

Ask Our Experts Episode 21: Understanding the work of NIXI

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

The National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY)'s You Tube LIVE program 'Ask Our Experts' completed its 21st episode on May 23, 2025. The episode of the flagship show featured domain and internet infrastructure specialists from NIXI- the National Internet Exchange of India.

The two panellists from NIXI were Shri Devesh Tyagi, CEO, NIXI and Shri Shubham Saran, General Manager, NIXI. The session addressed a wide range of public queries - ranging from the importance of Internet Exchanges in data routing, the strategic vision behind establishing NIXI, to its critical role in making the internet more accessible, secure, and inclusive. Experts also elaborated on how Internet resources can be obtained through IRINN (Indian Registry for Internet Names and Numbers), and why shifting from IPv4 to IPv6 is key for India's digital future.

Participants showed keen interest in the growing relevance of .IN domains, especially for start-ups and businesses aiming to build a strong digital identity rooted in national branding. The session highlighted the simplicity of registering a .IN domain, NIXI's multilingual internet initiative to promote domain accessibility in Indian languages, and its efforts to ensure trust and transparency through KYC requirements.

Programs like the NIXI Academy and Internet Governance Internship were applauded as powerful tools for skill development and digital up-skilling. Citizens also received clarity on issues like cyber squatting, domain dispute resolution, and the official use of specialized domains like .bank.in and .fin.in, helping financial institutions distinguish their online presence with government-endorsed credibility.

The session also featured insights from key industry stakeholders who are actively engaged with NIXI's ecosystem. Shri Rajesh Seth, Director of MPS Technology and an accredited .IN Registrar, shared his positive experience with the .IN domain, highlighting its cost-effectiveness, local relevance, and growing trust among Indian users. He noted a clear upward trend in Indian businesses opting for .IN domains to strengthen their national identity and digital presence. Joining him was Shri Suman Choudhary, CTO of Qwistel and an ISP peered with NIXI, who spoke about the tangible benefits of local peering. He emphasized that peering at NIXI has significantly enhanced network speed, reduced latency for end-users, and improved operational efficiency by enabling faster, more direct routing of internet traffic within India.

This episode presented the viewers a unique chance to understand how setting up a national internet exchange has helped reduce the website load delay and time taken to open URLs. It has also helped ensure that the data being produced or created in the country remains amongst safe confines through interlinking of the various ISPs across India.

Four 'Digital India Question Ninjas' were announced during the live programme for asking relevant questions to the experts; these winners will be rewarded by NeGD for their participation.

The show can be watched again here: <https://www.youtube.com/watch?v=uoxOA1-KVzQ>

'Ask Our Experts' is a unique program broadcast live on Digital India's You Tube channel (<https://www.youtube.com/@DigitalIndiaofficial>). 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.

