



## **PRESS RELEASE**

### **PIR urges Non-Profit Organisations to join .ORG Community *Launches a regional outreach drive in India***

**New Delhi, October 4, 2005.** Public Interest Registry (PIR), the .ORG registry, a not-for-profit corporation organised a seminar “*Non Profit Organizations in India: What the Internet can do for you!*” here today. The seminar was designed to educate the not-for-profit organisations to utilise the benefits of the Internet and .ORG domain. Mr. Edward G. Viltz, President & CEO, Public Interest Registry awarded .ORG domain to Mr. S. Lakshminarayanan, Secretary to the Government of India, Ministry of Home Affairs on the occasion.

More than 100 non-profit organisations such as philanthropic and cultural institutions; foundations; health services; religious, civic, arts, social and fraternal organisations; social and legal services; clubs and community volunteer groups participated in the seminar. The seminar will also be conducted in Chennai and Mumbai on Wednesday, October 5 and Thursday, October 6, 2005 respectively.

Speaking on the occasion, Mr. Edward G. Viltz, President and CEO of Public Interest Registry said, “***PIR is committed to expanding the Internet and the .ORG community in India. Our aim is to empower non-profit organisations with a louder voice and farther reach by strengthening their credibility, raising their potential for fund-raising and enhancing accessibility with a .ORG domain. PIR’s objectives include organising seminars and conferences that will foster Internet development and increase the non-commercial use of technology in India.***”

Well-known social organisations shared their opinions and experiences on the benefits of being a part of the .ORG community. Other speakers covered details such as benefits of web presence, best practices of content development, quick and easy methods to adopt this medium.

.ORG means "non- commercial" to the vast majority of Internet users. Therefore, any organisation whose primary focus is non- commercial and non-profit should have a .ORG Web site. In addition, corporations should consider using .ORG for their charitable activities and to protect their name.

PIR seeks to continue its regional outreach initiatives to increase awareness on the .ORG brand and the benefits of getting online. Under a new .ORG Domain Outreach Programme launched in July 2005, PIR is offering registrars a greater incentive to sell .ORG domains by reducing the fee of domains in select regions of the world including India.

There are currently 39,200,000 Internet users in India. Of these approximately 400,000 are actual registrants who have registered a gTLD or .IN. Only 33,000 domains registered in India are members of the .ORG community at present.

## About .ORG

.ORG was created in 1984 as one of the Internet's original top-level domains (TLDs) and was designated as "open" and "unrestricted," meaning that anyone can register a .ORG site. Today, .ORG is a recognised brand that includes the Internet's most trusted websites, also known for providing valuable and credible information.

The .ORG domain, which has come to be associated with non-commercial activities, is the Internet's third largest "generic" or non-country specific top-level domain, with more than 4.0 million domain names registered worldwide.

## About PIR

Public Interest Registry (<http://www.pir.org>) is a 501 (c ) (3) not-for-profit corporation created by the Internet Society (ISOC) to manage the .ORG domain. PIR's mission is to manage the .ORG domain in an exemplary manner while educating and empowering the global noncommercial community to use the Internet more effectively and concurrently, to take a leadership position among Internet stakeholders on policy and related issues on behalf of the .ORG community. PIR is based in Reston, VA.

PIR is committed to strengthening the Internet in general and the .ORG community in particular. Since PIR began managing .ORG in January 2003, it has worked with registrars to better understand and meet .ORG customers' needs. PIR has also introduced services that make it easier to register, keep, transfer and use .ORG domain names.

### For further information, please contact:

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