

# .NP registry



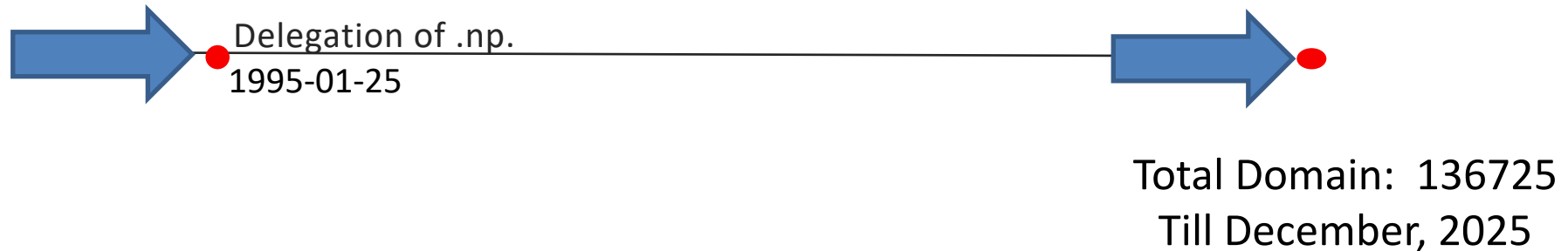
Current state and future of .np registry - from a business community perspective



# .NP unique journey



.NP unique journey and business ecosystem with proud administrator – sponsoring company- MERCANTILE



- No registration/renewal fee – from delegation date of Jan 25, 1995
- Free from legal proceedings – No law till date- but TOR under <http://egister.com.np/terms-and-conditions>
- Free from overly complex registration rules and procedures
- Free from complex Registry-Registrar relations

# Nepalese business community thought over the .np ccTLD practices



**Pride in National Identity:** Nepalese businesses can use the .np ccTLD to showcase their national pride and establish a strong online presence, showcasing their Nepalese identity globally.

**Trust and Credibility:** A .np domain can boost a business's credibility among Nepalese customers, as it indicates the business's presence in Nepal, making it more relevant and trustworthy to local audiences.

**Localization and Targeting:** Nepalese businesses can utilize the .np ccTLD to effectively target local customers, tailoring their online content and marketing strategies to better resonate with the Nepalese audience.

**Challenges with Availability:** Limited availability or competition for popular .np domain names may have caused frustration for businesses, leading to the need to compromise on their preferred domain name.

**Regulatory Compliance:** Businesses should adhere to Nepal Telecommunications Authority (NTA) regulations and guidelines for .np domain registration and usage to avoid legal issues or penalties.

**Technical Support and Infrastructure:** Businesses expect reliable services and prompt assistance from the domain registrar or registry managing the .np ccTLD, which may raise concerns regarding their technical support and infrastructure.

## **Cost-effectiveness:**

Businesses may prefer .np domains due to their affordability compared to gTLDs or other country-code extensions, potentially influencing their online presence choice.

**Marketing and Branding Strategy:** Businesses in Nepal should consider the role of the .np ccTLD in their marketing and branding strategy, considering its impact on brand recognition, recall, and online visibility.

The Nepalese business community's perceptions of .np ccTLD practices are likely to be diverse, influenced by national pride, business objectives, technical considerations, and regulatory compliance concerns.

# The Nepalese business community is considering the future restructuring of the .np ccTLD.



Nepalese businesses have diverse preferences for the .np ccTLD registry's operational modality, leading to potential considerations for future restructuring. Nepalese businesses seek an accessible, affordable, secure, and supportive .np ccTLD registry for online growth and development, leveraging the full potential of the internet.

**Accessibility and Ease of Registration:** Nepalese businesses seek a user-friendly registry for easy domain registration and management, promoting online presence and boosting the digital economy.

**Cost-effectiveness:** A cost-effective .np ccTLD registry would benefit businesses by democratizing access to domain names, reducing high costs and attracting a wider range of SMEs.

**Reliability and Security:** Business owners prioritize a registry for domain name security, implementing robust measures to prevent cyberattacks, data breaches, and domain hijacking to maintain consumer trust.

**Local Support and Customer Service:** Nepalese businesses value responsive customer support from the registry, particularly in resolving technical issues and navigating registration processes, as it fosters trust and familiarity.

**Innovation and Adaptability:** The .np ccTLD's value proposition is expected to be enhanced by its continuous innovation and adaptability to technological advancements and industry trends.

**Transparency and Accountability:** Transparent governance and accountability within the registry are essential for building trust and promoting a fair online ecosystem for Nepalese businesses.

**Promotion and Awareness:** A registry promoting .np ccTLD, through marketing, educational campaigns, and industry collaborations, could boost Nepal's online community and increase the uptake of .np domain names.

# The reason for restructure



The stagnation in growth, technological advancement, and service uncertainty for the .np ccTLD registry can be attributed to the lack of adequate legal frameworks and free services.

## Competitive environment

Competitive environment a) opening the zone for international customers (e.g. making it competitive internationally) and b) generating more opportunities for business users, including registrars and domainers inside the country

**Lack of Financial Resources:** Offering free services can strain financial resources for infrastructure maintenance, technical support, and future development, making it difficult to invest in technology upgrades and service expansion.

**Limited Incentive for Innovation:** Free services may hinder innovation and technological advancement, as the registry may not prioritize investing in research and development to enhance services or develop new features.

**Insufficient Staffing and Expertise:** The registry may face challenges in attracting and retaining skilled personnel in domain registry management, technical operations, and cybersecurity due to inadequate funding.

**Lack of Legal Framework:** The .np ccTLD registry lacks clear legal regulations and governance structures, potentially causing uncertainty and instability, and potentially hindering consistent and reliable service delivery.

**Inability to Address Technological Challenges:** Rapid technological advancements necessitate ongoing infrastructure and cybersecurity investments for domain registry stability and security. Without necessary resources, the registry may struggle.

**Risk of Abuse and Misuse:** Free domain registration services can be exploited for malicious purposes, leading to reputational damage and service disruptions without proper enforcement mechanisms and legal deterrents.

**Difficulty in Scaling Operations:** The growing internet usage and domain registration demand may pose challenges for free service models, requiring a sustainable business model and adequate resources for expansion..

To ensure the long-term success of the .np ccTLD registry, a combination of legal frameworks, sustainable funding, technology investment, and skilled personnel recruitment is necessary.





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creativity beyond imagination

# Thank you !

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