

Guidelines for development of Government websites under ePrastuti

The ePrastuti is a flagship project of the Government of Assam for standardisation of the websites of all departments, districts and organisations. The project is being driven by the Secretariat Administration department (SAD) with technology support from NIC and Website Development Cell (WDC). There are more than 200 departments and sub-ordinate organisations and 33 districts in the state. As of now, 206 websites belong to various departments and 22 district websites have been developed under ePrastuti. The websites developed under ePrastuti are bilingual, i.e. English and Assamese.

There are standard procedures for development of Government websites in order to ensure that all Government websites conform to the standard guidelines. Websites are developed under a single Government Standard Website Framework (GSWF).

Step 1: When a website for a new department of the Government of Assam is to be developed, the department will need to approach SAD.

Step 2: On receiving the go ahead from SAD, NIC will create an instance of the website under GSWF.

Essentially there is no development efforts required for websites. It is only the content that needs to be populated by the department.

Step 3: For the modes of content development of websites under ePrastuti, one of the following approaches can be taken. The organisation can choose any one of them based on the suitability.

- (i) Through agency empanelled by SAD for website development
- (ii) through in-house manpower.

Development through an empanelled Agency

The nodal department of ePrastuti Project, i.e. SAD, empanels agencies through open tendering process for development of websites under ePrastuti Framework. These agencies are trained on operations and principles of developing websites under the ePrastuti Framework by the ePrastuti Core Technology Team. (Presently the empanelment is over and new empanelment is being done by SAD)

The organisation requiring to develop website through these agencies will need to bear the expenditure. A limited tendering will need to be done to select one of the empanelled agency. The lowest bidding agency needs to be selected in this tendering process. The organisation has to sign a Master Service Agreement (MSA) with the selected agency for development of their websites.

The organisation needs to organise workshops for Master Trainers and Content Managers in collaboration with WDC and the agency. The contents of the website are identified, categorized and Information Architecture of the website is designed during the workshops. The details about the workshops are in the Annexure-3 given below.

The WDC creates an instance for the website after receiving the temporary domain from the agency. The agency has to provide a temporary domain for the instance of the website for development. The website developed by the agency has to be bilingual, i.e. English and Assamese. The user organisation need to provide all the contents identified for the websites to the agency. The agency will need to develop the content using their content writer based on the raw content provided by the organisation and then uploaded to the website. The agency will provide training to the Master Trainers and Content Managers before handing over the website to the organisation.

The user organisation needs to call the PSC meetings during development period to review the progress and adherence to the principle of ePrastuti Framework. The activities involved in the process of development of website through empanelled agency are given below:

1. Issue work order to the selected agency
2. Sign MSA with the agency
3. Notify Project Steering Committee (see Annexure-1)
4. Notify Support Structure (see Annexure-2)
5. Organise workshops in collaboration with WDC (see Annexure-3)
6. Training to the Master Trainers and Content Managers (see Annexure-4)
7. Provide contents to the agency for development and uploading to website
8. Provide temporary domain to WDC for creation of instance of the website in ePrastuti Framework
9. Register domain for hosting the website (see Annexure-5)
10. Create government email ids. (see Annexure-7)
11. Provide completion certificate as per SOP5 and registered domain to WDC hosting the website (see Annexure-6)

Development through in-house manpower

In this mode, the user organisation needs to engage their in-house manpower, i.e. the members of Support Structure, to develop the website with technical support from WDC. The user organisation needs to organise workshops and training for capacity building of the members of the support structure. Please see the Annexure-3 to know details about the workshops. These workshops can be started immediately after the Master Trainers and Content Managers are notified. The Master Trainers and Content Managers will identify and categorise contents and prepare the draft Information Architecture for the website at the end of the workshops.

The Master Trainers and Content Managers need to be trained on the operation of the CMS of the ePrastuti Framework. Please see the Annexure-4 to know details about the training for Master Trainers and Content Managers.

The user organisation needs to call the PSC meetings during development period to review the progress and adherence to the principle of ePrastuti Framework. The activities involved in the process of development of website through in-house manpower are given below:

1. Notify Project Steering Committee (see Annexure-1)
2. Notify Support Structure (see Annexure-2)

3. Register domain for hosting the website (see Annexure-5)
4. Organise workshops in collaboration with WDC (see Annexure-3)
5. Training to the Master Trainers and Content Managers (see Annexure-4)
6. Create instance for the website in the ePrastuti Framework
7. Develop contents and upload to website
8. Create government email ids. (see Annexure-7)
9. Provide completion certificate as per SOP5 and registered domain to WDC hosting the website (see Annexure-6)

Annexure-1: Governance Structure for the composition and Terms of Reference of the Project Steering Committee (PSC)

The Project Steering Committee (PSC) is one of the first activities that is mandatorily to be formed for development of website under ePrastuti Framework. The Project Steering Committee (PSC) should be constituted as follows:

- ✓ Head of Office -Chairperson/Responsible Officer
- ✓ Second Head of Office - Addl. Responsible Officer
- ✓ Senior officer from the office – Web Information Manager (Member Secretary)
- ✓ HODs of Division/Departments – Members
- ✓ Representative from NIC – Member
- ✓ Representative fromWDC - Member

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 organisation)
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

Annexure-2: Governance Structure for the composition and Terms of Reference of the Support Structures

The Support Structure is another initial activity that is mandatorily to be notified for sustainability of websites development under ePrastuti Framework. The Support Structure should have the following members:

- ✓ Website Administrator – 1 Person
- ✓ Master Trainer - 2 persons (other than NIC)
- ✓ Content Manager(s) – preferably one person from every Branch/ Section/ Division/Sub-ordinate organizations.

The roles defined in the support mechanisms need to be designated and notified by the authority along with the responsibilities.

Content Managers

- ✓ 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.
- ✓ Rank is not the criteria for selecting Content managers. They could be Asstt. Commissioner, Section Superintendent, Assistants, etc.
- ✓ 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.
- ✓ The department and its organisations should ideally have at least one Content Manager from each unit of the Job Chart.
- ✓ Roles and responsibilities of Content Managers
 - *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.*

Master Trainers

- ✓ Master Trainers need to be having an aptitude for training the department/ organisation personnel on website content management. They need not necessarily have IT skill sets.
- ✓ They would undergo ePrastuti Master Trainers Certification Programme
- ✓ They would initially be trained by the ePrastuti Core Team/ DIO, NIC for Website Management and they in turn would provide trainings to other department personnel.
- ✓ They would be imparted with trainings on any new developments by ePrastuti Core Team/ DIO, NIC. Thus Master Trainers are required to provide the sustainability for the Website Content Management.
- ✓ Rank is not the criteria for selecting Master Trainers, only criteria being their aptitude for conducting trainings. They could be Asstt. Commissioner, Section Superintendent, Assistants, etc.
- ✓ The department and its sub-ordinate organisations should ideally have at least one Master Trainer each.
- ✓ Roles and responsibilities of Master Trainers
 - *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.*

Website Administrator

- ✓ An official having IT skill sets
- ✓ Would be overall responsible for administration & management of the website
- ✓ Will assign Roles & Privileges to the department content managers
- ✓ Manage the top level directory structure in the Website
- ✓ Ensure the updating of data in the Website Directory

Annexure-3: Workshops for Master Trainers and Content Managers

The website without proper planning and complete information is not very attractive to the public. So, identification of all important information of the organisation and designing the Information Architecture (IA) of the website is an important process for development of effective website for the organisation.

In view of the above, WDC has developed few toolkits to train the Master Trainers and Content Managers on identification, categorisation and design of IA of the website. The organisation needs to organise few workshops in collaboration with WDC and/or agency to train the Master Trainers and Content Managers on these toolkits. They also learn about the procedure and guidelines of development of website. They will prepare a draft Information Architecture for the website at the end of the workshops. Generally, 2-4 workshops are needed to prepare the Information architecture of the website to be developed.

If the organisation office is located outside Guwahati then the workshops are conducted through NIC video conference. The organisation may take help of DIO (NIC) for conducting such workshops locally in districts.

Annexure-4: Trainings for Master Trainers and Content Managers

Training to the Master Trainers and Content Managers is an essential component to sustain the project for a long time. The Master Trainers are expected to train the Content Managers of the organisation from time to time so that they can update website contents regularly. The SAD and AASC organises several training programmes at AASC, Khanapara for Master Trainers and Content Managers throughout the year. TheePrastuti Core Team generally conduct these training programmes at AASC. The programmes are basically of following types:

1. Content Managers Training
2. Master Trainers Training
3. Certification programme for Master Trainers

The duration of these programmes varies from 1 to 4 days duration. The content managers trainings are generally of 2-3 days duration and Master Trainer Training are of duration 3-4 days. Refresher Course programme is also conducted for Content Managers and Master Trainers by AASC from time to time. One can participate in the Certification programme of Master

Trainers, which is of 1 day duration, after attending the Master Trainers Training Programme. After qualifying the certification programme the Master Trainers is designated as certified Master Trainers and become eligible for advanced training programme at IIT Guwahati.

Generally, SAD and AASC call for nomination of participants from various departments for these training programmes. Master Trainers and Content Managers are given training on the guidelines, principle and Content Management System of the ePrastuti Framework during these training programmes. The organisation may nominate their Master Trainers and Content Managers for these training programmes.

The organisations may also organise short training programme locally in their offices in collaboration with WDC. WDC will provide faculty for such training programme. The DIO(NIC) will also help in conducting such programme in district.

Annexure-5: Domain Registration

A fourth level domain in the format "<name>.assam.gov.in" is to be registered for making the website live. The organisation which is already having domain for the website in the above format not required to register new domain. The domain registration process generally takes some time. So, the organisation should apply for the domain registration at the very beginning of the process of website development. The application form for domain registration is available with Website Development Cell (WDC). It can be obtained from the Website Development Cell over mail. The organisation needs to apply to the Secretary (IT), Govt. of Assam, for domain registration. He is the nodal officer of domain registration for Govt. of Assam.

Annexure-6: Hosting of Website

The hosting of the website is done after the development is complete and domain is registered. The organisation needs to provide the completion certificate as per the format given in SOP5 to WDC. The hosting of website generally takes 3-5 days time. Therefore the organisation needs to provide the completion certificate and registered domain for the website to the WDC at least 1 week before making it live.

Annexure-7: Creation of Government email-id

Government always recommend using government email-id for official communications. So, creation of government mail-id for all members of PSC and Support Structure has been made mandatory in the process of development of website under ePrastuti. The government email-ids are generally of <name>@gov.in or <name>@assam.gov.in or <name>@nic.in. Those who do not have government mail id will have to create a government mail-id during the website development period. Only government mail-ids should be given in the website. The government mail-id can be created through NIC. One needs to apply online in the website <https://email.gov.in> for email-id.

One government email-id in the name of the organisation is also need to be created. This mail-id will be configured in the organisation's website for receiving feedback from the visitors of the

website. The organisations need to provide this email-id to WDC for configuring before the website making live.