



Universal Acceptance

UASG

## Election Material-2019

The following candidates (listed in alphabetical order by surname) have been nominated and have accepted the nomination. The election will be held using OPAVOTE and ballots will be sent March 3.

Ajay Data



Hello Friends,

With support from existing leadership, members of UASG, ICANN community and Officers, Team Mates, family and Friends, I hereby accept my nomination for Chair of UASG.

Here are few things which may be useful for you to know me better.

**My Current Involvement with ICANN:**

- ccNSO Council Member (NomCom Appointed)
- Co-Chair – Neo Brahmi Generation Panel (9 Scripts LGR's being finalised – 8 Completed)
- Member – ISPCP (GNSO)
- Member & EAI Co-ordinator – UASG
- Community Leader – APAC
- Member – Study Group on Technical Use of RZ-LGR

**Brief Bio:** (google can tell about lot more, however here is brief)

( <https://www.icann.org/resources/pages/nomcom-bios-2018-2018-08-09-en#ajay-data> )

Dr. Ajay Data is an award winner techno commercial Founder & CEO of multiple technology companies. He always puts people first, believes in long term relationships with team mates. He does not believe in employee employer relationship, rather co-workers with a vision to achieve common goal. As a CEO of the 1000+ team members of the company, he has been driving initiatives to build a skilled and culturally-diverse global workforce. His innovation and execution of software products like BharatSync, [XgenPlus](#), Spamjadoo, [DATAMAIL](#) has got users world over and won multiple patents. Making a modest start on April 18th 1999 as Rajasthan's first private Internet Service Provider, the company rapidly expanded its line of businesses in the areas of e-Governance, Software Products, Turnkey IT Solutions and Mobile Technologies. Recently Data Xgen Technologies got global recognition for bringing in first of its kind IDN email supporting email addresses in Hindi, Gujarati, Tamil, Telugu, Marathi, Cyrillic, Thai, Korean, Arabic plus 15 more languages. Dr. Data is Managing Director of Data Group of Industries with an annual business turnover of approx US \$200 Million and sought after speaker

Universal Acceptance Steering Group

visit/ [www.uasg.tech](http://www.uasg.tech) /

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and leader by young entrepreneurs for mentoring and guidance. Recently Govt. of Rajasthan also started linguistic email services to every citizen on the innovation and technology built under his leadership and guidance. Along with his wide ranging experience in these organizations, he is also leading the ICANN's [Neo Brahmi General Panel](#) for generating LGR's , EAI Coordinator in Universal Acceptance Group, Member of ISPCP Constituency and Expert Panel of [RZ-LGR](#) Application

**UASG and related Contribution:**

- Actively Participated in finalising many UASG documents.
- Attended many face to face meeting and workshops.
- Shared knowledge with email providers to be fully EAI ready.
- Help Create case studies on successful deployment of 4 million EAI Mailboxes.
- Participated in conceptualizing UA “Thought Leader Award”
- Worked with Microsoft to test there phase 1 EAI Readiness including hosting of Microsoft EAI addresses.
- Announced FREE <https://eai.xgenplus.com> for public testing of EAI servers and related tools.
- Announce FREE DataMail for people to try out EAI experience.
- Addressed 20+ sessions in last two years for IDN/EAI/UA .
- Mentored Startups to make there solutions UA ready and help them to raise funds .
- Supported UA Ambassadors with EAI address for demonstrations and there presentations.
- Motivated company to open source EAI address validator java source code.

**Some Personal Experience and Contribution towards Promoting EAI / IDN:**

- Successfully Motivated Government to include UASG recommendation for procurement in tender conditions.
- Successfully motivated Rajasthan Government to setup EAI and offer FREE Email address in regional language.  
Rajasthan Government has 70 million population. (mail.rajasthan.in)
- Having TLDs in Indian scripts will directly impact growth of the country’s internet infra as well, says Ajay Data - [Article](#)
- Case Study of [XgenPlus](#)
- Promoted [linguistic](#) email through PR
- [Promoted](#) UA 10 billion \$ opportunity via authored article.
- [Road to Freedom](#)

**Future of UASG:**

Future of UASG is directly dependent upon its effective awareness, engaging with multi stake holders and most importantly ensuring that we do not get



stuck in one direction. We need 360 degree initiatives in all directions. We all 400+ members in UASG need to get involved to make this mission possible. Some of the initiative I would like to recommend is to-

1. Engage with large companies like Facebook, Twitter, Expedia, BBC, Airbnb, Hoels.com etc to get support for UA initiative and they themselves become UA ready.
2. Engage with Govt ,specially in non-English speaking regions where IDN/EAI can bring billions online. [ICANN Charter](#) to engage with Government must be considered in the approach.
3. Engage with technology companies and open source communities for enabling support directed towards UA, IDN / EAI in there applications.
4. Engage with PR/Media companies in Each region for awareness.
5. Engage with Startups and small tech companies to show them business opportunities around UA .
6. Continue and Review existing UA initiatives, and built consensus of community around each program.
7. Engage with gTLD or IDN TLD operators for understanding there ongoing issues related to UA and help address them through UA.
8. Continue taking support from existing leadership and utilize experience.
9. Keep addressing new challenges while addressing new opportunities.

I believe that considering my experience to lead large organisation, manage budgets in my various business and organisations, along with my experience of ICANN/TIE/EO/APNIC to work with teams in different times zones with multi stake holders, I will try my best to do justice with UASG and trust that you all will support me to lead UASG as well as participate to serve Universal Acceptance community mission and help UASG to get billion people online while solving the UA issues. I would ensure that each member voice is heard positively to take the mission to each and every person.

I can be reached anytime on my email or on skype - ajaykummar , please feel free to message me and I will be happy to talk.

Thank you.

[Dr. Ajay Data](#)



Richard Merdinger



All,

I humbly accept the nomination for Chair of the UASG. My thanks to Edmon Chung for putting my name forward as a candidate for Chair for the upcoming term, and also for the endorsements from group contributors on the discuss@ list. I am honored to receive this level of support for my candidacy by people whom I respect and have had the privilege to collaborate with over the past four years as Vice-Chair of the UASG.

With the solid leadership and guidance from UASG Chair Ram Mohan the UASG is at a transition point. The preceding years have seen the UA effort evolve from an aspirational goal to a focused effort that has created a solid foundation on which to build due to the hard work of the Secretary General, the electorate, and the many, many volunteer contributors and vendors.

I am enthusiastic about working with the UASG community to promote the development and adoption of recommended practices and deployable assets that will enable the currently disenfranchised to get online and experience the wealth of opportunity that a natively accessible internet can provide.

I'd like to take a brief moment to share with you my perspective on the accomplishments of the UASG and where the focus should be in the coming term.

The mission for the UASG has always been to support the concept that all domain names should be treated equally and has evolved to include email addresses (including Email Address Internationalization). Through the extensive support of ICANN, the UASG have engaged with qualified experts, commercial organizations, and groups such as ICANN, IETF and ISOC and the resulting efforts are embodied primarily in the document repository on <https://uasg.tech>. These foundational documents do not address all open questions and the effort thus far does not reflect a "mission accomplished." Rather, the efforts and deliverables to date simply provide a solid footing and core set of tools to continue to develop and which can be applied to expand our reach and effect an increasing impact within the internet ecosystem.

As with other initiatives designed to improve the experience and reach of the internet ecosystem (e.g., DNSSEC, Internationalized Domain Names, Email Address Internationalization, etc.), creating technically sound solutions and making those solutions available to the world isn't enough. Despite strong efforts and various approaches, the UASG has yet to effectively impart the value and potential benefits of adopting UA outside of a small set of engaged providers. We had hoped that by explaining issues surrounding UA, measuring the potential impact of these issues and by providing



recommended practices to address them, we would see material adoption. Experience has shown that this is not the case.

Briefly stated, over the next two years, the UASG should:

1. Continue to focus on a global solution that encourages interoperability across cultures and regions rather than primarily focusing on specific regional solutions. Failing to maintain the global view may result in increased usability within targeted regions but risks the creation of a fragmented internet where communication and usage across regions is problematic;
2. Make concerted efforts to judiciously and efficiently apply resources to drive changes to widely used source code repositories so that we effect improvements not by encouraging work, but instead help to solve the problem for the general population without requiring a nuanced understanding of the topic;
3. Continue to evolve our Ambassador program to engage with peripheral organizations to evangelize the concepts of UA and encourage the adoption of recommended practices and to identify opportunities where the UA can apply its resources to make material improvements;
4. Continue to support IDN and EAI. These are very important efforts within the UA agenda and should continue to get substantial resources to further expansion of supporting technologies. There are specific challenges around both of these topics and continuing to engage with industry experts to develop materials to provide quality guidance for implementers and solution providers should continue;
5. Continue to include and enhance in our outreach and communications and awareness component. By awareness, I mean increased awareness that IDNs, EAI, and non-traditional TLDs exist and must be accepted. We have touched on awareness over the past four years but are seeing that a lack of awareness has led to a lack of concern on the part of many, many solutions providers. By including awareness in our strategy, we should be able to expand our reach;
6. Continue to work with ICANN staff and our UASG constituents, evolving our mission and efforts to be inclusive of the community's ideas and needs.

My experience and background at ICANN, in the domain industry, with IDNs and at GoDaddy qualifies me well, I believe, to provide leadership and guidance to the UASG. I have run global multi-stakeholder efforts before, I understand how to engage with global communities, and most of all, I remain humble in approach but relentless in execution. These are essential traits, I believe, for continued success of the UASG and its mission.



Universal Acceptance

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	<p>I hope you will consider supporting my nomination to help me serve you and the internet community on bringing the mission of Universal Acceptance to a strong and successful outcome.</p>
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	<p>Sincerely, Richard Merdinger</p>
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