Chapter 3

E-MAIL

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1. Introduction of E-Mail:

As elsewhere in the world, in India too E-Mail services were initially introduced for academic institutions through ERNET—a UN funded project. ERNET was a project initially funded by United Nations Development Projects and later on subsidized by the Government of India. It offered subsidized access to educational and research institutions in India. ERNET worked and still works reasonably well, allowing Indian researchers and students access to Internet. However, non-academic users are not allowed to access ERNET, and before the commercial on-line services came into the picture, the home PC users in the metropolitan areas like Delhi and Bangalore had to depend on either Compuserve (which in the Indian context was prohibitively expensive) or on the BBSs. Before the introduction of commercial on-line services Fidnet fulfilled the dual role of a discussion forum and Electronic mail service provider. Following telecom liberalization, the Government of India (GOI) allowed private sector organizations to provide E-Mail services to end users. However, it restricted their scope of operation through:

* Refusal to give permission to provide direct Internet access.
* High capital entry barrier in the form of a high licensing fee (Rs. 25 lakh per annum).

In spite of that, quite a few entrepreneurs and companies chose to enter this market. The following service providers have at some point played a major role in the on-line services market in India:
Computer Maintenance Corporation (CMC):

It is a large government owned public sector organization that offered dialup connections through an X.400 based network. In the initial days, its E-Mail service, Indonet, picked up subscribers largely due its brand equity as a good Annual Maintenance Contractor (AMC).

ICNET:

One of the earliest service providers, it offered Closed User Group (CUG) solutions targeted at large corporate houses. Through powerful advertising campaigns and sustained direct sales effort, it captured a big chunk of the institutional market in Southern India. Later on, when sprint entered the market with a superior product and better marketing skills, and targeted the same audience, most of its clients migrated to Sprint.

UUNET:

Another early entrant, UUNET offered UUPC/UUCP based E-Mail service that required a certain degree of UNIX literacy on the part of the user. However, this feature helped it to get corporate users who use UNIX as the backbone of their network.

BIIT:

Business India Information Technology Ltd. (BIIT), a wholly owned venture by Business India, a Bombay based media conglomerate, was one of the earliest E-Mail service providers. aXcess on-line services, the service provided by BIIT, managed to acquire a
large chunk of the North and Western Indian market through a combination of aggressive marketing and good service. The aXcess subscriber base grew rapidly until recent months, when most potential subscribers defected to VSNL. BIIT priced its service the lowest and were the first to target the home PC users and SOHOs. They also launched a service called Business Data Serve, a stock market quote delivery service. They also set up a nationwide distribution network consisting of franchisees who administered the aXcess local node in collaboration with BIIT on a profit sharing basis and dealers who remarke ted aXcess E-Mail. It allowed them to penetrate the previously untapped non-metro market.

**DART:**

DART, a *Dalal Street Journal* (A Financial Publication) undertaking, started its on-line service, India On-line, largely to provide stock market information. Its offer for unlimited E-Mail access bundled with that service for a flat fee generated a lot of interest. The service also offered other features like bulletin boards, real time chats, shareware downloads, etc.

**VSNL:**

Videsh Sanchar Nigam Limited, the Government-owned long distance carrier, had a skeletal, low profile E-Mail service available. In 1995, it started offering direct access to the World Wide Web at a reasonable price and the entire Internet-literate market slowly started migrating to VSNL. In June 1996, they halved the tariff for
dialup access [Ghosh, 1996, September 6-8], spruced up their service network and added more telephone lines. Because they are the only WWW access provider in the country, they are experiencing a high growth rate (the current user base is estimated at around 30,000). In the recent past, VSNL faced criticism due to their unilateral pricing decisions and inability to cope with increasing demands for Web access. It has recently brought down the tariff for lease line access ["New VSNL Tariff Structure for Net access modified," 1997, February 18].

**SRIL:**

Sprint-RPG, a collaboration between Sprint in the USA and the RPG Group, one of the largest Indian corporations, offers Sprintmail, which is basically the E-Mail service offered by sprint in the USA. They have a state-of-the-art infrastructure and a good service level ["RPG Sprint," 1994, November]. They priced their services higher than other providers and targeted the corporate sector. Later on, they set up a dealer channel to cater to individual users/SOHOS. Sprint has also started providing news summaries every morning and plans to introduce other related news services to cater to its clients. In its niche, Sprint has been doing moderately well.

**Wipro BT:**

The last major organization to enter the E-Mail service arena was the Wipro-British Telecom Collaboration, which launched their service in Bangalore and has only recently started expanding
into Northern India. While it has not made any major impact so far, one can not entirely write them off since Wipro as the second largest hardware vendor in India has a lot of staying power.

Global Tele Systems:

Another latecomer in the E-Mail services business, it is slowly building up its infrastructure in anticipation of deregulation on the ISP front. The few others who have entered later, like Datapro's Xeemail, have not been able to make a dent in the market. (For a detailed treatment of the comparison of service levels of different online service providers see [“E-Mail — what's the menu,” 1994, September; “Selecting your E-Mail provider,” 1995, January; Chitnus, 1994]

Scope of E-Mail:

E-Mail is an efficient and timely communication tool that can be used to accomplish functions and to conduct business within an organization, with government, with business partners, and with the public. E-Mail can increase productivity, reduce costs and help improve the way we conduct business by expediting business communications, reducing paperwork, and automating routine office tasks.

Computers are no longer a luxury. They are now viewed as a utility like electricity, providing consumers with the ability to research products and services, and buy anything they want, anywhere they want, whenever the need arises. By 2007, it’s predicted 68 percent
of all portable PCs and PDA will include a wireless local area network. E-Mail communication will no longer be the purview of laptop carrying road warriors, but an everyday accessory for Mother, Father and Issues. More than 30 billion emails are sent worldwide each day. Over 25 percent of it is spam.

E-Mail will remain one of the most affordable methods of acquiring and retaining customers. However, for this process to achieve the growth if possible, marketers must abandon freestanding email clutter and move toward a value-based concept. E-Mail may one day replace paper-based communications. We’re moving toward a cashless society, where E-Commerce, e-banking and E-Taxing are now standard operating procedures. According to Jupiter Research, a division of this publication’s parent company, Internet banking will virtually quadruple by 2006, jumping to 43 million from its 2001 level of 16 million. Some banks are even starting to charge customers who want to receive their bills via snail-mail.

2. Scope and Needs of E-Mail:

Scope of E-Mail seems to be bright if you see E-Mail have contributed to a rapid growth in the use of this technology but still it is difficult to predict what will happen next month in this daily updating technology.

In this fast moving life where every individual and organisation is busy in achieving his goals, E-Mail plays an essential role in improving workforce productivity. E-Mail is cheaper and faster
than a letter, less intrusive than a phone call, less hassle than a FAX. Using email, differences in location and time zone are less of an obstacle to communication. People prefer to use email in his day to day life because of its following advantages:

1. **You can communicate quickly with anyone on the Internet.** E-mail usually reaches its destination in a matter of minutes or seconds.

2. **You can send letters, notes, files, data, and pictures or reports all using the same techniques.** Once you learn how to use your E-Mail program, everything is sent the same way.

3. **You don’t have to worry about interrupting someone when you send E-Mail.** The email is sent and delivered by one computer system communicating with the Internet. Although it is put into someone’s mailbox, the recipient isn’t interrupted by the arrival of email.

4. **You can deal with your E-Mail at a convenient time.** You don’t have to be interrupted when email arrives, and you can read it or work with it when you have the time. Also, you can send it at a convenient time. It doesn’t have to be written or sent at a time when you know the recipient will be available. This is what we mean by the term *asynchronous communication.*
5. You don’t have to be shy about using E-Mail to communicate with anyone. E-Mail isn’t anonymous—each message carries the return address of the sender—but you can write to anyone with an Internet address. All the messages appear the same to the person who gets the e-mail. The messages are generally judged on what’s in them, not where they’re from.

6. The cost to you for email has nothing to do with distance, and in many cases, the cost doesn’t depend on the size of the message. Most Internet access charges are based on the number of hours per month you access the Internet, or you pay a flat monthly fee.

3. *Creation of an E-Mail Account:*

   It is very easy to create an email account. Many email service providers are available who use to open email account for both individuals and organizations. Many of them are free or charge nominal amount for providing extra facilities. For example for creating an email account on Yahoo.com one has to follow the below steps:-

1. Open http://www.yahoo.com/
2. Click on “My Mail”.
3. If you want to create a new E-Mail account click on “Sign Up” otherwise “Sign In” and enter your yahoo email id and password.
4. It will open a form where you have to fill few of your details shown below:-
Then click on “I Agree” button if you accept all the terms & conditions written on the page but if you are not agree then you have to click on “I Do Not Agree” Button.

Final screens after creation of users Mail ID.
4. Sending and Receiving E-Mail:

After creating an email account one can start sending and receiving emails. It is very easy to send an E-Mail.

1. Click on the button “Compose”.
2. Write email address in the column “To”.
3. Write subject and matter in the space provided.
4. You can attach a file also with the attach button.
5. After writing the matter click on the button “send”.
6. The email will reach to the destination within few minutes.

Screen shots for composing a E-Mail to xyz user.
Create Your Yahoo! ID

- First name: Raj
- Last name: Kumar
- Gender: Male
- Yahoo ID: rai_k011111@yahoo.com
- Password: [Not Shown for Your Protection]

If You Forget Your Password...

Security question: What is your pet's name?
Your answer: dog
Birthday: 01 January 2001
Zip/Postal code: 119032
Country: India

Submit This Form Securely
For receiving E-Mails:

One has to click on the button “inbox” to view all his E-Mail. Please see the given below screen shot you will get all the idea how you can check your Mails.

2. Junk mails used to come in “Bulk”. One should check bulk mails also.
5. **Replying E-Mail**

1. Open the E-Mail to which you want to reply.
2. Click on the option “reply” written on the top.
3. You can write the matter in the space without mentioning any E-Mail ID in the “to” column as it will automatically take the E-Mail ID of the person to whom you want to reply.

After writing click on “send”.

6. **Economics impact of E-Mail**:

E-Mail means sending and receiving messages through internet. Internet is a world wide organization of computer network. In the revolution of communication Technique, The messages can be passed overseas within no time. The E-Mail has minimized the distances
of the world. The graphics on computers, Texts and animation files can easily be transferred.

In this internet era, many people are trying to change their lifestyle undoubtedly, The E-Mail has occupied. The places of postman. It would not be wrong to say that E-Mail is our faithful companion and services as a postman does. The message can be sent and received within no time with the help of E-Mail. All of us are from E-Mail generation. E-Mail has made the life modern. E-Mail, in fact, has changed the life of the people of the world. Today has need of E-Mail. Email is also very cheap. In the eye of Email everyone is equal and there is no distinction between the rich and the poor E-Mail is the part of information Technology.

E-Mail is, in fact, to those people who have no enough money to spared. In India the three minutes phone call to USA amount to Rs. 180/- but through E-Mail even the 200 pages, will cost you equal to one local call, that is approximately one rupee. E-Mail reduces the distance and its facilities can be availed round the clock. The programmers, customers and businessmen communicate through E-Mail.

In the modern era, Email's demanding, increasing day by day. Hundreds of parents have been running towards computer training centre for jumping from pen to E-Mail. Most of them want to learn that how to contact their children staying in other cities through E-Mail.
As the Transport era by Railway, communication era by telephone had started, like that E-Mail is running high communication era in the country leaving behind the postal services. There are approximately 32 lacs computers and around 5 lacs internet connections which have facilities of E-Mail. The connection can be had from VSNL, MTNL, Satyam Online, Mantra online. Net 4 India online or any other ISP experts believe that there are approximately 25 lacs of users of E-Mail and 80 lacs E-Mail addresses. Due to free E-Mail services on internetly many people have several E-Mail addresses. The CEO of rediffmail.com is one of the most successful Internet Site and Shri Ajit Balkrishnan says, "When we started the business one year back. There were only few thousands of users of E-Mail, but to day they are 14 lacs in number and it is doubted after every two months. At the rate of percent development, There will be approximately 40 lacs connections by next year, and in next two year there will be increase to 90 lacs. The Internet users may be triple in number with it. It reveals the popularity and internet of the people for internet (E-Mail).

 Mostly the internet connection is used for E-Mail. Even the companies in India, are bringing its officials very speedily on E-Mail, from Telephone fax and memo culture. Even the bureaucracy is linking with E-Mail. There are several uses of E-mail in the Life of man in different ways. E-Mail is not only the right of scientists and learners but is spreading to a common man. E-Mail is the friend of common man. It is ever ready in the service without considering day or night. Today E-Mail's service is praise worthy. Its future is bright.
In the Economics field E-Mail has great impact. Its services are cheap even a poor man obtain its services. In the world, E-Mail has great influence on the common-man. A poor man can save his money by E-Mail sending and receiving messages are the main functions of E-Mail.

Undoubtedly, E-Mail is telling less and giving more than other agencies. E-Mail is reformer of Economics condition of the poor. E-Mail is the part of E-commerce which commonly is known as trading Through electronics means, E-Mail has made the life of modern man.