

Universal Acceptance (UA) Day & BhashaNet Initiative

National Internet Exchange of India (NIXI)
Promoting Multilingual Internet & Digital Inclusion

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About Universal Acceptance (UA) Day

- Universal Acceptance ensures all domain names and email addresses work properly
- Supports multilingual domain names
- Promotes digital inclusion
- Enables access to internet in local languages

Objectives of UA Day

- Promote awareness of Universal Acceptance
- Encourage adoption of IDNs
- Engage Government, Academia and Industry
- Support multilingual internet ecosystem

NIXI Role in UA

- Promotion of .IN & .Bharat domains
- Support for IDN domains
 - 15 IDN ccTLDs, covering 22 Indian languages represented using 11 scripts
- Implementation of Universal Acceptance & Multilingual Internet Roadmap of India
- Training and capacity building
- Stakeholder collaboration

BhashaNet Initiative

- Promotes multilingual internet
- Enables local language domains & Encourages regional language content
- Fully UA compliant, acting as a reference implementation showcase.
- Increasing awareness and adaptation of Universal Acceptance (UA) initiatives in India.
- To support our developer community and help them in making websites UA ready.
- To strengthen the ecosystem of UA and promote the adoption of Multilingual Internet-ready solutions in India.
- You may visit <https://bhashanet.in/home> for more details and future use.

Benefits

- Digital inclusion
- Rural adoption
- Local language empowerment
- Growth of .IN domains
- For more details you may read report available on registry website

Future Roadmap

- UA awareness campaigns
- University programs
- Ambassador initiative
- Nationwide promotion
- Encouraging IDNs & UA readiness in all new government applications
- Strengthening testing and certification mechanisms.
- Building developers ecosystems and online educators / academic integration through Bhashanet 2.0

Q&A
Thank You