IAMAI promoting Internet in Devanagari Script

New Delhi, June 26, 2019: The Internet and Mobile Association of India [IAMAI] supported by the Ministry of Electronics and Information Technology (MeiTY) is holding a series of workshops on Universal Acceptance [UA] for Devanagari script.

Universal Acceptance is a foundational requirement for a truly multi-lingual internet. Compliance with UA ensures proper processing, accepting, validation, storage, and display of all domain names, email addresses, IDNs, email in multiple scripts.

The current initiative by IAMAI started with a workshop in Raipur on 22 June '19. Other cities to be covered in this phase are Bhopal, Jaipur, Pune, Patna, and Lucknow. The workshops are aimed at creating awareness for Universal Acceptance compliance for Indian language scripts on the Internet to help further fuel the next spurt of growth of digital business in the country.

The workshop in Raipur saw 60+ participants [young entrepreneurs, developers, coders and a few students. IAMAI has created 5 GitHub repositories for use by developers across the globe. IAMAI will continue to add the repositories, the findings from the future workshops. The program at Raipur has already witnessed great interest from local participants.

The 2nd workshop of the series will be held in Bhopal, Govindpura, Smart City on the 29 June. The workshop is supported by BNEST.

The workshop will have a tutorial on Universal Acceptance coding tools, followed by a coding challenge in which local developers can compete. The objective is to reach out to the Internet businesses, developers and startup community to create awareness about the criticality of Universal Acceptance and the technical solutions being developed.

IAMAI stated that the initial responses to the Bhopal Workshop from local developers, start-up and student community has been overwhelming, and the association looks forward to a successful workshop in Bhopal as well.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 15 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Fifteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi, Mumbai, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

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