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| Guidelines for Government Websites |
| For Development ,Implementation and Maintenance of Websites |
| This document provides the set of process guidelines to be followed by departments and its organisations with respect to the design, development and implementation of Websites |
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# INTRODUCTION

With the vision to bring in an integrated web experience for the end-users across all government websites, the Government of Assam has taken a major step in Standardization of Websites. One of the important steps in this important initiative is the establishment of a ‘Standardized Website Framework’ for the design, development and implementation of all websites of the government.

The Standardized Website Framework will comprise of the following:

1. Technical, Information, and Data Architecture
2. Services Delivery Model
3. Design Templates
4. Common Reusable Services
5. Standards : Technology, Data and Metadata, Localisation
6. Best Practices
7. Policies
8. Guidelines
9. Standard Operation Procedures (SoPs)

This document includes the guidelines for the design, development and implementation of Websites of Government of Assam. The principles on which the guidelines are based are also detailed in the document.

Suitable Mechanism will need to be established by the government so as to ensure that all departments comply with the guidelines.

# 2 GUIDING PRINCIPLES

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. Government of Assam Websites will need to be developed around the Standard Website Framework (SWF).
2. 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.
3. Ensure the accuracy and authenticity of information made available on the website at all times.
4. Capability building of department officials with respect to the Website Managementwill need to be carried out.
5. Department and its organizations to have a Single Integrated Website.
6. Minimize the redundancy of Information and Data on the websites.
7. Website to be fully owned by the department.
8. 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.
9. Due permissions need to be obtained for publishing any content protected by copyright.

# 3. Website INITIATING PROCESS

**3.1 Institutional Mechanism**

Department (and its associated organizations) 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
* Web Master
* Content Managers
* Master Trainers
* Administrator

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

**3.2Selection of Agency for Development**

1. For development of websites, department (and its associated organizations[[1]](#footnote-2)) will need to select from the set of agencies[[2]](#footnote-3) empaneled by the Information Technology(IT) department, Government of Assam.
2. For those departments who have already developed websites, these will need to be redeveloped around the Standard Website Framework (SWF) by the empaneled agencies.
3. Department will need to consult the Website Development Cell (WDC) for preparing the RFP for selection of the agency from amongst the empaneled agencies.
4. Department will need to have one representative from WDC in the Department evaluation committee of the RFP.
5. Allocation need to be provisioned by each department in their budget for development of their respective websites around the SWF.

# 4. Website Technology

1. Website Technology should comply with Open Standards that have been prescribed for e-Governance (<http://egovstandards.gov.in>)
2. Website should comply with the Guidelines for Government Websites (GIGW)
3. Website should be developed using responsive design techniques.
4. Website should render seamlessly across devices and must be technology neutral.

# 5. Website deployment

1. Hosting of the Websites will be in the Common Secure Infrastructure established by the IT department for deployment and hosting of the Government Websites.
2. 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.

# 6. Website Information Architecture

1. The Standard Government Website Information Architecture (IA) developed under the SWF is to be adopted by all departments.
2. The Standard IA will prescribe the standardization with respect to the following :
   * Common Minimum Information
   * Placement
   * Navigation
   * Layout and Appearance
   * Uniform wording and labelling
3. All websites shall have a Standardized header with the Government Emblem / Logo, on the homepage.
4. Copyright Policy is to be prominently displayed on the homepage.

# 7. Website Information Management

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

* The department website will be the Main Site and the sites of organizations under the department are the Sub-sites.
* Accessing the Main and Subsites 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).

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

# 8.Website Content

1. The department (and its associated organizations) will finalise and notify the responsibility matrix [[3]](#footnote-4) for content management in the website(s).
2. Content accuracy will be the sole responsibility of the department.
3. 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.
4. The designated Content Managers in the department (and its associated organizations) will be responsible for the creating, updating and publishing content on the website.
5. The Standard Operating Procedures (SoPs) for Content Management will need to be complied with.

1. Directorates/Commissionerates/Missions/Projects [↑](#footnote-ref-2)
2. The details of the empaneled agencies for Website development will be made available at http://wdc.assam.gov.in [↑](#footnote-ref-3)
3. Roles will need to be defined for Creating, Reviewing and Publishing Content on the Website [↑](#footnote-ref-4)