Notice of Intent to Form a New GNSO Constituency

Important Notices:
(1) This form's purpose is limited to notifying the ICANN Board, community, and public of the applicant's intention to form a new GNSO constituency. It is <u>not</u> a substitute for, or replacement of, formal petition requirements stipulated in the ICANN Bylaws nor does its receipt, acceptance, or acknowledgement represent an implicit or explicit Board approval.
(2) In addition to the Board, this form will be provided to the GNSO Council and constituencies and will be publicly posted [Note: phone and fax numbers supplied below will be removed].

Submit to ICANN Board at new-constituency@icann.org [Note: If you do not receive a confirmation after submittal or have questions, please contact policy-staff@icann.org].

Your Name:	Amrita Choudhury
Your Company/Organization:	Cyber Café Association of India (CCAOI)
Tel. Number:	███████████
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Submission Date:	2nd March 2010

Section 1.0: Constituency Mission/Purpose

1.1 What name/title do you propose to give the new constituency and in which Stakeholder Group are you recommending that it be associated, including rationale?

The tentative name for this new constituency is **Public Internet Access/Cybercafé ecosystem Constituency**. We propose that it should be included in the Non-Commercial Stakeholder Group (NCSG) because the next billion 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 means to overcome the challenge. In such nations, apart from providing the much needed access, the 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. Today, India has over 80 Million internet (email) users, 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.

Similar not for profit associations exist in most of the emerging nations who represent the ecosystem of cybercafés, and are working for the development of the community contributing to help shape a healthy Internet eco-system, which is in line with ICANNs strategic vision of providing a voice to all

stakeholders and improving the accountability and transparency and building a single unified, global Internet

However, Access through shared PCs by the facilitator as also the end-users has its own set of challenges which are different than 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 usage/penetration. Internet would become leveller only when PIA/CC platforms are made stronger with due recognition and patronage by ICANN.

1.2 What is the intended purpose of the new constituency?

Cybercafés in developing nations are like mini ISPs. They not only play the role of customized facilitators for the Internet users but also provide the much needed **Assisted Services** for the non-English speaking and non-computer literate population. They operate as the single contact point for access, information, dissemination, education, support services for the local residents who may/may not be literate. 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 countries.

The uniqueness of Cybercafés lie in the fact that they are a complete ecosystem of Internet-service providers-access, content, commerce and the users. It's a place where virtual and physical co-exists rather it's a perfect place to fill up any gaps arising of technology being virtual.

Unlike the commercial ISPs of the west, 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. Secondly, most cybercafés operate around a specific and limited local geographical area and are, therefore, familiar with and understand their local patrons and operate in a bottom up approach unlike the ISPs.

The PIA/CC constituency would help in giving due recognition and patronage to all the stakeholders of the Cybercafé community who today play the role of facilitator for the society in most of the emerging nations, thereby promoting Internet and internet enabled services, which is one of the mission of ICANN. 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 the representation of the cybercafé operators and the end users but also, be able to address their concerns. This platform would also support GNSO to get a more in depth and regional understanding of the IDN and GTLD programs, their regional implications etc. which is missing currently.

The constituency also provides the advantage to GNSO to get a holistic view of the different stakeholders of the ecosystem at one go which is much needed for effective decision making and for ensuring the ultimate objective of connecting everyone by implementing IDNs, implementing new

ccTLds , IPv4 monitoring/IPv6 etc. especially in countries like India and China which are of prime importance to ICANN, who are heavily dependent upon the ecosystem of cybercafés.

1.3 How will the addition of this constituency improve the GNSO's ability to carry out its policy-development responsibilities?

The PIA/CC Constituency is committed to be very active and supporting GNSO towards making more informed and faster policy decisions as it would be able to facilitate in promptly 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 facilitate in promoting 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. This would help in faster implementation and adoption of the policies, which is the ultimate goal of GNSO.

GNSO would also be able to benefit by getting a broader economic 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, which is the mission of ICANN. The amalgamation of the diverse experiences, cultures and thoughts would help to bring a better and broader perspective of things and also, in better decision making. This in turn would make a difference in the lives of all as many researches indicate that when broadband internet reaches 25% penetration, there is an additional 1% GDP growth.

1.4 How will the establishment of this new constituency augment, complement, and otherwise contribute differential or unique value to the GNSO and ICANN's existing structures?

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. This would be possible since cybercafés would be the touch points spreading the awareness of names and numbers to the local population, unlike the commercial ISPs of the West. Besides, as most cybercafés operate around a specific and limited local geographical area, they have a comprehensive understanding of the local patrons and unlike the ISPs, they operate on a bottom up approach. 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. Moreover, now that the new 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 regional/native languages have been one of the biggest 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 2.0: Membership

2.1   What connection do you have to this proposed constituency and what membership representation do you propose (e.g. market/interest-area/community; expertise/knowledge of members).

Being involved with Cyber Cafe Association of India (CCAOI) since its inception as its Director and my involvement at the grass root level with 180,000 cybercafés across India, for more than half a decade, have given me a comprehensive understanding of the dynamics of the cybercafé industry, the current challenges and the opportunities this sector presents.

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.

We have already initiated dialogue with the Cybercafé associations of a few countries viz., Cybercafé Association of Bangladesh (CCAOB), World Internet Café Operators Association (WICOA) etc., to initiate the process of knowledge sharing amongst the members, and related stakeholders towards mutual cooperation. We would also be initiating dialogue with associations present in China, Korea, Philippines, Latin America, Africa etc.

2.2   If this constituency will be formed from other pre-existing entities, please describe current memberships, including size/reach, and any public exposure offered (e.g. websites, email lists).

The PIA/CC constituency would be fresh and separate from any pre-existing constituency. We will encourage the Cyber cafe associations from all across the globe, especially from the emerging nations to join us. We have/ and would contact with the Cybercafe Associations present in different countries through emails and phones and outreach activities. Wherever possible we will also try to have face to face meetings. For example our President Naresh would be visiting Kuala Lampur and Kenya and would try to establish contact with the local associations and share our intent.

2.3   What organizations/entities would be eligible/ineligible to join this constituency?

Membership to the PIA/CC Constituency will be open to all Cybercafé Groups and Associations from across the globe that are trying to improve the lives of the citizens by spreading awareness of Internet access and education. We plan to have different levels and groups and regional chapters which in turn would belong to the respective geographic regions for participation, and working on formulating the structure.

2.4   How would the Constituency adequately represent its membership on a global basis?

The PIA/CC Constituency would be represented globally and we plan to structure it on similar lines as that of the 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.

2.5   What plans for recruitment/expansion do you envision for the constituency?

The PIA/CC Constituency will seek representation from cybercafé associations present in each global nation. We have identified a few associations and have already initiated dialogue with the Cybercafé associations of a few countries viz., Cybercafé Association of Bangladesh (CCAOB), World Internet Café Operators Association (WICOA) etc., to initiate the process of knowledge sharing amongst the members, and related stakeholders towards mutual cooperation. We plan to initiate communication with Associations present in China, countries of South East Asia, Latin America, Africa and other nations shortly to share our objectives and ideas. However, recruitment is still pending as most of the associations would join us once we get approval from your end.