



Application for Candidacy (AFC) as a New GNSO Constituency

Important Notices:

- (1) This form's purpose is to initiate Step 1 of a two-step process [Link TBD] in petitioning the appropriate Stakeholder Group and ICANN Board to become formally recognized as a new GNSO Constituency. An evaluation of this application will occur, against published criteria, followed by a Stakeholder Group decision, ratified by the Board, as to whether the applicant will be accepted into Step 2-Candidate Phase of the process.
- (2) A copy of this form will be provided to the Board as well as all Stakeholder Groups, Constituencies, and the GNSO Council. It will also be publicly posted on the GNSO website with phone and fax numbers redacted.

Submit to ICANN Board at new-constituency@icann.org (contact policy-staff@icann.org with questions or if you do not receive a confirmation email after submittal).

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Date:	23 rd August 2012

Please complete the following information and feel free to include supplementary attachments or documents that may aid the applicable Stakeholder Group and Board in evaluation this application.

Section 1.0: Constituency Mission/Purpose

1.1 What name/title do you propose to give the new Constituency, if approved?

The tentative name for this new constituency is Public Internet Access/Cybercafé Ecosystem Constituency.

1.2 What is the intended purpose of the new Constituency and, specifically, how does it relate to and support the missions/goals of ICANN and the GNSO?

In emerging economies, Cybercafés not only play the role of customized facilitators for the Internet users but also provide the much needed "Assisted Services" for people with language barriers and the non-computer literate population. In simple words, to reach out to the next billion users in Internet, they have an enhanced role to play; and they are present in significant numbers in most of the emerging economies.

Unlike the ISPs, Cybercafés, while dealing with the issues of access especially in remote & rural communities, are accountable for the content and service provided to the users. As a result, they are the most important means to reach out to the next billion users of internet from the widely spaced communities of the emerging world residing in China, India, Africa, etc.



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The PIA/CC and its ecosystem platform would help in giving due recognition and patronage to all the stakeholders of the Cybercafé community who today play the role of a facilitator for the society in most of the emerging nations, thereby promoting Internet and internet enabled services. Today, even though they are accountable for their actions, there is no standardization and they face a lot of challenges. The platform of GNSO and ICANN would not only bring forth representation of the cybercafé owners and the end users but also, be able to address their concerns. This platform would also support GNSO to get more in-depth and regional understanding of the IDN and GTLD programs, their regional implications etc., which is missing currently.

- 1.3 Into which GNSO Stakeholder Group (SG) are you recommending that it be placed (only one permitted) including rationale? Please describe how your purpose is aligned with the SG's mission and charter.

We propose that it should be included in the Non-Commercial Stakeholder Group (NCSG) because new internet users are expected from the emerging nations where, owing to the high cost of PC, non English speaking population, etc., internet penetration is low and shared PC concept is the only mean to overcome the challenge. In such nations, apart from providing the much needed access, cybercafés also serve to meet the social aspects of the community by providing services like education, tele-Medicine services, health services, community building, etc.

Though we, CCAOI, are an association, the approach followed by us is that of an NGO. Right from our membership to the services we provide, all are free of charge. In fact, we play a far more responsible role for building the cybercafé ecosystem and are also responsible for the users, majority of who fall in the age group of 15-35 years as well as the VAS providers. India has over 80 million internet (email) users today, out of which nearly 40% access internet through cybercafés. We also have a forum for the users and our ultimate objective is empowerment of the citizens through Digitization.

However, access through shared PCs by the facilitator as also the end-users has its own set of challenges which are different from those for the ISPs. In shared PC access environment, the role of platform is not just access but also, awareness and accountability of their actions. Combined Shared PC access platform is bigger than any ISP and has to endure varied policies from various stakeholders. Standardization is important for the growth of this platform as well as internet Notice of Intent to Form a New GNSO Constituency usage/penetration. Internet would become leveler only when PIA/CC platforms are made stronger with due recognition and patronage by ICANN.

- 1.4 How will the addition of this Constituency improve, extend, or expand the GNSO's ability to carry out its policy-development responsibilities?



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The PIA/CC Constituency is committed to be very active and support GNSO towards making better and faster policy decisions as it would be able to facilitate in bringing forth the views and experiences of diverse nations especially, the emerging nations, who till now have not been broadly represented in the GNSO. This would also promote well informed decision making based on expert regional advice and would also ensure that the entities, who would be effected the most by these decisions, can assist in policymaking thus, fostering an environment of open and transparent policy making process.

GNSO would also be able to benefit by getting a better business perspective that, based on appropriateness, feasibility and depending on market mechanisms, would help GNSO and ICANN promote and sustain a competitive environment uniformly across the globe.

Section 2.0: Operating Principles

- 2.1 Explain your group's commitment to ICANN's multi-stakeholder model, bottom-up consensus process, and Board-approved Standards of Behavior (<http://www.icann.org/en/documents/code-of-conduct-10jan08-en.pdf>).

The PIA/CC constituency is committed to function in accordance with ICANN's multi stakeholder model and bottom-up consensus process while protecting the interest of ICANN and adhere to the ICANN policies.

The members of the PIA/CC constituency comprising of Cybercafé associations and groups, from across the globe, would work together adhering to the values contained in the ICANN bye-laws and treat each member of the ICANN community irrespective of nationality, gender, religious beliefs and age equally.

Only reasonably informed people from the community would participate in the decision-making processes. It would be necessary for members to regularly attend all scheduled meetings (online or in-person) and exercise independent judgment based solely on what is in the best interest of Internet users and the stability and security of the Internet's system of unique identifiers, irrespective of personal interests and the interests of the entity.

For every issue, views of all the members representing different parts of the globe would be taken into consideration and all decisions would be based on consensus. All the members participating in the policy formulation would also be responsible for ensuring its success in their respective regions, in keeping with the ICANN bottom up consensus process.



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Section 3.0: Uniqueness and Representational Focus

- 3.1 What composition (organizations, individuals) and representation (e.g., industry segment/classification) do you propose for this Constituency including membership eligibility and ineligibility requirements?

The PIA/CC constituency would have members from Cybercafé associations and groups from across the globe. For carrying out the responsibilities of the Constituency, there would be a board comprising of voting and non-voting members from different regions/countries, bringing with them their diverse experiences, cultures, perspectives, skills and potential, which is essential for making right and balanced decisions necessary for the success of not only the PIA/CC constituency but also, for GNSO and ICANN.

- 3.2 How will the establishment of this Constituency augment, complement, and otherwise contribute a unique and non-duplicative perspective to the GNSO's existing structures? *[Note: If structural characteristics of this Constituency suggest a reformulation of the applicable Stakeholder Group's membership and/or another existing (or proposed) Constituency's representation, please describe your proposal in detail including any constructs upon which it is based (e.g., independent classification system). For example, if this Constituency's membership representation overlaps with that of another existing Constituency, how do you propose that the duplication be resolved organizationally?]*

Establishing the PIA/CC Constituency would be mutually beneficial for GNSO, ICANN and the Cybercafé Associations, to jointly understand and address issues on security, stability & migration from IPv4 to IPv6 or owning their own IP addresses as most of the users in these nations are still ignorant about the importance of generic name and numbers. Moreover, now that ICANN has already approved the IDNs Fast Track Process, more nations would be applying for internet extensions in their national languages and the requirement for such initiatives would further be enhanced. The PIA/CC platform would also help the GNSO to understand and get a better perspective of ccTLDs. With the support of ICANN, we could further spread internet usage by organizing various programs/workshops on IDNs, as vernacular was one big barrier in countries like India, China etc., till now. We can also play an advisory role in GNSO to understand and address the issues of IDN and vernacular internet with respect to the next billion internet users adding unique value to GNSO.

Section 4.0: Community Support and Diversity

- 4.1 How will this Constituency represent its membership on a global basis? How many prospective members have formally expressed an interest in joining? Please provide a letter of support from each organization indicating its size (number of employees or, if a membership organization, individual members) as well as the ICANN geographic region in which its headquarters is located.



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The PIA/CC Constituency would be represented globally and we plan to structure it on similar lines as that of ICANN geographic regions. However, to initiate the process of effective knowledge sharing among members, related stakeholders and for mutual cooperation, we would also be having regional chapters spread across the globe to ensure that there would be special emphasis to encourage participation within the region, especially in areas where the next billion internet users would belong from.

We have already initiated dialogue with the Cybercafé associations of a few countries viz., Cybercafé Association of Bangladesh (CCAQB), World Internet Café Operators Association (WICOA) etc., to initiate the process of knowledge sharing amongst the members, and related stakeholders towards mutual cooperation.

4.2 What plans for recruitment/expansion do you envision for this new Constituency, if approved?

While the PIA/CC Constituency will seek representation from cybercafé associations present in each global nation, we look forward to ICANN's participation too for connecting to this constituency in their reach out programmes. You would appreciate that this constituency would definitely be lacking resources as it emerges from the bottom of the pyramid and that's why it should be ICANN's initiative to ensure that the next billion of internet users in emerging economies coming through the intermediaries are not only given due representation i.e., empowerment but also, bringing them together at global level. We as activists are willing to lead all such programmes. As explained above, engagements have been initiated and consideration of ICANN, supported with programmes, can help us further.

Section 5.0: Other

5.1 Please list the proponents of this Constituency and include a statement of each one's individual interest in its formation as well as any planned role(s) if approved.

CCAOI would be the main proponent for this constituency. It is a not-for-profit association. The association was initially set up with the objective of promoting internet learning for the masses and is today responsible for bringing to the forefront and voicing the woes of the over 100,000 intermediaries (public internet kiosk entrepreneurs) at the required forums on their behalf, thereby protecting their interest. CCAOI interacts and works closely with the Government, the Regulators, Policy Makers and major Industry Chambers.

CCAOI platform is offering services for its stakeholders such as **Free Legal Support, Free vernacular software in 22 Indian languages**, thereby promoting internet in the language of choice of the common man. We have also released the **Best Practices guide for Cybercafés/CSC's in various Indian languages**.



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For the development of the community, the association has been regularly submitting white papers to TRAI, DOT, RailTel, the Government, and has been successful to convince **Reserve Bank of India** to appoint CSC's and Cybercafés as BC.

CCAOI e-Learning Services

The association is promoting Free Internet Learning program for all in Vernacular languages.

We also have alliance with Connect9, an eServices platform, to provide online-tuitions in Mathematics and Science for CBSE as also the State Boards and spoken English courses.

CCAOI Safe - a Secure Internet Access

We have also launched, along with Connect9 and Airlink, a Free Surveillance System for Cafes, in compliance with the recommendations provided by the Govt., towards **Cyber Security & Surveillance**.

To promote Safe and Secure Internet Access **CCAOI, with the support of Certin**, has also launched a fortnightly **Security newsletter**.

Mobile Payment System

CCAOI, along with **ZipCash**, also has also a new payment option of SMS based payment service called the CCAOI Zip cash card. This takes care of the challenge of low credit card penetration, challenge of carrying cash at all times, hesitation of people to transact online due to online phishing and other safety challenges etc.

CCAOI Online Value Added Services-Empowering consumers online

In addition to connecting consumers to Internet, CCAOI is working with Connect9, a single window eServices provider facilitating "shopping, sourcing, specialties, governance applications" at one place and can be accessed by a customer in a single click.

CCAOI is associated and works closely with various National and International organizations and associations like, to name a few, Asia Pacific Internet Research Alliance (APIRA), National Internet Exchange of India (NIXI), Department of Information and Technology (DIT), Center for Development of Advanced Computing (CDAC), Internet Service Providers Association of India (ISPAI), Communications and Manufacturing Association of India (CMAI) etc.

The **Mission** of Cyber Cafe Association of India (CCAOI) is to:



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Protect the interest of the Cyber Cafe, CSC and eCommerce Service Entrepreneurs. Simultaneously, facilitate an environment which helps in the growth of Internet enabled services, substituting the infrastructural challenges for the Government and also, bringing convenience for the citizens.

Our **Objectives** are:

- To facilitate Internet penetration in India and help the Government to achieve the Internet and Broadband targets.
- To promote, protect and develop the Cyber Cafe, CSC and eCommerce Service Retailers in India.
- To create awareness amongst the Cyber Cafe, CSC and eCommerce Service Entrepreneurs about the laws, regulations, best practices etc., and thereby mobilizing them in a direction to transform this sector to a growth and profit making industry.
- To provide a common platform for all the stakeholders viz., the Cyber Cafe, CSC and eCommerce Service Retailers, the Policy makers, the Law Enforcement Authorities, the Regulators, the Internet Solution Providers etc., and help them in jointly forging their way ahead.
- To provide employment opportunities for 'Young India'.
- To make Internet and Internet enabled services affordable to the common man.

5.2 Please feel free to include any additional information below that you believe may assist the Stakeholder Group and Board in evaluating this application.

The CC/PIA community would also be involved in promoting digital literacy by conducting internet learning programs amongst communities who are still not digitally literate, in their preferred language thereby reaching out to the people at the bottom of the pyramid and also, bringing them into the main stream.

The CC/PIA constituency would also work on security related issues of the PIA/CC community, and in order to achieve, would request for the engagement of ICANN. This in turn would help to promote security and stability of internet.