email: tanuja.raai@imrbint.com



