

2.1 INDIAN GOVERNMENT IDENTITY

2.2 GOVERNMENT DOMAINS

2.3 LINK WITH THE NATIONAL PORTAL

GOVERNMENT OF INDIA IDENTIFIERS

2.1

Indian Government Identity

Visitors to a Government website are very particular about ensuring the veracity and authenticity of the official status of the website before trusting its contents. Hence, it is important to convey in some way to the visitors that Indian Government officially sponsors and owns the information and services being provided in the concerned website. All websites and Portals belonging to the Indian Government Domain at any hierarchical level (Apex Offices, Constitutional Bodies, Ministries, Departments, Organisations, States/UTs, District Administrations, and Village Panchayats et al) must prominently display a strong Indian Identity and ownership of Indian Government. The above objective can be achieved through the following :

- 2.1.1** The National Emblem of India MUST be displayed on the Homepage of the websites of Central Government Ministries/Departments. The usage of National Emblem on an Indian Government website must comply with the directives as per the 'State Emblem of India (Prohibition of improper use) Act, 2005'. Further, the State Governments should also display the State Emblem (or the National Emblem in case the State has adopted the National Emblem as its official State Emblem) as per the Code provided in the above Act. The Public Sector organisations and autonomous bodies should display their official logo on the Homepage of the website to re-enforce their identity.
- 2.1.2** The Homepage and all important entry pages of the website MUST display the ownership information, either in the header or footer.
- 2.1.3** The lineage of the Department should also be indicated at the bottom of the Homepage and all important entry pages of the website. For instance, at the bottom of the Homepage, the footer may state the lineage information, in the following manner:

- a. 'This Website belongs to Department of Heavy Industries, Ministry of Heavy Industries and Public Enterprises, Government of India' **(for a Central Government Department).**
- b. 'This Website belongs to Department of Industries, State Government of Himachal Pradesh, India' **(for a State Government Department).**



- c. ‘This is the official Website of Gas Authority of India Limited (GAIL), a Public Sector Undertaking of the Government of India under the Ministry of Petroleum and Natural Gas’
(for a Public Sector Undertaking).
- d. ‘This is the official Website of the District Administration of Thanjavur, State Government of Tamil Nadu (India)’
(for a District of India).

2.1.4 All subsequent pages of the website should also display the ownership information in a summarised form. Further, the search engines often index individual pages of a website and therefore, it is important that each webpage belonging to a site displays the relevant ownership information.

2.1.5 Incase of those websites which belong to Inter-Departmental initiatives involving multiple Government Departments which are difficult to list on the Homepage, the Government ownership should still be reflected clearly at the bottom of the page with detailed information provided in the ‘About the Portal/Website’ section.

2.1.6 The page title of the Homepage (the title which appears on the top bar of the browser) MUST be complete with the name of the country included, for instance, instead of the title being just Ministry of Health and Family Welfare, it should state, Government of India, Ministry of Health & Family Welfare. Alternatively, in case of a State Government Department, it should state ‘Department of Health, Government of Karnataka, India’. This will not only facilitate an easy and unambiguous identification of the website but would also help in a more relevant and visible presence in the search engine results. Further, it is important since the screen readers used by the visually impaired users first read the title of the page and incase the title is not explanatory enough, it may confuse or mislead them.

2.2

Government Domains

The URL or the Web Address of any Government website is also a strong indicator of its authenticity and status as being official. In today’s era with a large proliferation of websites, which resemble Government websites and fraudulently claim to provide reliable Government information and services, the role of a designated Government domain name assumes a lot of significance.



- 2.2.1** Hence in compliance to the Government's Domain Name Policy, all Indian Government websites MUST use 'gov.in' or 'nic.in' domain exclusively allotted and restricted to Government websites. The military institutions and organisations in India may also use 'mil.in' domain in place of or in addition to the gov.in/.nic.in domain. The above naming policy applies to all Government websites irrespective of where they are hosted.
- 2.2.2** Those Departments and Government entities that are using and have been publicising a domain name other than the above should take appropriate early action to register official government domain names and use the existing ones as 'alias' for a period of six months. An intermediary page with a clear message notifying the visitors about the change in the URL and then auto re-directing them to the new URL after a time gap of 10 seconds should be used.
- 2.2.3** The Domain Name Conventions, as specified in the '.IN Registration' policy should be followed while registering a 'gov.in' Domain Name. A summary of the domain name conventions is given below.

Domain Naming Conventions:

- Domains can contain the English-language letters 'a' through 'z', and the digits 0 through 9.
- Departments can also use hyphens, but hyphens cannot begin or end a domain name. Also, two hyphens together is usually not permitted, and hyphens cannot appear in both the third and fourth positions.
- Spaces and special characters (such as !, \$, &, _ and so on) are not permitted.
- The minimum length is 3, and the maximum length is 63 characters (excluding extension ". gov.in").
- Domain names are not case-sensitive. (i.e. you may use a mix of upper or lower case letters).

Restrictions on the composition of domain names under .IN:

- Generic names are not allowed (e.g. shipping.gov.in is not allowed).
- For domains under gov.in, the domain MUST be derived from the name of the organisation name/entity. (e.g. Central Vigilance Commission can opt for a domain cvc.gov.in but NOT xyz.gov.in or vigilance.gov.in).
- One and Two letter domain names are not allowed for registration (e.g. ab.gov.in).



- The generic second level names (SLDs) of .in should not be used as third level names. (e.g. mil.gov.in and org.gov.in are not allowed as mil and org are generic second level names under .in).

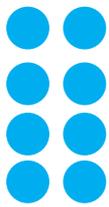
Source : <http://registry.gov.in>

Obtaining a GOV.IN Domain for your website

National Informatics Centre (NIC) is the exclusive Registrar for GOV.IN domain names. The use of GOV.IN Domain is restricted to the constituents of Indian Government at various levels right from Central, State/UT, District & Sub-District, block, village etc.

For detailed information and step-by-step procedure on how to register a .GOV IN Domain, one may visit <http://registry.gov.in>

The screenshot displays the gov.in website interface. At the top, it features the 'gov.in' logo and the text 'Domain Registration Services, India.' alongside the Indian national emblem. A search bar labeled 'WHOIS' is visible. Below the header, a navigation menu includes links for 'FAQ', 'Support', 'Sign In', and 'Sign Up'. A 'New Announcements' button is also present. The main content area is divided into three columns: 'Domain Name Information' (listing .IN Domain Policy, Domain Dispute Resolution Policy, Domain Statistics, and Domain Naming Conventions), 'Domain Name Registration' (listing Check Availability, Eligibility Requirements, Registration Process, Register your Domain, and Authorization Letter Format), and 'Domain Name Management' (listing Check Domain Status, Modify Domain Details, Renew Domain Name, and Cancel Domain Name). At the bottom, the 'india.gov.in' logo is displayed with the tagline 'The national portal of India'. A footer note states: 'This web site is designed, developed & hosted by National Informatics Centre (NIC), Department of Information Technology, Ministry of Communications & Information Technology, Government of India'.



2.3

Link with the National Portal

india.gov.in; The National Portal of India is a single window source for access to all information and services being provided by the various constituents of the Indian Government to its citizens and other stakeholders. The Portal is an aggregator of all Indian Government websites belonging to different entities of the Government. National Portal is a Mission Mode Project under the National E-Governance Plan of the Department of IT, Ministry of Communications & IT. The Portal has been designed, developed and hosted by National Informatics Centre (NIC), the premier ICT organisation of the Government with a nationwide presence.

india.gov.in has a unified interface and seamless access to a wide variety of services for citizens from all walks of life and from varied demography. This official Portal for the Government of India acts as a gateway to a plethora of information and services provided electronically by the different departments of Indian Government. It acts as an escort to the visitors and guides them through varied web sites of Indian Government constituents and also presents a lot of value added information like their association/status in terms of sectors, ministries, departments etc. in a unique and unified manner.

There are exclusive sections on Citizens, Business, Overseas, Government, Know India, Sectors etc. catering to the information needs. Sections targeting special interest groups such as Government Employees, Students, Senior Citizens, Kids etc. are also present. A variety of citizen services being provided by the government across sectors and States/UTs can also be accessed from the Portal. The Portal also provides comprehensive information & access to Government News, Press Releases, Documents, Policies, Forms and Tender Notifications etc. The Portal combines the best of technology with the best of content. The content of the Portal is also available in Hindi. Further, the content can be personalised for each viewer based on his/her demographic profile and area of interest.

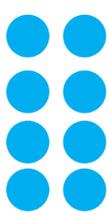
- 2.3.1** Since the National Portal is the official single entry Portal of the Indian Government, all Indian Government websites **MUST** provide a prominent link to the National Portal from the Homepage and other important pages of citizens' interest.
- 2.3.2** The pages belonging to the National Portal **MUST** load into a newly opened browser window of the user. This will also help visitors find information or service they could not get on that particular website. It is quite common that citizens are not aware which information or service is provided by which Department.



The screenshot displays the homepage of india.gov.in. At the top, there is a navigation bar with the logo and text: "india.gov.in THE NATIONAL PORTAL OF INDIA". Below this is a search bar and a "Search" button. The main content area is divided into several sections:

- GOVERNMENT:** A section titled "GOVERNMENT" with a description: "This section introduces you to the Government of India, its origin, and the governance process being followed in the Country. Also it gets you to know Who's Who, the policies and Schemes offered by the government." It includes a link to "Complete section" and a list of "Documents" and "Tenders".
- CITIZENS:** A section titled "CITIZENS" with a description: "If you are an Indian Citizen residing within the Country, this section is meant for you. Find out all the information you need on Health, Education, Housing, Employment and a lot more! Also information and links to services being offered by your government." It includes a link to "Complete section".
- OVERSEAS:** A section titled "OVERSEAS" with a description: "This section, an useful resource for NRIs, Persons of Indian origin and foreigners, offers a wide range of options to travel or study in India, which includes opportunities to study in India, advisory readings for students for the rules to be followed in the country etc." It includes a link to "Complete section".
- SECTORS:** A section titled "SECTORS" with a description: "The ancient land of India portrays a landscape of vibrant cultural heritage and spiritual mysticism. This particular section takes you to a journey through the fascinating lanes of the country, which reflect its numerous national traits." It includes links to "Profile", "Kids Corner", "Photo Gallery", "Culture & Heritage", "States/UTs", "My India My Pride", and "National Symbols".
- KNOW INDIA:** A section titled "KNOW INDIA" with a description: "The ancient land of India portrays a landscape of vibrant cultural heritage and spiritual mysticism. This particular section takes you to a journey through the fascinating lanes of the country, which reflect its numerous national traits." It includes links to "States/UTs", "My India My Pride", and "National Symbols".
- BUSINESS:** A section titled "BUSINESS" with a description: "The ancient land of India portrays a landscape of vibrant cultural heritage and spiritual mysticism. This particular section takes you to a journey through the fascinating lanes of the country, which reflect its numerous national traits." It includes links to "States/UTs", "My India My Pride", and "National Symbols".
- SPOTLIGHT:** A section titled "SPOTLIGHT" featuring "Union Budget Online" with a description: "One of the most important annual fiscal events for which India waits eagerly is the Budget Presentation. The Budget not only reflects the financial accomplishments..." It includes a link to "Read on...".
- HOW DO IT:** A section titled "HOW DO IT" with a description: "If you are an Indian Citizen residing within the Country, this section is meant for you. Find out all the information you need on Health, Education, Housing, Employment and a lot more! Also information and links to services being offered by your government." It includes links to "Obtain a Birth Certificate", "Apply for a Driving License", "Apply for a Passport Card", "Lodge Public Grievance Online", and "View Complete Listing".
- NEWS UPDATE:** A section titled "NEWS UPDATE" with a description: "This section, an useful resource for NRIs, Persons of Indian origin and foreigners, offers a wide range of options to travel or study in India, which includes opportunities to study in India, advisory readings for students for the rules to be followed in the country etc." It includes links to "UN agency demands return of relief items confiscated by police", "52 children killed in Wanni cluster bomb hits hospital", "US says it views Iran as challenge", and "Taliban takes 30 security personnel as hostage in Swat".
- PRESS RELEASES:** A section titled "PRESS RELEASES" with a description: "This section, an useful resource for NRIs, Persons of Indian origin and foreigners, offers a wide range of options to travel or study in India, which includes opportunities to study in India, advisory readings for students for the rules to be followed in the country etc." It includes links to "UN agency demands return of relief items confiscated by police", "52 children killed in Wanni cluster bomb hits hospital", "US says it views Iran as challenge", and "Taliban takes 30 security personnel as hostage in Swat".
- Central Government Health Scheme:** A section titled "Central Government Health Scheme" with a link to "http://mohr.nic.in/cghs.htm".
- My India My Pride:** A section titled "My India My Pride" with a link to "http://mohr.nic.in/india.htm".
- 60th Republic Day:** A section titled "60th Republic Day" with a link to "http://mohr.nic.in/60th.htm".

At the bottom of the page, there is a footer with the text: "This is the National Portal of India, developed with an objective to enable a single window access to information and services being provided by the various Indian Government entities. The content in this Portal is the result of a collaborative effort of various Indian Government Ministries and Departments, at the Central/State/District level. This Portal is Mission Mode Project under the National e-Governance Plan, designed and maintained by National Informatics Centre (NIC), DIT, MoCIT, Government of India." It also includes a "Visitor Summary" and "Your Opinion" link, and a "Press/Media Coverage" link. The page is dated "Last Updated on 05 Feb 2009".



How to link to the National Portal

As per linking Policy of the National Portal, no prior permission is required to link 'india.gov.in' from any Indian Government website. However, the Department providing a link to The National Portal is required to inform the National Portal Secretariat about the various sections of the National Portal that they have linked to, so that they can be informed of any changes, updations/ additions therein. Also, it is not permitted that the National Portal Pages be loaded into frames on any site. These must be loaded into a new browser window.

Special Banners in different sizes and colour schemes for providing a link to the National Portal have been given at <http://india.gov.in/linktous.php>.

Instructions on how to provide a link have also been given. The Government websites/ Portals may choose any banner from the ones provided, depending upon their site design and place the same on their Homepage.

Link To Us

We welcome and encourage you to place a link on your Web site to INDIA.GOV.IN - the National Portal of India. The Portal provides a single window interface to the online information and services being provided by various Indian Government Departments.

As per our linking Policy, no prior permission is required to link 'india.gov.in' from your website. However, we would like you to inform us (using the 'feedback' option) about any links provided to this Portal so that you can be informed of any changes or updations therein. Also, we do not permit our pages to be loaded into frames on your site. The pages belonging to this Portal must load into a newly opened browser window of the User.

We encourage you to choose from the following graphic banners which can be conveniently placed on your website and linked to our Portal. The Banners may be hyperlinked to any of the following URLs

- <http://india.gov.in>
- <http://www.india.gov.in>

Banners for Download :

Download one of the images below to use on your website. Please note that the banner images given below may be used only to promote and link to the 'india.gov.in' Portal and not as a form of endorsement or approval from any constituent of the Indian Government. Kindly adhere to the design specifications as mentioned with each banner so that the image appears as intended and does not get distorted in any way.

1.		• 200X55 Pixels, • Colour • GIF Format • Download
2.		• 200X55 Pixels, • Black & White • GIF Format • Download
3.		• 128X34 Pixels, • Colour • GIF Format • Download
4.		• 116X31 Pixels, • Colour • GIF Format • Download
5.		• 380X56 Pixels, • Colour • JPEG Format • Download