

NeGD's Ask Our Experts' Episode 13- a showcase of Government's design power

- *Ask Our Experts- a live program presented by NeGD, MeitY focuses on Digital India initiatives*
- *The weekly show is broadcast on Friday at 1 PM on Digital India's YouTube channel*

The National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY) broadcasted the Episode 13 of the 'Ask Our Experts' You Tube LIVE program on the topic 'User Experience for Government (UX4G)' on February 7, 2025.

The panel of experts had Ms. Neeta Tandon, Senior Consultant, Digital India Corporation; Mr. Ajeet Kumar, Deputy General Manager, NeGD; and Mr. Manish Giri, UI-UX industry expert.

The experts shed light on how this government initiative is aimed at simplifying the UX of hundreds of government websites and applications and thus, making the experience of using them smoother and easier for all netizens including specially-able citizens. They also mentioned the UI-UX parameters and standards set up for all official websites and platforms which the budding designers in various government organizations can take note of and help develop them in collaboration with the UX4G team.

The show can be watched again here:
<https://www.youtube.com/watch?v=tAPPpfBI3ko&list=PLHdRh1IHRECKYclg1W6E3Q7UMLQimjTUj&index=3>

'Ask Our Experts' is a unique weekly program broadcast live on Digital India's YouTube channel. The aim of this programme is to engage experts in an interactive discussion on various Digital India initiatives and projects. The program gives citizens a chance to ask questions directly to the officials involved in these citizen-centric projects and get all their queries answered.

The program is aired on the Digital India YouTube channel:
<https://www.youtube.com/@DigitalIndiaofficial>.

