



Raising Awareness of Universal Acceptance in India: An Action Plan

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Purpose of this Document

The purpose of this document is to identify the objectives of a local engagement initiative in India, the actors involved, the initiatives and the measures.

Objectives of the Local Community Initiative in India

Within the India Local Community, the objectives include:

- Email Software and Service Providers
 - To raise awareness of the existence of EAI software standards
 - To facilitate cross platform inter-operability testing
- To build capabilities in IT Consulting Practices
 - so that CIOs and their staff will have knowledgeable consultants to call upon for assistance.
 - So that consulting practices will amplify awareness initiatives as they build their UA practices.
- To encourage Governments (National, State, Local)..
 - To include UA in their procurement practices
 - To include UA in their local accessibility standards.
 - Evaluate their own systems for UA Readiness
 - Initiate UA Readiness efforts in their own e-Govt applications
- To encourage CIOs and their staffs to:
 - Become aware of Universal Acceptance
 - To evaluate their own environments for UA Readiness
 - To include UA into architectural roadmaps
 - To include UA in procurement criteria
 - To begin making their systems UA Ready
- To encourage local professional, industry and community associations to raise UA Awareness through:
 - Inclusion of UA issues in newsletters
 - Inclusion of UA issues in gatherings
 - Creation of local Birds of a Feather interest groups in UA

The Actors Involved...

This local initiative will be driven with the collaboration of the UASG Secretariat and the local ICANN GSE team using a dedicated resource person funded using UASG budget and placed with the GSE team (possibly through an intern).



- Industry leaders who are keen or receptive to the issues.
- Participants from the Registry and Registrar communities.
- Academics who have an interest
- Participants in the LGR efforts
- Participants from the IT Media
- Participants from Government – either elected officials or senior administrators
- Others as have an interest and time.

These actors will cooperate through a dedicated Local Community Initiative mailing list and occasional meetings.

The Initiatives

- Identify individuals and organisations who will be most interested in the UA program and its expected results. This will include consulting firms, IT departments, email software and service providers, government procurement agencies and accessibility focused community groups.
- Training - To provide training, initially as a Train the Trainer program, for:
 - Senior IT Planners and Consultants
 - Developers
 - Email developers
 - UA Ambassadors and other Advocates
- Facilitate the creation of UA Practices in consulting firms
- Facilitate the inclusion of UA into IT Departments roadmaps
- Engage with Governments to get UA included in Procurement activities
 - Identify keen actors to develop local, fit-for-purpose clauses.
 - Work with suppliers in the development of these clauses.
- Engage with Governments and community groups to get UA included in Accessibility standards.
- Create and promote case studies of early adopters
- Get UA material published in professional, trade and community groups newsletters. Also get UA topics including in conferences and other events.

Budget

Budget resources and funded activities will include:

- Funding for a dedicated resource person
- Training
- Material Production
- Other support as necessary