

CASE STUDY



Government of Assam

ePrastuti

Standardisation Framework
For
Government Websites



ePrastuti

Standardisation Framework
For
Government Websites

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MESSAGE



Shri Sarbananda Sonowal
Chief Minister of Assam



Government of Assam

I am happy to learn that the Secretariat Administration Department, in association with the National Informatics Centre (NIC) has prepared a Case Study on 'ePrastuti-Standardization of Government Websites' one of the flagship ICT project of the Government of Assam.

It is a matter of pride that this project of Assam selected as one of the innovative practices to be included in the coffee table book 'New Pathways-Innovation' that was recently released by the Hon'ble PM on the Civil Services day 21st April 2018.

Assam is the first state where all the government websites will be implemented under a single 'Standardised Website framework'. With the completion of Government departments, the websites of districts and sub-divisions are also being brought under the same umbrella keeping the citizen requirements at the core.

I am sure that the case study will help other States and Central departments to adopt the best practices followed in the State of Assam.

(Sarbananda Sonowal)

FOREWORD



T. Y. Das, IAS
Chief Secretary



Government of Assam

The Government of Assam lays great importance on the use of Information and Communication Technology (ICT) tools for promoting efficiency and transparency in governance. Govt. of Assam has been taking steps in engaging citizens through mygov, using big data analytics for gaining insights for better decision making and focussing on developing platforms for cross departmental digital convergence. As a first step in this direction, it was decided to standardize the Government of Assam Websites & establish a Standard Website framework (SWF) that will serve as the blue-print for all websites of various departments of the government with detailed guidelines for all departments and its constituent organisations to publish their information and services on the website. This is an endeavour to provide citizens an opportunity to avail of departmental services easily. This is also meant to serve as a guiding document for all departments intending to develop their websites using the guidelines and standards laid therein. I urge all departments to present their work through their individual websites making government more approachable to public.

A handwritten signature in black ink, appearing to read 'T. Y. Das'.

(T. Y. Das, IAS)



About the Case Study

About the Document

The Government of Assam adopted a new approach in the way websites are designed and developed. A number of innovative techniques have been introduced to make the websites meaningful to its users and ensuring the sustainability. The end-to-end methodology followed in this important project has been documented in this Case Study. It is aimed as a guiding document to enable departments of the State and Centre who are looking to replicate the ePrastuti model for Standardisation of Websites.

Intended Users

The content in this document applies to all user departments intending to Standardise their websites. The document can be used as a comprehensive guide on the steps and decisions the department need to take before starting the website development.

Authorship

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Executive Summary

Government Websites function as an important contact point between the citizens the government. Websites that are well designed and informative allow for transparency and efficiency in governance. They also contribute to enhancing the image of the Government. With the objective of making the Government websites a trusted and preferred mode of obtaining information, the existing Government of Assam websites were examined in order to obtain a preliminary understanding. The analysis provided insight into several issues in the process of development and maintenance of these websites. The information laid out on these websites was often inaccurate and fragmented, which resulted in a unsatisfactory user experience. In addition to this, the websites did not appear inter-connected as part of a larger Government umbrella, which raised the question the reliability of the information provided.

The challenges in website design and development led to the conception of the project “e-Prastuti” by the Government of Assam. The project recognises that design of these websites impacts the overall image of the government; hence it aims to combat the issues within the aspects of their design and development. The vision of this project was to provide an integrated web experience for the citizens across all government websites.

This project required a thorough analysis of the users of the website, in addition to gaining a deeper understanding of the internal function of the department and their management of existing websites. Emerging national and global models of websites served as inspiration to raise the standards of the user experience and design of the government websites.

Gaining the trust of the users of the website and building the confidence of the department officials emerged as critical parameters to building effective websites. Considerable efforts and time was therefore spent in the initial few months to prepare the ground framework for ePrastuti. An institutional mechanism was established with the Chief Secretary as the Chief Responsible Officer of the project. Each department and its subordinate organisations designated their respective Responsible Officers and evolved the Governance Structure for steering the project. An inclusive approach involving all the stakeholders was adopted for the development of the websites.

One of the key challenges in the Government websites was that the content was not updated. Building the core competency within the department was considered the key for the overall sustainability of the websites. The establishment of a Standard Website framework (SWF) as



a blueprint for taking the government websites to next level in e-Governance was one of the major outcomes of these efforts. This framework prescribed the standardisation requirements with respect to Information, Process and Technology Standardisation to ensure a uniform and unified face for the Government websites.

A Website Development Cell was constituted by the Government to support the departments in the entire model of Standardisation. Guidelines and Standard Operating Procedures were prepared to guide the department. An Expert Committee from IIT Guwahati was constituted for guidance on usability, user experience and aspects of human interaction. With the implementation of ePrastuti, there has been a transformative shift in the way that the websites are designed, developed and implemented.

Development of all Government department websites are now based on the SWF framework. Hence, the development of a Secure Standard Government website is almost instantaneous. The efforts are more on the content creation and making it attuned to the needs of the end users. From the 29 websites to the 210 connected websites, the project is now being extended to districts and subdivision levels. The first phase of information aggregation was completed through the websites and steps are now underway to move to the next level by bringing services together under this platform.

This Case Study aims to support Government departments with a step by step methodology to develop the institutional mechanism, identify users and their requirements, develop good and relevant content and finally the most important, the sustainability of the websites through capacity building. In addition to the methodology, the ePrastuti Case Study includes the activities, toolkits and guidelines prepared that can be followed for the development of Government websites in a Standardised manner.

Abbreviations

CRO	Chief Responsible Officer
DARPG	Department of Administrative Reforms
G2B.....	Government to Business
G2C.....	Government to Citizen
G2G.....	Government to Government
G2N.....	Government to NGOs
GIGW.....	Guidelines for Indian Website
GoA.....	Government of Assam
GoI	Government of India
IA.....	Information Architecture
ICT	Information and Communication Technologies
NIC	National Informatics Centre
RFP	Request for Proposal
RFQ	Request for Quotation
RO	Responsible Officer
RTI	Right to Information
SGIA.....	Standard Government Information Architecture
SoP	Standard Operating Procedure
SWF.....	Standardised Website Framework
URL.....	Uniform Resource Locator
WDC.....	Website Development Cell



INTRODUCTION





1. Background

Government Websites play an important role in Information and Services delivery to the public. They are an important contact point that the citizens have with the government. Good websites bring in transparency and openness in governance. They also contribute to enhancing the image of the Government.

In June 2015, an initial survey of the Government websites of Assam was done. Around 29 of the existing Government of Assam websites were studied to get a preliminary understanding of the status and issues.

- What are the deeper problems in the websites that are inhibiting their wide scale usage?
- Whether desired information and services are being provided in the correct manner ?
- Whether citizens get what they look for in minimum time with minimal efforts?
- What are their expectations?
- Identify the areas of improvement

Issues related to the content, its non-availability, accuracy and low level of intuitiveness were the major findings. It was found that most websites did not comply with the Guidelines for Indian Government Websites (GIGW) released by the Government for website usability and standardisation. Information that was available on the websites was found limited largely to the functions of the department, important documents and details of officials. The information that citizens looked for was possibly not kept in mind, as most websites were found lacking in information on their citizen centric services. Furthermore, many departments had more than a single website, each one completely different from the other in terms of content, interface and information. The government websites were totally inconsistent and difficult for the common man to use.

On gaining a deeper understanding of the process of development, hosting and maintenance of the Government of Assam websites, several challenges emerged. The major among them were as follows:

Challenge 1: Information needs of users were not kept in mind during the development

Challenge 2: User Experience of the websites was very low

Challenge 3: Department Websites existed as silos with no cross sharing of information

Challenge 4: Website management by one or two individuals and ignorance of department officials about their own website.

Challenge 5: Websites were hosted in private infrastructure with non-standard domain conventions viz'.org', '.com'.

Recognizing that a website reflects the image of a department and good websites can improve the overall image of the government, a decision was taken to make websites as the most trusted and preferred mode for obtaining information. In July 2015, the Government of Assam launched the project 'e-Prastuti' to address the challenges that existed in the websites.

2. Introduction

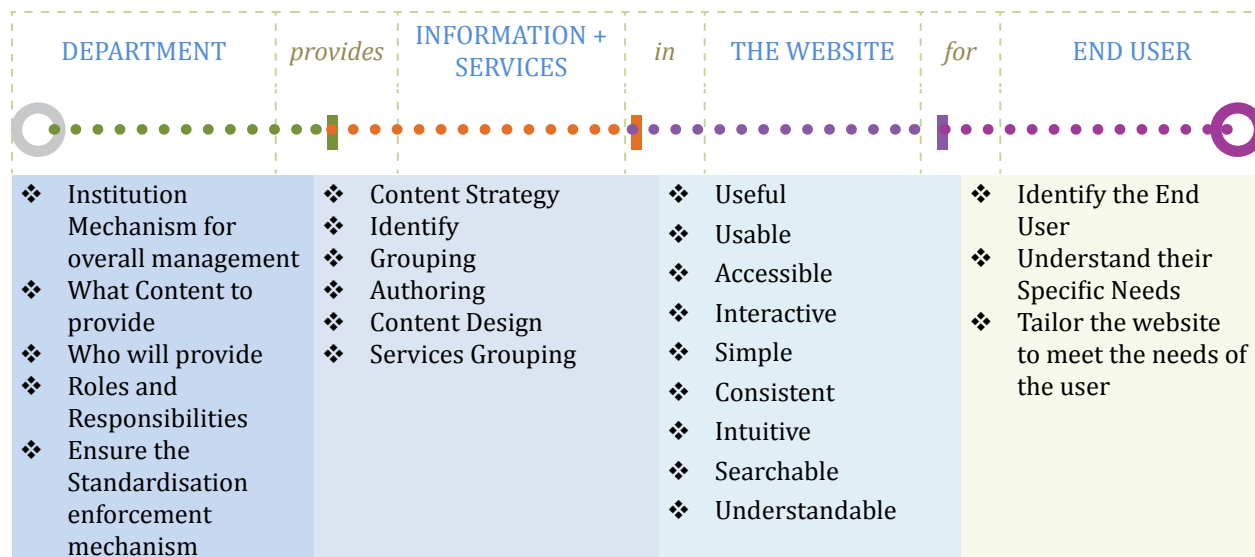
The Government Websites can be depicted (as Fig 1) with four main stakeholders participating in the end-to-end delivery:



Fig 1

END USERS	The target audience of the websites
WEBSITE	The interface or channel for Information Delivery. A unified information delivery point will provide the end user the access to the entitled information based on their role as a Citizen, Business and Government.
INFORMATION & SERVICES	The internal content of the department that is converted to the specific needs of the target end user.
DEPARTMENT	Direct responsibility to provide information and services to the citizens.

The broad requirements at each point in this end-to-end flow is as shown in Fig 2



For each of the four stakeholders in the end-to-end ecosystem of website design, development, deployment and implementation, there was a need to have a set of 'Standard Architecture, Procedures, Guidelines and Reference Models' in place. **The Standardisation Framework for Websites (SWF)** was designed with the objective to address the common functional and technical *requirement* of all the Government websites at the framework level. Details of SWF are included in Appendix A.

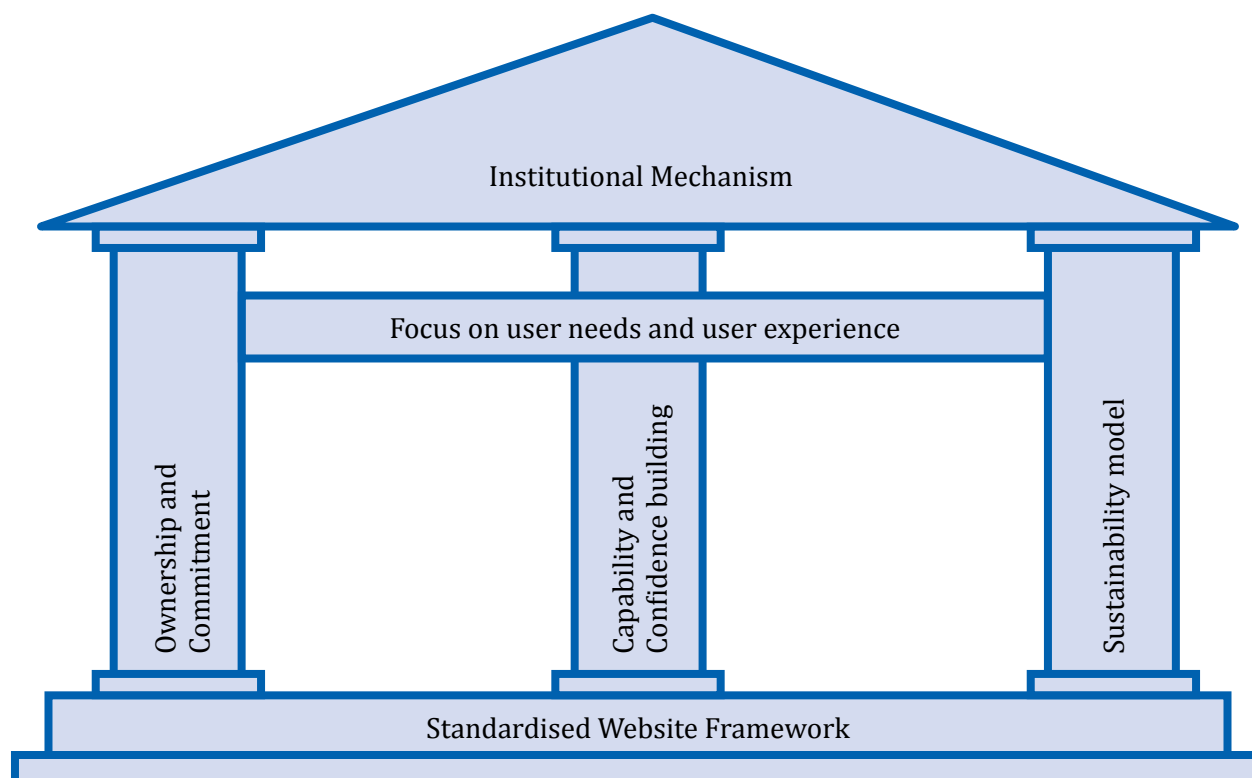
3. ePrastuti

The vision of ePrastuti was to present a unified face and bring in an integrated web experience for the citizens across all government websites and efficient information and services delivery to the citizens.

Key Strategic Principles adopted for ePrastuti are described below:

1. An Inclusive approach on two fronts:
 - Knowing the users and their needs
 - Consultation and collaboration within the department
2. Visual identifiers in the website to build trust.
 - Government logo, Government domain, Standard header for all Government of Assam Websites
3. Users to have a seamless web experience across all the Government websites.
4. Content to be driven and determined by the users and their needs
5. All information on the website to be developed as a service to the user.
6. Transparency by ensuring that all information required for the citizens are ensured on the website. RTI, Citizen Charter, About us are some information that has been made mandatory for publishing on all websites.

Pillars of ePrastuti



4. Steps Taken by the Government– A Snapshot View

Sl No	Steps	Description
1	ePrastuti Institutional Mechanism	<p>As a first step in this direction, an empowered structure has been established under the overall leadership and guidance of the Chief Secretary, Assam who will be the Chief Responsible Officer (CRO) of the project.</p> <p>Every department designated Responsible Officers, Content Managers, Master Trainers, Website Administrators with well defined roles and responsibility as a part of the Website Governance Structure.</p>
2	Website Development Cell (WDC)	<p>A Website Development Cell (WDC) was formed under the IT department with the overall Technology support from the National Informatics Centre(NIC)</p> <ul style="list-style-type: none"> To assist and guide departments in designing and development of their websites In preparing the Website framework with Guidelines for Standardisation. To support departments in achieving the required transition/ building new sites Capacity Building of Department Nodal Officials Monitor the progress of implementation of standardisation of web-sites as per agreed framework
3	Expert Committee for guidance on design, Usability and User experience	<p>The Government of Assam constituted an expert committee for guidance on Design, Usability and Human Interaction Aspects of Government Websites. This committee had experts from IIT Guwahati.</p>
4	Established a 'Standardised Website Framework (SWF)'	<ul style="list-style-type: none"> To ensure that Websites are developed through a participative approach. The end user needs are kept in mind while designing the sites. Standard approach is adopted for design and development of all websites Standardisation of the layout and design of government websites will help the public in finding the information quickly.
4	Workshops conducted	<p>Orientation workshops and more than 400 Content Managers workshops conducted for 200 plus departments and its subordinate organisations covering around 3000 officials .</p>



5	Master Trainers	<p>Building the core competency within the department is considered as one important factor for the overall sustainability of the websites. Capability and Capacity building of department officials for website and content management will ensure that all information is up to date and accurate at all times.</p> <ul style="list-style-type: none"> • ‘Master Trainers Certification Programmes’ conducted for over 400 designated Master Trainers in collaboration with the Assam Administrative Staff College(AASC). • Evaluation of Master Trainers through online exams • Advanced and Specialised Training programmes for the Master Trainers at IIT Guwahati.
6	ePrastuti Handbook	<ul style="list-style-type: none"> • Guidelines • Toolkits for step-by-step development of Standardised Websites. • Standard Operating procedures <p>Handbook made available at https://wdc.assam.gov.in</p>
7	Empanelled agencies for Website Development	Government had empanelled agencies by following due process and procedures for development of all websites under the Standard framework.
8	Development of 210 plus websites	Websites of all 58 departments and its sub-ordinate organisations developed and released.
9	Security audit of SWF	The Security audit of SWF was completed and security audit certificate obtained.
10	STQC audit for websites are being undertaken	<ul style="list-style-type: none"> • For Quality and compliance to GIGW • Basic accessibility features prescribed in GIGW



5. How ePrastuti model of building Government websites differed from other website development initiatives in States and Centre, in its approach with respect to Process, Information and Technology?

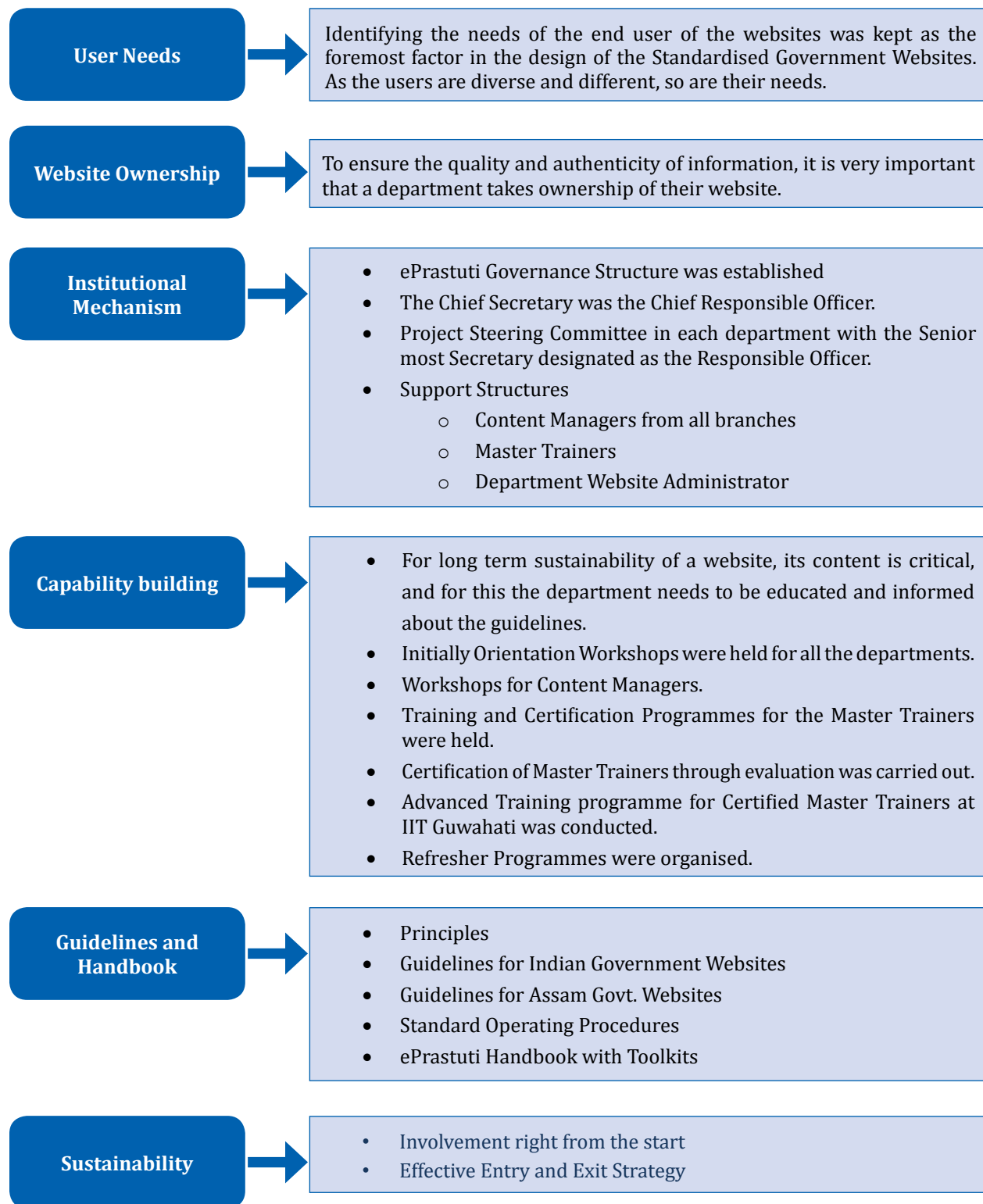
The overall approach was decided after careful understanding of the users of the website. Equal importance was given to understand the internal functioning of the departments and their management of the existing websites. The emerging National and Global models of websites were studied. Winning the trust of the users of the website and building the confidence of the department officials emerged as critical parameters to building effective websites. Considerable effort and time was therefore spent in the initial few months for preparing the ground framework for ePrastuti.

It was decided to leverage on the initiatives already set in place taken by the Government of India (GoI) for websites:

- Guidelines for Indian Government Websites (GIGW), an initiative of the Department of Administrative Reforms (DARPG), Government of India and National Informatics Centre(NIC).
- Open Standards based Technology stack that the Common Minimum Framework (CMF) that NIC has developed for the Government of India Websites was considered for the SWF Technology stack.



Process





Information

Architecture

To provide a satisfying user experience, government websites must have a well-organised structure or IA. User should be able to find the information in the minimum possible time. A Standard Government Information Architecture (SGIA) was developed for enabling easy navigation and making the website intuitive:

- Standard Navigation Pattern
- Different views for Citizen, Business and Government users

Content

- The set of Standard Content that is required to be mandatorily provided in all Government websites was defined: About Us, Information & Services, Contact Us, Documents, Schemes, RTI, EoDB, SDG, Important links, Feedback, Gallery, How do I?, Do you want to know more about?
- Information content on the website was properly and meaningfully classified.

Standard Templates

- To ensure that all the important information had the relevant details, templates were defined for the common content.
- Application Services Template defined included the following heads: Overview, Process flow, Whom to contact, Forms required, Fee Structure etc. Similarly templates were defined for About us, Contact us, Budget, Citizen Charter, RTI.

Content Best Practices

- Simple
- Short sentences
- Toolkit for Best Practices for Website Authoring was developed
- Updated, Accurate



Technology

Standardised Website Framework (SWF)

- A '(Standardised Website Framework (SWF))' was first developed to address the common functional and technical requirement of department websites at the framework level.
- All Government Websites were built under the SWF.

Standardised Domain conventions

All Government websites were brought under a Standard Domain, namely, 'assam.gov.in'

Information Sharing

An important principle that formed the basic technology principle was to avoid duplication. Information that was to be made available across the department websites should be shared and not duplicated in each website. Information and Content Sharing between sites was enabled.

Uniform hosting environment

Common hosting environment: The government websites were earlier hosted in various hosting platforms. While few were hosted in the Government infrastructure, others were hosted in private domains. Steps were taken to establish a Common Web hosting infrastructure in the Government for deployment and hosting the Government of Assam Websites.

Technology Standards

The Technology adopted was based on the following principles

- Technology neutrality
- Configurable and Scalable
- Conformance to all eGovernance Open Standards

6. Implementation Approach and Methodology

Each stage in the implementation was carefully drawn up after a studied approach. Time and efforts were invested in preparing the base work before starting the development of the websites. The implementation has been grouped into four phases for the purpose of better understanding to the audience of this case study. The steps taken, activities and outcomes in each of the four phases are summarised in this section.

- Phase 1 : Initiate**
- Phase 2: Plan & Prepare**
- Phase 3: Implement**
- Phase 4: Sustain**

The table summarises the activities and outcomes in each of the four phases.

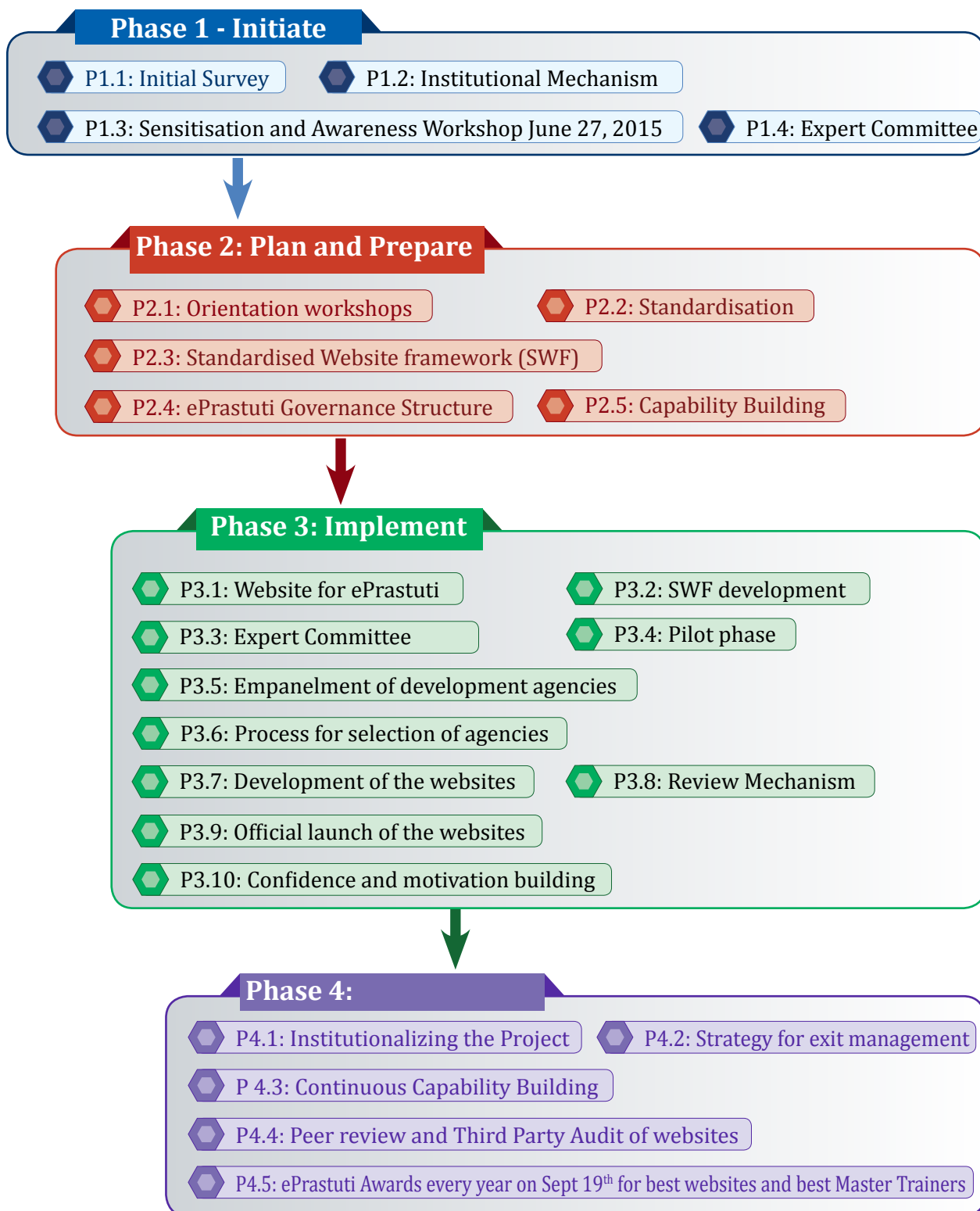
Phase	Activity	Outcomes
Phase1: Initiate		
1.1	Preliminary Study & Survey	Brought out the challenges in the existing websites
1.2	Institutional Mechanism	Established the Institution Mechanism. This provided the foundation for steering and sustaining the project.
1.3	Sensitisation workshop	Sensitisation workshop with participation from Academia, Industry and Government provided new ideas for websites.
Phase 2 : Plan & Prepare		
2.1	Orientation workshops	<ul style="list-style-type: none"> Need and awareness was created in all the departments Common content, which are required in all departments, were identified through these workshops.
2.2	Standardisation	The required Standardisation with respect to Information, Technology And Process was prepared.
2.3	Standardised Website framework	The framework for Government of Assam websites was developed.



Phase	Activity	Outcomes
2.4	ePrastuti Governance Structure	The Governance Structure for each department was notified with clearly defined roles and responsibilities.
2.5	Capability building through Master Trainers	Master Trainers were identified and trained for the development of the core competency in the department.
2.6	Content Managers Workshops	Brought an inclusive approach within the department for content identification and grouping.
Phase 3: Implement		
	Website for ePrastuti	Developed the website http://wdc.assam.gov.in
	SWF Development	Request for Proposal (RFP) for development of the SWF was floated by the IT Department, GoA. SWF Technology framework was developed through selected agency
	Expert Committee from IIT Guwahati.	Consultations with the Expert Committee from IIT Guwahati on user Interaction, usability and user experience
	Pilot phase of Websites	Websites of six departments and their subordinate organisations were developed based on the SWF as a pilot. These 38 sites were officially launched on September 4 th 2016.
	SWF based website development	<ul style="list-style-type: none"> RFP for the empanelment of agencies for SWF based website development Five agencies were empanelled.
	Selection process for the hiring agency	To support the departments with the process of hiring agencies for the development of websites, WDC prepared the following: <ul style="list-style-type: none"> SoP for the selection Draft RFQ for inviting quotations from the empanelled agencies Master Service Agreement formulated.
	Development of the websites	<ul style="list-style-type: none"> Development of the 200 plus websites of departments and their subordinate organisations

Phase	Activity	Outcomes
	Periodic reviews by the Chief Responsible Officer	<ul style="list-style-type: none"> Timely completion of all the websites Any concerns of departments were addressed
	Official launch of all the 200 plus websites	<ul style="list-style-type: none"> Hon'ble CM of Assam launched the 200 plus websites on Sep 19,2017.
	Confidence and motivation building	<ul style="list-style-type: none"> Top five websites and Top five Master Trainers were awarded.
Phase 4: Sustain		
	Institutionalizing the Project	Institutionalisation of ePrastuti for sustainability was established. <ul style="list-style-type: none"> Apex Committee for ePrastuti ePrastuti Project Director from the Government NIC Technology Group Process Group Infrastructure Group
	Strategy for exit management	SoP for Exit Management with roles and responsibilities defined for the department and the agencies
	Continuous Capability Building	Continuous Capability Building Programmes for Master Trainers through Advanced and Specialised trainings.
	Audit of websites	<ul style="list-style-type: none"> Peer review Third Party audit
	ePrastuti Awards	<ul style="list-style-type: none"> Awards committee constituted Categories and Parameters decided for evaluation

7. Step by Step Methodology



Phase 1

Initial Survey

On June 12th 2015, a preliminary meeting was held at the Assam Administrative Staff College under the chairmanship of the Chief Secretary to discuss the overall strategy for improving the existing websites.

During this meeting, it was agreed to conduct a survey of the existing websites

Phase 1 - Initiate

P1.1: Initial Survey

P1.2: Institutional Mechanism

P1.3: Sensitisation and Awareness Workshop June 27, 2015

P1.4: Expert Committee

in order to understand the deeper problems in the existing websites. The complete ownership of the website by the department was also considered important and the institutional mechanism for the websites was established.

P1.1 Preliminary Study and Survey of the existing websites

The existing Websites of Government of Assam for various departments, survey and study were initially done to understand the status and issues. The details of the methodology and parameters used in the survey are included in Appendix G. The major finding was that the information that citizens required or looked for was not kept in mind while developing the websites, as most websites were found lacking in citizen-centric information. Other issues were related to the content, its non-availability, accuracy and low level of intuitiveness.

- Information on the website to be up to date
- There is a need to categorise information
- Images on the Websites to be of good quality and resolution
- Fonts to be eye-friendly
- More Visual appeal required
- Too many photos in the website that was distracting
- Links that did not work were present
- Navigating the site to be made easier in the website
- Sites were not bi-lingual
- Smart phone compatibility is required
- Necessity of 'Search' button
- Highlight success stories

Fig 3: Findings related to the Information Content from the initial study and survey of the existing websites



P1.2 ePrastuti Institutional Mechanism

As a first step in this direction, an empowered structure was established under the overall leadership and guidance of the Chief Secretary, Assam who would be the Chief Responsible Officer (CRO) of the project.

Responsible Officers

The senior most secretary of every department was designated as the Responsible Officer along with an Additional Responsible officer.

Website Development Cell (WDC)

A Website Development Cell (WDC) was formed under the Information Technology Department with following Terms of Reference.

- To assist and guide departments in designing and development of their websites
- Preparing the website framework with Guidelines for Standardisation.
- To support departments in achieving the required transition/ building new sites
- Capacity Building of Department Nodal Officials
- Monitor the progress of implementation of standardisation of websites as per the agreed framework

Expert Committee from IIT Guwahati

One of the important recommendations that emerged from the workshop was the lack of usability of the Government of Assam websites. To address this, the Government of Assam constituted an expert committee for guidance on Design, Usability and Human Interaction Aspects of Government of Assam Websites. This committee was chaired by expert Prof. A.K. Das of IIT Guwahati and had members drawn from IIT Guwahati, IT department of Assam, NIC and WDC.



P1.3 Sensitisation Workshop

After setting the Institutional Mechanism, a one day Workshop on “Standardisation of Websites” was organised at the Assam Administrative Staff College on June 27, 2015. The workshop was presided by the Chief Secretary of Assam and had more than 150 participants from the Government, Academia and Industry. The workshop invited speakers from Academia and the Government to provide their ideas on the building of websites. Prof. Sanjay Verma, IIM Ahmedabad, Prof. Gautam Barua, Mentor Director IIIT Guwahati and Prof. A. K. Das, IIT Guwahati took part in the day-long deliberations and brainstorming sessions that brought forth several new ideas and useful suggestions on the subject. A specially designed Group exercise was conducted for the participants and each group came up with their recommendations.





Summarisation of recommendations of the workshop

1. Websites should be designed to meet the needs of the citizens. It should cater to the various e-delivery services for the citizens as well.
2. The target user group of the websites should be decided first and accordingly proceed to work on the design , usability and interaction aspects of the website;
3. The user who comes to the department website should be able to focus on the information and content retrieval by being able to seamlessly find the right link to the information.
4. Websites should be developed around open source portal and content frameworks.
5. Websites should cater to both the internal government users (Intranet) as well as for the public (extranet).
6. Content ownership should rest with the department and they should take the complete responsibility for updating and making all information authentic.
7. Standardisation of the layout and design of government websites will help the public in finding the information quickly.
8. Capability and Capacity building of department officials in website management so that the internal strength for sustainability of the website.
9. Requirement of a Standard panel of Website development and security auditing agencies for development around standard guidelines, whom the departments can engage.
10. Establish of single coordination point for all queries and support in website development. A Help desk mechanism is to be established for supporting all government websites.
11. Establishment of necessary infrastructure for hosting websites as many of the websites were hosted outside the government domain.
12. Many of the websites were hosted in private domains viz. .org, .com and needed to be brought government .gov domain.
13. Websites to:
 - a. Have multi-lingual support.
 - b. Be friendly for the differently enabled
 - c. Be easy to navigate
 - d. Be mobile compliant
14. Website to have a good feedback mechanism.
15. The following were recommended to be a part of all the Government websites:
 - a. Frequently Asked Questions (FAQs)
 - b. Contact information
 - c. Acts & Rules
 - d. Notifications
 - e. Schemes, plans
 - f. Organisation structure and contact details (with visual aid)

Phase 2

Plan and Prepare

P2.1 Orientation workshops

Orientation workshops were conducted to bring in the awareness and need for establishing standardisation in websites. Content that are uniformly required in all departments were also identified through these workshops.

Phase 2: Plan and Prepare

P2.1: Orientation workshops

P2.2: Standardisation

P2.3: Standardised Website framework (SWF)

P2.4: ePrastuti Governance Structure

P2.5: Capability Building

P2.2 Standardisation

Standardisation in areas related to Technology, Process and Information was established as mentioned in Section 5. A Standard Government Website Information Architecture (SGIA) was developed in order to standardise the information architecture, which was adopted by all the department websites. The SGIA prescribed the standardisation of the following aspects in all the websites as depicted in fig 4.

- Common Minimum Information
- Placement
- Navigation
- Layout and Appearance
- Uniform wording and labeling
- Standardised header with the Government Emblem / Logo, on the homepage.

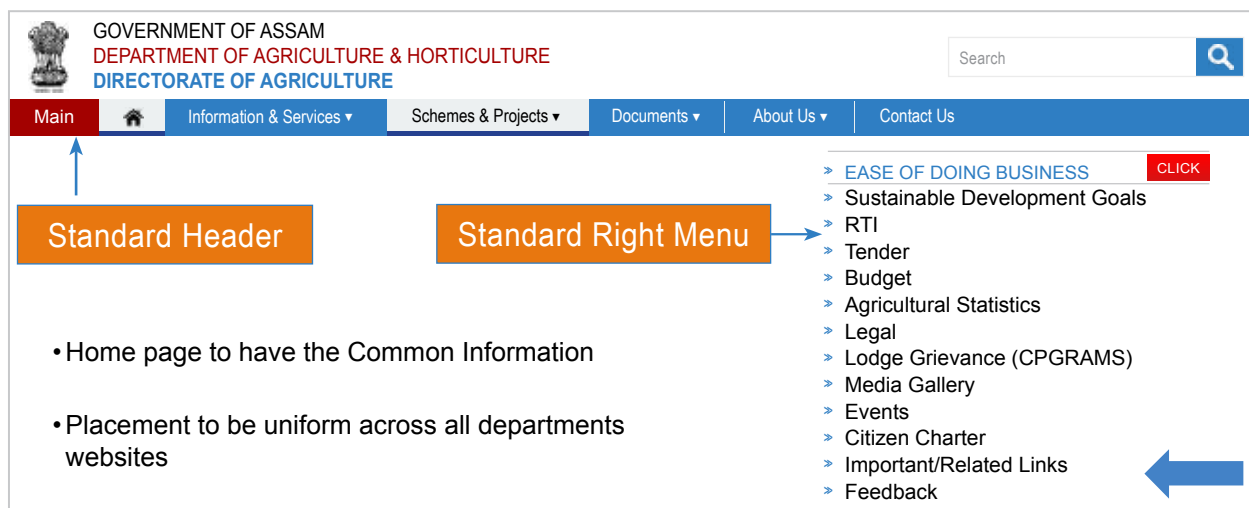


Fig 4



P2.3 Standardised Website framework (SWF)

The Standardised Website Framework (SWF) was developed and all the Government websites were built by the configuration of the SWF.

P2.4 ePrastuti Governance Structure

To ensure an effective implementation of ePrastuti, a well-defined Governance Structure was established by following the guidelines of *Toolkit :ePrastuti Governance Structure*

P2. 5 Capability Building

Building the core competency of the department officials was considered as an important aspect in the overall sustainability of the project. Each department identified their respective 'Master Trainers' by following the guidelines of Toolkit : Certification of Master trainers. These Master Trainers were taken through specially designed certification programmes.

Master Trainers were made responsible for ensuring the capability building of the entire department in the following areas:

- Importance of good and usable content
- Accurate and up to date content
- Following best practices for content writing
- Scanning with optimisation
- Good quality images

Master Trainers underwent three categories of training for their certification with the objective of creating a core workbench of Government certified trainers:

Level 1 - Master Trainers Certification

Level 2 – Advanced Training at IIT Guwahati

Level 3 – Specialised Training at IIT Guwahati

Each department notified the Master Trainers along with their roles and responsibilities.

P2.6 Content Managers Workshops

Every branch in a department had to be represented by a Content Manager. In some cases, Assistant Content Managers were also designated to support the Content Managers. The WDC conducted three Content Managers workshops for each department. These workshops included several activities and brain storming sessions. The Content Managers were made to follow the activities outlined in Toolkits 1, 2 and 3.



Phase 3

Implement

P3.1 Website for ePrastuti

A website <https://wdc.assam.gov.in> was developed to disseminate all information about the project.

Phase 3: Implement

- P3.1: Website for ePrastuti
- P3.2: SWF development
- P3.3: Expert Committee
- P3.4: Pilot phase
- P3.5: Empanelment of development agencies
- P3.6: Process for selection of agencies
- P3.7: Development of the websites
- P3.8: Review Mechanism
- P3.9: Official launch of the websites
- P3.10: Confidence and motivation building

P3.2 SWF development

A Request for Proposal (RFP) was floated by the IT Department for hiring an agency for the development of the SWF Technology framework. The SWF was developed with the help of the agency selected. The overall technical coordination was provided by the WDC.

P3.3 Expert Committee

The experts from IIT Guwahati guided the team to arrive at a 'Standard Government Information Architecture (SGIA)' with focus on User Interaction, Usability and User experience.



P3.4 Pilot phase

As a pilot, the websites of six departments and their subordinate organisations were developed based on the SWF. These 38 sites were officially launched on September 4th 2016.

P 3.5 Empanelment of development agencies

A RFP for the empanelment of agencies for website development based on SWF was floated by the IT Department. Five agencies were empanelled in the process.

P3.6 Process for selection of agencies

The process for departments to select an agency from the empanelled list, for the development of their respective websites and websites of their subordinate organisations.

- SoP was prepared for the selection of agency for development of website.
- Draft RFQ was formulated for the departments for inviting quotations from the empanelled agencies
- Draft Master Service Agreement (MSA) between the department and the agency was formulated.

The details of SoP, Draft RFQ and MSA were published on the website <https://wdc.assam.gov.in>.

P 3.7 Development of the websites

Around 210 websites of departments and its subordinate organisations were developed with the support of agency and WDC.

- Domain registration done in 'assam.gov.in' domain by following the guidelines in Appendix
- SWF Instance created in the staging server by WDC administrator and credentials provided to the agency
- Department and Agency provided with SoP for the development of websites.

P 3.8 Review Mechanism

Periodic reviews were taken by the Chief Responsible Officer with the Responsible Officers of the departments to ensure the timely completion of all the websites.

P 3.9 Official launch of the websites



Hon'ble CM of Assam launched the 200 plus websites on Sep 19, 2017

P 3.10 Confidence and motivation building

During the launch, the top five websites and top five Master Trainers were given awards by the Hon'ble CM. The selection of the best websites and Master Trainers were made on the basis of the criteria



Phase 4

Implement

P4.1 Institutionalizing the Project

Institutionalisation of ePrastuti for sustainability was established.

- Apex Committee for ePrastuti
- ePrastuti Project Director from the Government
- NIC Technology Group
- Process Group
- Infrastructure Group

Phase 4:

- P4.1: Institutionalizing the Project
- P4.2: Strategy for exit management
- P4.3: Continuous Capability Building
- P4.4: Peer review and Third Party Audit of websites
- P4.5: ePrastuti Awards every year on Sept 19th for best websites and best Master Trainers



P4.2 Strategy for exit management

SoP for Exit Management with roles and responsibilities defined for the department and the agencies

P 4.3 Continuous Capability Building

Master Trainers were kept abreast of new developments and features of ePrastuti through continuous capability building programmes. Master Trainers went through Advanced and Specialised trainings, and they in turn built the capability of the Content Managers.

P4.4 Peer review and Third Party Audit of websites

To ensure that the websites maintained their quality and adhered to the principles laid down, the following actions have been taken :

- Master Trainers carried out regular peer review of websites of departments. Through the peer review, the report card of ePrastuti websites was prepared.
- IIT Guwhati being engaged for undertaking a third party audit of the websites.

P 4.5 ePrastuti Awards every year on Sept 19th for best websites and best Master Trainers

- Awards committee constituted
- Categories and evaluation parameters finalised

8. Innovative ideas for meeting the needs of the various stakeholders of the website

Innovative approach has been taken for the following keeping the needs of the stakeholders: in content preparation, developing the capability, language and in improving citizen-website interaction aspects.

1. Content preparation

(i) Methodology adopted for preparing and creating the website content

The Content Managers of every department were taken through activity-based exercises. The content managers had to write down the following with respect to their area(s) of work.

- Area of their work:
- Functions performed under the area
- Information generated from each of the functions performed.

As the Content Managers represented every branch in the department, obtaining all information of the department was ensured through the exercises.

(ii) The content managers had to identify the target user groups of their websites. The content was then grouped to meet the specific target user groups of the websites.



Target: Job seekers, ITI Admission seekers



Target: Health care, Students

2. In developing the Master Trainers

Capability building was important for sustaining the website management. This had to become an inherent part of the department process. The approach was to build a core workbench within the department through a team of 'Master Trainers'. The following approach was taken for developing Master Trainers-

(i) After the training of Master Trainers, they were given assignments. The Master Trainers had to

organise workshops and train all their department users as part of the assignment. This activity helped to build their confidence.



Fig 5: Master Trainers training their respective department users

(ii) Evaluation for Certification as 'ePrastuti Certified Master Trainers'

To ensure the quality of 'Master Trainers', they underwent the certification programme which required the successful qualifying of written and online exams.



Fig 6: Evaluation -Written and online exams

(iii) Advanced Trainings at IIT Guwahati

The certified Master Trainers were further trained at IIT Guwahati. The Advanced level programme included topics on new and emerging trends in website design, audit and management. These continuous trainings helped in building confidence and motivation of the Master Trainers.



Master Trainers undergoing training at IIT Guwahati

3. Language

There was a fundamental change in the description and language of the website. The content was made very intuitive: predicting the mind of the user, what queries the user come to the website for, what actions will be performed by the user.

The objective was for the website to begin a conversation with the end user.

Reading the mind of the user



What information?

Why needed? Context?

How will it be accessed?

4. Focus on User experience and interaction

Usability testing practices were adopted for improving the user experience of the websites. With the support from experts of IIT Guwahati, design standards for usability and user interaction were applied to the websites.

9. Outcomes: Impact / Benefits

Involvement in website development and management



The benefits and impact on the various stakeholders are described in the table 1 below:

Targeted users	Benefits	Impact
End users	Clean and User friendly interfaces	Trust
	Information clearly structured for meeting the specific requirements of various user groups.	Efficiency
	Online availability of information has reduced the need for citizens to physically visit the departments.	Convenience
	Standard menu and layout for each departmental website (eg. Home Page Contact, About)	Assurance
	Easy navigation for finding information	Effortless
	Getting all information related to RTI, Citizen Charter	Transparency
	The Website facilitates direct interaction and feedback from users.	Responsive
Department	Seamless linkage between the department and its subordinate organisations.	Connected
	Content sharing between department and its subordinate organisations is enabled.	Redundancy of content avoided.
	Content Management Responsibility is clearly defined among the department users.	Updated
	Ability to manage the website has been made easier by training the department users.	Ownership (No dependence on external agencies)

Impact: Trust, Convenience, Transparency, Efficiency, Cost Benefits



Main outcomes:

- Branding of all the websites under a unique visual identifier helped the users to identify with the GoA websites.
- All Government of Assam department websites have been built in a Standardised manner.
- Website development process has been simplified.
- Development of a single website that earlier took 6 -12 months can now be built within 30 days.
- Better content creation that drives informative websites attuned to the user needs.
- Capability of the department built and there is no dependency on vendors for management of the websites.
- Estimated that significant cost savings will be there on account of:
 - Decreased efforts in development and maintenance
 - Shared infrastructure
 - No licensing cost as technology based on Open Standards

10. Key Lessons learnt

- To have the involvement and buy-in of all stakeholders
- To keep user and their requirements as the core of the website building.
- That simple and easy to use websites require a lot of planning and work
- To build the confidence of department users slowly and steadily
- To be patient without expecting quick results; there would be an incubation period of 12-18 months.



TOOLKITS





TOOLKIT¹

**Understanding the End Users of
Websites and User Needs**



Tool kit 1: Understanding the End users of the Website and User needs

Websites will serve its purpose, if and only if it is in sync with the need of the end users of the website. Hence, user needs are the first and most important area in the whole cycle of the design and development of websites. But before understanding the needs of the users needs, it is important to understand who the users are of the website. The first step is to therefore identify the end users of the website.

I. Starting by identifying who are the end users of the website

- Identifying the likely users should be the starting point while designing a website.
- Users of websites can generally be categorised broadly as Citizens, Business community, Government officials;
- Once the broad category of users are identified, dive to more details of the specific category of users; say for the website of Agriculture, farmers would be one category of users,

Then understand their requirements and needs so that the website is attuned to the user expectations. It also increases the probability of the user acceptance of the websites.

II. Understanding User Needs

Users are diverse and their expectations are also of the same nature. An early understanding of their needs can help factor a lot of these in the design process of the website.

- User needs to have the highest place in the priority of website design.
- So trying to understand who they are, what they want, how they look for in the website and when they look for the information (at what periodicity) are considered essential factors to be kept in mind.
- Always get feedback from the users .Getting this early on will make users feel that their inputs are valuable and that they have been listened to;

Oftentimes, there is a tendency to put what we want rather than what users want and this should be avoided.

A deeper understanding of user, their larger expectations and needs play an important role in the long term sustainability of websites. Two activities are recommended to be carried out as a part of this Toolkit.

Activity 1: Identifying the End Users who are going to be the Target Audience of the Website

Who are the end users of the website and why identifying them matters? If the end user or audience of the website is known, then the following can be made possible:



- Clear understanding of the context of use in which the websites are going to be used by the users can help to build better usability.
- If users are known, then we can interact with them to understand their needs
- With the information on how the users describe the information that they look for or come to the site for, the website labeling can be matched to it.
- Knowing what type of information is often looked for will help to structure and prioritise the contents on the site and make the site relevant to them.
- What is not required by user must be removed from the website
- ... and so on and so forth.

1. Who are the users?

End Users of Government websites generally fall into the following categories:

- Citizens who form the largest base of Government Websites
- Business Community
- Government
- NGOs

2. Further categorise and classify them as:

Classification based on area of work	General Classification
<ul style="list-style-type: none"> a. Farmers b. Students c. Job Seekers d. Skilled workers e. Professionals f. Labour community 	<ul style="list-style-type: none"> g. Age group h. Gender i. Internet Literacy j. Differently-abled k. Geographic Profile l. Quality of Access to Internet m. Language and Culture

3. What do they look for and their context of use?
4. What are their needs and expectations?
5. How they describe the information or service they want?
6. Then prioritise the end users in the following way:
 - Primary: This set of users will be your site's main focus and site will be designed and optimised for this set.



- Secondary: Users who are important, but not critical.

Knowing the end users is important as the information can help guide the structure of the website and using the appropriate labeling for the menu

Suggested Methodology for Activity 1:

Do a Brainstorming session with representation of the Content Managers of the main department and its sub-ordinate organisations.

Distribute blank sheets of paper and have each participant to write down the likely users and further classify them.

Activity 2: Understanding User Needs

From Activity 1, the end users are identified. The outcome of Activity 2 is gain deeper understanding of user needs and expectations. Direct and Telephonic Interviews with end users, Survey through questionnaires are methods to understand the user needs and information they look for from the website. While a strong preference should be given to the primary set of end users, it is important to select a cross section of users to get a reliable sampling.

How to do the research?

- Each Content manager in the department can identify groups of users in different categories, which was the outcome of Activity 1.
- Elicit response on the needs through interviews and/or Questionnaires
- Write down the needs for each category of users.
- Interviewing seven to ten users is usually sufficient to represent the majority of relevant user expectations.

(If it is not possible to conduct interviews and get user feedback, department should frame a questionnaire that can bring forth the characteristics and needs of the users.)

First, collect general information about each of your interviewees.

- Name • Role (e.g. citizen, business, student) • Geographic profile • Education • Type of computer the individual users to access information (desktop, laptop, mobile)
- Type of Internet connection

Second, needs and expectations of users from the department website:

- What does the user want?



- What type of information does he/she seek?
- How does he/she look for the information?

If department already has a website, then the following questions may be additionally framed:

Which areas are most useful , often used and why?

What impression does the individual want to have upon exiting the site?

What does the individual user like about the existing site?

What frustrates the individual in the current site?

Is the content written in a way that the individual understands?

Create data sheets for your interview findings. Combine and make a consolidated sheet of all the findings of the Content Managers who had participated in the activity.

They build a common understanding of users' objectives.



Do the User research and write down the needs (User category wise) –Annexure 1 of Toolkit provides a sample outcomes of a few departments.



Outcome of the Toolkit 1 in the workshop conducted for the Department of **Animal Husbandry & Veterinary Department, Govt. of Assam, Chenikuthi, Guwahati-3**

USER:

1. Citizens
2. Farmers -Small, Marginal, Big
3. Students -College, University
4. Researcher
5. Employees -Present, Retired
6. Govt. Depts.
7. NGOs
8. Unemployed youth/ Job seekers
9. Business Community -Suppliers, Contractor

USER NEEDS:

USER	NEEDS
Farmers	Contact details of the officials
	Name & location of the Vety. Institution/farms
	Artificial Insemination Service
	Artificial Insemination and its advantages.
	List of Hospital/ Dispensary/ A.I. Centre.
	List of Vets and Para vets working under above institution.
	Available Breeds of Semen and the price
	Vaccination schedule
	Vaccine availability & Price
	Scientific method of Housing
	Scientific method of Feeding
	Scientific method of Rearing
	Scientific method of Breeding
Farmers	of Cattle, Buffalo, Piggery, Goat, Rabbit and poultry (Broiler, Layer, Quail, Emu, Turkey, Bacyward Poultry farming, Duck) and also
	Availability of different high yielding breeds
	Training on livestock & poultry farming
	Different ongoing schemes on
	Dairy, Goatery, Piggery, Poultry, Duckery, Fodder
	BANKABLE MODEL SCHEME: - Dairy, Goatery, Piggery, Poultry, Duckery, Fodder, Rabbit, Turkey, Quail, Guinea Fowl, Emu
	Animal Trade Policy
	Commonly prevalent diseases of animals and birds
	Prevention
	Feeds & Fodder
	Types of Fodder (Season wise)
	Cultivation of Fodder
	Availability of Seeds & Roots
	Treatment & Preservation of Fodder
	List of feed and fodder farms



Farmers	Different Application format
	Information on Hatchery unit & Feed Mill
	Success Story on Fodder Cultivation, Dairy Farming, Goatery farming, Piggery Farming, Poultry farming, Duckery farming
	Livestock Insurance
	Package & Practices for Livestock & Poultry rearing
	List of Progressive Farmers
	Management of livestocks during flood & draught
Citizens, Students, Researcher, Govt. Depts., NGOs, Unemployed youth/ Job seekers	About the Departments
	Profile
	Administration
	History
	Vision
	Zoo & Wildlife
	Acts
	Different ongoing schemes on Dairy, Goatery, Piggery, Poultry, Duckery, Fodder BANKABLE MODEL SCHEME: - Dairy, Goatery, Piggery, Poultry, Duckery, Fodder, Rabbit, Turkey, Quail, Guinea Fowl, Emu
	Animal Trade Policy
	Ongoing Scheme/ Projects
	Photo Gallery
	Video Gallery
Employee	Departmental Guidelines
	Notifications
	Office orders
	Concept note on govt. schemes
	Beneficiary data base
	Transfer and posting
	Gradation List
	Minutes of meetings
Business Community	Pension status
	Notification
	Tender notice
	Office order
	Advertisements related to supply



TOOLKIT²

Identifying and Grouping
Website Content



Identifying and Grouping the Website Content

Content plays a very important role in a website and can contribute to the popularity, success and effectiveness of a website. In the context of website, content refers mainly to *Information and Services* being offered through the website. Good quality and up to date content can be the single most factor for drawing visitors to the site. However, in the whole process of developing Government websites, very little importance is generally given to content planning and its readiness. Oftentimes, even after the website is ready, it lacks in content. And when content is prepared in a rushed manner, the quality is very often compromised resulting in incomplete and inconsistent information. Content planning is therefore a very important activity and should begin from the day the department decides to go for its website. Content Managers play an important role in the activity of Content Identification, Grouping and Uploading on the website.

This toolkit is a guiding document for the departments to plan and prepare the content for the website. It provides a step-by-step approach to identify, classify the content and categorise them based on the target end users of the website¹.

Pre-requisite:

The Content Managers have been identified, designated and notified by the Department (*Refer Toolkit ePrastuti-Governance Structure*)

How this activity is carried?

Workshops for Content Managers are conducted for this activity. These workshops are activity based. (*Refer Toolkit :Workshops, Trainings and Certification*)

¹ Outcome of Toolkit 1

1. Step-by-Step approach for Identifying and Grouping Content

Table 1 below provides the summarised approach for identifying and grouping the department (and its sub-ordinate organisations) content. This is done by conducting workshops for Content Managers.

Steps	Activity	Outcome
Step 1	Each Content Manager will be required to enter the basic details and their Area(s) of Work allocation as per the Job Chart <i>Refer: Activity - Questionnaire 1 (A)</i>	The basic details of the Content Manager are captured along with their areas of work allotted as per the Job Chart.
Step 2	The second step would be to list the different functions performed against each area of work mentioned above. <i>Refer: Activity - Questionnaire 1 (B)</i>	Listing of functions under each of work.
Step 3	The next step would be to detail the different Information and Services that are generated under each function. Specify as “Information” or “Service” <i>Refer: Activity Questionnaire 1 (C)</i>	Under each of the above listed functions, the different information and services generated will be listed.
Step 4	Against each Information and Services listed above, decide the intended target end user for whom the information or service is meant for. (i.e., if it is targeted for citizens then it is a G2C Information/Service)	The Information and Services are further categorised as G2C, G2G, G2B, G2E
Step 5	Grouping of Information and Services as G2C/ G2G/ G2E under each Area of Work	All Information and Services are grouped as belonging to G2C/ G2G/ G2E/ G2B categories



2. Step-wise details are as follows:

Step 1: Basic details and Area of work as per the Job Chart

Each Content Manager will be required to enter the basic details and their Area(s) of Work allocation as per the Job Chart. A few examples of areas of work in Education Department is placed below:

Examples of Areas of Work: *RTI, Admission Counselling, Schemes Monitoring*

Step 2: List different functions performed against each area of work

The different functions performed under each area of work are listed. If the areas of work are more than one, the functions performed under each of them need to be listed.

Eg: Under the RTI (Area of Work), the different functions are:

- (i) Disposal of RTI
- (ii) Transferring of RTI Petitions
- (iii) Placing to the Appellate Authority

Step 3: List all Content (Information and Services) that are generated

List all the types of Information and Services that is generated under each of the functions as listed above. First list them and then decide if it of “Information” type or “Services”

Listing all contents that are generated in the various functions:

1. Status of RTI Petitions
2. Disposal Status
3. Figures and Statistics
4. Number of RTI Petitions received/disposed/sent for second appeal within one year
5. Proactive disclosure
6. Details of SPIO
7. Online RTI application
8. Online submission of petitions



Now, decide if the listed Content is ‘Information’ or ‘Service’:

1. Status of RTI Petitions- Information
2. Disposal Status - Information
3. Figures and Statistics- Information
4. Number of RTI Petitions received/disposed/sent for second appeal within one year - Information
5. Proactive disclosure- Information
6. Details of SPIO - Information
7. Online RTI application -Service
8. Online submission of petitions –Service

Step 4: Decide the Intended Target End User for each Content Type

The content (Information and Services) identified at 3 above need to be grouped under the appropriate target end users.

Sl. No.	Functions under the Area of Work “RTI”	Information/Service	Target end users for the Information/Service
1	Status of RTI Petitions	Information	G2C
2	Disposal Status	Information	G2C
3	Figures and Statistics	Information	G2C and G2G
4	Number of RTI Petitions received/disposed/sent for second appeal within one year	Information	G2C and G2G
5	Proactive disclosure	Information	G2C and G2G
6	Details of SPIO	Information	G2C
7	Online RTI application	Service	G2C
8	Online submission of petitions	Service	G2C

Step 5: Grouping of Content -Target End UserWise

Target End User	Information	Services
G2C	Status of RTI Petitions	Online RTI application
	Disposal Status	Online submission of petitions
	Figures and Statistics	
	Number of RTI Petitions received/disposed/ sent for second appeal within one year	
	Proactive disclosure	
	Details of SPIO	
G2G	Figures and Statistics	
	Number of RTI Petitions received/disposed/ sent for second appeal within one year	
	Proactive disclosure	
	Details of SPIO	
	Figures and Statistics	
	Number of RTI Petitions received/disposed/ sent for second appeal within one year	

Similarly if there are Services targeted for Business users, group them under Government to Business (G2B). If there are Services targeted for NGOs then they need to be grouped under Government to NGOs (G2N)

The functions targeted for Employees within the department will be Government to Employees (G2E).

Step 6: Rank the Grouped Content in order of its importance

Target End users	Information	P	Services	P
G2C	Status of RTI Petitions	1	Online RTI application	2
	Disposal Status	2	Online submission of petitions	1
	Figures and Statistics	4		
	Number of RTI Petitions received/disposed/sent for second appeal within one year	5		
	Proactive disclosure	3		
	Details of SPIO	6		
G2G	Figures and Statistics			
	Number of RTI Petitions received/disposed/sent for second appeal within one year			
	Proactive disclosure			
	Details of SPIO			
	Figures and Statistics			
	Number of RTI Petitions received/disposed/sent for second appeal within one year			

Outcome of Activity of Toolkit 2

- All Content (Information and Services) generated within the department (and its associated organisations) as per Job Structure and Functions are identified and are grouped as per the Target End Users the Content is meant for.
- Ascertain if the above are in line with the Vision, Mission of the department.
- This will need to be placed by the Website Information Manager to the Project Steering Committee of the Department for approval and finalisation.
- Annexure 2 of Toolkits provide a sample outcome of the workshops conducted in a few departments.



Activity: Content listing and Categorisation

Blank sheets of paper are provided where participants are required to provide the details as per the following format.

Questionnaire 1

A. Enter Basic Details

Name of Content Manager:

Name of Section:

Name of Department/Constituent Organisation:

Areas of Work Allocation (As per the Job Chart and may be multiple areas of work):

- 1.
- 2.
- 3.

B. Enter the functions or activities performed under each area of Work.

Note: If there are more than one Area(s) of Work being dealt, then the functions under each of them need to be listed down separately as shown below:

Area of Work 1

Functions:

- 1.
- 2.

Area of Work 2

Functions

- 1.
- 2.



C. Content Managers will write the list of Content that is generated in their unit of work that they feel is important to be placed on the Website.

List the Content (Information and Services) generated under each of the functions listed. This may be in any order.

Area of Work	Functions	List down all the Content (Information and Services) generated against each function
Area of Work 1	Function 1	<ol style="list-style-type: none"> 1. 2. 3. 4.
	Function 2	<ol style="list-style-type: none"> 1. 2. 3. 4.
	Function 3	<ol style="list-style-type: none"> 1. 2. 3. 4.
Area of Work 2	Function 1	<ol style="list-style-type: none"> 1. 2. 3. 4.
	Function 2	<ol style="list-style-type: none"> 1. 2. 3. 4.



D. Now against the Content listed, decide if the content is of 'Information' type or 'Services' type.

Information: This Content will be mostly targeted at information seekers

Services: Services offered by the department can be categorised as Government to Citizen(G2C), Government to Government (G2G), Government to Employee (G2E), Government to Business(G2B)

Area of Work	Functions	List down all the Content (Information and Services) generated against each function	Decide if the Content is 'Information' or 'Service'
Area of Work 1	Function 1	1. 2. 3. 4.	
	Function 2	1. 2. 3. 4.	
	Function 3	1. 2. 3. 4.	



E. Decide the Target End User for each:

Area of Work	Functions	List down all the Content (Information and Services) generated against each function	Decide the if Content is 'Information' or 'Service'	Decide the Target end user for each
Area of Work 1	Function 1	1. 2. 3. 4.		
	Function 2	1. 2. 3. 4.		

F. Now Group them Target End User Wise and rank them in the order of priority

Area of Work	Functions	Target End User	Information	Services
Area of Work 1	Function 1	G2C		
		G2G		
		G2B		



TOOLKIT³

Developing the Website Information
Architecture

Toolkit: Developing the Website Information Architecture (IA)

Good websites are those developed after careful understanding of the need and expectations of the end users. If the user is not able to get the information or has found that the site is extremely hard to navigate or lacks clarity, then in all probability the user will not revisit the site. If a site is to be revisited by the user, then the first impression and experience is the most important.

Thus, websites should be designed in a manner that it allows any visitor to the site find information in a fast and easy manner. Information Architecture (IA) of a website refers to the design of the structure and organisation of the website. IA plays a very important role in providing a satisfying experience to the visitor. Proper planning of the IA of the department website therefore is considered as the first and foremost task that the department needs to take up.

The general expectations of users of a website are the following:

- Site is simple and easy to understand
- It is pleasing
- Site is intuitive and navigation is easy
- Clarity on what is being provided (or, not provided)
- It works the way that the user expects it to;
- Understandable language
- Accessible

The content that has been identified through Toolkit 2 should be placed in an appropriate manner that will be intuitive.

This toolkit begins by describing the aim of IA and outlining the steps for establishing an effective Standard Information Architecture for the Government (SGIA). The process for designing the IA for each department is provided in a step by step manner.

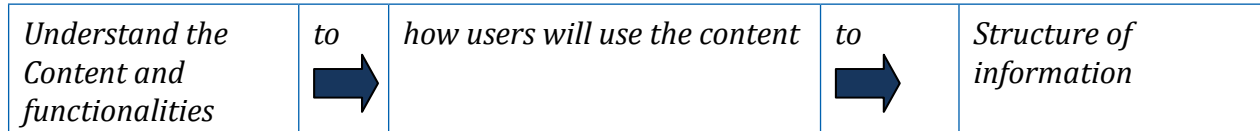
Outcome of the Toolkit:

- (i) Establish a **Standard Government Information Architecture (SGIA)** which will be the base IA for all government departments. SGIA will include the standard content areas and their placement.
- (ii) To arrive at the Department Information Architecture for the department website by keeping the big picture of the information and services of the department and its sub organisations.

- (iii) A Website Structure where information and services are organised in a logical and consistent manner to allow visitors to find information quickly.

Key Outcome:

The Department Website wireframes, site maps, site information and content flow to depict how the site will function.



Note: the design team gives the design to the wireframes at a later stage.

1. Information Architecture

1.1 Background

When a user comes to the website, the following are the most immediate questions that come to mind:

- (i) If this website is the right place for getting the information I am looking for ?
- (ii) Whether the information sought is available or not on the website?
- (iii) How do I get to that information?
- (iv) Is there more such information on the website or any related sites and links for getting more?
- (v) Other questions that surface much later are mostly on the accuracy and integrity of the content.

A well designed IA should be able to address all of the above and create an information structure that will help the user quickly find the information they are looking for.

Users could be having different levels of experience and this is to be kept in mind while planning the website structure.

Experience of User (High): Know what information is required, how to look for it, how to navigate through if information is not found in the first instance.

Experience (Low): User knows what is required to be obtained, but does not know how to go about getting the information.



In the first set of users, a well organised site can help user get the needed information with no external support at all, whereas for the second set it will be an advantage if the website has a powerful 'Search' feature.

1.2 Introduction to Information Architecture

A well organised and intuitive website makes it usable to the user. This requires considerable thought and planning. It requires an in depth understanding of the target user group: their age, skill, preferences, points from where they would access the sites. It is here that 'Information Architecture (IA)' or 'the art and science of organizing websites' play a key role. IA is about how the content is organised and labelled and how the content flow in a website is designed by keeping the user requirements in mind.

1.3 Specific Objectives of IA

- (i) To structure the site for Optimal User Experience
- (ii) To design a structure that addresses the user requirements
- (iii) To help build an intuitive navigation to guide users through the vast website to find the right information
- (iv) To establish what should be on the home page and sub pages
- (v) To structure the menu items with meaningful labels:
 - a. What should be the first-level menu items?
 - b. What should the menu links be named?

1.4 Guiding Principles for effective Information Architecture for Websites

- (i) Know your target audience
- (ii) Hierarchical Grouping: The Grouped content needs to be arranged in hierarchies for easy sorting.
- (iii) A particular content can be brought under more than one menu but will have only one source.

- A notification related to RTI can appear under 'RTI' and also under 'Documents'
- The predictable manner a user looks for a particular content is to be considered while arranging the content.



- (iv) Limit the size of information presented

Provide only that much information that a user can assimilate at the first point and then provide a 'More' feature to read more information.

- (v) Every page on the website should have basic information and pointers to navigate to related pages

User gets to a site in the following manner:

- By typing the web address and landing on the home page
- By searching through any search engine
- From any other website

As user may not necessarily land on the home page but on any page on the website

Labelling Conventions

Meaningful, descriptive labelling conventions should be adopted for the Content Areas.

Say, if a user is looking for information about the department, it should be kept under a label 'About us' which is intuitive in itself apart from being a standard convention.

- (vi) Adhere to the basic rule of optimisation and effective utilisation of space in the web pages.
- (vii) Provide a helpful guide map to a user on landing in the home page of the website

2. Standard Government Website Information Architecture (SGIA)

All Government departments are bound to have a set of common content (Information and Services) that will need to become an integral part of their websites. This set of common content can be categorised and made uniform for all department websites. This can be brought under a common IA pattern by organizing and placing the common content to establish a **Standard Government Website Information Architecture (SGIA)**. The first step is to arrive at the SGIA which will form the base IA and all departments will build their respective website IA around the SGIA.

The SGIA will be designed and developed for adoption by all Government departments.

- The design of the SGIA should highlight all the important functionalities that are necessarily to be a part of any Government website.
- Categorisation and Grouping of Standard Content Areas
- Uniform Placement of the Standard Content

- Standard labelling to allow user to find information quickly
- Meaningful and intuitive naming conventions
- Maintenance of consistency in the page layout (navigation and text elements)

3. Designing the Standard Government Website Information Architecture (SGIA)

3.1 Header

Website Header will comprise of the following items/areas:

- Government Logo and the Name of the Department. When the subordinate -organisation is selected, then the name of sub-organisation also appears.
- Search: In view of its importance and requirement across all pages and sub-pages, this can be placed on the Header.
- Target Audience (G2C/G2G/G2B/G2N/G2E): The Website will present the view and information based on the role of the user who is accessing the site. The Primary Audience Group is placed first. For locating the selection, this is placed on the top portion of the header.

A sample header for SGIA is depicted in Figure 1 below.



Figure 1: Standard Header

3.2 Standard Content that will be uniform for all websites

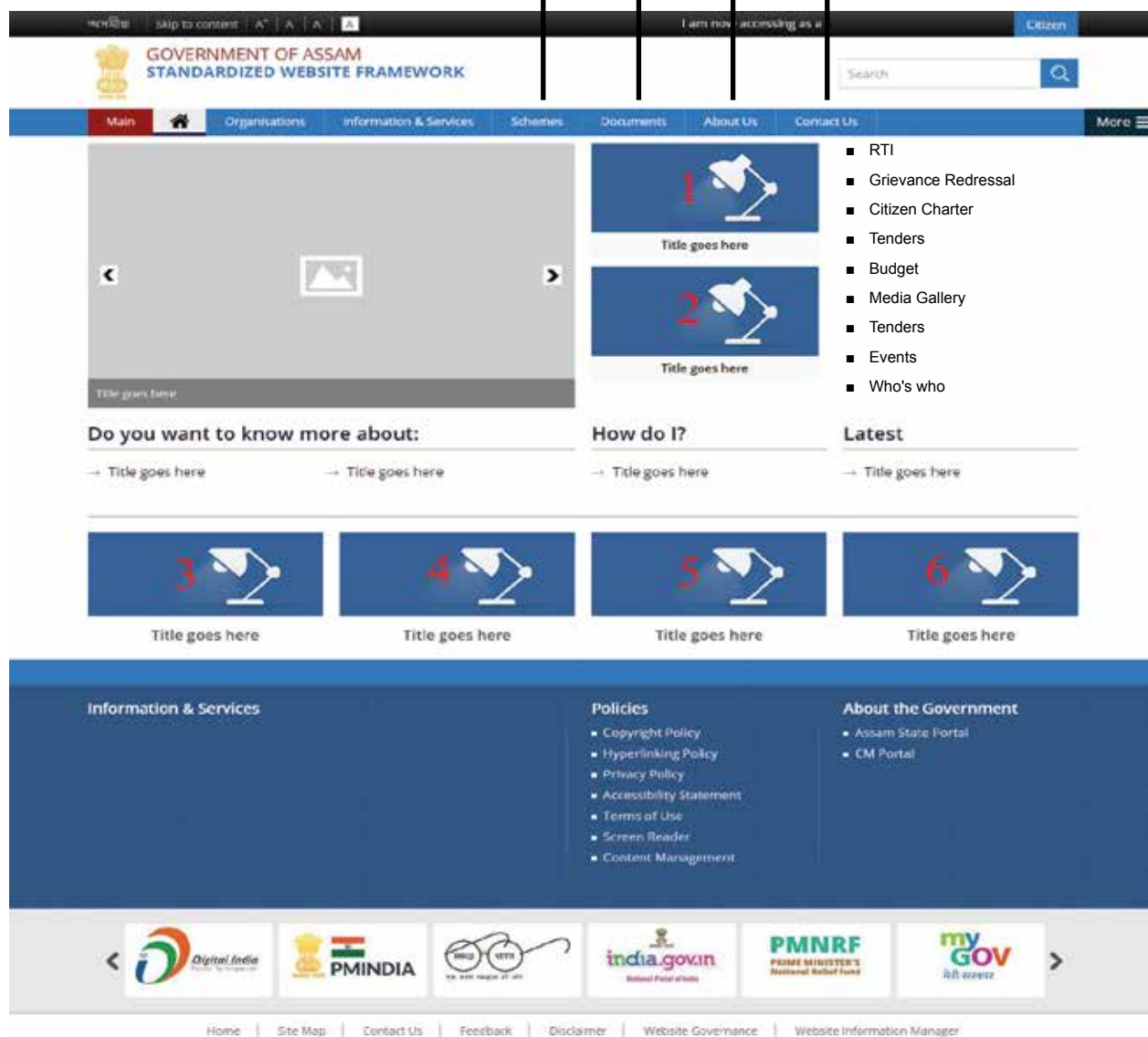
The Content areas that all Government Websites need to mandatorily have on their home page have been identified. Placement and Layout of these Standard content areas should be uniform across all the websites, so that the end users find it easy to locate them.

- About Us: All Information about the department that includes its Vision, Mission, Objectives, Functions, Organisation Chart, Job Chart, Citizen Charter, Budget
- Sub-ordinate organisations in the department (viz Directorates, Commissionerates, Missions, Societies, Bodies)
- Divisions within the department / and its sub organisations
- Right to Information(RTI)
- Grievance Redressal



- System for meeting Audit Objections
- System for delivery of Services to the Public
- Citizen Charter
- Schemes
- Documents
- Frequently Asked Questions (FAQs)
- Events
- Tenders
- Feedback
- Media Gallery:
 - Photos
 - Videos
- Documents:
 - Acts
 - Rules
 - Regulations and Procedures pertaining to the department
 - Office Memorandums
 - Office Orders
 - Circulars
 - Notifications
 - White Papers
 - Case Studies
 - Guidelines
 - Reports
 - Success Stories

Common Content that will be present in the Home Page of all Government Websites



When each main content category is selected, the various options under it appear. The figure 3 below shows the various options that appear for selection when the Content Category “Documents” is selected.

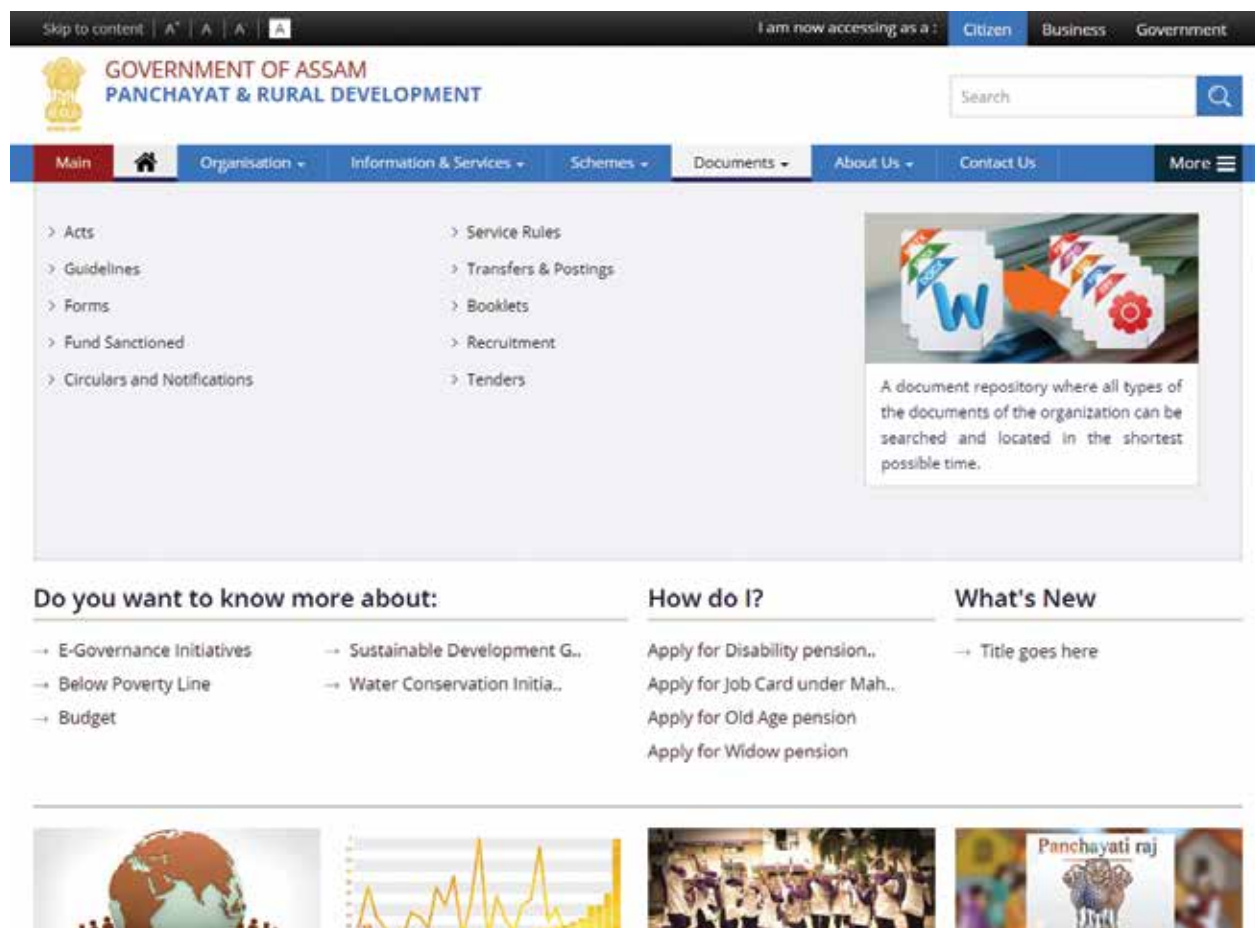


Figure 3 Options under “Document” Content Category

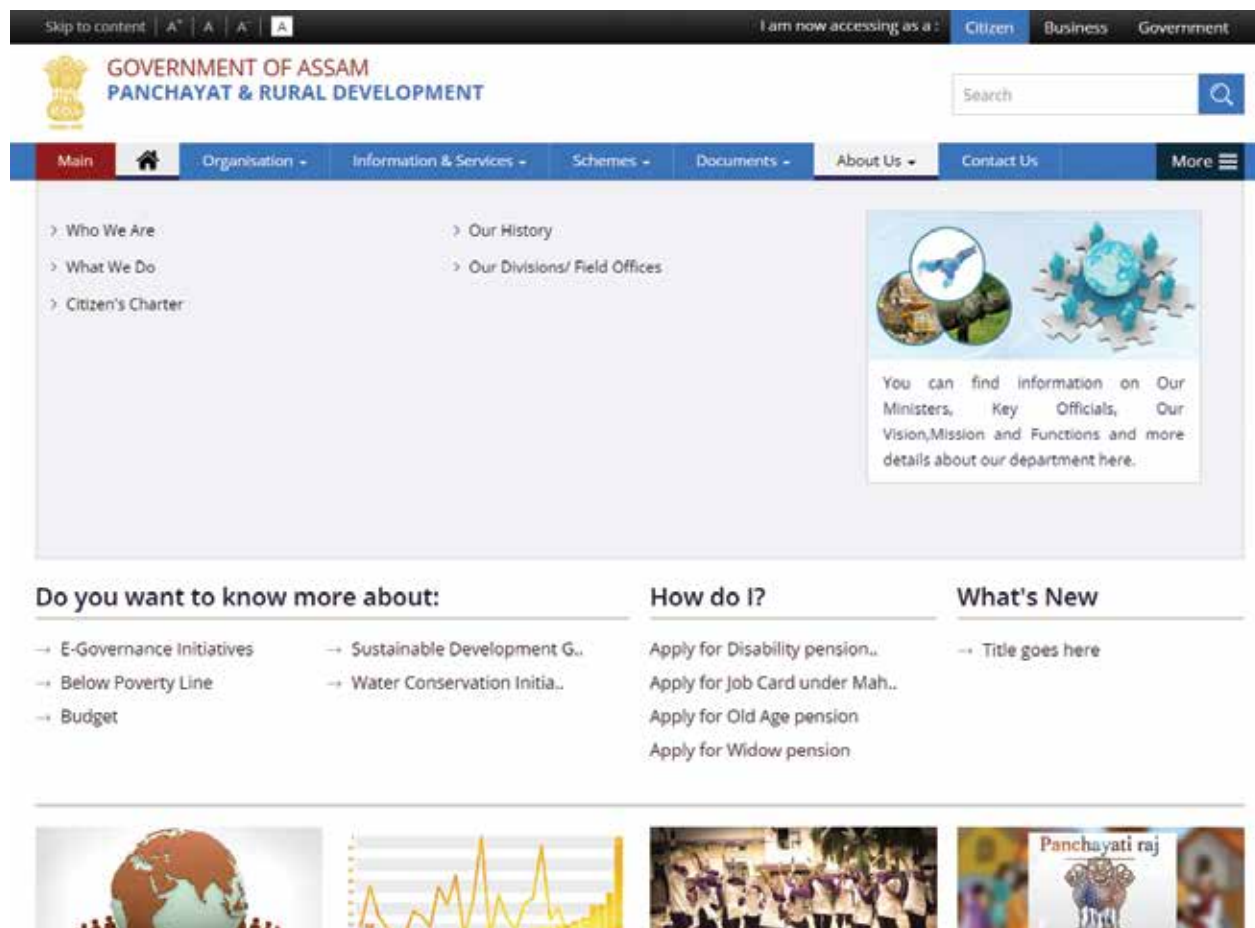


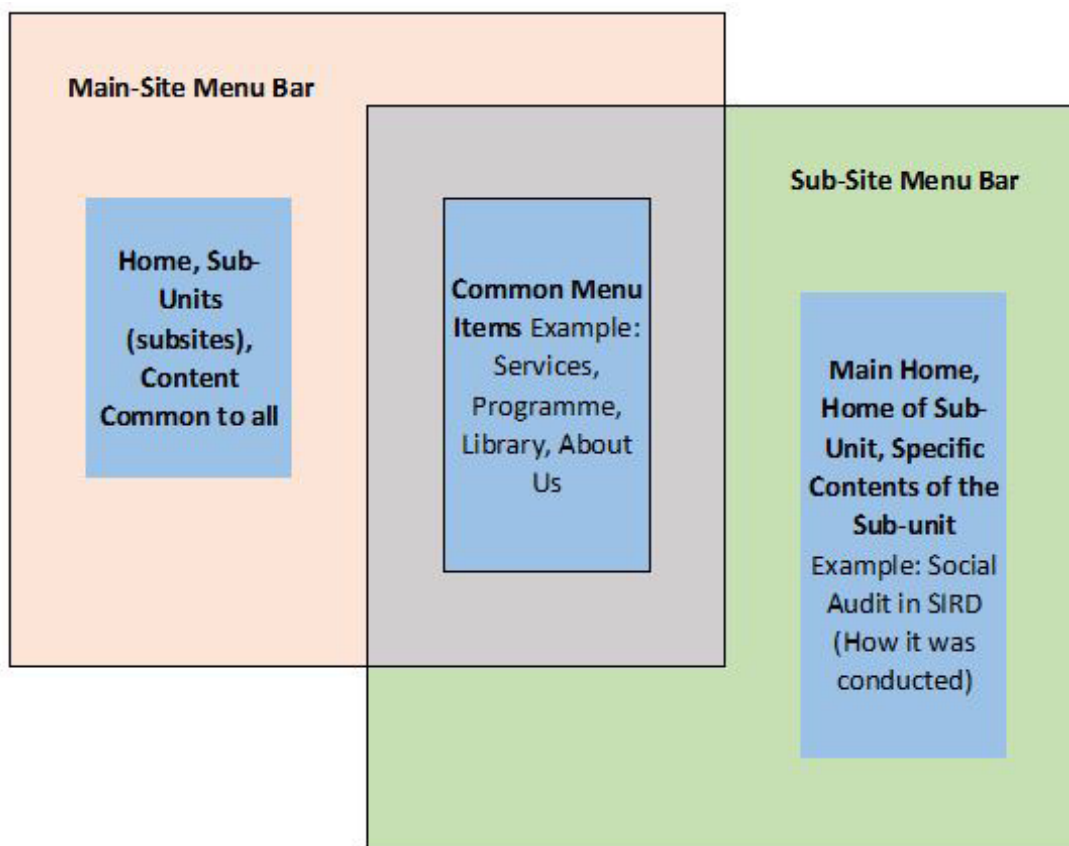
Figure 4 Options under “About Us” Content Category

Main Site and Sub sites

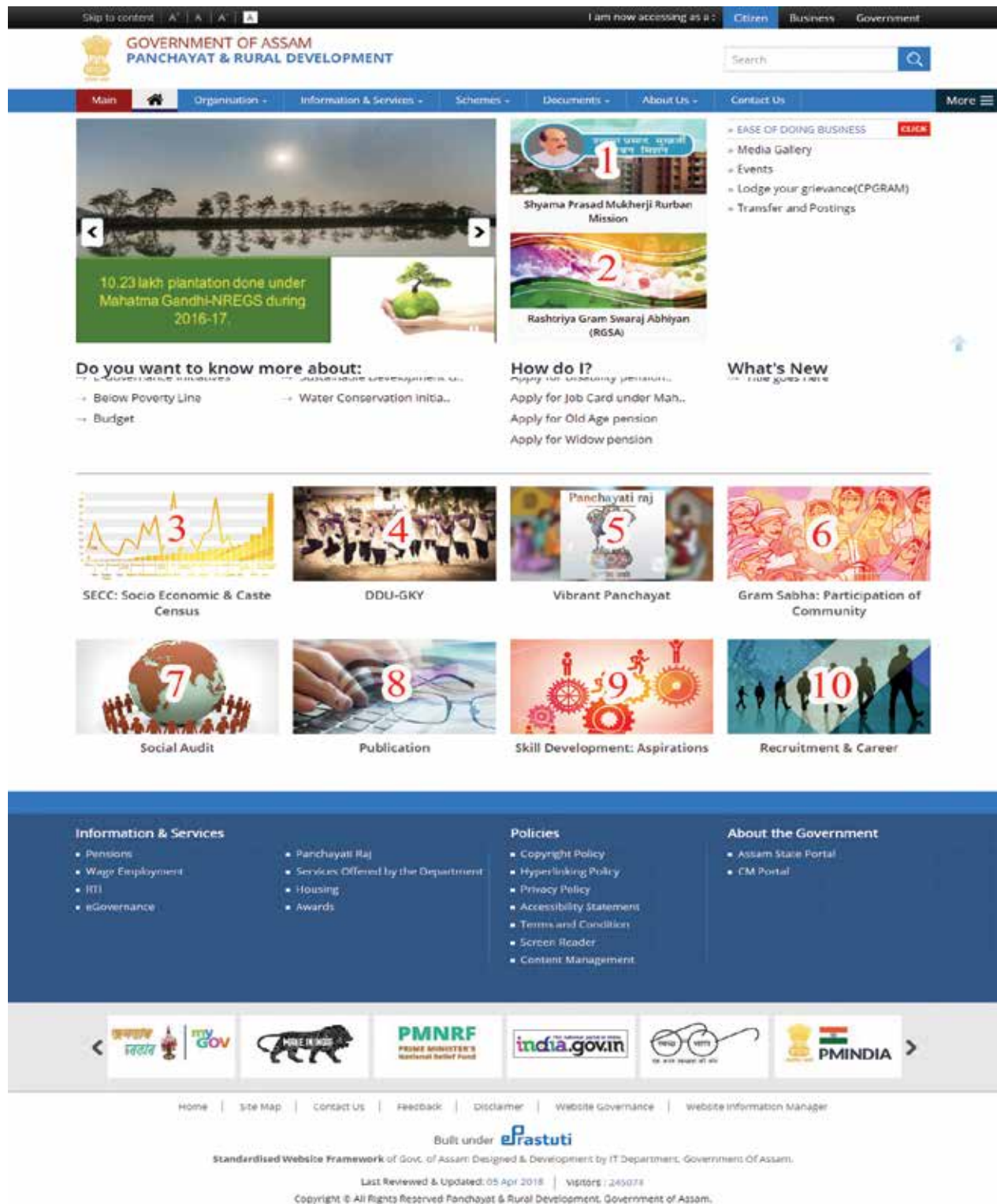
The approach for development of websites for a department website and its organisations (viz: Directorates, Commissionerates, Missions, Societies) will be as follows:

- (i) There would be a single website/Portal for the department and organisations under the department.
- (ii) The department website will be the *Main Site* and the sites of organisations under the department are the *Sub-sites*. Together they form an integrated Portal.
- (iii) Accessing the Main and Sub sites will be through a Single web address (Uniform resource Locator or URL).

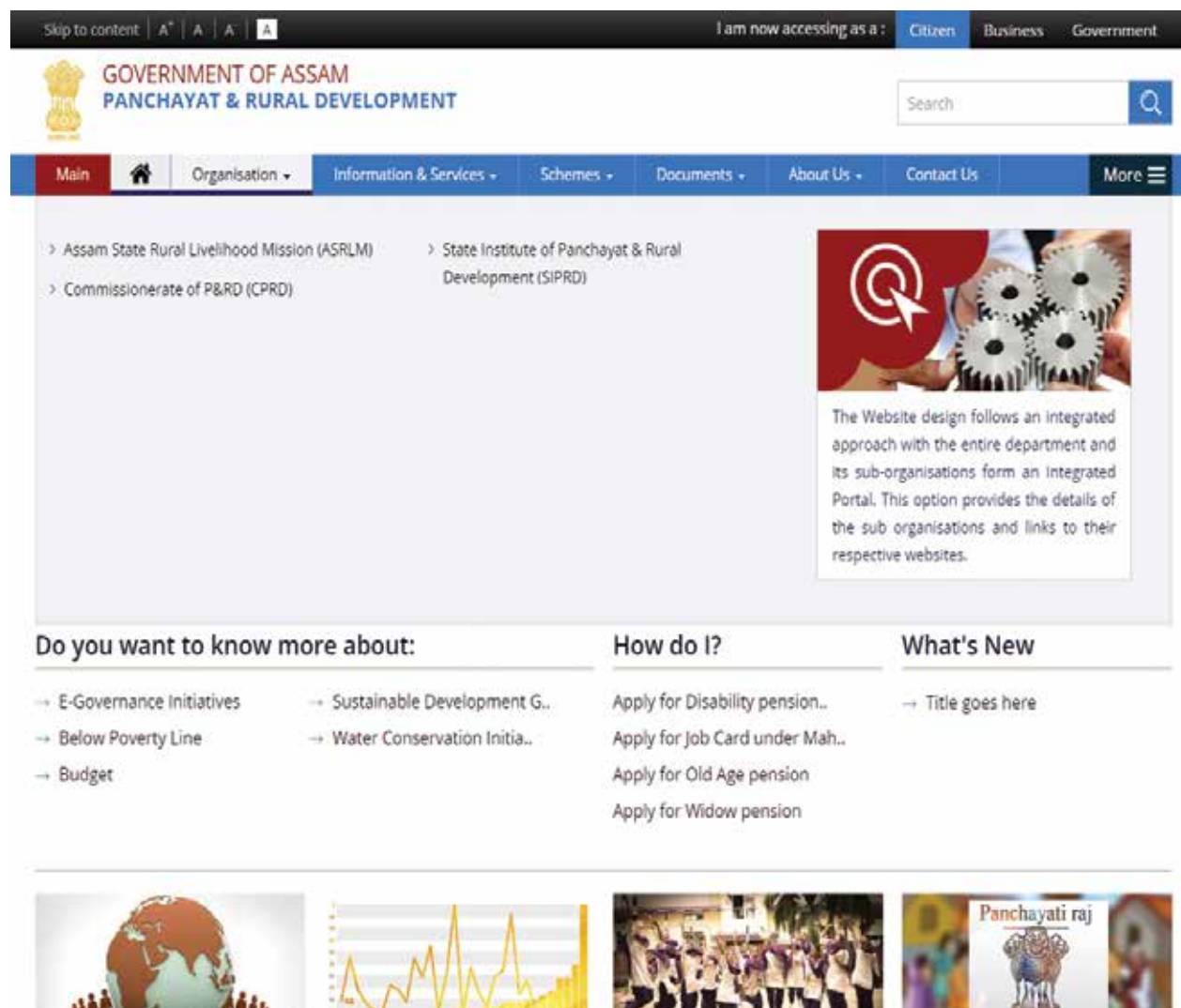
- (iv) Main Site and Sub sites will be based on the Standard Government Information Architecture (SGIA).
- (v) The Standard Content detailed at section 3.2 above will form a part of both the Main site and the Sub sites. The Main department website and its organisation sub-sites will have their respective content in addition to the *Standard Content (SC)*. Hence, each sub-site while being an independent one having its own set of information and services, will be an integrated part of the main department website.
- (vi) Often times there are sets of content that are required to be provided both in the Main department site and in the organisation sub sites. Such content should be grouped together as *Common Content (CC)* for the main site and sub-sites.
- (vii) The Standard Content (SC) and Common Content (CC) will appear in both the Main site and Sub-site. The placement and positioning will be uniform.



The following is an indicative **Main Site IA** for the Department of Panchayat and Rural Development

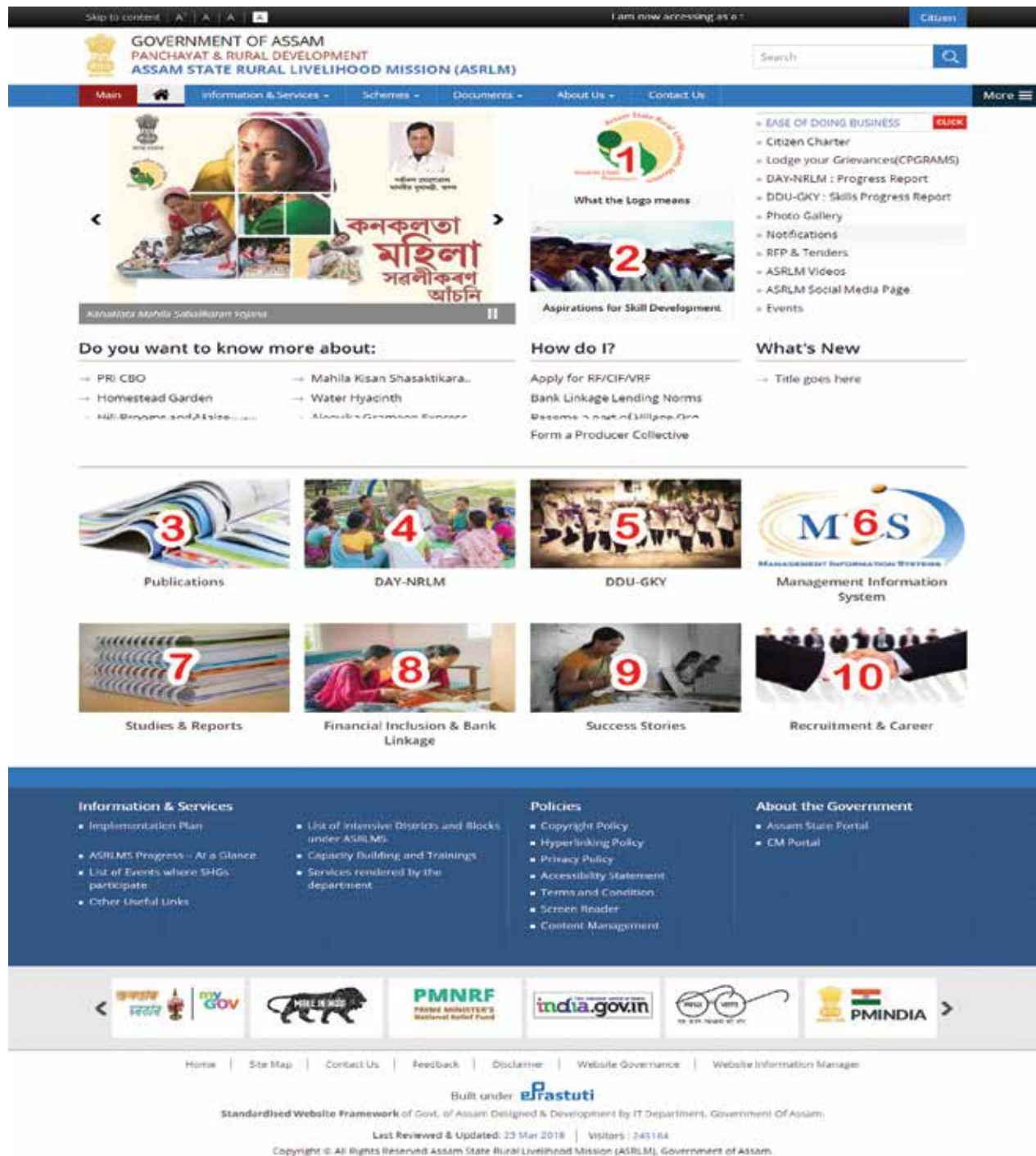


On Selecting “Organisations” tab from the Main Department Home Page, the list of Organisations under the Department of P&RD are displayed:



The screenshot displays the website of the Government of Assam, Panchayat & Rural Development. The header includes the state emblem and the department name. A navigation bar at the top lists various sections: Main, Organisation, Information & Services, Schemes, Documents, About Us, Contact Us, and a More menu. The 'Organisation' tab is selected, showing a list of sub-organisations: Assam State Rural Livelihood Mission (ASRLM), Commissionerate of P&RD (CPRD), State Institute of Panchayat & Rural Development (SIPRD), and a link to the State Institute of Panchayat & Rural Development (SIPRD). A featured image shows a person holding a gear, with a text box stating: "The Website design follows an integrated approach with the entire department and its sub-organisations form an Integrated Portal. This option provides the details of the sub organisations and links to their respective websites." Below this, there are three columns: "Do you want to know more about:" (listing E-Governance Initiatives, Sustainable Development G., Below Poverty Line, Water Conservation Initia., and Budget), "How do I?" (listing Apply for Disability pension, Apply for Job Card under Mah., Apply for Old Age pension, and Apply for Widow pension), and "What's New" (with a placeholder "Title goes here"). At the bottom, there are four small images: a globe, a line graph, a group of people, and a book titled "Panchayati raj".

On selecting an organisation under the department, user is taken to the site of the Organisation:



The sub site, while being an independent site with its content and site administrator, will also at the same time become a part of the Main Department's structure.



1. Steps for developing IA of Website

Annexure 1 may be studied before proceeding to the steps.

Step 1: List out more information on the target audience

In Toolkit 1, the general target audience group for websites was categorised as under

- Government to Citizen (G2C)
- Government to Government (G2G)
- Government to Business(G2B)
- Government to NGOs(G2N)

Now prioritise the audiences in the following way:

Primary: The audiences that will be your site's main focus. Site will be designed and optimised for this set of audience.

Secondary and Tertiary: Audience in the order of importance.

Gathering specific data on the target audience will be required. Say, if the Target User Group was identified as Citizens, then more specific information on the user group need to be captured:

- Gender
- Age group
- Work profile (Student community/Professionals/ Labour Community)
- Access

Step 2: Define the expectations of each type of user community

The ultimate objective of Standardisation of the IA of a website is to have an effective design that anticipates the user needs and expectations (See Annexure 1) Most often the site is designed by department officials or by external agencies without a consultative approach. The target user needs are seldom kept in the forefront while the site is organised or designed.

The approach should be to look at the site design from the end user point of view. Site should be structured and arranged the way your target audience expects to see it. Department will need to understand the expectations of each of the above user groups and identify their goals and expectations. This will help to ascertain what needs to go on the website and will drive the final IA of the website.



- What type of specific content they are looking for?
 - Access the existing content identified and filter out what is really required to be placed on the website for each type of user community.
- What is the language they use? Knowing this may help to tailor the content.
- How do they normally search for the content they want?
- How are they likely to access the content?

Step 3 : Organise the content under proper menu structure in a meaningful manner

Content on the website can further be organised in a logical way after a deeper understanding of the user.

- Classify the above in terms of their importance
- All similar types of content to be clubbed together

Step 4 : Describe the content in an intuitive and meaningful manner

Understanding the manner in which the audience would describe the content while they search the site will help in having a similar pattern on the website.

(See Annexure 1)

A few scenarios are given below:

Scenario 1: Giving specific information to user based on who they are.

One area of the website could be focused on providing information to different category of users. For this, it is important to know what category of user community will be accessing.

Information for

- Students
- Job Seekers
- Educators

Scenario 2: Know what type of questions users normally ask and appropriately frame the content area headers

I am looking for -----



What are my entitlements?.....

When is the exam scheduled for?

Step 5 : Draw up the wireframe for placing the content

- Organise the placement of the content
- Most important to be in the Main Page
- Placement to be consistent and predictable
- Providing clues to help use the site efficiently

Activity: Brainstorming on the IA of the Website -Content Areas

Outcome: This activity will help you compile the important content areas for your site and arrive at the Website Information Architecture

The content of your site that was identified and categorised by determining the end users' goals will now need to be placed in the most appropriate position on the website. Many factors are to be kept in mind while organizing the website structure and positioning of the content. Users have to find the most sought after information fast and in a predictable manner. So now the next main activity is to arrive at the best IA for the website to ensure that all items that the target user might need to find is arranged in the best possible manner. For example, a user may want to be able to find a particular service. So, instead of having the website page describe all the functions of the department, it is more appropriate to have all the services offered by the department placed together under a heading 'Services'.

This activity is best done with a section of target users but if it is not possible, then form a group within the department. Make sure that the group represents the different functions or areas of work in the department. They now need to put themselves in the role of the target user. Each one participating in this activity must record their points in a separate information sheet.

A. Each member dives more into the specific details of the target end user:

Say, if the Target User Group was identified as Citizens, then more specific information on the user group:

- Gender
- Age group
- Work profile (Student community/Professionals/Labour Force..)
- Access



- B. Frame the questions that user asks or has in mind while coming to the site
- What the end user expects when they come to the website.
 - What type of specific type of content they look for?
 - Access the existing content identified and filter out what is really required to be placed on the website for each type of user community
 - What is the language they use as the content can be written tailored to this?
 - How do they normally search for the content they want?
 - How are they likely to access the content?
- C. Organise the content based on the importance under a meaningful group or structure and give the structure a simple and predictable name (label)
- D. Finally draw up the wireframe for the website Home Page and Inner Pages based on the Standard Government Information Architecture(SGIA).



TOOLKIT4

**Best Practices for Authoring Good
Website Content**

Best Practices for Authoring good Website Content

We must understand that the website belongs not to the department but it is meant to cater to the people. Content of a website plays a key role in the relevance and usefulness of a website. Without meaningful content, a website appears incomplete and inadequate. Writing content of a website therefore is a matter that will need to be approached with considerable care to bring in the desired simplicity and appeal.

First and foremost, we must understand that what we read in a website is different from what we read in a book. Readers study a book from cover to cover. However, users do not read word for word in a website. They visit a website for obtaining the right information in the shortest possible time. Hence, your content should be as interesting and motivating as possible so that the visitor not only stays but also continues to visit your website. As the attention span of a user is less in a website, only good and useful content will attract users to your website.

The following sections include the Guiding principles, Tips for good authoring and Common mistakes to be avoided that together make up the best practices for authoring website content.

Section 1 Guiding Principles

Section 2 Tips to be borne while authoring content

Section 3 Common mistakes to be avoided

1. Guiding Principles

Original and Relevant: Originality in the website content can not only be appealing but also will help the site to be ranked well in search engines.

Ensure the accuracy of the content: Accuracy of content will build trust of the website with the users. It is important to verify all data and content before posting them on the website. This will hold good in cases where the content is linked from your website to other sites. The linked sources need to be verified if they are an authoritative source of information.

Meaningful headlines and Captions: Wherever you would like to invite the attention of the user, say to some important update, it helps to provide headlines that will immediately catch their interest and attention. The text should be appropriate to the context.

Regularly Update the Content: Content in a website should regularly be updated with the most recent information. An outdated website will not only reflect badly on the image of the department but also the trust of users.

Tailored to the Target Audience: Having an insight into the expectations of the target audience of website will be a good start while authoring the content. The best way to ensure good content is by asking ourselves how our Departments wish to be perceived by the target audience. If it is



an Education Department, how well the content of website connects to its audience which may be mostly the student community.

2. Tips to be borne while authoring content

- Consistency in the usage of vocabulary
- Address your Audience Directly
- Clarity in Language
- Shorter is better
- Break it Up
- Abbreviations/Acronyms
- Inverted Pyramid
- Visual content

Consistency in the usage of vocabulary:

Since the website will belong to the Government of Assam, opt for an official tone for your website and carry it out consistently throughout the website. Use of and labelling and vocabulary should also be uniform. **Example:** If you are using the word 'Department', then this word should not be replaced by synonyms like 'Organisation'. Similarly, if you are using 'Log in' in one web page, then it should not be replaced by 'Sign in' in another web page. Same applies for the usage of the word 'Directory' rather than 'Who's Who'.

Prefer British English over American English. Use 'organise' rather than 'organize', 'programme' rather than 'program', 'honour' rather than 'honor'.

Address your Audience Directly:

Your website must sound welcoming to the users. It should sound official without being pedantic or dull. Hence, the tone should be conversational. This will personalise the content and bring the user closer to your website by addressing them directly.

Example: Use first person ("I," "we," "us," "our") and second person ("you"). Explicitly tell your readers what you want them to do next by using "subscribe", "enquire", "join", "visit", "apply" etc.

- At the Department of Industries & Commerce, we offer various offers for the entrepreneurs to invest in Assam.
- On our website, you will find an overview of each and every project that our Department is implementing for the benefit of the general public.
Use active verbs ("start here," "read this", "submit").
- To read more on the plan and policies of the Department, read this.
- Provide your valuable feedback by filling up the form and click on the 'Submit' button.

Clarity in Language

The language of all government websites should be simple and lucid. The language should be comprehensible for myriad sections of the society. It is advisable to avoid using verbose, flowery and ornamental words, high rhetoric and exaggerated hype should be avoided. Some examples are placed below:

Existing content in a websites	Suggested content
The Department has to calculate its intentional goals in terms of its citizen's base.	The Department needs to define its objectives for the citizens.
The mission of this project is to give enough space to people so that they can exercise their rights and give valuable inputs into the decision-making process.	This project enables citizens to offer their feedback which will be taken into account in the decision-making process.

Shorter is better

Users do not have the patience to read long passages on a computer screen as it is tiring to the eyes. Therefore, the web content has to be 50% shorter than print. Keep the content short. The shorter it is, the user-friendly it turns. Long, complex sentences should be avoided. Rather, stick to short and direct sentences.

Existing website content	Suggested content
When we will launch the scheme, the Department will organise a grand event to ceremoniously start the opening of the scheme.	The Department will soon launch a new scheme.
Agriculture and allied activities in the state have an overriding importance as sources of livelihood to about 75% of its population and thus the socio-economic condition of Assam is largely based on agriculture development.	Agriculture is a major activity of Assam. Almost 75% of its population depends upon this sector. As such, farming and its allied activities act as a main source of livelihood for its people. Moreover, it also contributes to the socio-economic development of the state

Break it up

To make your web content user-friendly, break information into small paragraphs by using apt and meaningful headlines and sub-headlines. Instead of writing the entire article at once, try writing one paragraph at a time. You may also use bullet points or images. Communicate only one idea per paragraph.

Use one webpage for one topic. This will add value and depth to the website. Users may not scroll down to see what lies at the bottom.

Abbreviations/Acronyms

Abbreviations or acronyms which are used as Government vernacular must be written in full

form when it appears for the first time, and then abbreviated subsequently. However, if the short form is more popularly known and understood by the common citizens than its full form, the short form should be mentioned.

Inverted Pyramid

Most important information should be placed first. Make that interesting. All other detailed information should follow. Giving meaningful headlines can draw the audience to the section. Hence, while writing content, you can visualise it as a pyramid where the overview of the topic is placed first followed by specific information.

Visual content

People learn better by seeing (photos) and by hearing (videos). While selecting photos, pick images that communicate the functions of your department. Photos must complement the website and should be meaningful. Put captions under each photo and include photo credits.

3. Common Errors to be avoided

Some of the common errors which occur and can be avoided are listed below:

Incorrect content	Correct content
This kind of scheme is adopted for the benefit of the general public.	This kind of schemes is adopted for the benefit of the general public.
Either of the two policies are meant for the marginalised section of the society.	Either of the two policies is meant for the marginalised section of the society.
One must do his duty.	One must do one's duty.
Much have been done for the public.	Much has been done for the public.
The sceneries of Assam are very charming.	The scenery of Assam is very charming.

Abiding by all the above principles will help you to author good website content.

Three C's are soul mantra for a good website.

Clear, Concise, Correct.



TOOLKIT5

ePrastuti Governance Structure



1. The ePrastuti Project for Standardisation of Websites is being steered under the overall leadership of the Chief Secretary to the Government of Assam who is also the Chief Responsible Officer of the project.
2. To ensure an effective implementation of ePrastuti within the departments and its organisations, it must be driven and monitored by a well-defined Governance Structure.
3. Every Department will therefore need to constitute the ePrastuti Project Steering Committee that will be chaired by the senior most Secretary in the department who will need to be designated as the Responsible Officer.
4. The sub-ordinate organisations under the Main Administrative Department (viz: Commissionerate, Directorate, Mission, Project Directorate) will also need to form its own ePrastuti Project Steering Committee under the chairmanship of the Head of the organisation.
5. In addition to the Project Steering Committee, department and its sub-ordinate organisations will need to identify and constitute the following support structures:
 - a. Content Managers (and Assistant Content Managers)
 - b. Master Trainers
 - c. ePrastuti Website Administrator

Main Administrative Department

What Is The Governance Structure To Be Established By The Main Department?

1. Department e-Prastuti Project Steering Committee

It is the Department **Programme Steering Committee (PSC)** that will give the overall direction for steering the implementation of ePrastuti for the Main department and its constituent organisations. PSC will be chaired by the Responsible Officer who is the senior most Secretary in the department. The PSC must include the heads of the constituent organisations that come under the Main Administrative department as the model is to have an integrated Website for the Main Administrative department and its constituent organisations.

Chairman	Responsible Officer(RO) who is the senior most Secretary in the department
Members	<ul style="list-style-type: none"> • Additional Responsible Officer (ARO) who should be a senior level functionary in the rank of Secretary/Joint Secretary • Web Information Manager – A responsible functionary of the department in the minimum rank of Joint Secretary to coordinate the overall Website Content and ensure its quality and accuracy. • Heads of Sub-ordinate Organisations that are under the Department <p><i>** This is important as the approach is to have an integrated portal for the department and its organisations</i></p> <ul style="list-style-type: none"> • Representative of National Informatics Centre (who is coordinating with the department) • Member from Website Development Cell (WDC)

The key tasks and responsibilities of PSC should be as follows:

1. Provide Project oversight, direction and guidance as needed
2. Develop Sustainability Plan
3. Budget allocation and approvals
4. Finalize the Website structure of the Main Administrative Department and ensure its integration with the websites of its constituent organisations
5. Content Readiness of the Main Administrative Department
6. Implement the Standardisation of Website in the defined time frame
7. Ensure compliance of the Website to the Standardisation Framework Guidelines
8. Ensure the development , security audit and deployment through the Government empanelled agencies
9. Identify the Site Administrator/Content Manager/ Master trainers in the department



and its associated organisations and notify

(** Note: These roles can be performed by one or many depending on the size of the Unit)

10. Establish the Content Management Responsibility Matrix

11. Promote a Participative strategy in the implementation such that the responsibility and ownership of the Website is shared across the organisation

12. Regular review of the Website

2. Support Structures

In addition to the PSC outlined in the above section, the following support structures are considered important for the implementation. The roles defined in the support mechanisms need to be designated and notified by the department along with the responsibilities.

- Content Managers
- Master Trainers in each Unit for sustainability
- Website Administrator

Content Managers

i. *Who should be a Content Manager?*

Content Managers will be those personnel in the department and its organisations directly dealing with the subject matters and can identify the content of their respective work allocated.

ii. *What should be their rank?*

Rank is not the criteria for selecting Content managers. They could be Joint Secretary, Deputy Secretary, Under Secretary, Section Superintendent, Assistants.

iii. *Do they need IT skill sets?*

Content Managers need not have IT skill sets. They should be able to identify and provide the important and relevant content of their line of work for the website. For uploading content on the website, training will be provided.

iv. *What are their Roles and responsibilities?*

- To identify the content in their respective unit.
- Classify the content into categories.
- Convert the Content into format that is ready for uploading onto the website.
- Uploading Content as per their responsibility.

- v. *How many Content Managers should the department have?*

The department and its organisations should ideally have at least one Content Manager from each unit of the Job Chart.

Master Trainers

- (i) *Who should be Master Trainers?*

Master Trainers need to be having an **aptitude** for training the department Personnel on website content management. They need not necessarily have IT skill sets.

- (ii) *Why are Master Trainers required?*

- a. They would undergo e-Prastuti Master Trainers Certification Programme
- b. They would initially be trained by the Website Development Cell(WDC) for Website Management and they in turn would provide trainings to other department personnel.
- c. They would be imparted with trainings on any new developments by WDC. Thus Master Trainers are required to provide the sustainability for the Website Content Management.

- (iii) *What should be their rank?*

Rank is not the criteria for selecting Master Trainers, only criteria being their aptitude for conducting trainings. They could be Deputy Secretary, Under Secretary, Section Superintendent, Assistants.

- (iv) *What are their Roles and responsibilities?*

Will undergo the Master Trainers Certification Programme.

Will be responsible for building the capability of department Content Managers by providing regular trainings to the Content managers.

- (v) *How many Master Trainers should the department have?*

The department and its organisations should ideally have at least one Master Trainer each.

Website Administrator

1. An official having IT skill sets
2. Would be overall responsible for administration & management of the website
3. Will assign Roles & Privileges to the department content managers
4. Manage the top level directory structure (department wise) in the Website
5. Ensure the updating of data in the Website Directory



SUB-ORDINATE ORGANISATIONS UNDER THE MAIN ADMINISTRATIVE DEPARTMENT

WHAT IS THE GOVERNANCE STRUCTURE TO BE ESTABLISHED IN THE SUB-ORDINATE ORGANISATIONS UNDER THE MAIN ADMINISTRATIVE DEPARTMENT?

Each sub-ordinate organisation should constitute its own ePrastuti Governance Structure as the Website is a separate one and has to be maintained independently

- (i) Project Steering Committee of the Organisation under the Chairmanship of the Head of the Organisation

Note: The Head of Organisation will be a member Project Steering Committee of the Main Department so as to establish the linkage between the Main Department website and that of the sub-site.

- (ii) Content Managers, Master Trainers and Website Administrators are also required to be identified in each organisation



TOOLKIT6

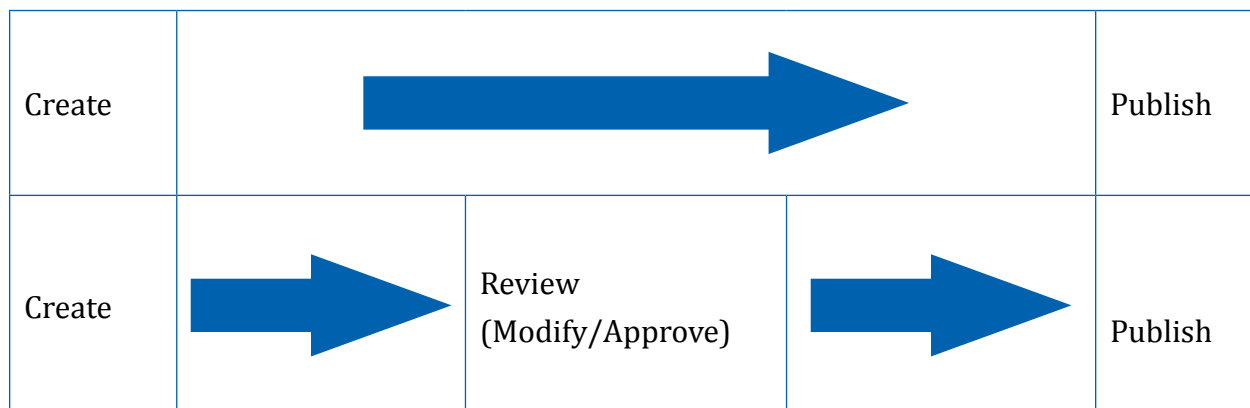
Content Management Responsibility Matrix

Content Management Responsibility Matrix

Website Content has to be continuously updated and maintained. Having Content Managers identified from all sections of the department was with the objective of ensuring that the content from all areas of work within the department are covered. The designated Content Managers are to be made responsible for the accuracy, timeliness and quality of the content that they upload on the website.

Content will have to go through a workflow of process before it is published on the website. The basic Content Workflow comprises of the following stages: Content Creation, Moderation (Review), Publishing and Archiving. The moderation and approval could be multilevel and is role based.

The simplest workflow is one where the content created is published without any intervening process. Here, the Content Manger is given the permission to both Create and Publish on the website. Generally, for routine documents in a department viz. Office Circulars, Office Orders and Notifications, a simple workflow set is adopted. At times, important content needs to be approved and moderated prior to being published on the website.



The department will need to decide on the following, as the workflow will differ for every content type.

- Workflow for each type of Content
- For each Content Area and Type, the Department will have to notify the Content Management Responsibility MatrixResponsibility with respect to the 'Content Authoring/ Publishing and Review'

The Content Responsibility Matrix for the Department of Finance is taken to illustrate the methodology of Content Management Responsibility distribution.

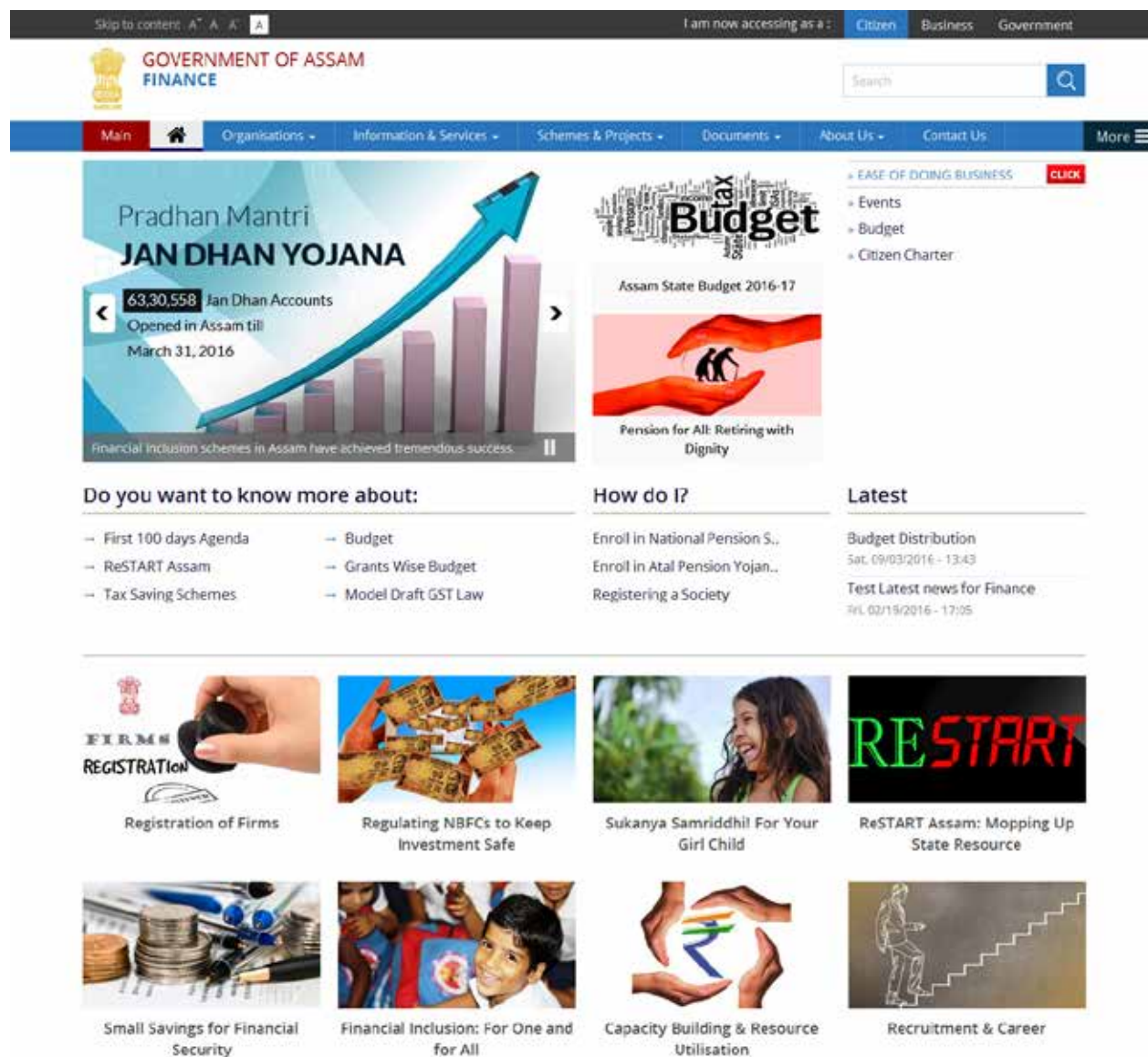


Fig: Website of Department of Finance

Step 1: The Responsibility of the key areas of the Website is first decided.

Content	Area	Who is overall responsible for the Content in the Areas of the Home Page? (Name of The Content Manager)
Main Menu	Information and Services	
	Schemes and Projects	
	Documents	
	About Us	
	Contact Us	
Main Image Slider		
Portlet Areas		
	Assam Budget	
	Pension for All	
	Do you wish to know more about?	
	How do I?	
	Registration of Firms & Societies	
	Regulating NBFCS	
	Sukhanya Samriddhi for Girl Child	
	Restart Assam	
	Small Savings	
	Financial Inclusion	
	Capacity Building	
	Recruitment and Career	



Step 2: The Workflow for the Content Management is then decided for each Content element

Content	Area	Name of the Content Manger who will be responsible for		
		Create	Review	Publish
Main Menu	Information and Services			
	Schemes and Projects			
	Documents			
	About Us			
	Contact Us			
Main Image Slider				
Portlet Areas				
	Assam Budget			
	Pension for All			
	Do you wish to know more about?			
	How do I?			
	Registration of Firms & Societies			
	Regulating NBFCs			
	Sukhanya Samriddhi for Girl Child			
	Restart Assam			
	Small Savings			
	Financial Inclusion			
	Capacity Building			
	Recruitment and Career			

Note : Responsibility for updating the areas of website, in case of any transfer is one responsibility that needs to be clearly defined in the matrix. On any transfer, the 'Contact us', 'About us' etc will need to be updated.

Step 3: The Content elements need to be categorised based on its importance of timely updating

The elements can be categorised as:

- ✓ Routine
- ✓ Priority and
- ✓ Express

The table below depicts the category for a few Standard Content elements. Department will have to extend this to cover all the content elements of the website and indicate the category as 'Routine', 'Priority', 'Express'

Sl.	Content Elements	Type of Content		
		Routine	Priority	Express
1	About Us			
2	Schemes			
3	Documents: Policies			
4	Services			
5	Documents: Forms			
6	Documents: Acts / Rules			
7	Documents: Circulars / Notifications			
8	Documents / Reports			
9	Tenders			
10	-			
11	-			
12	-			

Step 4: Content Review

The website is the face of the department disseminating government information and services. It is therefore required to keep the content on the website current and up-to-date. Since the scope of content is huge, different review policies are defined for the diverse content elements. The matrix below gives the content review policy

S. No	Content Element	Basis of Content Classification			Frequency of Review
		Event	Time	Policy	
	About the Department				Once in a quarter as a policy
	Programme / Scheme				Immediate – for new programme .Once in a quarter as a policy
	Policies				Immediate – for new policy introduced. Once in a quarter as a policy
	Services				Every fortnight
	Documents: Forms				Every fortnight
	Documents: Acts / Rules				Once in a quarter as a policy
	Documents: Circulars / Notifications				Every fortnight
	Documents / Reports				Once in a quarter as a policy. Keep recent 2 years documents / reports
	Directories				Immediate in case of a change. Once in a quarter as a policy
	Tenders				Immediate in case a new tender. Once in a quarter as a policy

Step 5: Content Exit & Archival Policy

The Content Element on the website has different Entry/Exit policy and archival policy as listed below:



S. No	Content Elements	Entry Policy	Exit Policy
1	About the State / Department/ Statutory Body	To have the presence on the website and content to be reviewed every quarter	Content to be updated whenever departments or ministries are merged
2	Schemes	Sanction of Programme / Schemes for Central Sector, State Sector or both	To be reviewed by approver two weeks prior to the expiry date in order to revalidate. In case scheme/ programme is discontinued then to be archived
3	Documents: Policies	Announced by Government	To be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date. Discontinued policies to be archived.
4	Services	Citizen, Government, Business	Discontinued services to be expunged.
5	Documents: Forms	Government, Business and Citizen centric forms	To be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date. Discontinued services to be expunged.
6	Acts / Rules	Passed	Perpetual to be always available in the acts/ rules database
7	Circulars / Notifications	Issued through the gazette/ office memorandum or notification	In case of perpetual no exit policy else to be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date



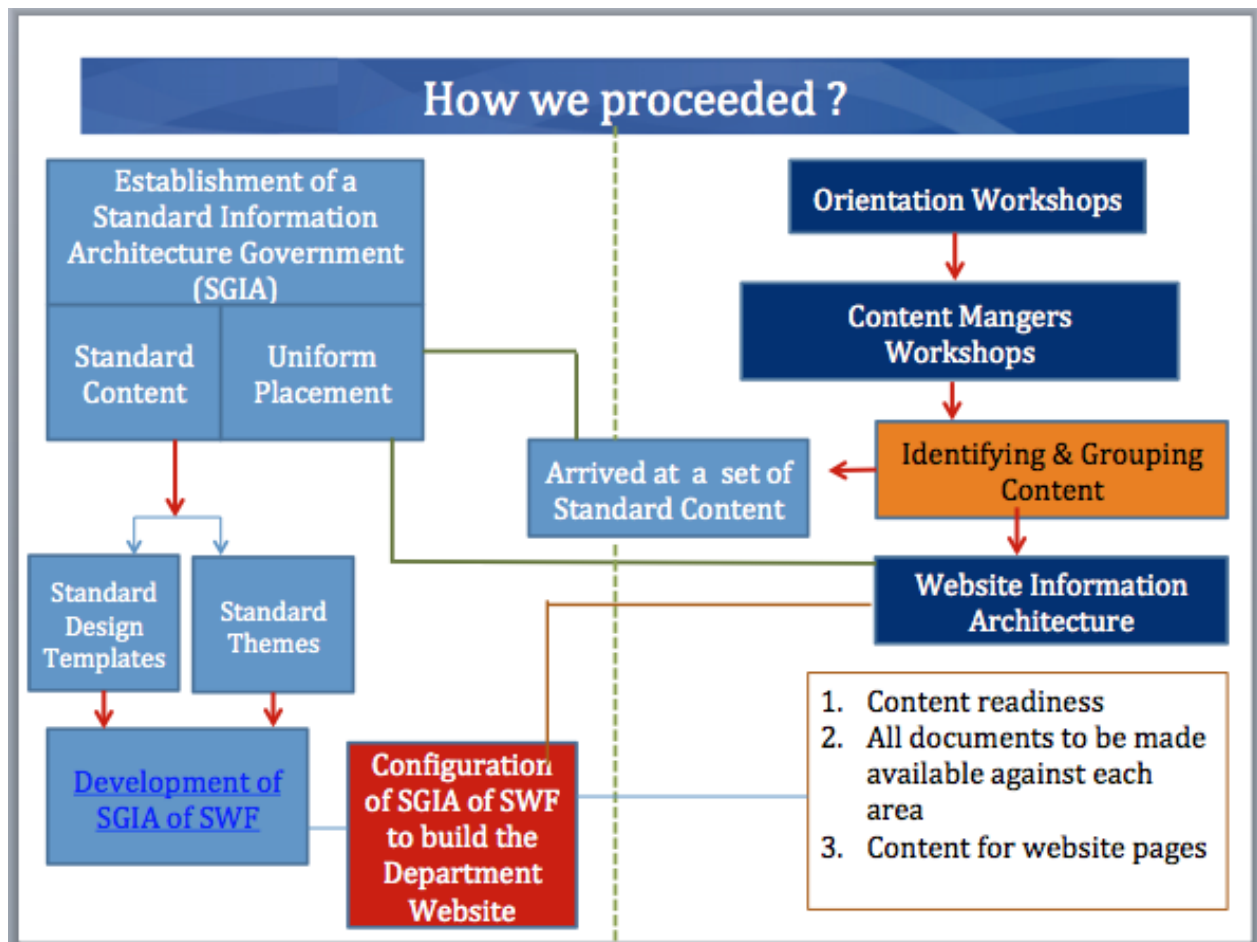
TOOLKIT7

Content Managers Workshops

Every department will have to designate their respective Content Mangers. Each branch in the department will need to be represented through their Content Mangers. The Content mangers are required to participate in Content mangers Workshops. In these workshops, they are made to carry out the activities in Toolkits 1,2 and 3 as follows:

To identify the users and user needs as per the *Toolkit: Identifying users and user needs*

- To identify and group content in the department by following *Toolkit :Identifying and Grouping Content as per the Target Audience*
- To prepare the draft Information Structure for their department website. *Toolkit : Developing the Website Information Architecture*



The Pre-requisites, methodology and outcome of the workshops are outlined in the following sections.

Pre-requisites :

- Notification of the ePrastuti Governance Structure : Project Steering Committee and Support Structures

- Content Managers who are a part of the Support Structure Mechanism need to be identified from all the sections.

Who will organise and Who will conduct?

Department will need to organise the venue, laptop and Projector for the Sessions. Workshop will be conducted by the Website Development Cell.

How many workshops are required for a department?

Minimum two workshops are required to be conducted in each department.

Who should attend?

1. All Content Mangers of the department and its sub-ordinate organisations
2. Web Information Manager
3. Master Trainers
4. NIC Department Coordinator(s) as per the Project Steering Committee Notification

****Note:** *It is recommended that the organisations under the department or associated with the department are involved right from the start as the websites of these organisations would eventually become a part of the main department website. Therefore, similar approach and activities will need to be undertaken by the organisations.*

Where will it be conducted?

At the venue organised by the department.

What should be the preparedness of the Content Managers?

Content Mangers need to study the Toolkits 1 and 2 before attending the workshop.

Methodology of Workshop

Department Content Managers will follow the Activities outlined in the Tool kits 1, 2 and 3.

Blank A4 sheets are required for the exercise.



Outcome

- (i) User and User needs identification
- (ii) Content from each unit of the department will be identified and grouped
- (iii) Content Categorised as per the Target User Group
- (iv) The final Content Categorised need to be consolidated by the Website Information Manager.
- (v) The Website Information Architecture need to be drawn up as per Toolkit 3





TOOLKIT8

Certification of Master Trainers

Every department needs to build their core competencies, which lie in their Master Trainers. It is only the pooled knowledge and technical capacities of these Master Trainers by which a Department can provide significant benefit to its end users.

Master Trainers are to be designated by the department based on their aptitude for training other officials in the department. A minimum of two officials in each department are to be designated as Master Trainers.

These designated Master Trainers are then taken through the first level - Level 1 training programme. After the completion of level 1, the Master Trainers are evaluated through assignments, online and written exams (details of the evaluation is provided in the Annexure of the toolkit). On successful completion of Level 1, the Master Trainers are certified as ePrastuti Certified Master Trainers. The certified Master trainers are eligible for Level 2 -Advanced Training Programme and Level 3-Specialised Training which are conducted by IIT Guwahati.

The process flow for Master Trainers is as shown in the figure below:

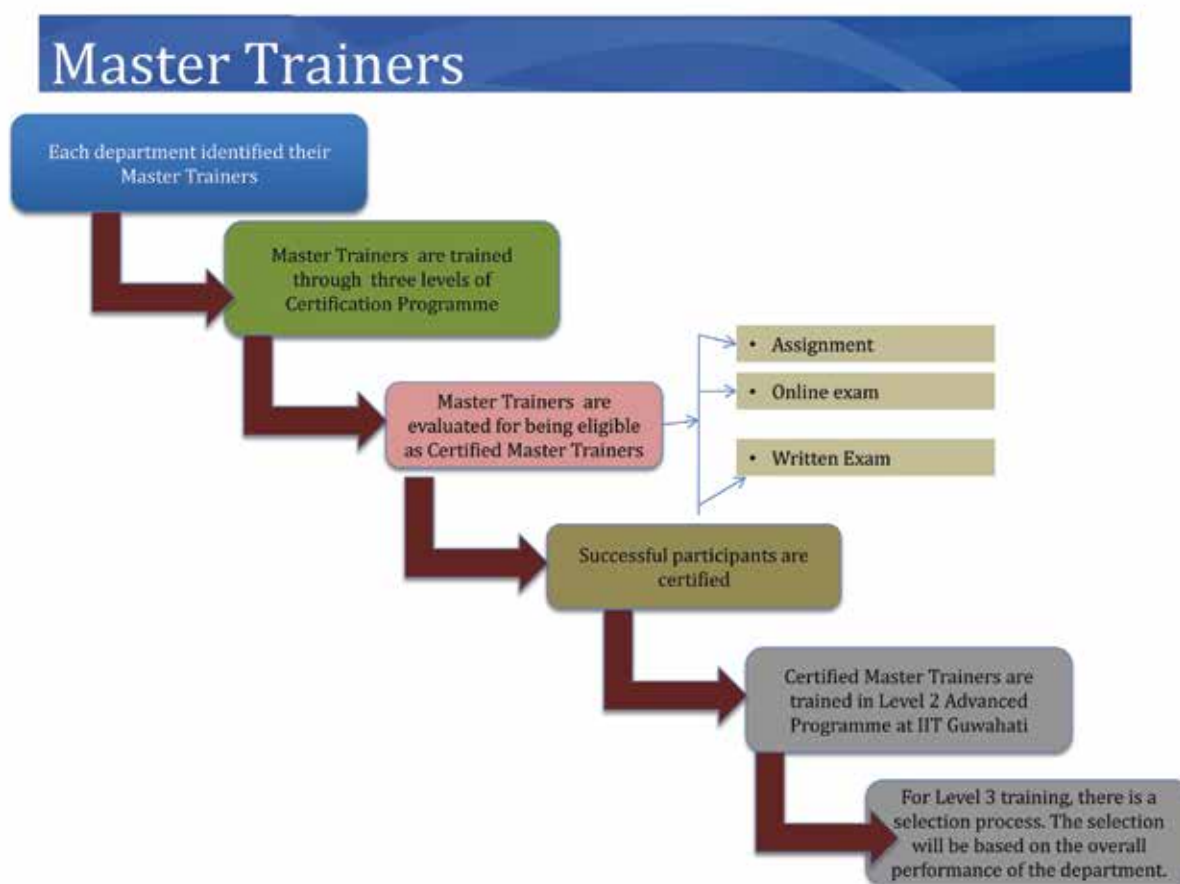


Fig: Process workflow for the Master Trainers Certification



Level 1 - Master Trainers Certification

The first level of training is of four days duration. It was conducted in collaboration with the Assam Administrative Staff College, Assam.



After the training, the Master Trainers are required to do specially designed assignments. The assignments formed one component of the evaluation and included:

- Training their respective department staff
- Developing Questionnaires for identifying users and gathering their requirements



Areas covered:

- User Interaction, Usability and User Experience
- e-Prastuti Introduction, Standardisation Need and methodologies
- Standardised Website Framework, Website Management, Content Management, Content Publishing, Access Management and Archiving
- Web Authoring and Best Practices
- Information Architecture, Grouping and placement of contents
- Guidelines and Best Practices for Scanning and Information Management
- Image and Photo editing



Pics above : Master Trainers training their respective departments



Pic : Online evaluation at Assam Administrative Staff College



Fig : Written Evaluation at Assam Administrative Staff College



On successful completion of Level 1, the Master Trainers are certified as 'ePrastuti Champion Master Trainers'. Those Master Trainers who do not qualify in the Certification Programme are retrained.

The Level 2, Level 3 Trainings Programme are conducted by IIT Guwahati for the certified Master Trainers every six months.

Level 2- Advanced Training programme

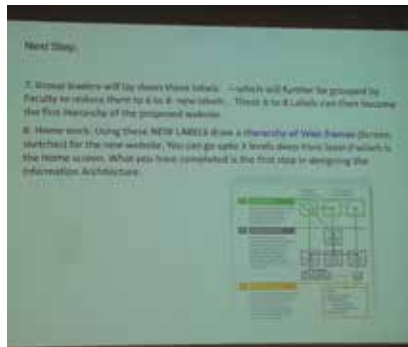
The training was conducted by IIT Guwahati. It was a three days residential programme. The structure of the programme was specially designed after several deliberations and covered the following broad areas:

- Design Thinking as 21st century skill
- User experience for Service sector
- Information architecture for web design
- Typography for web design
- Colour for web design
- Web Authoring
- Heuristic evaluation
- Photography and Image editing for Web design
- Visual Ergonomics for Web design

Level 3 – Specialised Trainings

This level is for Master trainers who have completed Levels 1 and 2. The areas in the training are as follows:

- Design Management and systems thinking
- Web Semantics
- Instructional design
- Instructional design hands on activity
- Web page design methods
- Web design project management



Master Trainers at the Advanced Training Program at IIT Guwahati



*Valedictory session of the 'Advanced Training Programme at IIT Guwahati attended by the **Chief Secretary, Govt. of Assam and Director of IIT Guwahati.***

Outcome& Benefits of Master Trainers

- Creation of a core workbench within the Government of Certified Master Trainers.
- These Master Trainers will in turn train other officials of government departments.
- They will also be retrained after every six months to keep the workforce updated with new technologies.
- Building Capability within the Government and thereby ensuring the sustainability of the programme.

Annexure 1

Evaluation : Assignment

1. Schedule the "Sensitisation workshop" for your department. The duration of this workshop to be of 1-1/2 hours
2. Participants who are to be invited to attend the workshop :
 - a. Members of the Project Steering Committee including the Responsible Officer
 - b. Designated Content Managers
 - c. Other department officials
3. Make a presentation that covers the following:
 - a. Overview of the Standardisation of Websites: Need and objectives
 - b. Methodology to be adopted by the department for Standardisation of Website.



- c. Need for having the ePrastuti Governance Structure as per the guidelines in Toolkit

Note: In case the existing ePrastuti Governance Structure is not per the guidelines, the same should be brought to the notice of the Responsible Officer and re-notified.

- d. Toolkits1-3 to be covered during the session.
4. On completion of 1-3, you may schedule a brainstorming session for the Department Content Managers. Each Content Manger needs to be informed in advance to have their respective content details ready as per the templates of Toolkit 1 and 2.
5. During the brain storming session with the Content Mangers, the following activities need to be carried out:
 - a. Discuss and finalise the Content Areas
 - b. Categorise the areas
 - c. Classify as per the Target end user groups
 - d. Decide the Information Architecture as per the Standard Information Architecture
 - e. Finalise the overall website architecture
6. On completion up to activity 5, the “Content Managers Workshop” to be scheduled by the department.
7. The “Content Managers Workshop” is to be organised under the leadership of the Responsible Officer of the department. Toolkit 7 may be referred to for details on conducting the workshop.
8. The outcome of 5 need to be documented and circulated to all participants of the “Content Mangers Workshop” at least a week in advance.
9. Who should attend the “Content Managers Workshop”
 - a. Responsible Officer/Additional Responsible Officer
 - b. Website Information Manager
 - c. All Designated Content Managers
 - d. Master Trainers
 - e. NIC Coordinator
 - f. Agency selected for Website Development
 - g. WDC Team



Evaluation : Online Practical Test

Total Marks: 60

Time – 3 hours

NOTE

1. *The contents to be used in this practical test are sent to your email with subject “Content for Evaluation-4”. Please download the file “Content4.rar” from the email and extract it in your system.*
2. *The content should be formatted as per the given format while uploading. Use appropriate HTML tags for formatting various contents.*
3. *Please refer the “HTMLtags.docx” file of the content folder (Content4) for HTML Tags.*

1. Create two views, ‘Citizen’ and ‘Government’ in the website. 1
2. Set the “Main” link of the site to “<http://wdc.assam.gov.in>” 1
3. Update your name, email and mobile no. in the profile of the user account given to you for this practical evaluation. 2
4. Upload a page titled “My Details” to the second column of “Do You Want to Know More” section of the website. The body of the page should have your personal contact details like your name, designation, office address, mobile No., email and photo. Use the photo (photo.jpg) available in the “photo” sub-folder of the content folder (Content4) to display in your contact details. The contact details should be formatted using the HTML tags for Address Block. 2+3+2=7
5. Add two links “Budget” and “Reports” in the “Documents” sub-menu of the website and format the “Documents” sub-menu as per the standard format. 2+2+3=7
6. Configure the following portlet in position-4 of Bottom Portlet area in the “Government” view of the website. The image for the portlet “image1.jpg” is available in the folder “Portlet Image” sub-folder of the content folder (Content4). 2
 - National Rurban Mission



7. Share the “National Rurban Mission” portlet of “Government” View (Configured in question No.6 above) in Position 2 of Top portlet area in the “Citizen” view.

2+2=4

8. Upload the photo file “sliderphoto1.jpg” into the slider of the website. The photo file is given in the “Slider Image” sub-folder of the Content folder (Content4). Add the title “Mission e-Gram and Rural Broadband” to the photo to display just below the photo in the slider.

2

9. Prepare the content given in “National Rurban Mission” file in the content folder (Content4) as Same Page link using appropriate HTML tags and then upload the same to the Level-1 of the Portlet “National Rurban Mission” which is configured in Question No.6 above.

2

10. Upload the following 3 files to the “Budget” link of “Documents” sub-menu (created in question no.5 above) with validity upto 31/11/2020 and notify it in the “Latest” section of the website. The files (.pdf) are given in the “Budget” sub-folder of the Content folder (Content4).

2+1+1=4

- Budget Speech 2017-18 (Budget Speech.pdf)
- Budget Booklet 2017-18 (Budget Booklet.pdf)
- Budget Infographic 2017-18 (Budget Infographic.pdf)

11. Upload the content given below to Level-2 of the portlet “National Rurban Mission” Portlet which is configured in Question No.6 above.

3+3=6

Districts and contact information

Sl. No.	District Name	Contact Information	
		Contact person	Phone No.
1	Kamrup	H Bora	444444
2	Sonitpur	J Bordoloi	222222
3	Dibrugarh	K Choudhury	333333

12. Create a menu link “Important Links” in the Right menu of the website. Upload a page to the menu link having an external links as given below. When click on the external link it should open the website (given inside the bracket) in a separate window.

2+2=4

- Assam State Portal (<http://www.assam.gov.in>)



13. Upload the content given in the file “Web Information Manager.docx” to the link “Web Information Manager” in the footer of the website. 3
14. Add two links “Citizen Charter(AS)” and “Division and Field Offices(AS)” in the “”sub-menu of “Assamese” language view of the website and format the “”sub-menu as per the standard format. 3+3+4=10

Evaluation : Theory

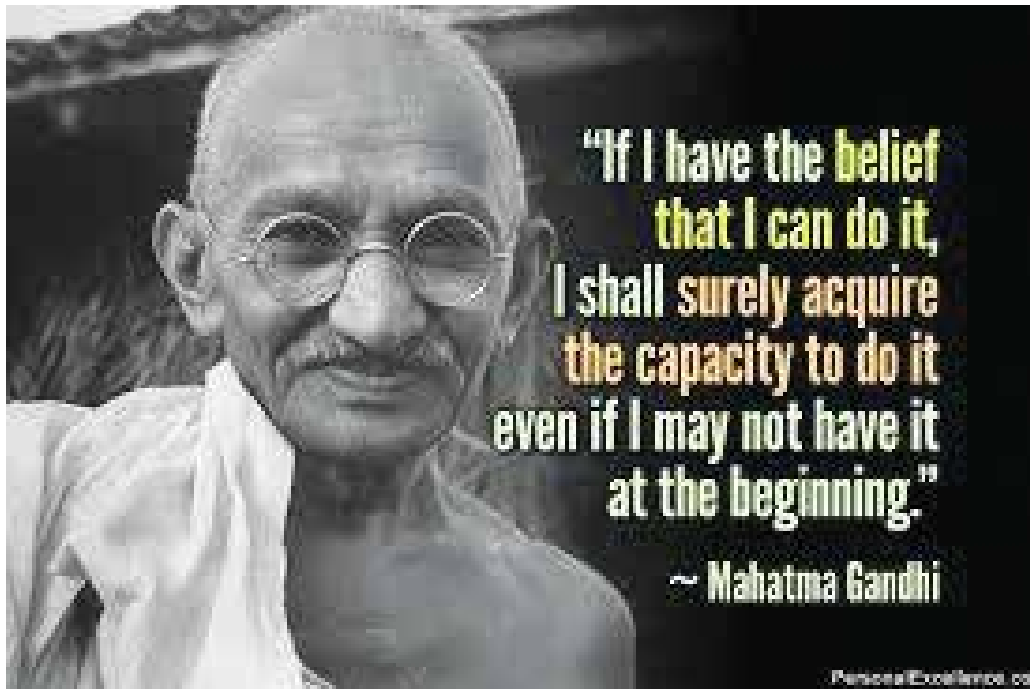
Total Marks: 40

Time – 1½ hours

1. What are the different nos. of portlets that you can have in the bottom portlet area of the standard website. 1
2. Write a name of free online tool available for photo editing? 1
3. What is the maximum period of a notification published in the latest section of the website? 1
4. Why is Captcha image used in web based forms? 2
5. What are the responsibilities of Web Information Manager? 2
6. How do you reset the password if you forgot the password of your account in SWF? 2
7. Write four standard links in the “About Us” sub-menu? 2
8. If the pdf file given to you for upload is more than the maximum limit (5mb) then how will you upload that? 2
9. Write the most important guideline for document scanning. 2
10. What are the sizes of the photos to be uploaded in the slider and portlet? 2
11. Write a best practice for image uploading. 2
12. What are the advantages of Dynamic website over Static website? 2
13. Name two text editors which can be used for preparing a document with HTML tags. 2
14. Suppose in “Scheme” sub-menu of your website has 2 links, i.e. Link1 in column-1 and Link2 in column-2. How will you change the display of Link1 in column-2 and Link2 in column-1 of the sub-menu? 2



15. What the different designations in Project Steering Committee and who should be the members of the PSC of the main department. 3
16. What the different designations in the support structure and how many members should be there in each designation? 3
17. If a portlet is to be displayed in all three views of the website in the same position then what are the different ways that you can do that? What is the recommended procedure for doing that? 3
18. How do you hyperlink a pdf file in the content of a web page? Write the HTML tag to be used for hyperlink and display the document in a new window? 3
19. If a content uploaded to a link of "Scheme" sub-menu also need to be shown in a link under "Do you want to know more" section of the website. How will you do that? 3



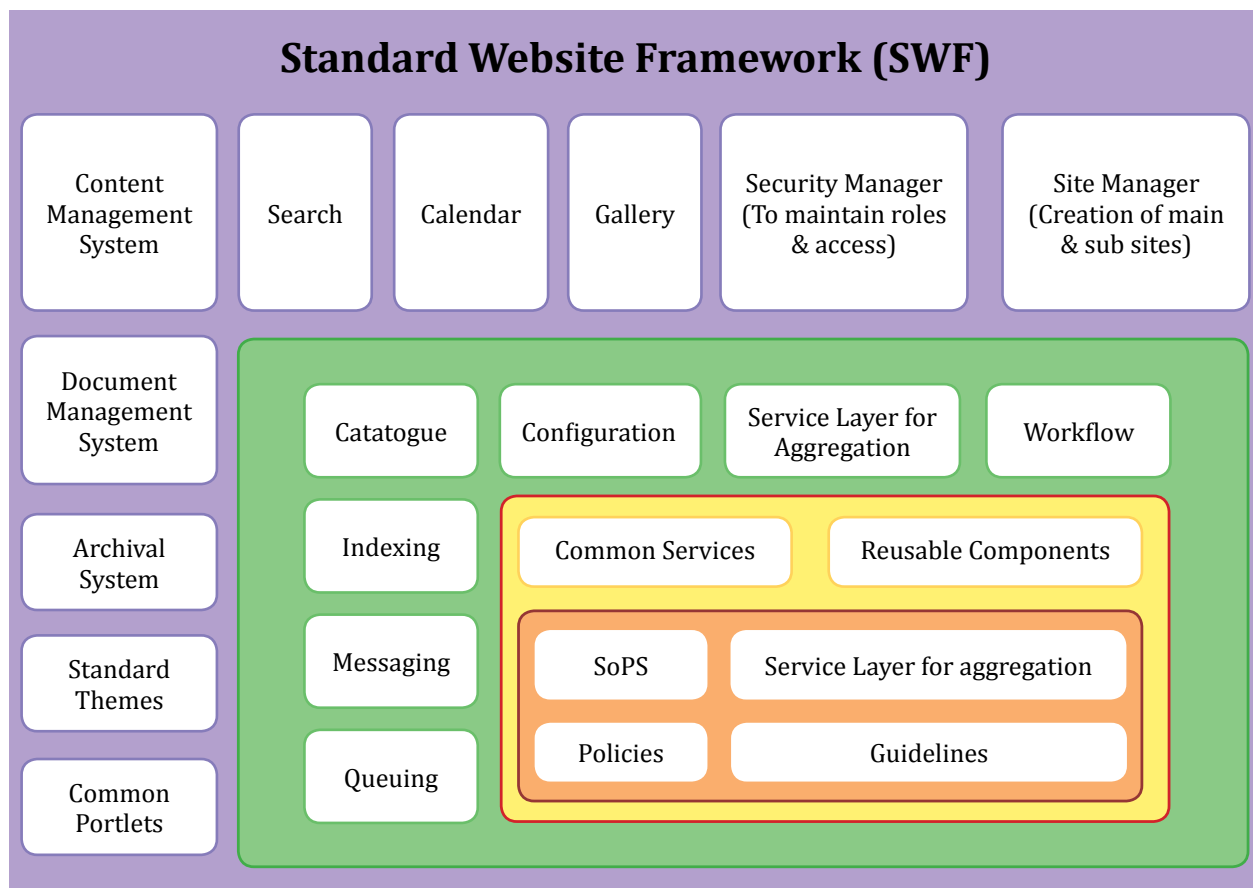


APPENDICES

- A** Standardised Website Framework
- B** Guidelines for Govt. of Assam Websites
- C** Standard Operating Procedures (SoP)
- D** Standard Templates
- E** Institutionalizing the Project
- F** Action Plan for ePrastuti
- G** Initial Survey done: Methodology and Results
- H** Selection criteria for best websites and Master Trainers
- I** Standardised Website Checkup Toolkit

Appendix A Standardised Website Framework (SWF)

A Standard Website Framework for the Government of Assam websites is to address the common functional and technical requirement of department websites at the framework level.



The Standardised Website Framework will comprise of the following:

- Technical, Information and Data Architecture
- Services Delivery Model
- Common Reusable Services
- Standards : Technology, Data and Metadata, Localisation
- Standard Operation Procedures (SoPs)
- Technology Portal and its core components
- Standard Government Information Architecture (SGIA)
- Standard design templates and themes
- Best Practices , Guidelines and Process



Strategic Objectives

Objective 1:

Establish a Single Unifying Standard Web Platform for the Government of Assam for effective and efficient information and services delivery:

- Standardisation of Government of Assam websites
- Establish a Single Unified Interface with seamless web experience across all websites
- Provide an aggregated view of all services and information in one place

Objective 2:

Formulate guidelines for enforcing standardisation and setting bench mark in service delivery.

- Minimum services (all types : information, public, directory and internal) to be made available through the website
- Information dissemination of all services in a standard format
- All services to be made available from GOAWP

Objective 3:

Use of Social Media for Collaboration and Participation

- To serve as a platform to engage with public through social media tools
- Invite ideas and suggestions
- Feedback, Polls, Consultation

Goals:

- To design and develop a Standardised Website Framework based on Open Architecture and Standards.
- To establish a Platform which will have the Core Technology Components and Services for Standard Website development.
- To bring in Uniformity and Standardisation in Government Information Service Delivery.
- To have a Single Integrated Website for a department and its sub departments.
- Establish a Single Centralised Government Document Repository.

Benefits:

- New Government websites would be built by configuration of the Standard Website Framework.



- The common services available on SWF would be reused for all Government sites.
- Aggregation of information and data through web services.
- Documents would be able to be exchanged and shared across different departments.
- Uniform and Standard deployment of Government websites with standard domain naming conventions and Role based Access mechanisms.



Appendix B Guidelines for Govt. of Assam Websites

General

The design, development and implementation of Websites of Government of Assam will be based on a set of guiding principles that are described below:

1. The Guidelines for Indian Government Websites (GIGW) shall be adhered to by all Government of Assam. See Annexure for GIGW Compliance Matrix
2. Government of Assam websites will need to be developed around the Standard Website Framework (SWF).
3. Websites will need to adhere to the basic principles of Openness and Transparency with respect to information. This will require that all information and data of the department that is required to be made public should be made available on the website.
4. Ensure the accuracy and authenticity of information made available on the website at all times.
5. Capability building of department officials with respect to the Website Management needs to be carried out in a periodic manner.
6. Main Administrative Department and its constituent organisations to have a Single Integrated Website.
7. Minimize the redundancy of Information and Data on the websites.
8. Website and Website Content to be fully owned by the department.
9. Department will need to develop its plan in terms of sustainability of the website with respect to content updating, management of website, obtain periodic feedback of website from its users and ensure continuous updates to the website.
10. Due permissions need to be obtained for publishing any content protected by copyright.
11. Every Website should have the Website Copyright policy, Terms & Conditions, Hyperlinking Policy.



Website Initiating Process:

Institutional Mechanism

Department (and its associated organisations) will need to have the Website Governance Structure established with roles and responsibilities clearly defined.

- Project Steering Committee under the Chairmanship of the Department Responsible Officer
- Website Information Manager
- Content Managers
- Master Trainers
- Website Administrator

The Governance Structure with roles and responsibilities will need to be made available on the respective department websites.

Selection of Agency for Development

- (i) For development of websites, department (and its constituent organisations¹) will need to select from the set of agencies² empanelled by the Information Technology (IT) department, Government of Assam.
- (ii) For those departments who have already developed websites, these will need to be redeveloped around the Standard Website Framework (SWF) by the empaneled agencies.
- (iii) Website Development Cell (WDC) will support the department in providing consultation on the design and development of the website.
- (iv) Allocation need to be provisioned by each department in their budget for development of their respective websites around the SWF.

Website Technology

- (i) Website Technology should comply with Open Standards that have been prescribed for e-Governance (<http://egovstandards.gov.in>)
- (ii) Website should be developed using responsive design techniques.
- (iii) Website should render seamlessly across devices and must be technology neutral.
- (iv) Website Technology Architecture must be based on the SWF.

Website Deployment

- (i) Hosting of the Websites will be in the Common Secure Infrastructure established by the IT department for deployment and hosting of the Government Websites.

¹ Directorates/Commissionerates/Missions/Projects / Institutes

² The details of the empaneled agencies for Website development is available at <http://wdc.assam.gov.in>



- (ii) All websites shall be under the standard domain “assam.gov.in” and a uniform domain naming convention (“<<name>>.assam.gov.in”) to be adopted by all departments.
- (iii) The constituent organisations that are not allowed to come under ‘assam.gov.in’ will need to come under ‘.in’ domain.

Website Information Architecture

- (i) The Standard Government Website Information Architecture (IA) developed under the SWF is to be adopted by all departments.
- (ii) The Standard IA will prescribe the standardisation with respect to the following :
 - Common Minimum Information
 - Placement
 - Navigation
 - Layout and Appearance
 - Uniform wording and labelling
- (iii) All Websites shall have a Standardised header with the Government Emblem / Logo, on the homepage.

Website Information Quality

- Providing a date last modified on the bottom of every page
- Reviewing pages as per the periodicity of review that has been laid down.
- Providing access to documents using open, industry standard web formats
- Making online information and services fully available to individuals with disabilities
- Measuring user satisfaction and usability through feedback and usability testing
- Organizing content by audience group and by subject based on feedback and other research
- Using consistent navigation. Most of the navigational items to be in the same place and work the same way on every page.
- Using the same layout, appearance, and wording for pages that are related
- Using basic common content like contact information, organisational information, frequently asked questions, and regulations
- Using simple and plain language

Website Information Management

1. There would be a Single Website for the department and its associated organisations.



- The department website will be the Main Site and the sites of organisations under the department are the Sub-sites.
- Accessing the Main and Sub sites will be through a Single web address (Uniform resource Locator or URL).
- Main Site and Sub sites will be based on the Standard Government Information Architecture (SGIA).

2. The Websites will need to publish the details of the Content Managers and Web Master.
3. Website to have a transparent feedback mechanism
4. Websites to provide the date last modified on the bottom of every page
5. Online information and services to be made fully available to individuals with disabilities
6. The content on the website should be organised by the target audience group
7. Source of all documents, whether reproduced in part or full are to be mentioned.
8. Clear indication is to be given when a link from the website points to an non-government website.
9. Before hyper linking, department will need to verify the accuracy of the hyperlinked Content.

Website Content

- (i) The department (and its constituent organisations) will need to finalise and notify the responsibility matrix³ for content management in the website(s).
- (ii) Content accuracy will be the sole responsibility of the department. Regular review is to be undertaken by the Department Website Information Manager.
- (iii) Website Development Cell will train the Master Trainers of the department who in turn will be responsible for the continuous and regular capability building of the department content managers.
- (iv) The designated Content Managers in the department (and its associated organisations) will be responsible for the creating, updating and publishing content on the website.

Website Content Design

- Language to be kept simple
- Content in a page is kept to minimum.
- Most important matter is first presented and supplementing content is made viewable under a 'More..' option


³ Roles will need to be defined for Creating, Reviewing and Publishing Content on the Website

- Depending on the user needs:
 - reduce the amount of content
 - reduce the characters per line
 - remove unused content from the site
- Make it differently-abled friendly

Document Management Guidelines

Document Types

The Standard Categories of Documents have been Standardised as follows:

➤ Acts	➤ Notifications	 <p>A document repository where all types of documents of the organisation can be searched and located in the shortest possible time.</p>
➤ Budget	➤ Office Memorandums	
➤ Booklets	➤ Office Orders	
➤ Case Studies	➤ Procedures	
➤ Circulars	➤ Regulations	
➤ Compendium	➤ Reports	
➤ Forms	➤ Rules	
➤ Guidelines	➤ Tenders	
➤ Minutes of Meeting	➤ White Papers	

Document Scanning Specifications

Any document falling into any category which has to be uploaded on the website has to be converted to electronic format by scanning (if the electronic format is not available).

The Settings for Scanning are as placed in the table below.

Document Type/ Condition	Color & DPI
Regular text	100 dpi Black & White(B/W)
Text with images	300 dpi Grayscale
Very damaged /Tarnished/Clouded	450 dpi Black & White(B/W)
Seriously damaged / Tarnished/ Clouded	600 dpi Black & White(B/W)
Documents with Photograph	600 dpi Grayscale/Colour

DPI- Dots per Inch

Table:

If the documents are scanned in very high resolution, the size becomes very large. This will affect the performance of the website, while uploading and when downloading. Hence, documents are best scanned in the optimum dpi (which is 100 dpi).



Document Storage Format

The Scanned documents must be stored in Technology Open Standard Format prescribed by the Government for eGovernance.(<http://egovstandards.gov.in>)For Scanned Document Storage/Archival, the Standard prescribed is as follows:

Standard/Specification with Version and Publication Date (if applicable)	ISO 19005-1:2005 (PDF/A)
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Source: <http://egovstandards.gov.in>

PDF/A is a standard which turns Portable Document Format (PDF) into a “electronic document file format for long-term preservation”. The reproducibility requirement for PDF/A documents is to be 100% self-contained. All of the information necessary for displaying the document in the same manner every time is embedded in the file. A PDF/A document is not permitted to be reliant on information from external sources (e.g. font programs and hyper-links).

Document Metadata

At the time of uploading documents, the user will be required to add Meta Data for the document. Metadata is a set of pre-defined parameters that need to be entered for every scanned document, while uploading it to the website. The advantages of entering Metadata are as follows:

- identify, authenticate, and categorise the documents
- allow users to control, manage, understand and search documents over time
- enable topic based references and retrieval of documents.
- secure access privilege can be set for documents

Metadata:

Document Category:

Title:

Description:

Key Words: The user will also need to define keywords which will help the system to search for results based on these keywords in a much faster way.



Appendix C Standard Operating Procedures (SoP)

Standard Operating Procedure 1

Purpose: Preparatory and Readiness steps to be taken by Department and Subordinate Organisations

Applicable to: Departments and its subordinate organisations who are developing new websites

1. Departments and its **subordinate organisations** to constitute their respective Project Steering Committee and notify the same.
2. Department and its **subordinate organisations** to notify their respective support Structures that include the Content Mangers, Master Trainers and Website Administrator.
Toolkit- ePrastuti Governance Structure may be referred to while constituting the PSC and Support Structures
3. Department and its **subordinate organisations** to finalise their respective end users of their websites and their needs by following the steps in Toolkit: Understanding the End users of Website and User needs.
4. Domain Registration for the Department and its **subordinate organisations** need to be done by the department/subordinate organisation concerned, by following the Domain Registration guidelines (Annexure –Domain Registration Form and Guidelines)
5. All department and its sub-ordinate organisation users are to obtain a Government eMail id in case they do not have one. Members of the Project Steering Committee, Content Mangers, Master Trainers and Website Administrator have to obtain as a mandatory requirement. Their user ids in the website shall be linked to the Government eMail id. (Annexure –Government E-Mail Creation Form and Guidelines)
6. Department will need to initiate the activity for engaging the agency for the development of website under the SWF from the list of agencies already empanelled by the IT department. SOP2 gives the details for this activity.



SUMMARY OF CHECKPOINTS

Readiness Steps for Website development

1. Departments and its **subordinate organisations** to constitute their respective Project Steering Committee and notify the same.
2. Department and its **subordinate organisations** to notify their respective support Structures that include the Content Mangers, Master Trainers and Website Administrator.
3. Department and its **subordinate organisations** to finalise their respective end users of their websites and their needs by following the steps in Toolkit: Understanding the End users of Website and User needs.
4. Domain Registration for the Department and its **subordinate organisations** need to be done by the department/subordinate organisation concerned, by following the Domain Registration guidelines
5. All department and sub-ordinate organisation users are to obtain a Government eMail id in case they do not have one. Members of the Project Steering Committee, Content Mangers, Master Trainers and Website Administrator have to obtain as a mandatory requirement. Their user ids in the website shall be linked to the Government eMail id.
6. Department will need to initiate the activity for engaging the agency for the development of website under the SWF from the list of agencies already empanelled by the IT department. SOP2 gives the details for this activity.





Standard Operating Procedure 2

Purpose: Engaging Agency from the list of empanelled agencies for the development of the website under the SWF

Applicable to: Departments and its subordinate organisations who are in the stage of developing new websites.

1. Departments to refer to communication No.IT.70/2015(A)/77 dated 22nd April 2016 from Information Technology Department .
2. RFQ is to be floated to the five agencies empanelled by the IT department, Govt. of Assam, details available at <http://wdc.assam.gov.in> under intimation to the IT department, Govt. of Assam. Departments to refer to the model RFQ available at <http://wdc.assam.gov.in>.
3. Department may strictly follow all the due process and the final RFQ may be vetted by the Department Financial Advisor.
4. Department to sign the Master Service Agreement (MSA) immediately on signing the Work order (within 15 days of releasing the work order). Departments to refer to the model MSA available at <https://wdc.assam.gov.in>.
5. Department and its subordinate organisations may ensure that the development is as per the scope of work in the work order and the terms of the MSA.
6. The timelines as per the scope of work need to be adhered to, both by the department and by the agency.

Note: *The floating of RFQ and its evaluation is the sole responsibility of the department. WDC will not play any role in the floating of RFQ and selection of agency.*



SUMMARY OF CHECKPOINTS

**Engaging
agency for
Website
development**

1. Departments to refer to communication No.IT.70/2015(A)/77 dated 22nd April 2016 from Information Technology Department
2. RFQ is to be floated to the five agencies empanelled by the IT department, Govt. of Assam, details available at <http://wdc.assam.gov.in> under intimation to the IT department, Govt. of Assam. Departments to refer to the model RFQ available at <http://wdc.assam.gov.in>.
3. Department may strictly follow all the due process and the final RFQ may be vetted by the Department Financial Advisor.
4. Department to sign the Master Service Agreement (MSA) immediately on signing the Work order (within 15 days of releasing the work order). Departments to refer to the model MSA available at <http://wdc.assam.gov.in>.
5. Department and its subordinate organisations may ensure that the development is as per the scope of work and MSA.
6. The timelines as per the scope of work need to be adhered to by the department and agency.





Standard Operating Procedure 3

Purpose: Website development activities to be done under the SWF

Applicable to: Agency

1. Agency to inform the details of their respective Website development team and its structure and the Project Schedule to the department with a copy to wdc.assam@gov.in.
2. Agency is to have the kick-off meeting with the ePrastuti Project Steering Committee(PSC) of the department and its subordinate organisations.
3. Agency to study the existing websites of the department, if any, and prepare a presentation with the snapshots of the websites of other States, Centre and Global websites. The strengths available in each website should be highlighted in the presentation.
4. To conduct workshops by following the checklist provided in Annexure.
5. Prepare the wireframe of the website in the template of ePrastuti Standard Government Information Architecture (SGIA). The wireframe should include the Homepage with the images and contents of the Main Slider, Menu, Portlets etc.
6. Have the wireframe and images approved by the Department /Sub-ordinate organisations & Web Development Cell (WDC).
7. Finalise the content of the department in the ePrastuti Standard Templates and get it approved from the department.
8. The SWF development domains to be obtained and informed to WDC so that the development area can be provided to the development team.
9. Request for user credentials in the development server to be sent to wdc.assam@gov.in
10. Have the approved content populated in the Staging server.



Area	Description of activity (Department is responsible for all activities mentioned)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Have you completed all the pre-requisites	<ul style="list-style-type: none"> Have the Project Steering Committee and Support Structures as per the ePrastuti Governance Structure Guidelines been notified and copy sent to WDC (wdc.assam@gov.in) Have the Content Managers been informed about the workshop (Workshop is to be attended by all Content Mangers) 	<input type="checkbox"/>	<input type="checkbox"/>
Workshop Logistics	Have the necessary logistics been arranged for conducting the workshop <ul style="list-style-type: none"> Projector Laptop Net connectivity 	<input type="checkbox"/>	
Material for distribution	<ul style="list-style-type: none"> Have the copies of Toolkit 1-2 been made ready for distribution during the workshop A4 size sheets for the workshop activity 	<input type="checkbox"/>	
Workshop	Workshop is to be attended by: <ul style="list-style-type: none"> Nodal Officer of the Department Nodal Officers of the Sub-ordinate organisations All Content Mangers (of the Main Administrative department and its sub-ordinate organisations) WDC and NIC Coordinators Development Agency Team 	<input type="checkbox"/>	

- During the first Content Managers Workshop activities in Toolkits 1 and 2 will be done.
- Agency team should consolidate the outcome of Toolkit 1 and 2 prior to the second workshop and submit to wdc.assam@gov.in.
- During the second Content Managers Workshop Toolkit 3 will be done. Outcome of the first workshop will be presented for activity of Toolkit 3.
- Agency should make a presentation which will include all major websites in the sector, national and global. The strengths and weakness of each website should be highlighted

Standard Operating Procedure 4

Purpose: Website Development Stage Areas and Responsibility

Applicable to: Departments and its subordinate organisations and Agencies who have been awarded the work of development

Area	Department	Agency
Website Content	The Content finalised by the department through the workshops (See SoP1) need to be provided to the Agency. Soft copies of the content are to be provided	Ensure that all content obtained is uploaded following all the quality guidelines.
Ensuring the availability of the Mandatory Content on the website	To ensure that the Content as per the Toolkit : Standard Content are made available. The details of the Website Governance, Website Information Manager, Content Management Responsibility Matrix are particularly important.	To ensure that the content is uploaded on the website at the appropriate placeholders.
Guidelines to be followed	For document scanning and images uploaded, the guidelines available at Toolkit : Document and Image Guidelines need to be followed.	To ensure that all documents that are provided are in the optimised format. To ensure that all photos are of superior quality, optimised and are without any copyright issues.
Templates	The content need to be provided as per the templates defined in Toolkit: Templates <ul style="list-style-type: none"> • About us • Contact us • Information Services 	To upload all content in the pre-define templates.
Completion of English content	Website Information Manager to provide a sign-off for the English Content in the Website.	Get the User Acceptance and Sign-off from the department on the English Content.
Bi-lingual and Multi-lingual websites	The website will be converted to bi-lingual/multi-lingual as per the work order. The content also needs to be vetted and sign-off provided.	Complete and get the User Acceptance and Sign-off from the department on the bi-lingual/multi-lingual Content.

Standard Operating Procedure 5

Purpose: Exit Strategy

Applicable to: Departments and its subordinate organisations and Agencies

Outcome: Completion of Website development by the agency and handing over the website to the Department.

Pre-requisite: Get the sign-off for all content (See SoP4)

Area	Department	Agency
Training for the Website Administrator	To ensure that the designated Website Administrator undertakes the training.	<ul style="list-style-type: none"> • Create account for the Website Administrator in the Training site • Website Administrator to create the accounts for the Content managers • Provide the training
Training for Content Managers	To ensure that all Content managers are notified with their responsibility in the Content management Responsibility Matrix	Training to include : <ul style="list-style-type: none"> • Creation of Slider images • Preparation of content in the Standard templates • Uploading content • Uploading Documents • Guidelines for scanning • Guidelines for images • Best Practices for authoring
Note	<ul style="list-style-type: none"> • No training to be provided on the production / live site. The trainings are to be done on the site provided for training purpose. • Training Manuals to be provided to the department/ subordinate organisation 	
Clauses as per the work order	Check that all points in the scope of work are completed.	Ensure that all areas in the scope of work are completed.
Clauses as per the Master Service Agreement(MSA)	Ascertain that all the clauses in the MSA are adhered to.	Ensure that all clauses are met
Final Handing over in template in annexure	The template needs to be signed by the Additional responsible Officer/Website Information Manager of the respective website	Agency to provide all the credentials of the Website to the Additional responsible Officer/Website Information Manager in a sealed envelope and obtain the Handing over signed
Note	The scope of work includes the department and its sub-ordinate organisations and hence completion would require that all the websites as per the scope of work are completed.	

Annexure of SoP 5: Template

Handing over of the Website of << Name of the Department/Sub-ordinate organisation>>

1. The Website of the department has been completed in all respects as per the scope of work vide order no :<< >> dated: << >>.
2. The Master Service Agreement signed between the department and the agency on << date>> has been adhered to.
3. Trainings have been completed and Training manual handed over to the Website Information Manager << Name> on << date>>.
4. The credentials of the website are being handed over on this day <<date>> after which the department takes the ownership of the website.
5. Agency will henceforth, after the signing as on today, not have any credentials in any form whatsoever to access the website and will not be responsible for the content of the website.

(Taking over)

Addl. Responsible Officer/
Website Information Manager

(Name , Signature & Seal)

(Handing over)

Agency Representative

(Name & Signature)

Note: A copy of the above template may be communicated to the IT department with a copy sent to wdc.assam@gov.in.

Standard Operating Procedure 6

Applicable : ePrastuti Certified Master Trainers

1. They will need to extend support to all departments in training the Content Mangers, as and when required by departments.
2. They will support as resource persons for ePrastuti training programmes .
3. They will ensure the capability building of their respective department.
4. They will do Heuristic Evaluation of their respective department and subordinate websites.
5. The report will be submitted to the department Web Information Mangers for necessary rectifications.
6. They will undergo refresher programmes from Website Development Cell as and when required.



Standard Operating Procedure 7

Website Administration

Applicable : Department and Sub-ordinate Organisation Website Administrators

1. The officially designated Website Site administrators should update the profile of their account with proper email address, mobile no and other details
2. The password of the account need to be changed immediately by the Site Administrator. New password should not be shared with others but kept only with the Site Administrator.
3. The user accounts for the designated Content Managers for the website are required to be created by the Site Administrator with the roles: Content Creators, Content Approvers or Content Publishers as and when required.
4. Website Site Administrator is to ensure the confidentiality of all the website accounts.
5. Website site administrator, while creating accounts for the Content Managers, must decide the role based on the Content management Responsibility Matrix.

Note: Website Development Cell will have no account or role in any of the websites.

Appendix D Standard Templates

Contact us

Search

Contact Us

Contact Us

<< Primary Contact Point for the Department/ Sub-Organisation>>

Name:

Email:

Phone:

Mobile:

Photo

Whom to Contact for:

Public Grievance Redressal

Name:

Email:

Phone:

Mobile:

Photo

RTI

Name:

Email:

Phone:

Mobile:

Photo

Website Related

Name:

Email:

Phone:


Mobile:


Photo

<< Add any other>>

Other Offices

Citizen Charter






[Citizen Charter](#)

Citizen Charter

- Vision/Mission/Objectives of the Department/Agency
- Details of Business Transacted or General Services Provided
- Name, Address, and Phone Numbers of Key Officials
- Procedures to Avail Services
- Information on the Costs of Services Provided
- Standards of Services (Time Limits, etc)
- Grievance Redress Mechanism
- Names, Addresses, Phone Numbers of Officials in Charge of the Grievance Redress Mechanism
- Duties of Citizens
- Simple and User-friendly Language

About us




[About Us](#)

About Us

Who we are

- Ministers
- Key Officials
- Organisation Chart (Should be a good quality image file)
- Job Chart and Responsibilities (Work allocation and duties)

Note: The above order should be maintained


What we do

- Our Vision and Mission
- Functions and Objectives

Citizen Charter
History
Our Divisions / Field Offices
Contact Us

Main Slider

Search




The Main Slider in the Home Page of the Website is one of the most important elements in the website

- Has prominence on the Home page
- Immediately catches the attention

In view of its importance, there are a few guidelines and best practices to be followed while designing the images for the Main Slider that are as follows:


- It should depict some important news of the department viz: Achievement, Impact, Vision, Statistics
- It should be regularly updated
- Images should not be placed until otherwise it is backed by a powerful story. It is recommended that when placing images of inaugurations etc, always the purpose and story behind should be included
- There could be many sliders
- Sliders could be a combination of image and text
- Slider images could be hyperlinked to inner page with more content

Some sample sliders are placed below:



Drop Down

Search



Acts

Budget

Circulars

Compendium

Case studies

Forms

Frequently Asked Questions (FAQs)

Guidelines

Minutes of Meetings(MoM)

Notifications

Office Memorandums

Office Orders

Procedures


Regulations

Reports

Rules

White papers


Right Navigation




Ease of doing business ▼


Sustainable Development Goals
RTI
Tenders
Budget
Lodge your Grievances
Media Gallery
Events

Citizen Charter
Events
Know Status (Wherever applicable)
Media Gallery
Important Links
Feedback



Schemes





A summarised view of all schemes should be given first:

Scheme	Start Date	End date	Out lay
Name of Scheme1	Start Date	End date	Out lay
Name of Scheme2	Start Date	End date	Out lay
Name of Scheme3	Start Date	End date	Out lay

On selecting each scheme, then further details of the Scheme should be detailed as follows:

- Objective of Scheme
- Outcome of the scheme
- Progress
- An image of the implementation

Information Services

Services offered by a department can either be in online or manual mode. In either of these cases, the citizen will need to know the basic background information for availing the Service such as Details about the Service, forms to be submitted, documents, eligibility criteria, fees to be paid etc. All such information that the user will need should be available in one place without having to navigate to different site locations. Further, the activities should be explained in a simple, straight manner with the checklists, Process and procedure all explained with clarity. A Standard template with mandatory information for availing Services has been devised is described below.

1. Getting ready: **Checklist** including Eligibility Criteria
2. A brief Overview
3. Overall **Process Flow** for the Service
 - a. Diagrammatic form
 - b. Description of the sequence of steps depicted in above diagram
4. **Forms** to be filled
5. **Guidelines** for filling up the form
6. **Eligibility criteria**
7. Fees including the Payment Mode
8. **Documents** required including
 - a. Certificates, NOCs etc.
 - b. Photo id, size, quality, signature, etc.
9. **Important Timelines**
 - a. Due date for submission
 - b. Time for processing (approximate)
10. **How to Apply**
 - a. Steps for applying
 - i. Make sure that you are eligible for applying
(Review the eligibility checklist)
 - ii. Complete the forms to be filled
 1. Link to the forms to be filled
 2. Link to the Guidelines for filling form



- iii. Ensure that you attach the relevant documents
- iv. Pay the required fees
11. **Whom to contact for any queries** – This includes Name, Phone No. (Both primary no. and alternate no.) and e-mail id.
12. Whether the service is offline or online
 - a. For Offline: Address where the application is to be submitted
 - b. For online: URL address
13. **Service outcome**

A Sample implementation of the Information Service template is as follows:

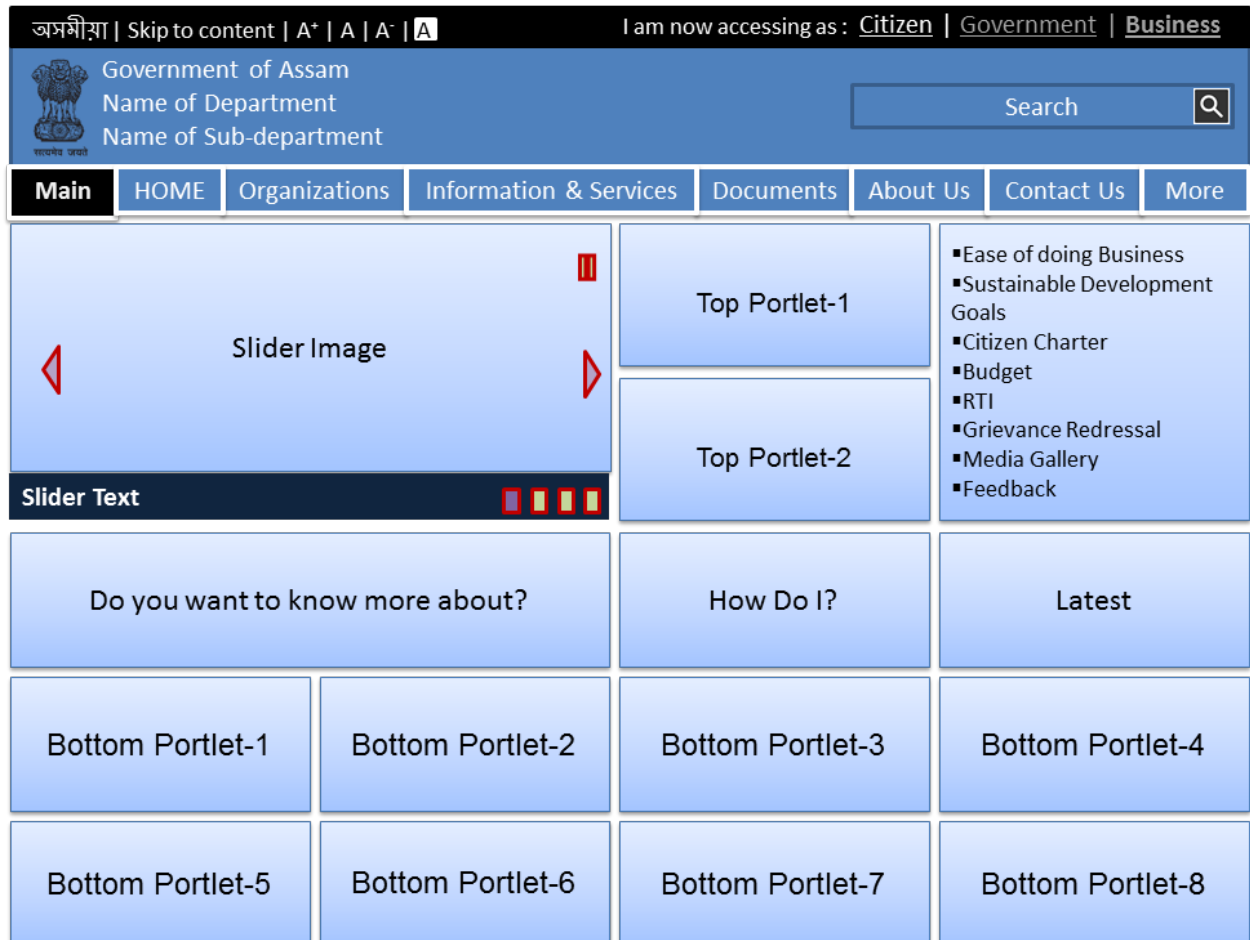
Apply for secretariat e-Pass

Checklist:

- ☒ A valid contact number is required in order to receive the entry gate pass number through SMS
- ☒ Valid ID card/ ID Proof (Voter IC/ PAN Card/ Passport etc) is mandatory to enter the Secretariat Campus
- ☒ Offline issuance of pass option is available if entry gate pass number is not received through an SMS alert
- ☒ No entrance fee is required

- | | |
|------------------------------------|-----------------------|
| 1. Overview | 6. Important Timeline |
| 2. Eligibility Criteria | 7. How to apply |
| 3. Guidelines for filling the form | 8. Type of Service |
| 4. Fees | 9. Forms to be filled |
| 5. Documents Required | 10. Whom to Contact |

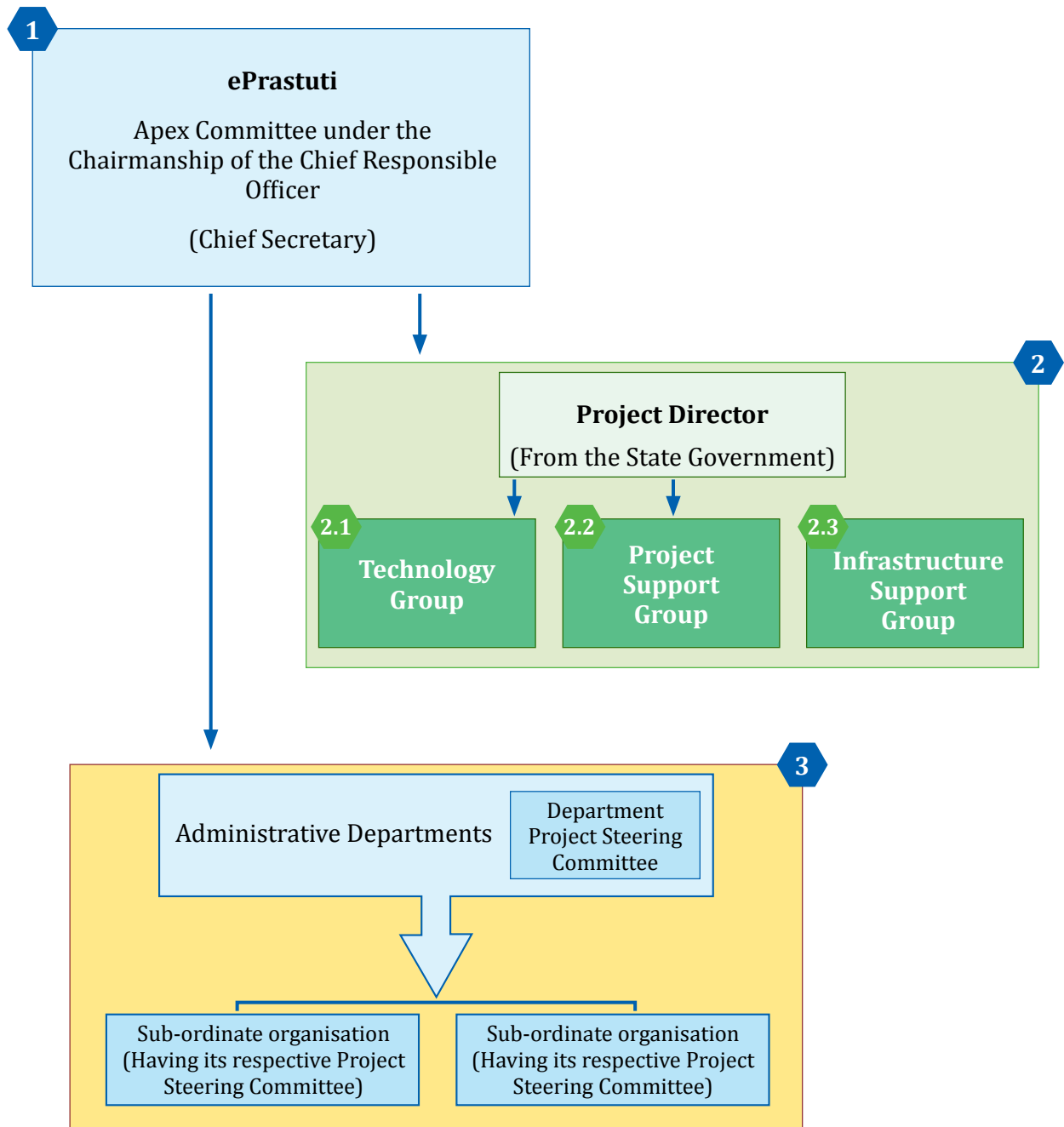
Information Architecture



Appendix E Institutionalizing the Project

The need to institutionalise the project and its management to put systems in place was considered important for the long-term sustainability. Institutional mechanism follow.

INSTITUTIONAL STRUCTURE FOR ePRASTUTI PROJECT





Roles and Responsibilities		
1	ePrastuti Apex Committee	<ul style="list-style-type: none"> Under the Chairmanship of the Chief Secretary Advisory body for guidance to the project.
2	Project Director (From the State Govt)	<ul style="list-style-type: none"> Overall coordination and management of the Project Will function under SAD department
2.1	Website Technology Development Group-(National Informatics Centre)	<ul style="list-style-type: none"> Strategic control of the software. Technology support for Standardised Website Frame work (SWF), Development of new functionalities and features NIC Technical team will ensure the long term technical ownership and support which is key to the sustainability
2.2	Project Support Unit <ul style="list-style-type: none"> Content review Bi-lingual Project Management Support Desk 	<ul style="list-style-type: none"> Project Support Manage the Core group of Content Team and Project Support team
2.3	Website Hosting Infrastructure	<ul style="list-style-type: none"> Provide the hosting infrastructure Scalability Manage its Security Have the Disaster recovery in place
3	<p>Governance Structure to be established both in the Administrative Departments as well as in its sub-ordinate organisations</p> <ul style="list-style-type: none"> To review, monitor and guide the overall department website 	<ul style="list-style-type: none"> Project Steering Committee under the Senior most Secretary of the department (Responsible Officer) Website Information Manager, Content Managers, Master Trainers and Website Administrator

Appendix F Action Plan for ePrastuti

	ACTION	WORK STRAND	BY	METHODOLOGY	TIME FRAME
I. MANDATE & EMPOWERED STRUCTURE					
1.	Government Mandate for Standardisation of Websites(SoW)	Empowered structure under the overall leadership and guidance of the Chief Secretary as the Chief Responsible Officer.		<ul style="list-style-type: none"> Strategy Planning and Guidance To approve the Action Plans developed by departments and monitor the progress against the targets / milestones 	
2.	Formation of Website Development Cell (WDC)	<ul style="list-style-type: none"> Overall Coordination and Nodal Point for the Standardisation of Websites 			
3.	Formation of Expert Committee from IIT Guwahati for design of Website	<ul style="list-style-type: none"> One of the key recommendations of the workshop held 		To provide guidance on the design, usability and interaction aspects of the State Portal and Government Department Websites	
4.	Department wise Governance Structure	<p>(i) Designate Responsible Officers(ROs), Additional Responsible Officers (AROs) and Web Managers</p> <p>(ii) Constitution of Department Project Steering Committee comprising of RO, ARO, Web Master, Nodal Officers and Representative from NIC</p>	All Departments, Govt. of Assam	Departments to notify the ROs, AROs and Web Masters.	



	ACTION	WORK STRAND	BY	METHODOLOGY	TIME FRAME
II. READINESS FOR GOVERNMENT WIDE IMPLEMENTATION OF SOW					
A. ESTABLISHMENT OF ICT INFRASTRUCTURE FOR HOSTING					
5.	Establishment of ICT Infrastructure at the State Data Centre/Existing Data Centre for hosting the Websites and ensuring the Disaster Recovery(DR)/ Business Continuity Planning(BCP)	<ul style="list-style-type: none"> Servers for primary staging and final hosting and Storage Area Network (SAN) Fail over support DR set up Server Administration support Software (Operating System, Disaster recovery , Replication) 		This would require augmentation of existing resources in the Data Centre	
B. ENABLING GUIDELINES & FRAMEWORKS					
6.	Prepare enabling Guidelines & Standardisation framework	<ul style="list-style-type: none"> Preparation of the Standardisation of Website Framework that include the Guidelines, Best Practices and Toolkits 	Website Development Cell		
7.	Website for the Project	<ul style="list-style-type: none"> Development of a Project Website where all information can be provided. All suggestions and issues can also be registered in this site. 	Website Development Cell		
8.	Compliance/ Enforcement Mechanism of guidelines for Website Standardisation	<ul style="list-style-type: none"> Mechanism to be established to ensure that all departments comply to the guidelines 			



	ACTION	WORK STRAND	BY	METHODOLOGY	TIME FRAME
C. DEVELOPMENT OF COMMON PORTAL FRAMEWORK FOR GOVERNMENT WIDE IMPLEMENTATION					
9.	Common Portal Framework and Portal applications	<ul style="list-style-type: none"> To ensure that all departments develop their websites around the Standard Portal and Common Minimum Framework (Note :Departments can then develop their individual websites around the Common Portal Framework by engaging the Government empaneled agencies) 		<ul style="list-style-type: none"> The team/ agency currently developing the State Portal will need to be engaged to develop the Common Standard Portal Framework and applications 	
10.	Integration of State Portal and Department Websites with a Common Database	<ul style="list-style-type: none"> A Single Government Employee Data Source which will be the Authoritative Source. To ensure all employee data that is reflected on the Websites are up to date and authentic 		<ul style="list-style-type: none"> A mechanism to ensure that updating of this database is done by the Personnel department, Govt of Assam 	
11.	Third Party Professional Review of the Common Portal Framework	<ul style="list-style-type: none"> To be audited for quality and scope by a competent third party 		STQC can be engaged for the audit	

	ACTION	WORK STRAND	BY	METHODOLOGY	TIME FRAME
D. APPROVED AGENCIES FOR DEVELOPMENT AND SECURITY AUDITING					
12.	Selection of a Panel of Website Development agencies	<ul style="list-style-type: none"> The agencies to be empanelled WDC will educate the agencies on the Standardisation Framework and Guidelines 		<p>A Panel of Website development agencies need to be empanelled through Expression of Interest (EoI) and/or RFP.</p> <p><i>Note: The agencies will be required to build the websites in compliance with the Common Framework and Standardisation Guidelines</i></p> <p>All Government departments will undertake the development of website through the empanelled agencies only.</p>	
13.	Selection of a Panel of Security Auditing Agencies			Empanelment of a set of Security Auditing agencies	
III. PREPAREDNESS OF THE DEPARTMENTS					
14.	Orientation Workshop for preparing an Action Plan	The guidelines for action plan will be discussed during the workshop.	All Departments/WDC		
15.	Preparation of Action Plan	<ul style="list-style-type: none"> All departments to prepare an action plan for Standardisation of Websites The Action Plan will cover the activities, timelines of the Planning, Preparatory and Implementation Phases 	All Departments under Government of Assam		

	ACTION	WORK STRAND	BY	METHODOLOGY	TIME FRAME
IV. IMPLEMENTATION OF WEBSITE STANDARDISATION					
16.	Development of State Portal based on SWF ,Auditing and Hosting	<ul style="list-style-type: none"> • Development • Security Auditing • Hosting 			
17.	Development of departmental websites around the Standard Portal Framework	<ul style="list-style-type: none"> • Development • Security Auditing • Hosting 	All Departments	To begin through the empaneled agencies	
18.	Review and Monitoring Mechanism		WDC	To ensure that websites are developed as per the Standardisation Guidelines laid down by the Government of Assam	

V. SECOND PHASE (SEPT 2016 - OCT 2017)						
	ACTION	WORK STRAND	BY	METHODOLOGY	TIME FRAME	STATUS/ REMARKS
19.	Copy right of SWF 1.0	Steps for obtaining the Software Copyright of SWF		Support of Intellectual Property and Patents Division		
20.	Case Study of “Innovative Best Practice of ePrastuti in the State of Assam for Government Websites”	<ul style="list-style-type: none"> • A Case Study (Best Innovative Practice) of ePrastuti will be prepared by WDC. • To be distributed to all States as an innovative practice adopted in the State of Assam 	WDC		:	

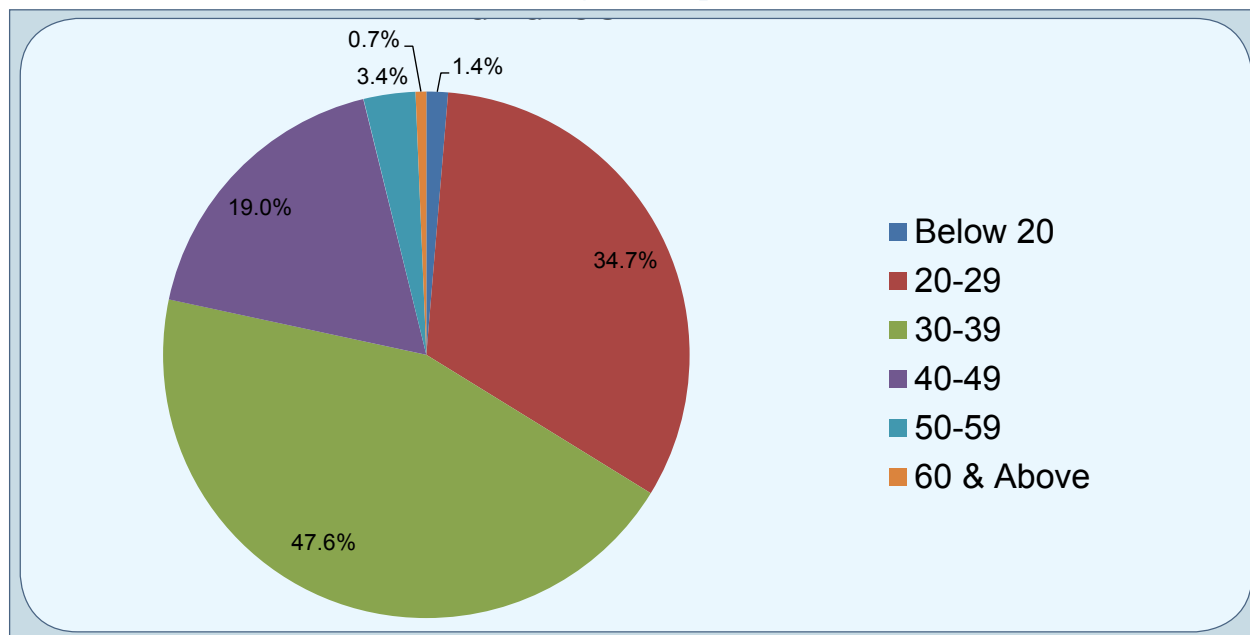


21.	Institutionalizing the Project	A note for institutionalizing ePrastuti already submitted by WDC to IT department WDC/2017/01/68 dated 6 July 2017		To be finalised		
22	Advanced Training for Master Trainers	Proposal to be obtained from IIT Guwahati for conducting 'Advance Trainings' for Certified Master Trainers Budgetary provision for the training programmes.		Proposal to be obtained from IIT		
24	Next Version of SWF	The current SWF needs be taken to the next level as a Product.		RFP floated by Government		
25	Core team of Content Reviewers to be hired for (i) Content review (ii) Content in bi-lingual	A core set comprising of Content Reviewers need to be positioned at WDC for reviewing the Content of Government Websites and also for core support in bi-lingual content Proposal submitted to by WDC to IT department WDC/2017/01/72 dated 25/7/2017		Hiring of manpower for forming a core Content review team at WDC (Funds will required to be provisioned)		
26	Unified State Portal (Point 16 of Phase I)	Design and Development of Unified State Portal Expert Committee from IIT Guwahati as done for Phase I Inputs for design through MyGov		On release of the work order Expert Committee to be notified (honorary) Matter will be prepared for seeking inputs through MyGov		1 st week of Sept 2017
27	Standardisation of Websites -Extending to the District and Subdivision levels	Sensitizing the DCs so that they can start the preparatory activities				

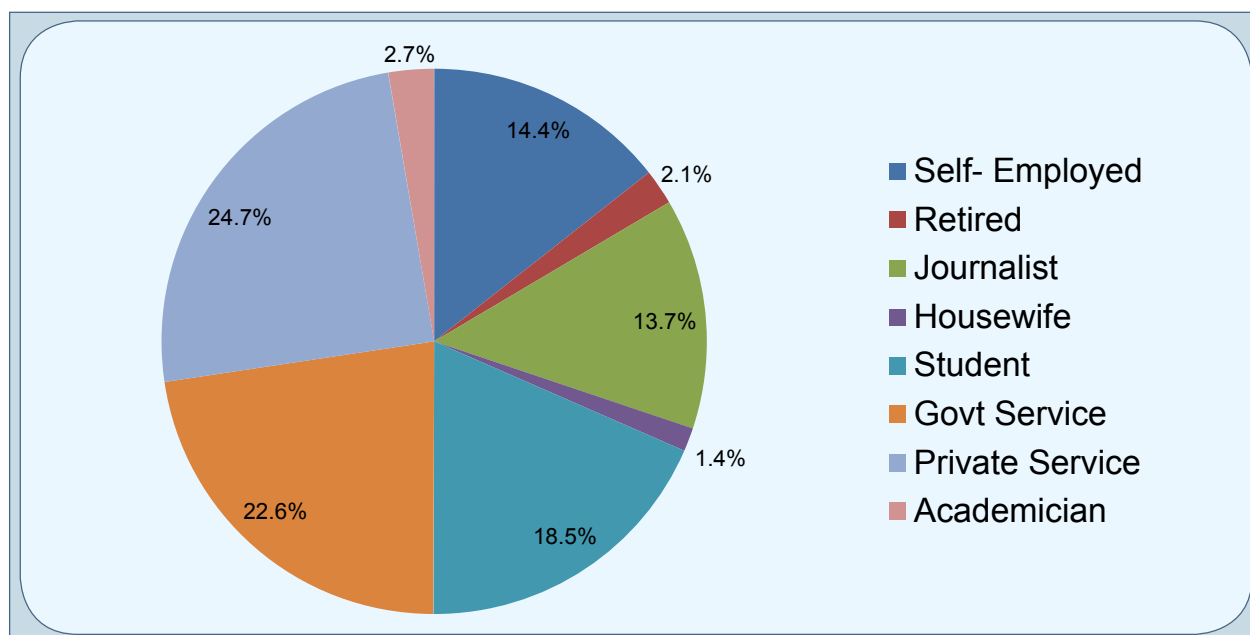
Appendix G Initial Survey done

USER PROFILE

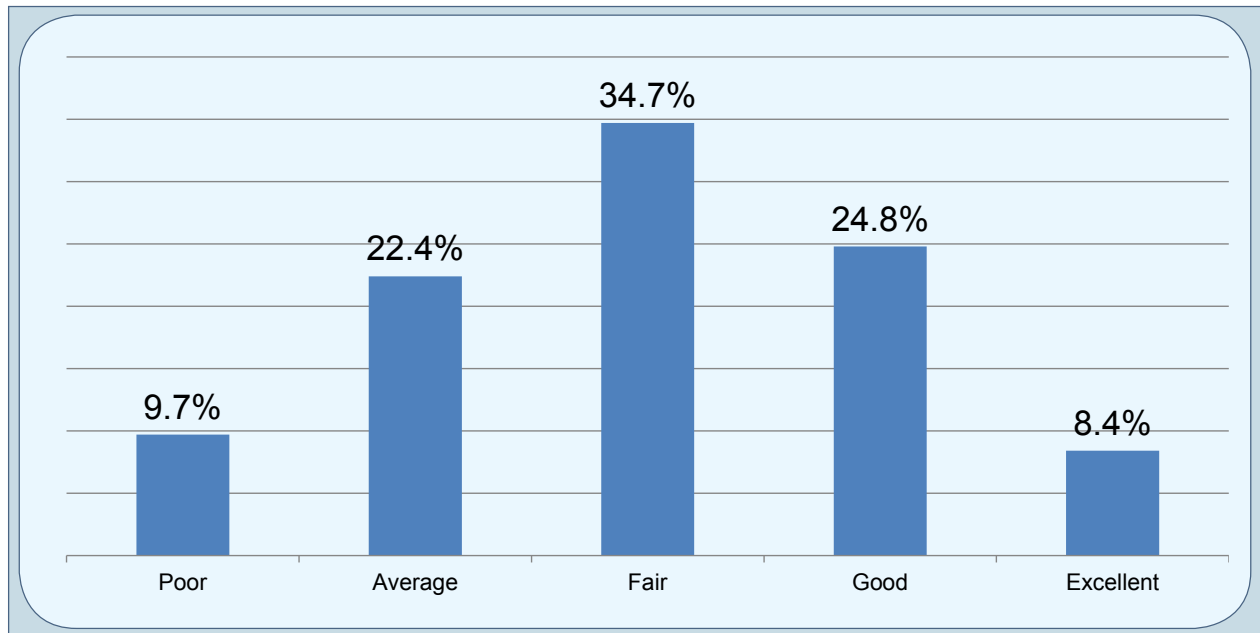
Age Group



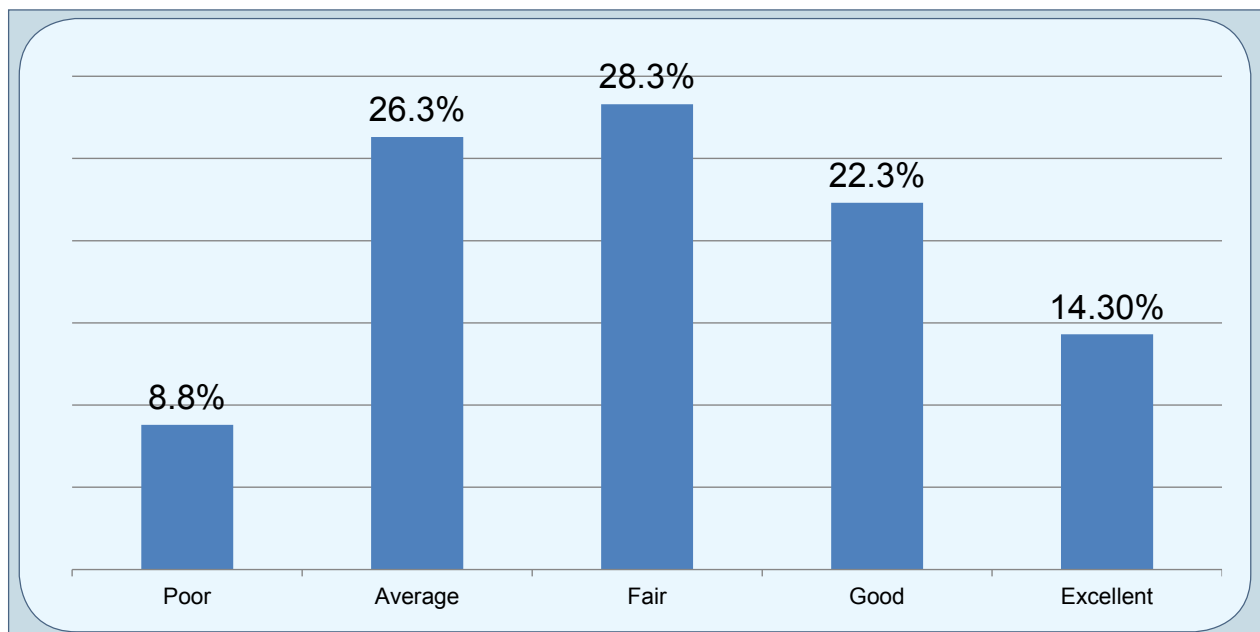
Occupation



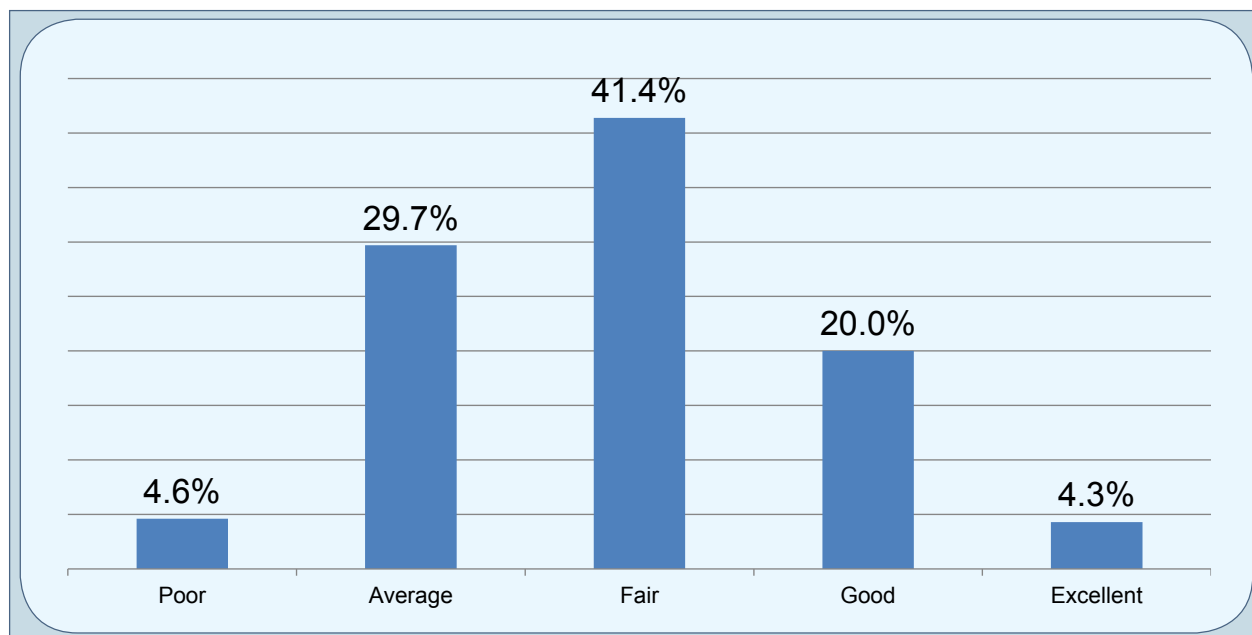
Visual Appeal



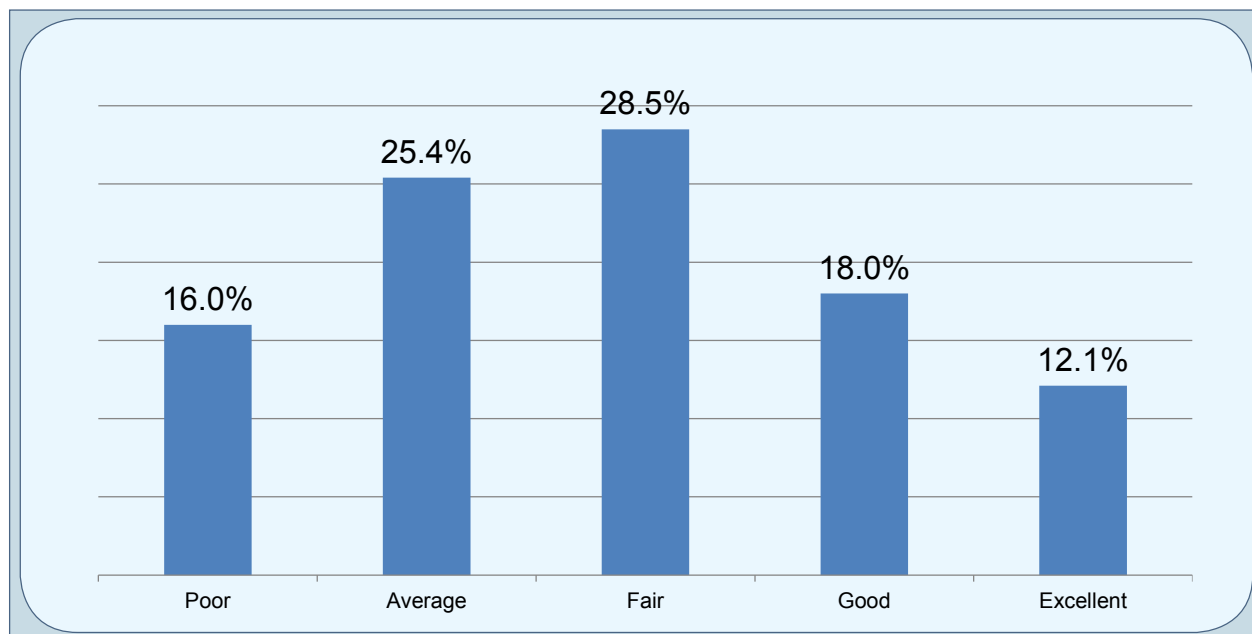
User Friendliness



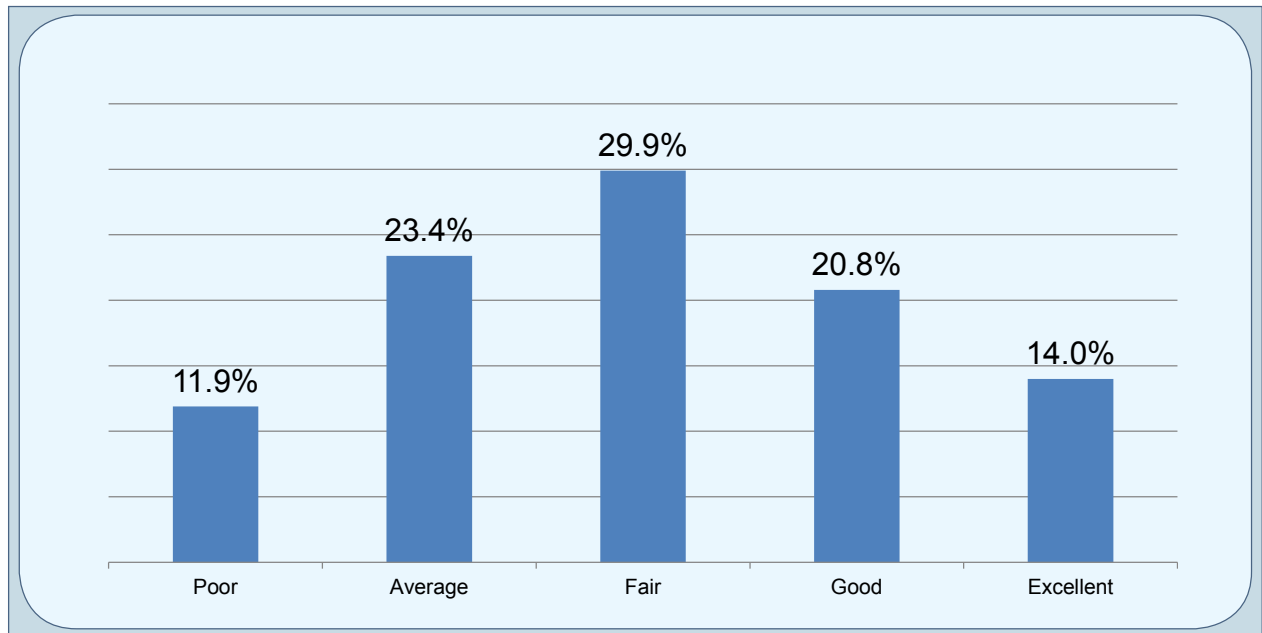
Relevance of Information



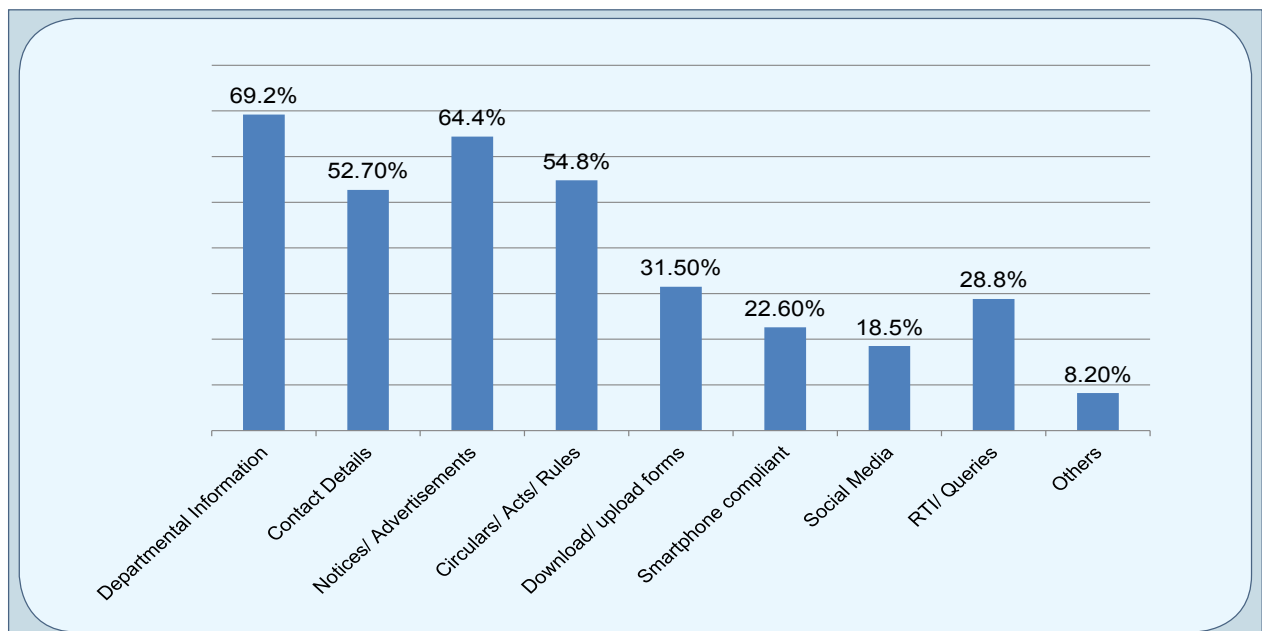
Informative without Physical Visit



'Up to Date' Information

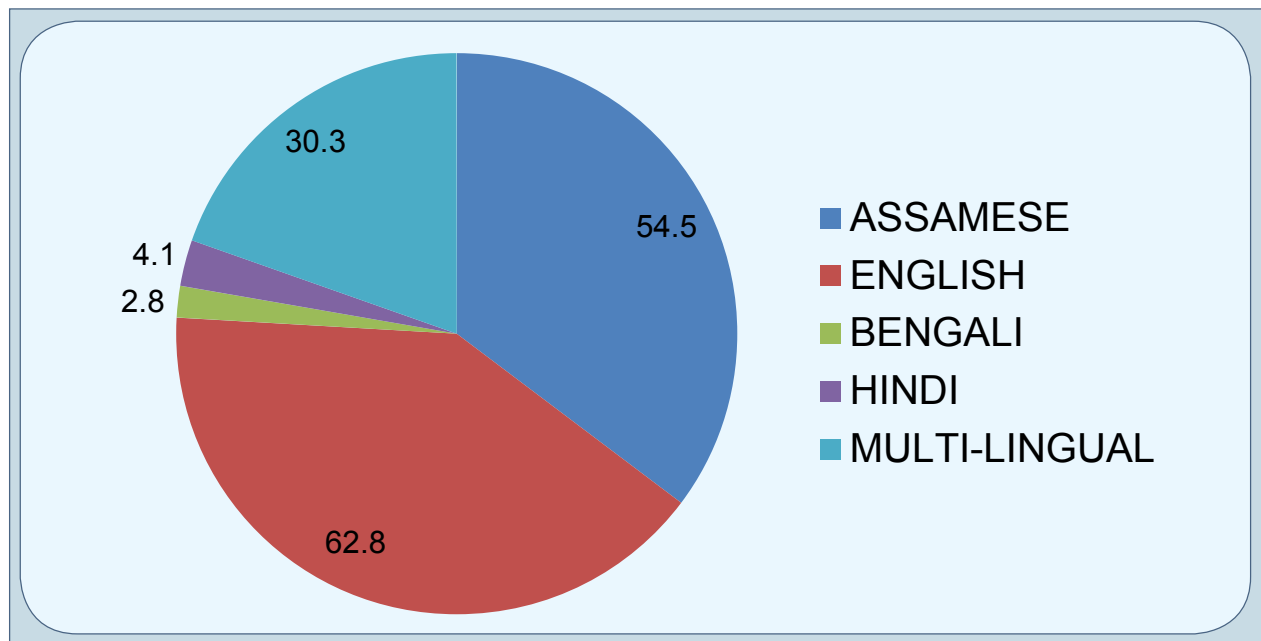


User Expectations





Preferred Language





Appendix H

Selection criteria for best websites and Master Trainers

To evaluate and shortlist the best websites, the following process may be followed:

1. **Parameters for best website evaluation:** For shortlisting the websites the below mentioned parameters may be considered during evaluation:

a) Content: Content is the information provided on the website. It is not just text, but music, sound, animation, or video – anything that communicates a website’s body of knowledge. Good content should be engaging, relevant, and appropriate for the audience. The following parameters may be considered while evaluating the Content of a website.

- Utility of Content
- Completeness of Information
- Subject Specialisation
- Reliability of Content
- Syntax of Content
- Relevancy of Content/ Information
- Information about services viz., G2C, G2B, G2G, G2E etc.
- Specific mission or website goals
- Message & its expression
- Usefulness & quality of content, free resources etc.
- Reason to return

b) Structure and Navigation: Structure and navigation refers to the framework of a website, the organisation of content, the prioritisation of information, and the method in which end users move through the website. Websites with good structure and navigation are consistent, intuitive, and transparent. They allow the users to form a mental model of the information provided: where to find things and what to expect when user clicks. Good navigation gets users where they want to go quickly and offers easy access to the breadth and depth of the website’s content. Following may be considered while evaluating the ease of navigation.

- Convenience of Navigation
- Identity of Site
- Positioning of portlets/menu items as per priority of information
- Links to external sites

c) Visual Design: Visual design is the appearance of the website. It’s more than just a pretty



homepage, and it doesn't have to be cutting edge or trendy. Good visual design should be of high quality, appropriate, and relevant for the audience and the message it is supporting. Following key areas may be considered during evaluation.

- Order of Elements
- Information Structure

d) Appearance and Multimedia:

- Graphic Representation
- Readability of Content
- Multimedia Images, voice and video etc.

e) Originality: Innovativeness or uniqueness of a website makes it better.

Innovation & Lateral Thinking:

- Uniqueness & rarity of offerings
- Commendable insight or utility
- Advanced, unusual, or clever solutions
- Innovation in content worthy of public merit

Creativity:

- Originality of components
- Elegance & sophistication
- Creative use of resources
- Aesthetics in Content presentation
- Design Characteristics

f) Overall Experience: Overall experience of a website may be derived from the following.

- Professionalism in achieving website goals
- Website traffic & statistics

g) Adherence to the

a. Principles of Standardised Website Framework (SWF)

b. Standard Content of SWF

c. Standard templates of SWF

To shortlist the Master Trainers for award, the following parameters may be considered during evaluation:

- Performance during the master trainer certification exam



- No. of intra/ inter departmental training program conducted
- No. of officials trained by the Master Trainer
- Value addition in content identification and finalisation
- Coordination with different stakeholders for achieving project milestones
- Virtues like pro-activeness, innovative etc.

Best Websites	
Evaluated on the following aspects:	
User	User Needs, Usability, Ease of use, Content as per user needs, Up to date
Content	Quality, Attention to detail
User Experience	Structure, Navigation, Layout, Quality of visuals, Pleasing, Creativity in design/visuals/text
Standardisation	Principles of ePrastuti, Content, Right Navigation, Important links Services

Appendix I Standardised Website Checkup Toolkit

Sl No	Check point for review	Yes/ No
1	MOST IMPORTANT: As the new websites under ePrastuti had been launched on 19 Sept 2017 by the Hon'ble CM, the departments should discontinue their earlier websites and deactivate their earlier domains. Every department should ensure that ONLY the standardised website under .assam.gov.in domain is active.	
2	Have the details of the Project Steering Committee and Support Structure been placed under the Website Governance menu of the footer? Any changes in Project Steering Committee and Support Structure should immediately be updated in the website.	
3	Has the Content Management Responsibility Matrix been defined for the department and placed on the website under the Website Governance menu of the footer?	
4	Is the 'About us' and 'Contact us' as per the pre-defined templates and up to date for department and its sub-organisations?	
5	Are all the Services offered by the department (both online and offline) uploaded as per the pre-defined service template.	
6	Is a copy of all advertisements that the department is publishing in newspapers posted on the Main Slider of the Home Page as well. Department may obtain the soft copy from the DIPR.	
7	Has the 'User Acceptance and Testing (UAT)' of the website been carried out with emphasis on the following points: <ul style="list-style-type: none"> Website content for its correctness and relevance. No broken links in the site. Photographs and images in the website for any copyright issue. Accuracy and typo error in the websites. 	
8	Are all the latest events being uploaded under the 'Latest events' section?	
9	Has a generic e-mail id under GOV.IN domain been created for the department for receiving feedback in the website and has this been placed under the feedback section?	
10	Are all the content in the website up to date and no page has incomplete content? Last updated date should be displayed in the pages.	
11	Is the Multi-lingual content in sync with the English content of the website?	
	Name, e-mail id and Phone	Date and Signature
Verified by the Website Information Manger		
Responsible Officer		



ePrastuti has been selected as among the 28 Innovations in the country 2018-19. It has been featured in the 'New Pathways' -a coffee table book that was published by the Department of Administrative Reforms (DARPG), Govt. of India. This was released by the Hon'ble Prime Minister on the occasion of the 12th Civil Services Day Awards Function on 21st April 2018 at Vigyan Bhawan, New Delhi.

New Pathways

Prime Minister's Awards for Excellence, 2018

Stories of Innovations and New Initiatives in Implementation of Priority Programmes



सत्यमेव जयते

Department of Administrative Reforms & Public Grievances
Ministry of Personnel, Public Grievances & Pensions
Government of India

Bringing Innovation

to e-Governance (Assam)

The Government of Assam recently initiated a project named 'ePrastuti' for standardisation of all Government websites. The project recognises that design of these websites impacts the overall image of the government; hence it aims to combat the issues within the aspects of their design and development. The vision of this project was to keep citizen needs at the core and provide an integrated web experience for the citizens across all government websites. A significant feature of the project is that the entire ownership of the website and of its contents lies with the department.

An institutional mechanism was established with the Chief Secretary as the Chief Responsible Officer of the project. Each department and its subordinate organizations designated their respective Responsible Officers, Master Trainers and evolved the Governance Structure for steering the project. An inclusive approach involving all the stakeholders was adopted for the development of the websites.

A 'Standardized Website Framework (SWF)' was developed first and all government websites were developed adhering to the principles and standards laid down by the SWF. The new websites will make it simpler and easier for citizens to use with intuitive interface,



ensure content authenticity and accuracy, find information which will also be time-saving and also cater to people of all age groups, irrespective of the cognitive ability and background.

For the technology design, development and implementation, a Website Development Cell was formed under the overall coordination of National Informatics Centre(NIC) by the IT department, Government of Assam.

For the long-term sustainability of website and its content are critical and for this the department was educated through Orientation and Content Managers workshops, Training and Certification Programmes for the Master Trainers, Certification of Master Trainers through evaluation and Advanced Training programme for Certified Master Trainers at IIT Guwahati.

To make the process effective, an expert committee from IIT Guwahati was constituted to advise on usability, user experience and aspects of human interaction.

CHALLENGES FACED

- To address information needs of all the potential users
- Low user experience of the websites
- Department websites existed as silos with no cross sharing of information
- Websites were hosted in non-standard domains and technology environments
- Reluctance of department users to take the ownership
- The implementation of ePrastuti, has brought about a transformative shift in the



way the websites are designed, developed and implemented; from the existing 29 websites to the 212 connected websites, the project is now being extended to districts and subdivision levels

- With the completion of the first phase of information aggregation through the websites, steps are now underway to move to the next level by bringing services together under this platform



FINAL OUTCOMES

- Involvement and acceptance of all the stakeholders
- Branding of all the websites under a unique visual identifier helped the users to identify with the Government of Assam websites
- A single website that earlier took six to twelve months to development, can now be developed in less than 30 days
- Better content creation that drives informative websites attuned to user needs
- Lesser dependency on vendors for management of websites
- Significant cost savings





INNOVATIVE APPROACH TAKEN

1. Content preparation methodology adopted for creating the website content: The Content Managers of every department were taken through activity-based exercises. The content managers had to identify the target user groups of their websites. The content was then grouped to meet the specific target user groups of the websites.
2. Developing Master Trainers: Capability building was important for sustaining the website management. The approach was to build a core workbench within the department through a team of 'Master Trainers'. Evaluation for Certification as 'ePrastuti Certified Master Trainers' was carried out to ensure the quality of 'Master Trainers', which required the successful qualifying of written and online exams. The certified Master Trainers were further trained at IIT Guwahati.
3. Website language: The content was made very intuitive - predicting the mind of the user, what queries the user come to the website for, what actions will be performed by the user.
4. Focus on user experience and interaction.
5. Usability testing practices were adopted for improving the user experience of the websites.

Websites: Before and After



Fig. 1. Website of Industries & Commerce (Before & After)

Beneficiaries of this initiative include citizens, business community, Government, NGOs among others. Each department has specific user groups who are the primary users of the website. A snapshot of the home page of all the 58 departments that include 210 subordinate organizations are depicted. The home page of each department website focus on its key target users.

