

.NP ccTLD

20th Feb 2024

NP Domain and its Transition

History

In 1995, Singapore Telecom started internet business. Visited Singapore to get internet services to Mercantile. Mercantile was the first company SingTel provided internet to, and Mercantile became first company to provide internet services in Nepal.

In our efforts to expand internet services, we approached Australia, and they told us –

“You're trying to connect with us,
but your country doesn't have a
domain”

History

AFTER

RONAST and TU have explicitly stated their lack of interest in initiating .np services

On Jan 1995, Mercantile started .np services with the help of connect.com. IANA / ICAAN assigned Mercantile Communications as the registrar of .np domain.



IBM AS400

History – Server Infrastructure

1995



Started with two IBM AS400,
BIND as the DNS server

1998



IBM RS6000
1 Mbps VSAT Link
(25% allocated to .np)

2010



Upgraded to high end
servers, routers,
and firewalls

2013



Started using MySQL
based PowerDNS

2024



Plans to upgrade to
a new software
and hardware

Public Custodian – Registration Policies

Category	Registration Policies
Government Organization and Military	Handled by Government Registrar
Private Companies	Based on company registration document
International Companies	Based on delegation document from the foreign company
Educational Institutes	Based on registration documents
Personal Domain Names	Based on citizenship

“No Yearly Renewals”

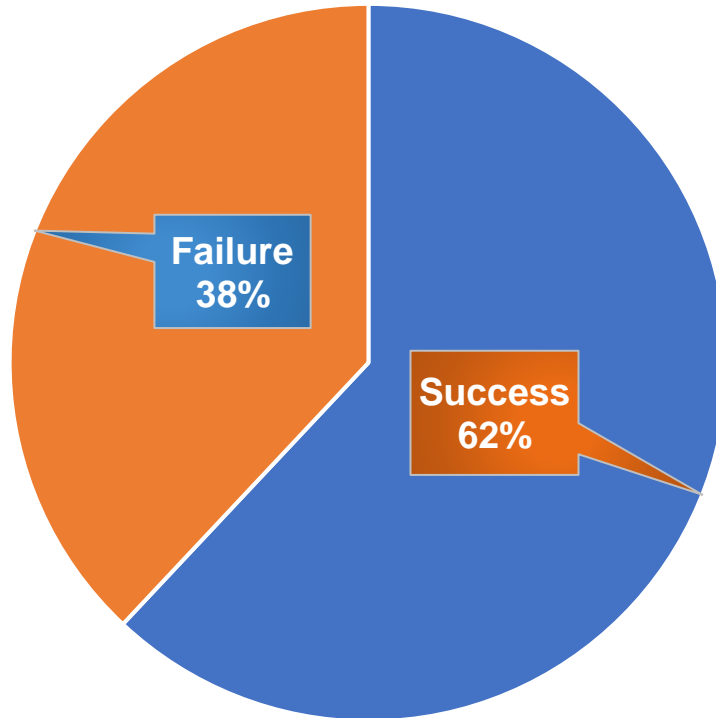
“Dedicated Call Center”

“No Registration Fees”

“User Friendly Portal”

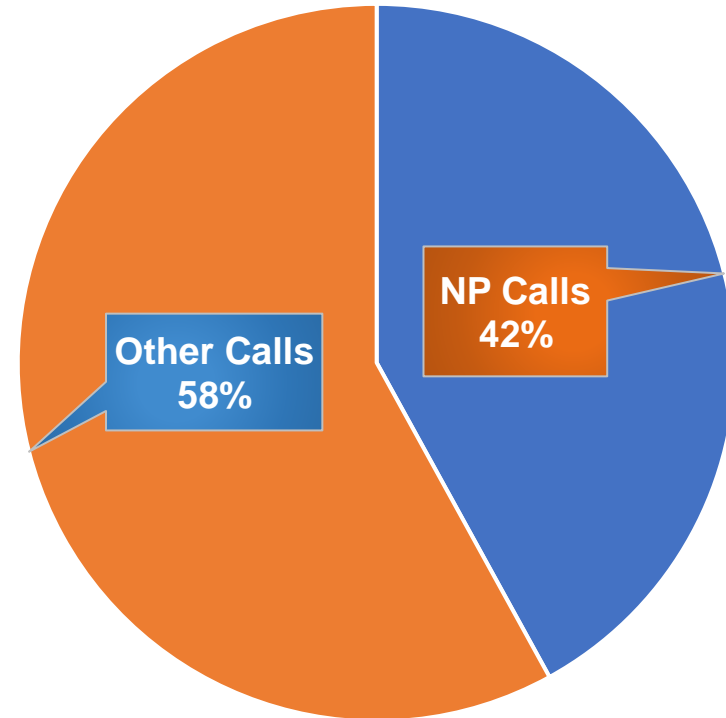
Customers Talk – We Listen!

Registration Success According to Compliance



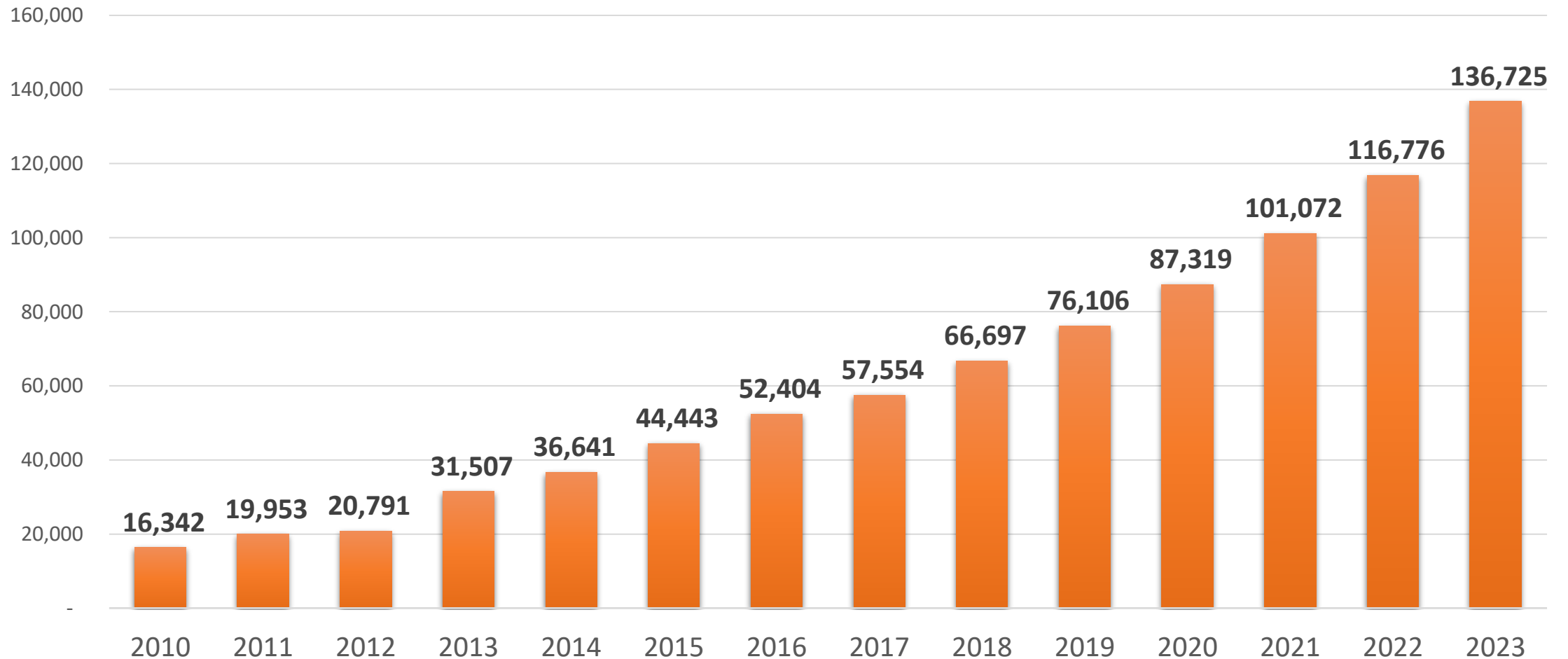
**Failure Reason:
Compliance Policies*

Support Call Ratio



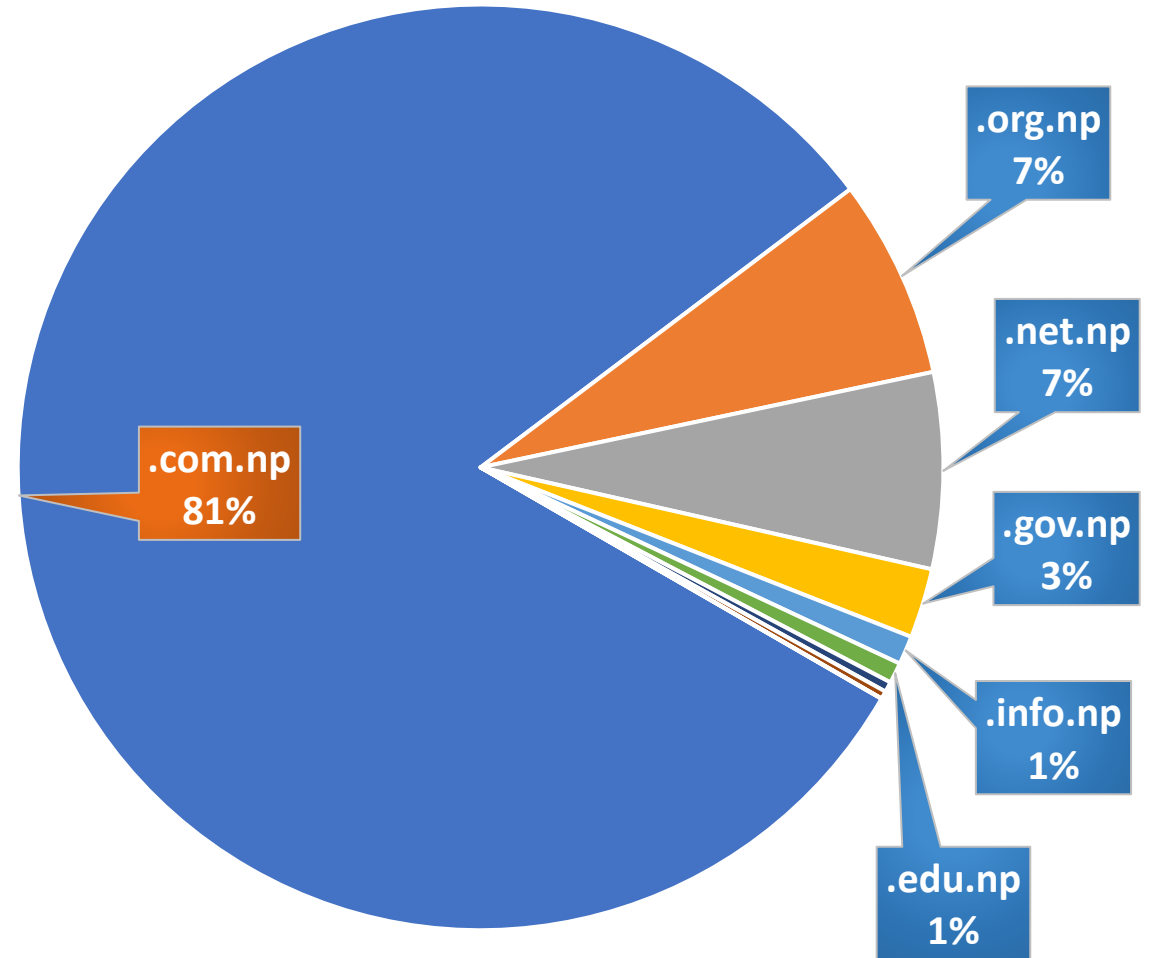
**Other Calls:
Various ISP services
Acer/Epson products and services*

Public Custodian - .np Growth



Public Custodian - .np TLD Count

.com.np	111,245
.org.np	9,507
.net.np	9,364
.gov.np	3,329
.info.np	1,386
.edu.np	996
.name.np	505
.coop.np	375
.mil.np	18



Challenges

IT Bill 2018

“Nepal government to take ownership of .np ccTLD”

Legal

- Selection of legislative entity
- Drafting policies
- Political interferences, bureaucratic processes

Sales & Marketing

- Build awareness and recognition
- Overcome inertia to register .com
- SEO and Visibility

Infrastructure

- Datacenter and DR Site
- Servers, Security and Backup
- Reliable Connectivity

Technical

- Select DNS Software
- Integrate Reseller and VAS services
- Integrate Operational and Payment modules

Operational

- Call Center
- Technical Support
- Operators, Developers

.np Future

“.com.np and other TLD registrations in first come first serve basis”

“registration and renewal charges according to international rates”

“.np integration with international resellers like GoDaddy”

“integration of customer centric value added services”

“multi currency payment gateway integrations”

“compliance requirement if there is, will be automated”

“extensive sales and marketing”

“sustainable business model”

Thank You



Mercantile Communication Pvt. Ltd.
Durbar Marg, Kathmandu, Nepal
P.O. Box: 66
Tel: 5970054 / 4545920 / 4540773
Email: info@mercantile.com.np
www.mercantile.com.np