

Uses and Patterns of Mobile Phone in Daily Life of Indian People

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Abstract: Mobile phones are easy to penetrate social technology. The mobile phone does not require any professional skills or any complicated manual to handle it, except for computer user friendliness. This person has been using it since purchasing this gadget and has good connections with their peers and relatives. “The mobile phone network is the largest machine ever in the world” (World Bank). Therefore it spreads rapidly around the world. In 2012, the global population exceeded 7 billion, and mobile subscriptions reached 6.2 billion. A mobile phone is a small device that makes it easy to see everyone. The device has many functions to establish a consistent relationship with humans. The key feature, regardless of any geographic boundary/physical distance, always connects one person to another. It connects people in different ways, such as exchanging information, sharing information, recording videos, voice messages, or calling specific people directly. This article reviews the popularity and use of mobile phones in the Gaddi community and identifies the largest users of mobile phone facilities in the Gaddi tribe. This article also explores how the use of mobile phones affects people's lives and the importance of mobile phones at different ages.

Keywords: Impact of Mobile Phone, Life of Gaddi Tribes, Chamba District, Economic Prospective of Mobile Phone

1. Introduction

Mobile industry has huge contributed in employment generation and much scope in future also. According GSMA Report: In 2014 the mobile industry become sources of employment for 2.2 million people of India. And contribute 6.1% of Indian's GDP that amount approximately reach 8.00 lakh crore (\$120 billion). Faster rate of growth of this sector led to contribution of 8.20% of Indian's GDP by 2020.

Mobile ecosystem has much more potential to economic prospective also so it can't be ignore due to millions of people life's get positive affected and make economic empower . In India about 200-220 million smart phone user, large amount of smart phone users itself the opportunity for economic growth. As per TRAI report- 2016: the average revenue per user on GSM network was Rs. 121 / month , in which voice call contribute Rs. 82 per user per month and remains come from data. Mobile phone gives new dimension of marketing and save their time like, mobile phone is very helpful for fisherman in Kerala for catching the fishes if any one abundant fish in particular place than quickly inform other mate so its escape the wastage of time and former can get more fish. in fact prime minister of India had mention in Mann ki baat (episode 29 on 26feb 2017-AIR) program there is app in mobile phone of fisherman which is very helpful in forecast the weather condition, wind direction wind speed and marker rate also so that enhance not only productivity but also making business safe and fetch the good price also.

In 2010 survey of mobiles among north Indian peasants reveals that most of the farmers used their phone primarily for social purpose and lowest user in the world for text messaging due to lower literacy rate and regional languages is not supported in phone. Although there is enormous change in agriculture practice due to mobile phone. Govt. of India has started toll free number for any problems related to agriculture so farmer can avail this facility very easily. A study estimate that 40% of crop losses can be prevented by early warning about weather by text messages to cell phone. Mobile phone empower the farmer in bargaining to middleman due to getting information of current mandi rate of crop so former become aware of market scenario .

Mobile phone is very helpful for informal petty businessman it developed the recognize customer categories which phone number is known so can get directly order from the phone like in Varanasi Ghat boat man they can book their boat from phone reached to different ghat , in case of meat or vegetable shop get order from phone and deliver the demanded items to recognize customers home. Market is reshaping in very easy structure of pattern of buying and selling which comfortable for both buyers and merchant.

2. Literature Reviews

The Apparageist is a new word invented by James E. Katz and Mark Aakhus (Katz & Aakhus, 2002: p11) to define the social logic foundation of mobile communication theory, especially in its relationship with technology and society. This term is used to refer to the spirit of the machine, which affects both the design of the technology and the initial and subsequent meanings given to the user, non-users and anti-users.

Manuel Castells et al. (2004) submitted a research report that provides an analytical overview of existing research on the social use of wireless communication technologies. It aims to provide a solid empirical basis for informed discussions on the social and social impacts of wireless technologies in Europe, Asia Pacific and the United States. The main topics discussed include the deep connection between wireless communication and the emergence of youth culture, the increasing language through SMS and multi-

modality, the growing importance of wireless communication in social and political mobilization, and the time and space practice of wireless communication. Change communication.

The purpose of **Christian Licoppe (2003)** is to understand how the transformation of communication technology landscapes promotes the development of specific models in the construction of social ties. It provides evidence for the development of an "interrelated" relationship management in which the (physically) absent party gains presence through the increase in inter-institutional communication gestures until coexistence interactions and mediated long-distance exchanges appear to be woven into a single seamless network. After reviewing some of the current social science research, he relied on empirical research on the use of French home phones, mobile phones and mobile messaging to discuss how certain tracks of this "association" relationship have become clearer as these technologies have become commonplace. And each additional communication resource is available to the user. He also described how this "contact" model coexists with the way in which the "intermediary" relationship was previously managed, where communication techniques are considered to replace or compensate for the rarity of face-to-face interaction.

Given the importance of SMEs in the Indian economy, it is easy to see that work and affordable telecommunications services are important business drivers. Telecommunications only provides the means to distribute information, but when the information relates to orders, supplies, prices and employees, the phone (whether fixed or mobile) becomes the lifeblood of the company. According to a recent survey by Ovum, most SMEs in India are keen to use mobile technology. Our various examples show that there are many opportunities for mobile use from a single trader to a small and medium-sized business that employs a large number of people. The frequent advantages of mobile use are:

- Provide customers with more convenient and customized services, in some cases there may be higher costs, because more value will be passed to customers;
- Improve the quality of work by better monitoring and retaining better staff.
- Save time and costs, from avoiding travel to coordinating work or supply, or improving inventory control;
- Higher incomes because work can be arranged more efficiently (more work is suitable for working hours) or provide higher value services; disintermediation or direct contact between SMEs and the actual users of their services is eliminated and often risk of dealing with intermediaries who connect between SMEs and their more important customers;
- Improve the income of new customer access;
- Provide greater security for SMEs who work away from normal workplaces such as shops and offices;
- Better coordinate work and family life, especially those who work long-term and/or irregular hours. However, SMEs still have important obstacles and hope to take advantage of the opportunities offered by mobile phones.

Neil Selwyn (2003) suggests that mobile technologies such as handheld computers and mobile phones represent a new kind of technological innovation - providing easier and faster access to information and communications on a "anytime, anywhere" basis. These networks are seen as redefining the time and space that leads to the lives of young people, and the concepts of time and space are individual-centric rather than shared social norms or expectations. These changes are now prompting some educators to predict that mobile technology will fundamentally change students, thus changing the nature of school and school education. In response to the lack of well-thought-out academic debates, this paper compares the fixed "school nature" with the release of "mobile" technology, and considers in detail the theoretical and practical implications of mobile technologies (such as mobile phones and handheld computers) for school and school education. A key symbolic form of information and communication power. After considering the strengths and limitations of these two perspectives, this paper outlines the framework for future research and discussion in this area.

Amartya Sen (2010) shows how information technology can help in many unexpected ways. Finally, by exemplifying Pakistan's repression of the Taliban's acquisition of the Swat Valley, the Taliban imposed their own repressive rules, and the Pakistani army initially refused to take action. Despite the barbaric rule of the Taliban in the Swat Valley, the mainstream civil society in Pakistan seems quite far away and has an indifference to the status quo of Swat. Mobile phones have played an important role in changing this situation, which has had an impact on changing the relative passive position of the Pakistani government and the military government.

Michael Bittman et.al (2009) argues in their article that mobile phone services are now widely dispersed, enabling permanent connections regardless of time and place. Many people think that it is impossible to "lose contact" and cause time pressure to increase. In addition to claiming that mobile phones have led to busy leisure, others have always believed that permanent contact extends work to the home or otherwise strengthens the work. In this article, they explored the use of survey data in a number of new ways to combine questionnaires with telephone traffic records recovered from respondents' mobile phones and specially designed technology usage time diaries. Overall, the results show that mobile phone use has nothing to do with leisure. The fear of invading the work of family life seems to be exaggerated. However, there is evidence that frequent use of mobile phones during working hours is associated with job intensification, at least in men.

3. Research Methodology

This exploration of research lead us to collect the survey on the basis of the desired objective. As per the objective this raise the basic set of questionnaire which belongs to the objectives. This methodology will provide the visual exploration as well as the analytical outcome to understand the overall findings with the help of descriptive statistical test.

4. Conclusion

This survey lead us to analysis the impact of mobile on this tribe) Gaddi Community. The different age group and the perception of level of impact will be the key issue of this research. This article reviews the popularity and use of cell phones in the Gaddi community and identifies the impact of mobile phone users in the Gaddi tribe on the basis of gender equality and age basis. This article also discusses how cell phone usage affects the lives of people and the importance of mobile phones of different ages. The exploration in this area opens the new dimension in scifintic world toward the change of life in remote location and tribes through the mobile communication.

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