

NIXI STRATEGY BETWEEN 2005 TILL 2010

The *unstoppable* CONVERGENCE of technologies, which enable the seamless delivery of ***“INFORMATION, COMMUNICATIONS & ENTERTAINMENT CONTENT”*** is already underway in India, thanks to the rapid push by the Indian Govt since 1999

There are 4 REVOLUTIONS underway in India requiring the urgent proliferation of *Broadband as an everyday lifestyle* in India:-

1. **882 million** people between the ages of 24 to 64 by 2020.
2. **Rural and semi-urban initiatives** underway, such as the set up of 100,000 CSC's (Computer service centers), e-choupal, 14 S.W.A.N's.
3. **"Any Job anywhere"**, that can be sent down a telephone line, is up for grabs by this very large potential working population of Indians".
4. **Open Source/Google** plans for Free O/s and Applications and Thin client pc's to lower cost of pc for MASS pc takeup, enabling the Broadband lifestyle INEXPENSIVELY.

ALL current Broadband Plans and targets are **unambitious**, representing a LOSS of

India's historic opportunity . We need a **CONVERGED APPROACH** together.

*Thus, It is critically important to invest in World Class NIXI infrastructure, so that Connectivity and Content service providers can enable a seamless exchange of Content and data traffic, so that the India based end user can improve their experience of the Internet at a cost effective price. It also requires the various stakeholders, security agencies, policy makers and regulators to **work together** in an URGENT manner. It is useful to consider what IX's have achieved elsewhere*

According to this years 'Information economy Report' by UNCTAD, "Governments should establish a competitive milieu for ISPs. Particular attention should be paid to ISP domestic interconnection".

1. VISION, MISSION, VALUES AND CULTURE

(These are the building blocks and raison d' etr for EVERY organisation)

- NIXI: VISION

“NIXI is the NEUTRAL peering and security monitoring point for all ISP's & the Indian Government to ensure that internet traffic originating and destined for India is routed and monitored within India”.

- NIXI: MISSION

“To develop and roll out world class backend infrastructure for ALL internet service providers in India which would deliver non-discriminatory, efficient, security compliant and cost effective quality of service”.

- **NIXI: VALUES and CULTURE**

“Benchmarked to world class standards by providing services which honour:-

- *Public Private partnership spirit;*
- *Transparency;*
- *Non-competing;*
- *Independent action;*
- *Inclusiveness & unity in diversity;*
- *Equitable treatment;*
- *Process, value and customer focus*

2. CURRENT STATE OF AFFAIRS

- NIXI Revenues from its 2 lines of business, were split as follows:

.IN project with 156,000 Domains registered till date
Internet Exchange which has 51 Bandwidth Service providers interconnected

4. ROADMAP FOR NIXI & .IN's EVOLUTION AS INDIA'S BROADBAND ENABLER

4 Stages	Core Team	KRA's / Milestone's	Finish Date
1.Startup	DIT with Amitabh Singhal(NIXI) till 31.10.05	Get NIXI established and running	31.10.2005
2.Stabilise and Amend Policy	DIT, DOT, TRAI with Sanjay Dwivedi (NIXI) from 1.11.05 till ?	<ul style="list-style-type: none"> •Clarify Vision, Mission, Values, Culture and Roadmap; •Institute Good Corporate Governance; •Institute proper Financial & treasury Management; •Establish NIXI in ALL state capitals of India, <i>(possibly leveraging STPI's infrastructure after suitable upgradation of the same);</i> •DOT to mandate that ALL ISPs interconnect at NIXI as a licence condition; •DOT/DIT/IB to set up security monitoring of ISPs at each NIXI in addition to the International Gateways 	2007

4. ROADMAP FOR NIXI & .IN's EVOLUTION AS INDIA'S BROADBAND ENABLER (contd.)

4 Stages	Core Team	KRA's / Milestone's	Finish Date
3. Benchmark to world class IX practices	DIT with Amitabh Singhal(NIXI) till 31.10.05	<ul style="list-style-type: none"> •DIT/DOT Should upgrade STPI's infrastructure to GLOBAL standards, so that there would be no problem in ANY service provider challenging the QOS at STPI's (as is currently the case). This will take \$millions, but is critically important to do and get right; •ALL The Exchanges MUST be interlinked using immediately upgradeable backbone links provided by the large Telcos (starting with single E1 links from each of the following:- <ul style="list-style-type: none"> ➤BSNL; ➤VSNL; ➤BHARTI; ➤RELIANCE; ➤GAIL; ➤PGCIL; ➤RAILTEL. 	2007

4. ROADMAP FOR NIXI & .IN's EVOLUTION AS INDIA'S BROADBAND

ENABLER (contd.)

4 Stages	Core Team	KRA's / Milestone's	Finish Date
3. Benchmark to world class IX practices (contd.)	DIT with Amitabh Singhal(NIXI) till 31.10.05	<p>This may worry service providers who feel it helps competitors, however if seen in the MACRO context, these concerns are short sighted and can be addressed as follows:-</p> <p>APNIC can be hired as NIXI's Independent Arbitrator and Administrator for Routing Policy enforcement between the NIXI nodes.ie. APNIC would ensure that traffic belonging to IP Address group A in Delhi, cannot be delivered to the same at another NIXI; but it will allow delivery to IP Address group B.</p>	2007
4.IPO ?	If required, to change from Non Profit to For profit	To be reviewed in due course, whether it makes sense to offer 49% of NIXI for broadbased ownership by the people of India, limiting it to 100 share holding per person, who is a Voting Indian National.	2009 till 2010

Thank You
Any Questions?
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