



Digital Transformation & Role of ccTLDs

Presented by Shantanu Acharya

- ***Decade of Opportunity:*** Under the leadership of the Honourable Prime Minister, the Indian economy has undergone many structural reforms strengthening macroeconomic fundamentals evident with the fact that India is considered as the fastest-growing economy among G20 economies.
- ***Era of Digitisation:*** India's digitalisation reforms and the resulting efficiency gains in terms of greater formalisation, higher financial inclusion, and more economic opportunities stand as a model for other economies to follow.
- ***NIXI & Digital Transformation:*** National Internet Exchange of India (NIXI), under the aegis of the Ministry of Electronics and Information Technology (MeitY) is tasked to facilitate inclusive, secure and equitable internet access to every citizen of India.

● Digital Transformation: Why it matters

- ***Demographic Dividend & Technological Innovation:***
India's prominent position as an emerging global leader especially in South Asia, home to the world's largest population, and boasting a highly competitive pool of human resources, it becomes imperative to harness the potential of technologies to bolster national interests and support sustainable growth.

- ***Social Trust enhancing confidence & security:*** India's greatest strength is trust, our trust in each individual, trust of each individual in government, trust of each one in a bright future for the nation, and the world's faith in India as well.
- ***Empowering People for Viksit Bharat:*** The Indian concept of welfare has been significantly transformed into a more long-term oriented, efficient, and empowering avatar. This has lent a capacitating edge to welfare and helped towards moving forward for a brighter future of India.

- ***Era of Development:*** The journey of the Indian economy from being a mixed to competitive & digital economy has been a long one. The Government of India introduced a plethora of initiatives to uplift the Indian economy like Skill India, Digital India, etc., which were aimed at hand holding and empowering the domestic sector to compete in the globalised environment with emphasises on digital evolution. The economic activities started gaining traction when initiatives related to digitalisation of the Indian economy were introduced.

- **21st Century & Industry 4.0:** These initiatives have shaped our life and transformed the way in which we live and interact with each other. The 21st century would be characterised with the onset of the Industry 4.0 and rampant use of digital servitization which would be remembered with certain other buzzing words like automation, innovation, electrification, net zero emission, climate change, digitalization, circular economy, metaverse, pandemic, sustainable development goals, artificial intelligence and glocalization among others to name a few.

- ***Navigating uncertainties with Digital Technology:*** Fast forwarding to the Economic Survey 2020-21, Digital Technology has been the '**sprint runner**' of this year that enabled us to tide over the disruptive effects of the pandemic. Technological developments have kept pace with the rising dimensions and depth of economic activities to support their detailed monitoring. Advances in remote sensing, automation, digitisation, information management ecosystem, text mining, natural language processing, artificial intelligence and nowcasting provide us with quick and comprehensive information on activities. Their optimal utilisation has supported and can further refine compilation of macroeconomic aggregates and increase their efficacy in navigating through uncertainties.

To bolster the holistic development and digital infrastructure in the country, NIXI has undertaken various initiate(s) including but not limited to:

- ***Empowering MSMEs with '.in' Domain***: Worldwide, the MSMEs have been accepted as the engine of economic growth for promoting equitable development. Similarly, in India also, MSMEs have played an important role in export promotion of the country. We at NIXI have collaborated with the Ministry of MSME, enabling them to enhance their reach with the '.in' domain.
- ***Ensuring Last mile connectivity***: Another initiative is focused on providing digital identities to the villages in India for which we have collaborated with the Ministry of Culture. Under the project "Mera Gaon Meri Dharohar" we are enabling the digital identity both in '.in' & '.भारत' domain by creating exclusive zone(s) 'mgmd.in' and 'एमजीएमडी.भारत' to 6.5 lakh villages across 29 states and 7 Union Territories.

- ***United we stand, Divided we fall:*** The challenge(s) that we face today far exceed the capacity of any single State to manage alone. Left unaddressed, the risk(s) threaten the well-being of present and future generation(s) and the welfare of our planet, while the advances may benefit only a few.
- ***Secure & Trusted Future:*** The advances in knowledge and technology, properly managed, could deliver a better future for all to create an open, stable, free, doable, interoperable, reliable, secure, inclusive, and sustainable environment.

- **' .in' Domain**
 - As on Date: Approx. 3.8 Million
 - 3 years ago: Approx. 2.5 Million
- **IP Address(s)**
 - As on Date: IPv4: 11.27M; IPv6: 13.62B
 - 3 years ago: IPv4: 11.04M; IPv6: 8.4B
- **Data Traffic**
 - As on Date: 1.53 TBps
 - 3 years ago: 640 GBps



Thank you