

SEO Sample Article

Client: Indian Business Portal

Subject: The Internet in India

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The Internet in India

Internet History and Culture

The history of the Internet in India can be traced back to the early 1990's when ERNet, a division of the Department of Electronics (DoE), and NICNet (Department of Statistics) began to experiment with Internet services. But it was not until 1995 that government owned VSNL (Videsh Sanchar Nigam Limited), became the country's 1st official Internet Service Provider (ISP).

In 1997, the rise to power of the Bharatiya Janata Party (BJP) was accompanied by a series of legislations that opened up opportunities for business online. One of the most significant changes during this period was The New Telecommunications Policy of 1999, which ended VSNL's ISP monopoly and mandated that any Indian company with a maximum foreign equity of 49% could provide hosting services.

Over time this policy has led to a rise in the number of Indian web hosting companies, although the tough unregulated market has caused many to close.

These pieces of legislation ushered in a new era of internet growth that has increased steadily. As early as 2000, foreign companies including Yahoo, Ebay and MSN began establishing web portals in the country and examining India's strong e-commerce potential.

While the industry has been mainly free from content regulation, some high profile instances of censorship have occurred and as of July 2006, the Indian government had directed ISPs to block seventeen websites, including some hosted on the Geocities, Blogspot and Typepad domains.