



India IGF (IIGF-2022) Workshop

Part 1 - Lead Organizer

Salutation

Mr.

Contact Person

Akshat Joshi

Organization / Affiliation (Please state "Individual" if appropriate)

ThinkTrans Technologies Private Limited

Designation

Director

Economy of Residence

India

Primary Stakeholder Group

Private Sector

Part 2 - Workshop

Primary Theme

Reaching the unreached

Secondary Theme (if any)

Digital Economy

Session Title

Internationalized Domain Names - Challenges of Universal Acceptance and Opportunities in Digital Economic landscape for Small Businesses

Session Format

Panel Discussion

Description of Session Formats **Birds of a Feather (BoF)** – An informal discussion session designed to connect the participants of shared topic of interests without a pre-planned agenda. **Panel** - Presentation and/or sharing of viewpoints by speakers on a particular topic. The number of speakers on the panel shall not be more than 4 to allow sufficient time for interaction with the attendees.

Roundtable - Interactive dialogue involving all participants with designated moderators and not more than 2 speakers.

Specific Issues of Discussion

Internationalized Domain Names and Internationalized Emails have been considered to be the vehicles that will usher in the next billion onto the internet bandwagon. The efforts to bring them to the core discourse have been ongoing at both International as well as National level. Somehow, the kind of success that was expected has not been reached despite many good initiatives. The wider community acceptance to IDNs by the community remains elusive. In a way, most of these efforts have been talking to stakeholders from top-layers of the pyramid who are already on the English internet. It is no

surprise that they see IDNs as cosmetic addition than a concrete requirement. On the contrary, the small businesses, which work deeply into one kind of linguistic community and often cater to monolingual customers, can definitely find resonance with the IDNs, if IDNs were to reach them in a way that seem friendlier to them and gives them enough time to trust them to migrate their businesses on them.

The session will cover key issues like: Importance of Multilingual internet, Universal Acceptance, and its role as foundation of Digital Economy of India which truly represents the spirit of "Reaching the unreached".

Describe the Relevance of Your Session to Theme

Internationalized Domain Names and Internationalized Email IDs speak very specifically to one kind of linguistic community. Generally speaking, big businesses which have global or pan-India presence, cannot be expected to embrace the IDNs. However, regionally located and well-known small businesses, who typically do not have website-based online presence can find IDN based website to be of immense value, if an offering is made to them in a proper cushioned manner that will take away their fears of online-presence being costly and a deviation from their day-to-day business work.

"Reaching the unreached" - Is the theme that this session imbibes in true spirit. In this session, relevance of IDNs and the requirements and fears of small businesses, typically traders, individual artists, individual content creators, small agri-based businesses are discussed in depth.

Methodology / Agenda

This will be a 50 minutes session with speakers from the various stakeholder groups of the internet ecosystem typically representatives from IDN Expert fraternity, Small businesses, Government and Technical.

Following will be the outline of the session:

Timings Agenda Item

03:30 PM - 03:32 PM Welcome Address

Ms. Sarika Gulyani, Director, FICCI

03:32 PM - 03:39 PM Opening Remarks on "Introduction to Universal Acceptance"

Dr Ajay Data, Chair, UASG, ICANN

03:39 PM - 03:46 PM Address on "ICANN's vision on UA and Multilingual Internet"

Ms Pitinan Kooarmornpatana, Senior Manager, IDNs Programs, ICANN

03:46 PM - 03:53 PM Address on "ICANN's vision on UA and Multilingual Internet"

Mr Mahesh Kulkarni, Director, Evaris Systems

03:53 PM - 04:00 PM Address on "Multilingual Landscape of India"

Mr Sandeep Nulkar, Founder, BITS Private Limited and Chairman, Indic Internet & Language Technology Subcommittee, FICCI

04:00 PM - 04:07 PM Address on "IDNs and Economic Opportunities"

Mr Akshat Joshi, Founder, ThinkTrans

04:07 PM - 04:14 PM Address on "Deciphering UA and EAI"

Mr Harish Chowdhary, UA Ambassador

04:14 PM - 04:20 PM Concluding Remarks

Dr U.V. Pavanaja, Vice Chair, UASG

Session Conclusion

Please provide 3 subject matter tags that best describe your session. #SmallBusinesses Multilingual Internet, Universal Acceptance

*Please specify gender e.g. agender, cis woman, cis man, female, gender-fluid, gender-neutral, male, trans woman, trans man, etc.

Moderators & Speakers Info (Please complete where possible)

	Moderator (Primary)	Moderator (Backup)	Speaker 1	Speaker 2	Speaker 3	Speaker 4
Name	Ms. Sarika Gulyani	Akshat Joshi	Dr. Ajay Data	Ms. Pitinan Kooarmor npatana	Mr. Harish Chowdhary	Mr. Mahesh Kulkarni
Email	sarika.gulyani@ficci.com	akshat@thinktrans.in	ajay@data.in	pitinan.koo@icann.org	harish.c_dc@nfsu.ac.in	director@evaris.in
Organization	FICCI	ThinkTrans Technologies Private Limited	Data Ingeneous Global Limited	ICANN	National Forensic Sciences University	Evaris Systems Private Limited
Designation	Director & Head-ICT, Mobile Manufacturing, Emerging Technologies, Digital Transformation & FICCHLIA Division	Director	Chair, UASG, ICANN and CEO, Data Ingeneous Global Limited	Senior Manager, IDN Programs	Researcher and UA Ambassador Scholar	Director
Gender	Female	Male	Male	Female	Male	Male
Economy of Residence / Country	India	India	India	Thailand	India	India
Stakeholder Group	Intergovernmental Organization	Private Sector	Private Sector	Intergovernmental Organization	Academia	Private Sector
Status of Confirmation	Confirmed	Confirmed	Confirmed	Confirmed	Confirmed	Confirmed

Please explain the rationale for choosing each of the above contributors to the session.

The speakers are representative of each of the stakeholder group viz. IDN Expert fraternity, Small businesses, Government and Technical.

Mr. Pavanaja (Vice-Chair UASG will be concluding the session. His name could not be added due to limitation on the number of speakers)

IIGF 2022

Session Title

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