IAMAI promoting Universal Acceptance for Internet in Indian Languages

New Delhi, June 18, 2019: The Internet and Mobile Association of India [IAMAI] in its endeavor to promote Indian languages over the internet, has initiated a series of workshops for 'Universal Acceptance' [UA] this is a foundational requirement to achieve a truly multilingual internet, which will allow users to navigate entirely in their local language.

Universal Acceptance compliance assures proper processing, accepting, validation, storage, and display of all domain names, email addresses, IDNs, email in multiple scripts, including 11 Indian scripts presently developed by UASG. Universal Acceptance ensures seamless completion of all/any transaction over the internet-be it financial, e-commerce transaction, e-mail rendering or any other, in any language of one's choice.

IAMAI will hold workshops across the country as a part of the countrywide awareness generating campaign for promotion of Universal Acceptance in Internet to help further fuel growth of digital business. 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.

This initiative will also further facilitate integration of Indian scripts in the internet via Universal Acceptance, thereby helping provide internet content in Indian local languages that in turn will enable greater internet penetration and usage in the country.

The present initiative by IAMAI, which is supported by the Ministry of Electronics and Information Technology (MeiTY) focuses on the Devanagari script and will be in the forms of workshops in 6 cities of Raipur, Bhopal, Jaipur, Pune, Patna and Lucknow. Each workshop will have a seminar, a tutorial on Universal Acceptance coding tools, followed by a coding challenge in which local developers can compete.

IAMAI stated that there is a conscious decision to try and reach out to youngsters and developers all across the country, as the next spurt of growth of the Indian digital sector will come from these places. The Association, which works closely with young start-ups via its Startup Foundation expressed confidence that the outreach programs are already witnessing great interest from local participants and is expected to be successful.

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.

For queries please contact:

NilotpalChakravarti – AVP- IAMAI
nilotpal@iamai.in **/+91-98106-72906**

Vishwapriya Bhattacharya
[Vishwapriya@iamai.in/](mailto:Vishwapriya@iamai.in) **+9184471-66068**