

## 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"> <li>•Clarify Vision, Mission, Values, Culture and Roadmap;</li> <li>•Institute Good Corporate Governance;</li> <li>•Institute proper Financial &amp; treasury Management;</li> <li>•Establish NIXI in ALL state capitals of India, <i>(possibly leveraging STPI's infrastructure after suitable upgradation of the same);</i></li> <li>•DOT to mandate that ALL ISPs interconnect at NIXI as a licence condition;</li> <li>•DOT/DIT/IB to set up security monitoring of ISPs at each NIXI in addition to the International Gateways</li> </ul>	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"> <li>•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;</li> <li>•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"> <li>➤BSNL;</li> <li>➤VSNL;</li> <li>➤BHARTI;</li> <li>➤RELIANCE;</li> <li>➤GAIL;</li> <li>➤PGCIL;</li> <li>➤RAILTEL.</li> </ul> </li> </ul>	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 <b>Routing Policy</b> 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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