



Ministry of
**Electronics &
Information Technology**
Government of India



Digital India
Power To Empower



National e-Governance Division

Ask Our Experts' Special Episode Celebrates a Decade of Digital India: Real People, Real Impact

- *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)'s flagship interaction program, *Ask Our Experts*, aired a special episode marking the 10th anniversary of the Digital India programme, showcasing inspiring stories of beneficiaries who have transformed their lives through Digital India initiatives.

This celebratory episode placed citizens at the forefront- highlighting their personal experiences in using key government-led digital initiatives such as DigiLocker, UMANG app, UPI payments, India Handmade, and more. Startups supported by government schemes, including India AI Startups Global Program, also featured prominently, sharing insights into their journey towards innovation and global market reach enabled by government backing.

The discussion began with anecdotes from Ankush Sabharwal, founder of an AI startup, who described the immense mentorship, funding, and networking support received under government programs that helped scale his venture internationally. Smriti Seth, co-founder of LIA Plus AI, emphasised accessibility and inclusivity through AI-powered voice bots that assist vernacular language speakers in accessing digital government schemes, extending digital benefits to tier 2 and tier 3 cities.

Highlighting digital infrastructure, Manik Singla, MD of MAR Broadband, explained the importance of reliable, affordable, and fast internet access aided by initiatives like NIXI

(National Internet Exchange of India), which supports cost-effective latency reduction through local routing. Sandeep Chhattri, CEO of Trade India, showcased how Indian MSMEs have gained increased trust, visibility, and global reach through the adoption of the .in domain and digital transformation, key pillars of Digital India's push for an 'Atmanirbhar Bharat' (self-reliant India).

The episode brought to light challenges faced such as digital adoption resistance and highlighted the journey from skepticism to acceptance, illustrating the lasting cultural shift Digital India has fostered within the country. The episode underscored the shared vision of Digital India- delivering seamless digital services, elevating grassroots entrepreneurship, and building a digitally inclusive society.

Viewers can watch the full episode on the Digital India YouTube channel at

<https://www.youtube.com/watch?v=eyv73ntLwfU>

