



## CONSULTATION PAPER

### Introduction of the .me.bw, .agric.bw, .shop.bw to the .bw namespace

#### Overview

Botswana Communications Regulatory Authority (BOCRA) is responsible for the administration of **(.bw)** country code top level domain name (ccTLD). In consultation with stakeholders the Authority created the following second-level top level domain name under the **(.bw)**:

- .org.bw** – for the non-profit making organization;
- .co.bw** – for companies
- .ac.bw** – for educational and academic institutions
- .gov.bw** – for Government institutions
- .net.bw** – for organizations involved in networking technologies.

The main objective of the second-level domain names is to guide end users as they browse the Internet services on the type or line of business of the entity which has registered the domain name. The use .bw domain name will assist in facilitating market access for the companies located in Botswana.

BOCRA continues to receive applications and enquiries from individuals seeking to register personal domain names. In addition, retail shops increasingly do their businesses online. In order to promote and facilitate e-commerce in Botswana and address the individual needs for domain names, the Authority proposes the creation of three additional second-level top level domain names: **.me.bw**, **.shop.bw** and **.agric.bw**.

Therefore, BOCRA seeks to consult the industry stakeholders on the proposal to create the three second-level top level domain name **.me.bw** and **.shop.bw** and **.agric.bw**. The Authority will work with the Ministry of Investment, Trade and Industry and Ministry of Agriculture and Food Security to ensure that companies registered under the **.shop.bw** and **.agric.bw** domain names are registered shops with the appropriate licences, to inspire consumer confidence.

The Authority will be open to receive comments and feedback on the proposal until the **30th September 2020**. Forward your comments to the following email address [matlapeng@bocra.org.bw](mailto:matlapeng@bocra.org.bw)

#### **.me.bw**

It gives an individual a unique identity and help people to build personal brand online. With **me.bw**, your name can actually be your domain name as shown :<namesurname> **.me.bw**

There is no domain extension more personal than **.me.bw**!

#### **.shop.bw**

.shop.bw domain name provide an opportunity to facilitate e-commerce market. The *shop.bw* will provide end users with assurance and confidence that they are buying from reputable and registered shops in Botswana. Only licensed shops in Botswana will be allowed to register shop.bw domain name.

#### **.agric.bw**

.agric.bw domain names to be reserved for the companies involved in the selling agriculture products to facilitate market access for farmers, Only Botswana Agric companies are allowed to register .agric.bw domain name.

