



## THE ROLE OF MOBILE IN COMMUNICATION DEVELOPMENT AND ITS SOCIAL IMPACT

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### ABSTRACT

*The basic human instinct to communicate has been source of origin of language. The human civilization progressed over the ageis, the communication need, the human instinct developed to meet emotional, physical and day to day needs. The mobile communication proved a boon to replace complex immobile telecommunication: bound and limited mobility, inadequate infrastructural facilities and administrative apathy to the consumers demand. The communication speed, irrespective of their position mobilized, revolutionized the lives of the common man. The speed, mobility, immediate communication establishment changed entire concept of business, transaction, and beneficially opportunities. The geographical location of Jawhar is in Sahyadri mountain ranges, with inconvenient locations to build roads, tracks and to reach remote villages is a challenge to government, administration, and local bodies. The users are using mobile to just communicate on phones than any other services. The most probable reason for basic call service is absence of infrastructure for the service providers to avail the amenities of internet services. The Tata internet services are rather affordable than yet the poor network conditions rather denounce the connection in this Tribal region. The impact of mobile communication is bound to be hundred percent, yet the business related application is just 10 % users use for business and commercial purposes. The cell phones are 67.00 percent simple cell phones and 32.00 percent Smart Phones. The youths are having these phones at hands to use net services through smart phones, do transaction on online, purchases. The internet users are just 34.37 percent and those who could not are near 66 percent. However, they are living in backward, rural, tribal region, the mobile eradicated their complexes to feel the elevation in society and competitiveness. The opinions and affirmation to the question about speedy life certainly is a communication development and social mobilization to effectuate timely work. The call details, apps, are favourite usages to younger generation. The data services are not available in the interior parts of Jawhar Taluka.*

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### **Introduction-**

The basic human instinct to communicate has been source of origin of language. Whatever had been communicative media by non-verbal means, they are means of communication. As the human civilization progressed over the ages of time communication need, instinct developed to meet emotional, physical and day to day needs. The human being changed not just in human form, physique but also the communication got meaning to their sign language. That gave specific meaning to certain indicative sign systems. The signs and signified meaning is the structure of language.

The twentieth century, preceded by earlier developments in research, is the age of science and technology. Physics, astrophysics, Geography fields equally made significant research to engineer the technological innovation and invention. The communication field, see technological boon from American Military services that made the mobile and wireless communication possible. The advent of globalization, competitiveness among nations, technological transfer made this technology to use for commercial use. The mobile communication proved a boon to replace complex immobile telecommunication: bound and limited mobility, inadequate infrastructural facilities and administrative apathy to the consumers demand.

A comparative study of wireless communication in western and India will give diverse views and conclusions. But India has in past two decade moved form that conditions. Thanks to the efforts of Central government which brought this technology from the sophisticated rich and few to make available to the masses, common people of this country. The NDA government in the first decade of twenty first century tenure made computer revolution to provide incentives to manufacture computers and mobile communication revolution, to communicate the least and remote citizens of the country. The call rates are drastically reduced to afford even for the common man. The communication speed, irrespective of their position mobilized, revolutionized the lives of the common man. The speed, mobility, immediate communication establishment changed entire concept of business, transaction, and beneficially opportunities. The outcome of this communication is immense at the individual level, institute, company, and office level.

Jawhar, is 100 k.m. from Thane city and other Metropolitan cities, geographically, mountainous, hilly Rural and Tribal and remote area. The geographical location, in Sahyadri mountain ranges, with inconvenient locations to build roads, tracks and to reach remote villages is a challenge to government, administration, and local bodies. In this region, fluent, technologically smooth communication is a challenge, due to hills and dales with remote villages. The mobile communication in plain plateau region is quite smooth without network failures, hurdles, as compare to Tribal hilly region. Instead of immense hurdles in tribal region to provide Mobile towers and Infrastructure by the Mobile Service providers, the

mobile companies have made efforts to reach the remotest Jawhar Tribal region. Yet major part of the region still awaiting network services.

### **Significance of Study:**

Jawhar taluka is Tribal, rural and hilly region. The region is demographically backward in social, economical and development fields. Instead of closeness to the seven Metropolitan cities just 80 to 100 k. m., the people form the region is less developed, deprived of life opportunities, job, opportunities and development opportunities to tap by the youths. The so called imminent mobility is brought by the communication facility and infrastructure in the region that drastically impacted the tribal lives. Still some part is out of mobile communication network. Every field is under privileged that made them the problems to be adopted by the researchers, academicians to study. This has been a problem, an opportunity to study. This study will give some information about mobile density, its application in individual and corporate lives of the people, and role played in tribal society. This Research paper is a study of density of mobile holders, communication generation and development and what is the social impact of communication?

### **Aims and Objectives:**

1. To study the use mobile communication and its application in communication and commercial fields.
2. To study the role of mobile in communication development.
3. To study the application of mobile in Tribal society and what role it played in social mobilization.

### **Hypothesis:**

The study of this kind is smaller at the same time larger implications. The Mobile is fascinating, communication media especially to younger generation. The mobile mobilized the lives of the people even in Tribal area. To a large extent for Tribal region it is a boon in some ways.

### **Research Methodology:**

Research is an academic activity, a contribution to the body of knowledge, subject areas, and is evaluative, it is useful for the subject experts, and students of research. To study this problem the researcher prepared a questionnaire to survey, before finalizing it pilot questionnaire was prepared.

The students and the researcher from the college participated in survey. The discussion, observation methods are utilized for the research purposes. The data collected through questionnaire, is classified, and analysed.

**Interpretation and analysis:**

The mobile communication is one of the fascinating, sophisticated and technologically advanced system. The mobile service, cell phones, services available through it, location flexibility on the move are extremely revolutionary service that proved a life changing service. In recent research studies about health hygiene and other aspects revealed that India has more mobile holders than toilets. The figures are astonishing to the readers but the sophistication of life led to tis adverse reports. Given that mobiles is modern age invention, it is modern age techno-savvy world, the mobile users are mostly youths in the region.

The Jawhar region witnessed comparative use of mobile in talks more than other services. Following data indicates the percentage of mobile handsets.

Simple mobile phone Users	Android Smart Phone Users	Tab
67%	32%	1%

The number of users of Simple phone is more than Smart phone users. Since the smart phone users, indicate just basic need is met by having this service and handsets. Either the purchase parity isn't achieved or the ignorance of its handling are the causes. The smart phone users are virtually youths who are techno-savvy and fascinated towards mobiles.

Age Group	Percentage
18 to 30	40 %
30 to 45	40%
Above 45	20%

*(Hierarchy of mobile holders data as per survey)*

The families from the region are less income holders, weaker section of the society, the income ranges up to 50 thousand. Yet the families have average two mobile phones. Those who fared better in income generation or in jobs are 3 to 4 mobile holders who percentage ranged up to 30 %.

The users are using mobile to just communicate on phones than any other services. The handsets are serving more basic needs for calling than to do business transaction, multiple purposes, purchase, or marketing. The most probable reason for basic call service is absence of infrastructure for the service providers to avail the amenities of internet services. The Tata

internet services are rather affordable than yet the poor network conditions rather denounce the connection in this Tribal region. The impact of this communication is bound to be hundred percent, yet the business related application is just 10 % users use for business and commercial purposes. The major hindrance to opt for other services is poor Economic conditions. The weak, and poor income level of the Tribal people resorts them to opt for cheap services. To opt for Smart Phones, android phones is a costly affair, unusable in remote region. This option for lowest call and affordable option is Tata, thanks to Tata Services to reach out in remotest part of the region. More than 50 percent of the geographical area is covered by Tata network.

In companies among the service providers, the region covered sporadically by various companies. The network services are almost lacking in most of the part. Some area is under sole service.

Companies	Idea	BSNL	Tata	Vodafone	Two service providers	More than 3 service providers
% of Population covered	11.42	3.00	51.42	14.28	25.71	25.71

The income levels of the people certainly increased in last decade but marginally over the years. Yet the cell holders are having handsets for communication purpose out of fascination, sophistication, need of communication, and out of daily needs.

The cell phones are 67.00 percent simple cell phones and 32.00 percent Smart Phones. The youths are having these phones at hands to use net services through smart phones, do transaction on online, purchases. The internet users are just 34.37 percent and those who could not are near 66 percent. Through it the Tribal people aren't using to contact call services to call hubs of Govt. holdings, like Kisan Call centre, Weather services, marketing services, Bazaar rates for Agri-based products, or to markets in nearby cities. Yet some users are availing this service to get Govt. services and alerts but few. More than 62 % aren't getting services or alerts from Govt. offices.

Irrespective of Govt. services or alerts, other alerts about the safety, banks, health, weather, insurance, or business alerts are not the amenities to these mobile users. Those who get any type of alerts are just 44 percent of the opined citizens. The alerts are mostly of news, and entertainment by those who either subscribed or promotion alerts.

The mobile access even to common people certainly led these people to expedite their lives and has brought speedy life experiences and communication. However, they are living in backward, rural, tribal region, the mobile eradicated their complexes to feel the elevation in

society and competitiveness. The opinions and affirmation to the question about speedy life certainly is a communication development and social mobilization to effectuate timely work. The call details are, updates are mostly educational to younger generation, through educational apps, notes and to find resourceful knowledge based material, notes on the net surfing.

The responses to income generation are rather lucrative. Either unknown to multiple uses of mobile, or application of mobile to just calls, not the optimum use of services in the 21<sup>st</sup> century innovation caused the single use as a major use. Those who resort to use net use it when it is required, given just 2 to 5 hours per day users are based on smart phones. Either they don't have enough work, or transaction to do so far on the net or ignorance to such application of software available on mobiles. Or they can't afford the data services. The citizens who are educated only could use mobile communication fluently. The tribal region is still lag behind in education. The language of mobile handset is English that restricted the application or net services use. The risk of applying mobile is another cause for low data usages in rural region. The data services are not available in the interior parts of Jawhar Taluka.

The Tribal region is having mostly first generation learners, who are going to colleges or moved out of the region. The limited use and language used in communication is been their mother tongue. The handset language is changed mostly in mother tongue Marathi, few learned are utilizing in English.

The mobile communication revolutionized the concept of modern society. The world is brought truly in the hands of men and at finger touch. Any mobile communication network is just a call away, is a truthful communication development. The flexibility of mobile communication brought a feeling of social change that is visible and experienced by everyone. The sense of being protected by the family is a powerful source of socialization. The social awareness, anti-terrorism alerts, news alerts, health related alerts, promotion alerts have generated knowledge and information based society. The mobile data usage is rather hindrance to mobile data or 3 G calling. The region is just covered by net-work towers. The 3 G services are still awaiting the companies to be developed.

### **Conclusion:**

It's a boon to the modern world and more to Tribal, hilly region. Thanks to Tata Networks that the region is mostly covered by it. The entire mobile holders conceive the mobile as a modern day invention to break age old inflexibility. The driving force for mobile and changing mobile dynamics are resulting, if taken positively, irrespective of health hazards, in social development.



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