

PM-WANI Business Cases - Driving Digital Transformation: BIF

*PM-WANI Business Models showcased novel and innovative services & applications for broadband proliferation
Strong business cases are emerging in different verticals*

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Innovative business cases, seamless roaming, inter-operability, user-friendly applications, indigenous devices and increase of footprint through inorganic & organic growth are gathering momentum in proliferation of PM-WANI. Ecosystem of PM-WANI is evolving by virtue of concerted efforts being made by stakeholders, Stack/App providers, PDOAs, CDOT- an implementer of central registry, and facilitated by DoT and BSNL PM-WANI is set to transform India into a true digital Bharat, which was very clearly coming out from a recently organised Wi-Fi Summit organised by Broadband India Forum (BIF) and Bharat Exhibitions (BE). BIF is a keen supporter of PM-WANI and will be working with all stakeholders to promote this architecture.

At the Wi-Fi Summit, exemplary business models were shared broadly by seven critical Startups and Enterprises engaged in PM-WANI. They discussed challenges, opportunities and possible solutions for proliferation of PM-WANI, paving the way to meaningful Broadband for All. It was very encouraging to see that PM-WANI Wi-Fi is coming up in different verticals. As cited by the speakers, non-availability of backhaul and its high cost is biggest challenge in addition to lack of awareness among consumers, network available in silos and poor proliferation leading to non-availability of critical mass needed to give a push to PM-WANI.

Brief details of these seven startups and their innovative business cases are given below:

Mr. Sanjeeva Kumar, TESS and TERA Techno Solutions have adopted two villages to make them fully PM-WANI compliant to proliferate Public Wi-Fi. It is coming up with innovative solutions like smart integrated kiosk and FTTX-Wi-Fi integrated solutions.

A Case Study was shared by Mr. Sai Manapragada, Chairman & CEO, XiFi Networks on Hyderabad Nampally Exhibition –a shining example to showcase PM-WANI and its practical utility. XiFi Networks is also building a Wi- Fi Uber model.

Mr. Srinivas Gudipudi, Founder & CEO, MatreComm Technologies has a unique roaming solution, which he intends to demonstrate with help of BSNL.

Mr. Ravikumar Chinnusamy, Managing Director, Infonet Comm is using PM-WANI for an innovative Agri-Tech solution.

Mr. Sumit Garg, Managing Director, Immunity Networks & Technologies confirmed user friendly plug n play applications and have scalable model for sustainability of PDOs.

Mr. Amarjeet Das, Nanovise Solutions said that Nanovise is facilitating PDOAs and PDOs to build innovative business models through its fully PM-WANI compliance stacks.

Mr. Rajesh Kaul, Founder & CEO, LMES has successfully implemented applications for monetization to build strong business case for PDOs.

BIF President, Mr. TV Ramachandran, shared, “PM-WANI, is gathering momentum, getting more awareness that it is unique and powerful instrument. It is result of great contribution by policy makers, regulators and entrepreneurs, to provide broadband to all and bridge the digital divide leading to transformation of the country in digital economy. India is leading in digital payments through UPI. Similarly, PM-WANI can be the next UPI for broadband internet. Sustainable business models are important for the success of PM-WANI and strong business cases are emerging in different verticals.”

About Broadband India Forum

Broadband India Forum (BIF) functions as an independent policy forum and knowledge-based think-tank that works for the development and enhancement of the entire broadband ecosystem in a holistic, technology-neutral and service-neutral manner. BIF has established itself as a thought leader and a credible and effective voice, to help propel the nation to achieve the country’s ambitious vision of creating a Digital India. To achieve this, BIF works to promote the rapid development of policies, so as to facilitate affordable and high-speed ubiquitous broadband throughout the country.

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