From the understanding of telecommunication environments pertaining to policy making in India and the United Kingdom, it is observed that both the countries follow their own methods of policy making. The objective of the policy making and regulation is two fold,

1. To provide state of the art telecommunication services to the consumers.
2. To ensure telecommunication will remain as one of the prominent industry which contributes to GDPs substantially.

This chapter focuses on research methodology that consists of,

1. Objectives of this research.
2. Propositions.
3. Instrument development.
4. Sampling and respondent selection criterion.
5. Process of questionnaire administration.

This is essentially a policy research which needs to be aided by the following.

1. **Desk research** - where all the policy documents available till date needs to be analyzed carefully to find out the emerging trends.

2. **Interviews** - to interact with policy makers to understand the **intent** as well as **content** of policy making to see whether objectivity was maintained.
3. **Questionnaire survey** - The process adopted for questionnaire survey was by meeting the respondents in person except for those where distance was the barrier.

4. **Interactions** - to interact with practitioners who are affected by policy in their day-to-day work to understand their perceptions of various qualitative aspects of policy to further understand what could have been possibly done to evolve a better framework.

Of these, the option 2 could not be exercised on account of lack of access to policy makers and their inability to provide chunks of time needed for in-depth interview. Though this option was considered initially it was given up later on account of difficulties faced. Hence the option 1,3 and 4, were used extensively. These are the limitations of the study. It is also to be noted that telecom as an emerging or evolving industry which had few players initially though their number has substantially improved now, afforded a small number of key executives who could form part of questionnaire survey. A sample size of 50 such executives was chosen, keeping in mind their level of operation as well as communicability. With a response rate of 40%, 20 executives provided us the needed insights into policy making with their perception. In addition to desk research the results of questionnaire survey serves as an aid to our conclusions and recommendations of the issue.
2.1. Research objectives.

The objectives of the study are mentioned as below.

1. To evolve an integrated Indian telecom strategy for the next decade for India, using a comparative analytical framework of Indian and the UK telecommunication environments.

2. To analyze the various policy decisions to see whether they meet the conditions of rationality or not.

3. To find out whether Indian policy makers did use lessons available from similar economies including Britain and use them for effective policy making.

4. In the light of exposure and experience of Indian competitive environment suggest ways and means of improving policy and regulatory framework.

2.2. Propositions.

The propositions of this research are mentioned as below.

Proposition - 2.2.1.

*India had a clear advantage in forming a sound, more structured telecom policy in the context of experience gained by other countries similar to India, which it could have exercised.*
Proposition - 2.2.2.

*India did not exercise its strategic option of due scanning of environment in respect of countries which have already liberalized.*

1. *Had this been ensured, there was a scope for more structured and systematic policy.*
2. *Could have ensured far improved results than what are being delivered.*
3. *The current telecom situation could have been managed still better with focus and vision.*

Proposition - 2.2.3.

*India needs a comprehensive, integrated telecom strategy considering one of the key factors for privatization i.e. benchmarking.*
2.3. **Instrument development.**

The instrument used to capture comments and feedbacks was a questionnaire which has following components.

- **Basic profiling** - this profiling technique was used to understand profile of the respondents. Basic profiling consists of work category, working experience and position in organizational hierarchy.

- **Assessment of telecommunication environment** - this part included questions which will help in understanding telecommunication environment from respondent's perspective.

- **Comments or suggestions** - Objective of this part was to capture respondent's comments or suggestion as they put forward.

2.4. **Sampling and respondent selection criterion.**

A sample of 50 respondents was considered for administration of the questionnaire. The selection criterion adopted for the sample chosen was as under

- Respondents belonged either to working professional or academicians. This criterion was adopted to ensure the sample size was aware of Indian telecommunication industry.

- Most of the working professional were from telecommunication services and have been working for telecom service provider.

- The sample size had a mix of senior management, middle management and junior management levels.
2.5. Process adopted for questionnaire administration - The method of administrating the questionnaire was personal meetings except in the case of one respondent where distance was the barrier. The objective of meeting was not only to administer the questionnaire but to understand telecommunication from their perspective. Personal meetings were conducted as this opportunity allowed in recording their comments and suggestions.

2.6. Definition of Policy Research - Policy research can be defined as follows,

- "Policy analysis is a means of synthesizing information including research results to produce a format for policy decisions (the laying out of alternative choices) and of determining future needs for policy relevant information" - By Walter Williams, (Social policy research and analysis, New York: American Elsevier Publishing Company, 1971, Page xi), and

- "Policy analysis is an applied social science discipline which uses multiple methods of inquiry and argument to produce and transform policy - relevant information that may be utilized in political settings to resolve policy problems" - by William N. Dunn, Public Policy Analysis (Eaglewood Cliffs, N.J Prentice Hall, 1981) page ix.
2.7. **Definition of Benchmarking** - Benchmarking can be defined as

- Benchmarking is a continuous, systematic process for evaluating the products, services, and work processes of organizations that are recognized as representing best practices for the purpose of organizational improvement - by Spendolini, 1992

The importance of policy research and benchmarking are discussed in relevance to this study in chapter no 6.

The next chapter (chapter - 3) focuses on current telecommunication scenario and analysis of Indian and the United Kingdom telecommunication.