



Representing the ecosystem of Internet -Bharat Model

23rd August, 2012

Honorable ICANN Board Members,

Considering the critical role being played by the Cybercafés in spreading Internet, especially in the emerging economies where the next billion internet users will come from, we wish to request you to look at the option of creating a new constituency for the Cybercafés called “Public Internet Access/Cybercafé Ecosystem (PIA/CC)” in the structure of the Generic Names Supporting Organization (GNSO).

We are of the opinion that the new ICANN shall be supporting policies to take internet to the new billion users and PIA/CC is one such link with whom GNSO and ICANN can explore immediately. “Assistance Service” is the hall mark of Cybercafés and these next billion users need the same since majority of them are not tech savvy.

This proposed Constituency would help GNSO play a pivotal role not only in promoting internet but also, the necessary skills amongst the people residing in these countries and thus, helping them to be “information centric” societies viz., “EMPOWERED DIGITAL NATIONS”. This is necessary as most of the new users in the emerging economies are ignorant about the significance of names and numbers. It becomes all the more important to educate them because only then would ICANN be able to achieve its strategic objective for the next three years of promoting competition, trust, choice and innovation through increased TLD options in all languages, increase valid registrations, connect everyone by implementing IDNs, implementing new TLDs, IPv4 monitoring/IPv6 leadership, which would contribute to shape a healthy Internet ecosystem where all stakeholders would have a voice at the table, with improved accountability and transparency – a task which can achieve success only with the support of the cybercafés!

This would happen because of a few intrinsic qualities of Cybercafés mentioned below:

1. Cybercafés offer a low-cost alternative to the otherwise expensive model of in-home ownership and access in developing countries, and thus, lower the multiple financial barriers (investment in hardware and software, monthly cost, expenses for updates or security etc.).
2. Cybercafés function as centres for support, education and learning on new tools and, therefore, help people overcome skill deficits which would normally exclude them from access to new technologies.

CCAIO

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3. Cybercafés can play a significant role for the much needed community services like Microfinance, Telemedicine by providing self triage facilities etc., which would not have been possible otherwise.

We look forward to further dialogue on our enclosed Application For Candidacy (AFC) as a new constituency under GNSO.

Meanwhile, if any further information/clarifications are required, please do let us know.

Warm regards & best wishes,

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