DIGITAL TELANGANA
Digital Media for Effective Citizen Engagement

AUTHENTIC

PURPOSEFUL

TRANSPARENT
A Report on Six Years of
DIGITAL MEDIA WING
Information Technology, Electronics & Communications Department
Government of Telangana
The Telangana Government, under the visionary leadership of Sri K Chandrashekar Rao, has initiated several reforms and driven the state on the path of development. Realizing the importance of several government organizations that were merely nominal in unified AP, the government of the youngest state in the country stabilized and strengthened them. One such initiative is invigorating the Digital Media Wing of the IT department. In the technologically developed contemporary world, this powerful sector has been strengthened with the constructive thought of using digital media for the welfare of the citizens and the development of the state.

Under the able leadership of the IT Minister Sri KT Rama Rao and the supervision of the Principal Secretary Sri Jayesh Ranjan, the Digital Media wing has clinched many achievements in the last six years.

**Major Accomplishments :**

- Since its inception, Digital Media wing of ITE&C Dept. is striving to deliver the information about the services of the Telangana Government to the citizens through the digital media platforms like Facebook, Twitter and YouTube.

- Providing useful information to government officials on Digital Media related issues and advising policy-makers about digital media strategies is one of the key contributions of the Digital Media wing.

- Being the single Point of Contact for all the content on the State Portal i.e. www.telangana.gov.in and IT Dept portal i.e. www.it.telangana.gov.in, the Digital Media wing has been liaising with all the departments in Telangana Government to ensure that all the information on the State Portal is up to date.

- Set up and successfully maintaining and promoting Social Media accounts of Telangana CMO, Minister for IT and other Council of Ministers, Flagship Programmes of the Government on Facebook, Twitter and YouTube.

- Digital Media team is very proud of the fact that the Telangana CMO page stands at 3rd position vis-a-vis other States of India in terms of ‘Likes per Thousand Population’ whereas it stands at No. 1 position in terms of ‘Followers per Thousand Population.’

- Thanks to the relentless efforts of the Digital Media team, all the accounts that the team manages achieved the average reach of around 3 crore every month.

- Conducted training need analysis, developed training modules and delivered trainings for the consumption of Government officials, Journalists and others to equip them to effectively execute Social Media Accounts.

- Developed COVID-19 portal with the assistance of Health Dept. and launched COVID-19 WhatsApp Chatbot.
MISSION

Connecting and engaging with citizens for disseminating information and services of Telangana Government through various Digital Media platforms.
The spread of Internet, particularly the extensive use of World Wide Web (WWW), to nook and corner of India has enabled citizens access Government information and services without having to visit a physical ‘brick-and-mortar’ office, and without being constrained by limited office/working hours by simply visiting the official website from anywhere at any time! In other words, a Government website/portal has, over a period of time, become the virtual office for the majority of the citizens and businesses to visit, contact and interact!

Moreover, the Right to Information Act, 2005 has given further impetus to the government departments to develop their websites to conform to the proactive disclosure requirements under the Act.

Realising the importance of World Wide Web as the most widely used medium for implementation of e-governance initiatives, Telangana Government and its entities were one of the first in the country to have come up with a large number of websites/portals and other online applications.

The Digital Media Wing has been designated as the single point of contact from ITE&C Department for all the matters related to design/development/maintenance and enforcement of standards for Websites/Portals and Web Applications.

It also coordinates with the Infrastructure Wing of the ITE&C Dept. in the creation of subdomains and allocation of space for the websites/portals and web applications.

Portals Maintained by Digital Media Wing:

The following websites are designed, developed and are being maintained by the Digital Media Wing:

- Telangana State Portal: https://www.telangana.gov.in/ - State Portal is a one-stop destination for comprehensive and current information related to Telangana Government and its various organs.
- The ITE&C Dept. Portal: https://it.telangana.gov.in/
- CMO Portal: http://cm.telangana.gov.in/
- Factcheck Portal: https://factcheck.telangana.gov.in/
- Open Data Portal: https://data.telangana.gov.in/
- Telangana monthly magazine Portal: www.magazine.telangana.gov.in
- Bathukamma celebrations Portal: www.bathukamma.telangana.gov.in
- Micro-site State Formation Day Celebrations https://www.telangana.gov.in/formationday2018
Portals by Digital Media Wing

TELANGANA STATE PORTAL

NOVEL CORONAVIRUS (COVID-19)

Covid-19 Response

T-Web

APPROVALS

By the News

ITE&C Department, Govt. of Telangana
Digital Media Wing has coordinated efforts for the development of the following digital applications:

- Press Academy Website: [http://www.pressacademy.telangana.gov.in/](http://www.pressacademy.telangana.gov.in/)
- Telangana State Employees Incentive Scheme (TSEIS) Online Application Form
- Workflow and Issue Management System (WIMS) for Telangana Bhavan, New Delhi
- Web Applications for Telangana Brahmin Samkshema Parishad
- Online application for TRICOR for CM ST Entrepreneurship & Innovation Scheme
- Software Application for Endowments Department for capturing Employees’ Data for extension of PRC 2015
- Agriculture website [http://vyavasayam.telangana.gov.in/](http://vyavasayam.telangana.gov.in/). The Telugu version website adheres to all the Localisation guidelines of the GTGW and effectively caters to the informational/service needs of farmers in the vernacular language
- IPR Project: Four module project for I&PR Dept. Website and Journalists’ Accreditation Module completed
State Portal

National e-Governance Plan (NeGP) mentions State Portal as one of the core infrastructure components of the State Government. State Portal serves as the single-point source for the information and services of the State Government.

The State Portal gives contact details (e-mail, regular mail, telephone numbers) of who’s who of the State Government - Governor, Chief Minister, Council of Ministers, Legislators, Chief Secretary, Secretaries, HoDs and other officers. It showcases various flagship programmes that are being implemented in Telangana. State Portal also showcases events that Telangana Departments and other entities of the Government organise or are involved in organising. The State Portal also features the awards and achievements that Telangana earns at national and international level.

State Portal Stats

- **Portal views**
  - 2014: 37,54,968
  - 2015: 49,91,856
  - 2016: 61,98,684
  - 2017: 48,54,222
  - 2018: 58,73,615
  - 2019: 49,86,167
  - 2020: 96,08,343

- **Age Wise Stats**
  - 25yrs - 34yrs: 39.5%
  - 18yrs - 24yrs: 25.7%
  - 35yrs - 44yrs: 19.5%
  - 45yrs - 54yrs: 15.7%
  - 55yrs - 64yrs: 7.5%
  - 65+yrs: 3.5%

- **Gender Wise Stats**
  - Male: 79.1%
  - Female: 20.9%

(Stats taken from 1st Jan, 2020 to 31st Aug, 2020)
Geographic break-up (Top 10 Countries)
Total no. of Users: 1,637,227 (100%)

Top 10 Cities
Total no. of Users: 1,637,227 (100%)

Device (Desktop, Mobile and Tablet)
District Portals

In the backdrop of Districts Reorganisation taken up by the Government in October, 2016,

• Websites were developed for 21 newly formed Districts in pursuance of instructions from Chief Secretary to Government.

• Subsequently, websites were also developed for seven old districts.

• An orientation programme for the nodal officers i.e. DIOs/ ADIOs/ eDMs was held on 8th December, 2016 to get acquainted with the new district portals.

• The credentials of the new portals were shared with nodal officers along with user manuals.

Subsequently, Union Minister for Electronics & IT, Govt. of India and Secretary, Ministry of Electronics & Information Technology, Govt. of India have written to Hon’ble Chief Minister and Hon’ble Chief Secretary respectively, citing S3WaaS (Secure, Scalable, Sugamya Website as a Service) - a standardised platform for building District websites developed by National Informatics Centre – and asking the State Government to consider adopting it for all the District Websites. At a review meeting on portals held on 4th April, 2018, Chief Secretary to Government gave nod to adopt S3WaaS Platform for all the District Websites.

Digital Media Wing has since been coordinating the efforts of moving the websites to S3WaaS platform with National Informatics Centre, Hyderabad and District administrations. The sub-domain of “telangana.gov.in” was retained for the District portals for the benefit of uniform nomenclature and continuity. A total of thirty two websites have been moved to the NIC’s platform so far. Digital Media Wing continued to support the District administration in the maintenance of the websites till the transition to S3WaaS was completed.

Digital Media Wing

COVID-19 Portal

1,02,64,425 Views
(as on 23rd September 2020)

State Portal

5,89,00,016 Views
(as on 23rd September 2020)
GIGW Compliance Project (GCP):

National Informatics Centre (NIC) has formulated Guidelines for Indian Government Websites (GIGW) in accordance to the internationally accepted standards to ensure that the websites belonging to any constituent of the government at any level are user friendly, secure and easy to maintain.

The Union Government from time to time has been writing to the State Governments to ensure that all the websites under their purview also conform to GIGW. Hon’ble High Court of Judicature at Madras directed the Union Government to ensure that all the Government websites are GIGW-compliant.

Pursuant to above directions and orders, IT,E&C Department has undertaken GIGW Compliance Project (GCP) and designated Digital Media Wing as the Nodal Agency to all the requests for assistance with regard to the GIGW-compliance and other website/portal-related issues. (See: Appendix for GO MS No. 4, Dt. 10.04.2017)

T-Web Project

The Government of India and its agencies have from time to time cited some of the State Government’s websites/ portals and other digital assets that are leaking the Aadhaar data and publishing sensitive personal information.

The Central Government has requested ITE&C Dept. to ensure Websites/ Portals and other digital assets refrain from publishing personal identity or information i.e. Aadhaar Number and demographic details along with sensitive personal information such as Bank Details in contravention of Aadhaar Act, 2016 and Information Technology Act, 2000. Also, Right to Information (RTI) Act states that ‘information which relates to personal information the disclosure of which has no relationship to any public activity or interest, or which would cause unwarranted invasion of the privacy of the individual unless there is larger public interest, is exempted to be published on web space.’

Analytics clearly indicate that citizens are accessing the Government Websites/ Portals through mobile phones/ smart devices than the conventional desktops and laptops. However, most of the websites/ portals are designed for a desktop or laptop first and then are optimised for mobile. In most of the cases this optimization was not being done. Further, Search Engine Optimisation of a website/ portal is crucial for the visibility of a website/ portal for the Government information seekers. Even here, the SEO was either not done at all or not done properly resulting in difficulty for the netizens to locate the official websites/ portals.
In recent years, Social Media has become one of the important means of connecting and engaging with citizens for disseminating Government information and services. Hence, integration of official social media accounts with the websites/portals and vice versa is essential for a holistic approach towards Government information dissemination. As GIGW were prepared in the year of 2009, no guidelines with respect to social media were included.

Localisation of content is of paramount importance as crores of mobile users with only the knowledge of vernacular languages such as Telugu, Urdu are leveraging the ICT tools for their personal and professional needs. However, most of the websites are developed in the English language and very few of them are available in Telugu version. This has resulted in the loss of opportunity for the Government to effectively disseminate information to citizens. The GIGW have not included detailed guidelines on this.

In view of the above, the ITE&C Department has come up with Guidelines for Telangana Government Websites (GTGW) incorporating four new categories to the GIGW viz. mobile and SEO-friendliness, social media integration, localisation and compliance with Acts. The Chief Secretary to Government has instructed ITE&C Department to come up with a comprehensive strategy for Telangana Government Websites combining all the above projects.

In this regard, T-WEB Project with the following components has been undertaken:


iii. Standardised Website Framework – A standardised website framework that serves as a guiding document for all the Telangana Govt. Websites. A set of common features for the websites/portals would be identified and the same will be controlled from a centralised repository. The idea is to build websites with common features in real-time and add distinct features of the Government entity on top of them. This approach will save time, effort and money for the Government. A set of Standardised Website Framework solutions and products have been evaluated and a decision in this regard is pending to be taken.
Accessible India Campaign:

The Ministry of Social Justice and Empowerment, Government of India has undertaken the Accessible India Campaign (Sugamya Bharat Abhiyan) as a flagship programme. Under the project all the websites/portals and all the public documents of the Government have to be made accessible to Persons with Disabilities (PwDs).

Further, quoting Rights of Persons with Disabilities (RPwD) Act, 2016, Commissioner for Rights of Persons with Disabilities, Hyderabad has requested ITE&C Dept. to make all the departmental websites/portals accessible to PwDs. The status on the same is reported to the Supreme Court of India. Since Accessibility of websites for the Persons with Disabilities (PwDs) is one of the main components of GiGW and GTGW, the project has been taken up as part of the T-Web Project.

Outcomes of T-Web Project:

- Around 150 websites comply with the mandatory guidelines of the GTGW. Centre for Good Governance (CGG), TS Online have retrofitted their websites for complying to GTGW and Accessibility Guidelines and are developing new websites in compliance with the Guidelines. All the seventy-two Municipality Websites complied to the GTGW.

- The T-Web Project was one of the agenda items at two Secretaries’ Conference. All the Secretaries of the Government were briefed about the Project and the efforts needed on the Depts.’ front for the success of the Project.

- Established the Digital Media Wing as the go-to agency for all the issues related to enforcement of websites standards and accessibility

- Several Capacity Building Sessions were held for Web Information Managers/ Nodal Officers, Project Managers/ Developers of Centre for Good Governance (CGG), NIC, TS Online and other developers of Telangana Government websites. The importance and indispensability of complying with GTGW was established.

- A Master data of developers and nodal officers is compiled and is updated on a periodic basis. The list is handy in reaching out to the concerned persons quickly in times of alerts from Central and State Cyber Security Agencies.

- The State Data Centre (SDC) has made Security Audit with one year validity and installation of Security Socket Layer (SSL) mandatory for hosting.

- Depts./ HoDs were alerted on their website publishing the sensitive personal and personally identifiable information and ensured that the same was removed.
Some other significant projects

Telangana CM website - https://cm.telangana.gov.in

Thirty (30) district websites on NIC’s S3WaaS platform.

Media Accreditation Module for I&PR Dept
The digital revolution in India has made the Internet ubiquitous across the nation. About 60 crore Indians use the Internet today, of which 45 crores have smartphones. And most of them are present on one or the other Social Media platforms. Further, thanks to the lowest data rates, India has the highest per capita consumption of data in the world. Of all the things available over the Internet, Indians spend approximately 42%, the highest, of their ‘online’ time on Social Media per day.

A Social Media platform is a web-based and mobile-based Internet Application that allows for the creation, access and exchange of user-generated content. Social Media is clearly different from the traditional print, radio and television media. What more, it is also very different from web-based platforms like websites/ portals and MISs. Social Media enables the users of the platforms generate huge amounts of content often exceeding that generated by the information source and the content generated will have “viral” nature, that is the potential for exponential spread across various social media platforms. In a nutshell, Social Media platforms allow for round the clock, real time, low-cost, personalised and easy access to information.

Prominent Social Media platforms like Facebook (including WhatsApp and Instagram) and Google (including YouTube) have about 90 crore and 40 crore active users respectively. And as the thumb rule of any communication strategy, Government shall have its presence where its potential seekers/consumers of information are present and interact. Accessing Government information and services through various social media platforms gives the user great operational freedom and low cost of ownership since all one needs is stable internet connection. Needless to say, having a presence on Social Media will offer Governments a range of opportunities towards information dissemination, absence on the Social Media platforms is considered a sign of apathy, backwardness and lack of transparency!

With a clear understanding of the power and potential of Social Media, the Telangana Government through the Digital Media Wing is leveraging the state-of-the-art technologies like Facebook, Twitter and YouTube to disseminate information to citizens by establishing virtual connect with them. The advantages of ICT revolution are fully utilized by posting text, images, videos on the topics of public importance. The same can be availed across platforms, devices and in different formats thereby improving, promoting and optimizing the ease of access.

Digital Media Wing has created/facilitated the creation of Facebook Pages, Twitter Handles, YouTube Channels for Telangana CMO, Cabinet Ministers, Line Departments, Flagship Programmes like Mission Bhagiratha, Mission Kakatiya and periodic official events like Pushkaralu, Bathukamma Festival among others.

All the official programmes of Hon’ble CM and Minister for IT, I&C, MA&UD are webcast live on Facebook, Twitter and YouTube. The number of programmes webcast live stands at 120 at the last count.

Further, Digital Media Wing as part of its outreach efforts involves civil society organisations and individuals with commitment and skills to spread information about Telangana Government welfare and development programmes on social media platforms. Organises workshops/trainings for the volunteers on the latest social media platforms/technologies and Govt. schemes/initiatives.
Accounts we manage

Telangana CMO

www.facebook.com/TelanganaCMO/
www.twitter.com/TelanganaCMO
www.youtube.com/user/TelanganaCMO/

Minister for IT

www.facebook.com/MinisterKTR/
www.twitter.com/MinisterKTR
www.youtube.com/user/itministertelangana
Insights of CMO / IT Minister Handles

Telangana CMO Twitter Reach since 2014

Minister KTR Twitter Reach since 2014
Top 10 State Wise CMO’s Facebook Followers Status
(Likes per Thousand Population)

Top 10 State Wise CMO’s Twitter Followers Status
(Followers per Thousand Population)
Facebook & Twitter Followers: As on 23 Sep. 2020

Year wise Facebook & Twitter Followers

CMO Twitter

CMO Facebook

Minister KTR Twitter

Minister KTR Facebook
Telangana CMO FB Page Statistics

Gender Wise

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td>13-17</td>
<td>0.375%</td>
<td>0.0183%</td>
</tr>
<tr>
<td>18-24</td>
<td>20%</td>
<td>0.372%</td>
</tr>
<tr>
<td>25-34</td>
<td>4%</td>
<td>1.6%</td>
</tr>
<tr>
<td>35-44</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>45-54</td>
<td>4%</td>
<td>0.108%</td>
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<tr>
<td>55-64</td>
<td>1%</td>
<td>0.073%</td>
</tr>
<tr>
<td>65+</td>
<td>0.375%</td>
<td>0.696%</td>
</tr>
</tbody>
</table>

Men 92%
Women 8%

Geographic break-up (Top 5 Countries, Cities & Languages)

- **USA**: 12,653
- **UAE**: 14,312
- **Saudi Arabia**: 12,888
- **India**: 671,815
- **Kuwait**: 4,809

**Language Distribution**

- **English (US)**: 355,522
- **English (UK)**: 330,352
- **Hindi**: 10,497
- **Telugu**: 33,606
- **Urdu**: 1,897
Minister KTR FB Page Statistics

Gender Wise

Geographic break-up (Top 5 Countries, Cities & Languages)
Social Media Campaigns for other departments

Handled the social media campaign for Department of Administrative Reforms and Public Grievances, GoI for 21st National Conference on e-Governance (NCeG) held at Hyderabad from 26th - 27th February, 2018

Created Social Media Accounts for various Govt. Departments such as She Teams, Education Department, T-Fiber and 33 District Collectorates

Verification & Badging

Digital Media Wing has been writing to Facebook and Twitter at regular intervals for verification of the social media accounts and pages of our public representatives and bureaucrats. Verification of the accounts and pages helped bring authenticity to the information being shared by our public representatives and bureaucrats through this platform.

Twitter Verifications

Facebook Verifications
Open Data, by definition, means data that is open and that can be freely used, reused and redistributed - subject only, at the most, to the requirement to attribute. Governments collect, process and generate a large amount of data in their day-to-day functioning. Keeping such data in public domain and in machine-readable formats facilitates analysis for better planning of development initiatives and also for measuring the effectiveness of various schemes launched. Open and machine-readable government data will spur innovation and various types of Apps, mash-ups and services can be built around the published datasets. Since public funds are being used by governments to collect such data, there has been an increasing demand from civil society to make this data publicly available.

Telangana launched its Open Data Policy in September 2016, with a view to bring in transparency, accountability, responsiveness and efficiency in governance, and earned the distinction of only the second State in India to do so. The Telangana State Open Data Policy (TSODP) 2016 outlined the need for building information systems for interoperability and greater information accessibility; assist various departments/institutions to proactively share data in human-readable and machine-readable formats using open standards and under open license; creating a data inventory for each department; creating a negative list etc. Telangana Open Data Policy 2016 takes inspiration from the National Data Sharing and Accessibility Policy (NDSAP), 2012 and Right to Information Act, 2005. The policy is applicable to all public authorities under the state government and will be rolled out in a phased manner in departments. The Digital Media Wing is the implementing agency.

Under the initiative the Telangana Government had launched a dedicated portal - www.data.telangana.gov.in. It hosts hundreds of datasets and resources and also has APIs for select datasets for ease of access by technology enthusiasts. The Portal has been developed in such a way that journalists, citizens and other stakeholders can use it with ease.

Further, building a vibrant and thriving user community of technology enthusiasts, social activists, journalists, students and entrepreneurs interested in solving civic issues using government data is one of the primary goals of the initiative. To this end, the Open Data team has conducted several events, workshops and hackathons.

**Activities and Outcomes:**

- A ‘Public Data Devthon’ was organized in T-Hub with problem statements and data sets of five different government departments
- The Director, Digital Media spoke at the ‘International Open Data Conference, 2016’ in Madrid, Spain
- A special booklet titled ‘Annual Budget Summary 2017-18’ was designed & developed for the use of legislators and officials
- The State Open Data Portal - www.data.telangana.gov.in - is launched. About 200 Datasets with 500 datasets/ infographics are available on the portal
- Rainfall Data at the level of weather station is available from 2014 to 2020
- Data of more than 14000 Factories has also been uploaded
• Shape files of new Districts & Mandals is also made available

• The Open Data initiative ran the ‘Smart Streets Lab’ initiative in association with World Resources Institute (WRI) and Indian School of Business (ISB)

• The Open Data Initiative organized several sessions of #OpenGovDataHack

• Open Transit Data: Hyderabad Metro Rail Limited (HMRL) - Locations of the Stops, Schedules and Fares for the two routes are provided in Global Transit Feed Specification (GTFS).

• Route sequence of about 73,000 TSRTC bus stops in about 1200 routes in the Hyderabad City Zone (GHZ) will be provided in a few months. Geo-mapping of all the routes is completed.

• GTFS data of South Central Railway with stops, stop times, trips information of MMTS is posted on the Open Data Portal.

• Tied-up with Ola Mobility Institute to come up with a custom-made Road Quality Monitoring tool for Hyderabad city. The tool enables engineers to find out bad patches of roads to fix them.
Internet Corporation of Assigned Names and Numbers (ICANN) had predicted that most of the next 100 crore Internet users would come from China and India. Most of the users so connected to the Internet would prefer to have the content in the vernacular languages. Affordable data rates and smartphone costs also expedited the penetration of smartphones to the rural and semi-urban areas of the country. This has also contributed to the demand for more and more content in vernacular languages.

The adding of crores of users to the Internet has necessitated the Governments to introduce several Supply-side and Demand-side programmes. On the Supply-side, Telangana Government has undertaken T-Fiber, a mammoth exercise of digitally connecting every household in the State. On the Demand-side, Digital Literacy efforts are on to make the users leverage the ICT tools to the optimum levels for their social, economic and civic needs.

As the youngest State of India, Telangana needs information related to its history, culture, art, architecture, economy, polity and various other segments to be available on public platforms for easy and free access. This information is useful for the common citizens, investors and other governments across the world for making informed decisions which can be beneficial for the State in many ways and forms. Creation of content and/or supporting the efforts that create content related to Telangana State forms another Supply-side intervention of the Government vis-a-vis its digital engagement strategy. Social Media and Portals were the two of the most important means the ITE&C Dept. has adopted for creating and disseminating official information pertaining to the Telangana Government.

**Project Telugu Wiki**

The Ministry of Electronics and Information Technology, Government of India in its ‘Framework & Guidelines for Use of Social Media for Government Organisations’ lists out ‘Wikis’ as one of the six social media types the Government agencies can adopt for the benefit of enhanced outreach, real-time engagement of the stakeholders. The said document quotes ‘Wikipedia is the pioneering site of this type of platform.’ It also states that Wikis are a good option for undertaking “close” web-based interactions.

A Wiki is a collaborative website that allows multiple users to create and update pages on particular or interlinked subjects. While a single page is referred to as a “wiki page”, the entire related content on that topic is called a “Wiki”. Hence, the ITE&C Dept. has also decided to adopt Wikipedia platform - a free online encyclopedia - as another social media type for the creation and dissemination of Government information.

The IIIT, Hyderabad has undertaken ‘Project Indic Wiki’ to increase the content on Wikipedia in Indian languages. On the same lines, the ITE&C Dept. is collaborating with IIIT, Hyderabad for ‘Project Telugu Wiki’ to bring awareness on Wikipedia and to substantially increase the number of articles from about 75,000 at present in Telugu Wikipedia. The Digital Media Wing of ITE&C Dept., and IIIT, Hyderabad have started working jointly but independently on the initiative.

A dedicated team of domain experts is being formed. It will interact and work with the Telugu Wiki ecosystem including Government Departments, other entities of the Governments, Telugu universities, journalists, students etc; prepare strategy for enrolling civil society members from all walks of life to voluntarily contribute to the Project, set short
term, medium-term and long-term goals which can be objectively measured to assess the progress of the Project, plan trainings/ workshops, look for technology solutions for bulk creation of content in Telugu, among others.

Telugu Wiki Stall At 33rd HBF

The ITE&C Dept. had set up a Project Telugu Wiki stall at the 33rd Hyderabad National Book Fair held from 23rd December, 2019 to 1st January, 2020. The teams of Digital Media Wing and the IIIT-Hyderabad team impressed upon the visitors on the importance of having a comprehensive online encyclopaedia in Telugu i.e. Telugu Wikipedia and gave hands-on demonstration of how to create Telugu content on Wikipedia. The Telugu Wikipedia stall attracted the attention of enthusiastic visitors all through the fair.

Hon’ble Governor, Telangana Dr Tamilisai Soundararajan visited the stall and congratulated the ITE&C Dept on the initiative. About a thousand people enrolled themselves as volunteers and to attend Wikipedia Workshops held jointly by ITE&C Dept and IIIT-Hyderabad.

Websites Localisation

The Digital Media Wing has included ‘Localisation’ in its Guidelines for Telangana Government Websites (GTGW) as one of the components in extension to the adopted Guidelines for Indian Government Websites (GIGW). Following are the guidelines:

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<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>154</td>
<td>The website has Telugu version</td>
</tr>
<tr>
<td>155</td>
<td>Localisation efforts shall run through entire website life cycle i.e. from requirements gathering to maintenance</td>
</tr>
<tr>
<td>156</td>
<td>Used Unicode and Sans-Serif fonts</td>
</tr>
<tr>
<td>157</td>
<td>Localisation Expert is designated for the website</td>
</tr>
<tr>
<td>158</td>
<td>The content moderation policy is defined with respect to Telugu language</td>
</tr>
<tr>
<td>159</td>
<td>All the online forms and information booklets are made available in local languages</td>
</tr>
<tr>
<td>160</td>
<td>Regular training on Localisation is planned for staff to generate content in Telugu</td>
</tr>
</tbody>
</table>
పిలిచి విషయం

మత్సిండేమారు, గమ్భీరమైన పరిస్థితిలో ఉన్న మండలాల్లో మరణానికి మార్గం కొద్ది కొద్ది విశేషాల సంపాదన చేసే సంపాదకుడు సీమతి విషయం ప్రతి జిల్లా కార్యాలయంలో నిర్వహించారు. 2017 జిల్లా సముద్రత్పత్తి శాఖలు మరణానికి మార్గం చేసే పరిస్థితిలో మరణానికి మార్గం కొద్ది కొద్ది విశేషాల సంపాదన చేసే సంపాదకుడు సీమతి విషయంపై ప్రతి జిల్లా కార్యాలయంలో నిర్వహించారు.

1. పంటలో తెలుగు పండితుడు - మాత్రమం పండుగ, వాటి మాత్రమం తెలుగు
2. స్థానిక స్థాయిలో పండితుడు - వాటి మాత్రమం తెలుగు
3. పండితుడు స్థాయిలో పండితుడు - (తెలుగు పండితుడు), ప్రతి జిల్లా
4. పండితుడు స్థాయిలో పండితుడు - (తెలుగు పండితుడు), ప్రతి జిల్లా

'పిలిచి విషయం' ప్రతి జిల్లాలో సంపాదన చేసారు

1. పండితుడు స్థాయిలో పండితుడు - వాటి మాత్రమం తెలుగు
2. పండితుడు స్థాయిలో పండితుడు - (తెలుగు పండితుడు), ప్రతి జిల్లా
3. పండితుడు స్థాయిలో పండితుడు - (తెలుగు పండితుడు), ప్రతి జిల్లా

IT&E డీపార్ట్మెంట్, గోవర్ ఆరోగ్య కర్మశాలలు

http://it.telangana.gov.in/digitaltelugu/
Successful localization efforts so far

- Included Localisation of Content as one of the components in the Guidelines for Telangana Government Websites (GTGW) which is an adopted and extended version of the Guidelines for Indian Government Websites. Mandated all the Departments and other Govt. entities to have a Telugu version website.


- Organising regular workshops to Wikipedia enthusiasts on the ways one can contribute for Telugu Wikipedia

- A dedicated team has been set up in the ITE&C Dept. for Project Telugu Wiki.

- MoU with Google India Pvt. Ltd. for digitising content of Telangana Govt. Departments using Navlekha tool.

- Held several trainings/workshops for Govt. officials and staff/students/writers/journalists on using Telugu on Digital Media platforms

- Undertaken efforts to create a strong ecosystem of Digital Telugu by on-boarding Telugu University and Departments of Telugu in other Universities, Official Language Commission, Govt. servants/journalists/writers/publishers/students/developers & technocrats etc.

Portals in Telugu
Proliferation of fake news on social media has become a huge menace. Fake information-induced mob lynching has claimed many lives in our country. Unfortunately, a few fake news related violence incidents took place in Telangana as well. The phenomenon of fake news has wider implications not only for law and order, safety and security of the citizens but also on the democratic set up of our society. By and large, curbing the fake news problem calls for collective efforts from everyone in the society.

Major Initiatives

Aimed at addressing proliferation of fake news on social media, Digital Media Wing of Dept of ITE&C, Government of Telangana convened a ‘Roundtable Meeting on Curbing Fake News.’

The roundtable, the first of a series, was held at SoFTNET, Dr BRAOU Campus, Hyderabad on 7th August 2018. The purpose of the first roundtable was to involve all the stakeholders, share opinions and obtain recommendations on effective ways to combat Fake News. The Roundtable meeting brought together a diverse mix of people - senior officials from the police department, senior officials from cyber crime units, senior representatives from Telangana Media Academy, experienced editors from media, representatives from civil society, representatives of technology companies and NGOs working on digital education and awareness.
Broad Recommendations

The recommendations made during the round table can be broadly categorized into the following buckets.

Awareness & Education: Most of the participants stressed on the need to educate and make people aware of the new media (digital and social). Recommendations include making this a mandatory part of all digital literacy campaigns, addition of a module in trainings to school and college students, teachers etc. Mainstream media could also take part by dedicating some space and time regularly to educate people on the spread of fake news.

Law Enforcement and Regulation: Recommendations were also made on the importance of community being involved actively to arrest this menace by means of community policing, alerting the law enforcement agencies of any such rumours etc. In addition, law enforcement agencies should take immediate action on any such rumour mongering to deter others from resorting to similar things. Recommendations were also made to introduce a new law to tackle this growing problem. It was also stressed that any such law should be balanced so that it is not misused by those in power. It was also recommended that some sort of basic online registration is introduced for digital/online media outlets.

Initiatives by Technology Companies: Many of the participants were of the view that technology companies and social media platforms should do more to arrest this menace. Suggested measures included ability for the law enforcement agencies to broadcast messages within a geofence, hash-coding images/videos, introducing trust ratings, ability to report suspicious links/messages etc.

Way Forward

The ITE&C department would like to form three (3) sub-groups to work on the various recommendations voiced out in the round table.

A Subgroup on Technology Initiatives: The ITE&C department intends to form a subgroup with representatives from the department and relevant experts to study the possible suggestions that can be made to social media platforms like Facebook, Whatsapp to control the spread of fake news.

A Subgroup on Awareness & Education: The ITE&C department plans to form a subgroup with representatives of TASK, TITA, End Now and other NGOs to work on specific modules for education and awareness on fake news. The sub-group will focus on modules for school children, college going students, teachers and common citizens.

A Subgroup on Legislation & Regulation: The ITE&C department intends to constitute a subgroup with representatives from the law enforcement agencies, department of law, department of I&PR to explore a law focussed on lynching, fake news etc. The sub-group will also look at relevant regulations around the world to come up with guidelines for new media like digital media. The sub-group will involve relevant experts from universities like NALSAR etc.
Factcheck Portal

a. Launched a dedicated website https://factcheck.telangana.gov.in on 2nd of April, 2020 in partnership with Factly Media & Research, Hyderabad. It was aimed at dispelling the fake news and misinformation campaigns on the social media platforms and to provide facts and context wherever applicable. The website hosts articles on widely circulated posts on Coronavirus on the social media platforms and verify the claims made therein. Further, citizens were provided an option to report posts being circulated on the social media for fact-checking by the ITE&C Dept. Released media bulletins at periodic intervals on the fake, misleading and motivated campaigns on Coronavirus pandemic.

b. Issued instructions to Citizens and Media on best practices to deal with information shared on Digital Media platforms.

c. Covid-19 WhatsApp Chatbot was launched on 6th April, 2020 to provide authentic information to citizens on the Covid-19 pandemic. The Chatbot was made available in Telugu, Urdu and English.

d. Reported posts and accounts that are repeatedly peddling fake and misleading information on Government and its machinery to Technology Intermediaries and Cyber Crime Wing.
Government of Telangana has taken all necessary steps to ensure that citizens are prepared well to face the challenge and threat posed by the growing pandemic of COVID-19. One of the most important factors in preventing the spread of the Virus locally is to empower the citizens with the right information and taking precautions as per the advisories issued by Ministry of Health and Family Welfare, GoI and GoT, its allied bodies and health experts.

WhatsApp Chatbot

Apart from various other initiatives, Telangana Government launched its official WhatsApp Chatbot - TS Gov COVID Info (on +91-9000 658 658) - as part of its efforts to provide authentic information to citizens on the Coronavirus/ COVID-19 pandemic. The Government of Telangana has partnered with WhatsApp to establish a dedicated Coronavirus helpline for citizens to receive accurate information on the pandemic. Digital Media wing has facilitated the creation and launch of WhatsApp Chatbot.

COVID-19 Website

Digital Media Wing has developed a dedicated website to post latest updates related to the Covid-19 pandemic. It hosted awareness posters, videos, media bulletins, control room details, among others. The website clocked one crore page views by 18th September, 2020 and is counting.
COVID19 Website Analytics

COVID-19 Portal Views
from 22.03.2020 to 31.08.2020

March
87,620

April
12,00,638

May
26,83,118

June
31,10,741

July
13,24,708

August
12,98,906

ITE&C Department, Govt. of Telangana
Annual Reports

The Digital Media Wing has been entrusted with the responsibility of preparing Annual Reports of ITE&C Department, online as well as offline. An annual report is the most important single piece of information - not only externally but also internally. The reports help us understand the department’s targets, its outcomes, as well as the strategy of how to outperform going forward.

Making of the annual reports involves collecting information from various stakeholders within the organization, determining the key messages, finalizing the structure and content, planning well in advance to release it on or before the Telangana State Formation Day. The Digital Media Wing takes pride in the fact that the ITE&C department has successfully launched its annual reports for six consecutive years.
The Digital Media wing has taken the initiative of compiling a newsletter entitled “Digital Telangana.” These concise yet effective newsletters encapsulate the initiatives, developments, activities, and achievements of the Department of Information Technology, Electronics and Communications, Government of Telangana.
Social media touches all aspects of our lives. Training in social media is important for organizations of all shapes and sizes. Every organization, government and private, has the opportunity to take advantage of social media. However, they also run the risk that what their employees do in social media could prove very harmful for their organisations. As many organizations have some presence on social media today, the employee training on using social media appropriately becomes very essential.
T-Web Capacity Building Session on 04-05-2018

Digital Telugu Round Table Conference on 17-12-2017

1st Capacity Building Session for GIGW Compliance Project (GCP) 08-04-2017

Social Media for a batch of Sr. Police officials from various States at RBVRR Telangana Police Academy on 17-09-2019

Orientation Programme on Social Media for IFS Officers at MCRHRD on the topic “Future of Social Media” as part of Foundation Course for All India Services and Central Civil Service Officers on 24-09-2019.

Orientation Session on ShareChat
**Director, Digital Media**

- Leading the Digital Media Team to ensure that the content is delivered in a uniform, authentic and timely manner on the Social Media Platforms and on Government portals/websites.

- Managing Social Media accounts of Telangana CMO and Minister for IT.

- Working with the CMO and all the Ministries and ensuring that the benefits of the Digital Media are leveraged. Hand-holding the efforts of the line Departments in the initial stages of Social Media Implementation with the assistance of Digital Media Team.

- Development and Maintenance of the Telangana State Portal and the IT Dept. Portal.

- Devising and executing the Social Media Campaigns marking the important milestones, inaugurations and curtain-raisers of the Government.

- Developing and Delivering Training Modules for the consumption of Government officials to equip them to effectively manage Social Media Accounts.

- Liaising with technology intermediaries in getting the official accounts verified, fake and fraudulent accounts removed and the Government officials trained in effectively using these accounts.

- Creating awareness on the correct usage of Social Media Platforms for availing the Government Information and Services. Alerting the citizens on the fake, fraudulent information.

- Overall supervision of T-Web Project.

- Preparation ITE&C Department Annual Report.

- Liaising with Departments and Implementation agency in the roll out of Open Data Policy and its implementation.

- Preparing the strategy with respect to Localisation efforts with the overall objective of increasing the usage of Telugu language and the ease of using Telugu on the Digital Media Platforms. Connecting with the members of the Digital Telugu ecosystem in effecting concerted efforts in this direction.

- Spearheading the outreach efforts involving various civil society organisations and individuals in the propagation of Government services, schemes and information on the digital media platforms.

**Assistant Director, Digital Media**

- Assisting Director, Digital Media in managing Social Media accounts of Telangana CMO and Minister for IT.

- Working with Director, Digital Media in the Development and Maintenance of the Telangana State Portal and the IT Dept. Portal.

- Execution of T-Web Project and Accessible India Campaign.

- Preparation of ITE&C Department Annual Report.
• In-charge for office correspondence of Digital Media Wing

• Conducting trainings/workshops on Portals, Social Media and Localisation of Content

**IT Associate, Digital Media**

• Administrative work, Accounting, Payments processing of vendors

• Assistance to other members in Portals and Social Media management

• Archival of Hon’ble Minister, Principal Secretary’s official meetings’ digital content like videos and photos.

• Scheduling and organizing meetings and managing appointments of Director, DM.

**ITES Associate, Digital Media**

• Posting content on official Facebook accounts of Ministers, flagship programmes

• Posting content on the CM portal, Telangana magazine portal

• Collecting contact information for the State portal, Data entry work for the Digital Media Wing

**Executive, Web Development**

• Responsible to regular maintenance of State Portal and IT Portal

• Assisting AD, Digital Media in the execution of T-Web Project

• Managing Facebook, Twitter, Youtube accounts of Telangana CMO

• Preparing Social Media Analytics for Digital Media Monthly Reports

• Telecasting events of Minister for IT Live on Facebook, Twitter and YouTube.

• Preparation of info-graphics/ posters on important achievements, announcements, milestone events, religious festivals, state festivals, birth and death anniversaries of personalities of international/ national repute.

**Executive, Digital Media**

• Handles the Facebook, Twitter, YouTube accounts of Telangana CMO, Minister for IT on a daily basis.

• Creation of social media accounts, preparation of analytics, identification and reporting of fake and fraudulent accounts.

• Attending the events of Chief Minister/ Minister for IT and telecasting them Live on Facebook, Twitter and YouTube.

**Executive, Content Management**

• Handles Minister for IT Facebook and Twitter accounts.

• Assisting the Director, Digital Media in preparing the communication strategy for the Digital Media Wing.

• Telecasting events of Minister for IT Live on Facebook, Twitter and YouTube. Uploading the videos of the Minister for IT on YouTube.

• Preparing content for the Digital Media Wing. Working with PRO to IT Minister for the preparation of press notes and other official communication.
Media Coverage

**TS’ Factcheck fights fake news**

Portal set up by State’s ITE&C Department in partnership with Factly certifies authenticity of posts online

**STATE NEWS**

While the whole nation is reeling under a prolonged lockdown, a few takeaways are trying to keep their wheels rolling by spreading fake news. A recent example of this is the circulation of a video that purportedly shows dead bodies being transported in a truck. This was shared on social media with the claim that it was from a hospital in Italy. The video was debunked by the government's FactCheck portal, which traced the claim back to a movie that was shot in Italy.

The Telangana government has taken steps to combat the spread of misinformation, setting up a portal called Factly. Its aim is to verify the authenticity of information shared on social media. The portal is staffed by experts who use a combination of fact-checking tools and verified information to determine the accuracy of claims.

A circular issued by the Ministry of Information and Broadcasting outlines the steps to be taken by media outlets to combat the spread of misinformation. The circular emphasizes the importance of cross-verifying information before publishing it.

In another development, the government has also initiated a campaign to promote media literacy among the public. This includes the distribution of educational materials and the hosting of workshops to help citizens discern fact from fiction.

A circle purportedly signed by the Ministry of Information and Broadcasting suggests the closure of hotels, restaurants, and markets in the country to curb the spread of misinformation on social media. The government is also working on strengthening the hands of public authorities to fight the dissemination of fake news effectively. The move is aimed at addressing the current situation in Italy and India, where misinformation has been found to be spreading rapidly.

A video of a dead body being treated by a crane and then thrown into a mass grave has been attributed to the current situation in Italy. FactCheck found that the video is part of a 2020 movie. The movie clip can be seen on YouTube and not in real life.

A Facebook post claiming that the information was being circulated widely that Swami Brahmanandam Swamy Temple has been converted into an isolation centre and that medical personnel were working inside the temple. This claim was made by an account that was later suspended. The temple management issued a statement clarifying the matter.

A circular issued by the ITEC Department of the government of Telangana is being circulated widely claiming that the temple management is working inside the temple. The temple management has clarified that this is false and that the temple is not being used as a quarantine centre.
WhatsApp Chatbot on corona launched

To provide authentic information to citizens on coronavirus pandemic, the State government on Monday launched its official WhatsApp Chatbot — TS Gov Covid Info (09090 068 688).

"We are doing everything we can to keep our citizens safe in these challenging times and urge everyone to stay indoors and ensure they rely only on verified channels of information," IT and Industries Minister KT Rama Rao said while launching the Chatbot at Pragati Bhavan here.

IT and Health Departments in the Chatbot collaborate with Srishti Techno, a Hyderabad-based software solutions provider and MessengerPeople, one of the WhatsApp Business Solution Providers.

Principal Secretary for IT and Industries Jayesh Ranjan said citizens having questions relating to the pandemic can now chat with the State government on WhatsApp to receive all critical and accurate information on the outbreak. "Simply send 'Hi' in a WhatsApp message to get started. One can also simply click the link https://bit.ly/3000098F to initiating the conversation. We thank WhatsApp, Facebook and their partners for the support extended to the Government of Telangana," he said. For questions and clarifications, citizens can write to covid19info.itec@telnagam.gov.in.

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Chinese transport minister says lockdown has helped control coronavirus

Chinese transport minister says lockdown has helped control coronavirus...
Riding on data for mobility

Data-based governance can assist in reducing traffic congestion, as illustrated by a pilot study in Hyderabad

DEEPAK KUNATHAM & K. VISHWANATH REDDY

The digital revolution has made interactions between humans and machines, and among citizens, government and businesses, seamless and efficient. Today, e-government enables and empowers citizens to directly engage with the state, thereby eliminating barriers in the delivery of public services. The next wave of transformation in digital governance is at the intersection of data and public good. The key to this transformation lies in incorporating data as a strategic asset in all aspects of policy, planning, service delivery and operations of the government.

Transportation is one such critical area, where data-based governance is expected to provide a solution to the ever-growing threat of congestion to urban economies. Congestion caused an estimated loss of $67 billion to the U.S. economy and $24 billion to the four metro cities in India in 2008. Given the limited road resources available, the key to solving congestion lies in improving the efficiency of existing transportation systems.

Multiple sources

An efficient transportation system would help ease congestion, reduce travel time and cost, and provide greater convenience. For this, data from multiple sources such as CCTV cameras, automatic traffic counters, map services, and transportation service providers could be used.

A study by Transport for London, the local body responsible for transport in and around the U.K. capital, estimates that its open data initiative on sharing of real-time transit data has helped add £100 million a year to London’s economy by improving productivity and efficiency. In China, an artificial intelligence-based traffic management platform developed by Ailinba has helped improve average speeds by 15%.

Closely borne, the Hyderabad Open Transit Data, launched by Open Data Telangana, in the country’s first data portal publishing datasets on bus stops, bus routes, metro routes, metro stations, schedules, fares, and frequency of public transit services.

The objective is to empower start-ups and developers to create useful mobility applications. The datasets were built after an intensive exercise carried out by the Open Data Team and Telangana State Road Transport Corporation to collect, verify and digitise the data.

Hyderabad has also begun collaborating with the private sector to improve traffic infrastructure. One such partnership is a Memorandum of Understanding signed between the Telangana government and Ola Mobility Institute. Under this collaboration, Ola has developed a tool, Ola City Sense, to provide data-based insights that can monitor the quality of Hyderabad’s roads and identify bad quality patches.

The data is provided to city officials on a dashboard, and updated to 2-3 weeks to capture the nature of potholes/roads. The information thus given is useful not only for carrying out road repairs, but also helps officials take initiatives to improve road safety, monitor quality of construction, and study the role of bad roads in causing congestion.

Planning road repair work

A pilot was implemented in a municipal zone to gauge the efficacy of the data in supporting road monitoring and prioritisation of repairs. The early results of this pilot project were encouraging. The dashboard helped city officials plan the pre-monsoon repair work and budget for repairs last year.

The pilot also demonstrated the willingness of government departments to apply data-based insights for better decision making. This tool is now being adopted across all municipal zones under the Greater Hyderabad Municipal Corporation. It also serves as a model for other cities to emulate.

The Telangana government has declared that the year 2020 will be the Year of Artificial Intelligence. It aims to run hackathons and masterclasses with AI as the theme. Discussions are on to include AI for Traffic Management. At the core of AI-based algorithms is good data, and participation by key stakeholders can only help build such algorithms. Insightful data will be the key to transform Hyderabad into a “world-class city” in terms of mobility.

Deepak Kunatham is Director, Digital Media, Telangana government, and Head of the Open Data Initiative. K. Vishwanath Reddy is Lead Urban Mobility at the Ola Mobility Institute.
Most Reached Posts on CMO Facebook Page

Performance for Your Post

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<th>Post</th>
<th>People Reached</th>
<th>Video Views</th>
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<td>70,339</td>
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Reactions, Comments & Shares

- 11,689 Likes
- 3,906 Comments
- 5,658 Shares

Performance for Your Post

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Reactions, Comments & Shares

- 5,963 Likes
- 3,052 Comments
- 1,798 Shares

Performance for Your Post

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<tr>
<th>Post</th>
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<tbody>
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<td>215,997</td>
<td>39,814</td>
<td>2,438</td>
</tr>
</tbody>
</table>

Reactions, Comments & Shares

- 1,385 Likes
- 136 Comments
- 38 Shares

ITE&C Department, Govt. of Telangana
GOVERNMENT OF TELANGANA

ABSTRACT

ITE&C Dept. – Digital Media – Guidelines for Indian Government Websites (GIGW) – Compliance by all the State Government entities in RFPs, Loks, Scope Statements, Requirements Specifications and all such documents while developing Web sites, portals, applications, MIS, Digital Dashboards and other such online publications – Designating Digital Media wing, ITE&C Dept. as the Nodal Agency for GIGW – Orders – Issued.

INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATION DEPARTMENT
(Digital Media)

G.O. Ms.No. 4 Dated: 10-04-2017

Read the following:-

1. Guidelines for Indian Government Websites (GIGW) formulated by National Informatics Centre (NIC) and adopted by Department of Administrative Reforms and Public Grievances (DARPG), Ministry of Personnel, Public Grievances & Pension, Government of India – web.guidelines.gov.in

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ORDER:

Realising the importance of World Wide Web as the most widely used medium for implementation of e-governance initiatives, Telangana Government and its entities were one of the first in the country to have come up with large number of web/online applications to ensure maximum reach of government information and services to the citizens. However, very soon a need was felt for an overarching common set of standards from technical, editorial, usability, accessibility and administrative standpoints.

2. In February, 2009, National Informatics Centre (NIC) has formulated Guidelines for Indian Government Websites (GIGW) in accordance to the internationally accepted standards to ensure that the websites belonging to any constituent of the government at any level are user friendly, secure and easy to maintain.

3. Compliance to GIGW will enable the departments to enhance the quality of online delivery of information and services and also ensure high degree of consistency and uniformity in the management of government presence in the web space.

4. The said Guidelines were adopted by Department of Administrative Reforms and Public Grievances (DARPG), Ministry of Personnel, Public Grievances & Pension, Government of India and the same have been included in the Central Secretariat Manual of Office Procedures (CSMOP). Para 63 of CSMOP on ‘Maintenance of Websites’ reads as follows:-

“All Central Government Ministries/Departments/Offices/PSUs should have a Website containing updated data/information in compliance with the Guidelines of Government of India Websites (GIGW) available on the websites of Department of Electronics & Information Technology (www.deity.nic.in) and of the Department of Administrative Reforms & Public Grievances (www.darpng.nic.in). A nodal officer should be appointed for the purpose and the Website updated regularly.”

5. The Union Government from time to time have been willing to the State Governments to ensure that all the websites under their purview also conform to GIGW. Hon’ble High Court of Judicature at Madras also directed the Union Government to ensure all the Government websites to get GIGW-compliant.

[PTO]
6. In pursuance to the interim orders of Hon’ble High Court of Judicature at Madras in the reference 3rd read above and advisories from Union Government, the IT, E&C Department has undertaken GIGW Compliance Project (GCP) to make all the existing websites GIGW-compliant.

7. Government, after careful examination, hereby order that all on-going and future websites/portals of Departments, HoDs and other State Government entities shall comply to GIGW. In this regard, the constituent of State Government developing website or portal shall mandatorily include GIGW-Compliance as part of its RFPs, Lots, Scope Statements, Requirements Specifications and all such documents. GIGW-compliance shall run through entire life cycle of project management and this shall apply to later improvements, extensions, modifications to the website/portal, if any.

8. All the Departments, HoDs and other State Government entities shall appoint a senior officer as Web Information Manager whose role would be to ensure that there is a proper flow of content to the site and that content quality and user satisfaction issues are taken care of.

9. The Digital Media Wing of IT, E&C Department will act as the Nodal Agency to all the requests for assistance with regard to the GIGW-compliance and other website/portal-related issues. The IT, E&C Department shall also conduct sessions for capacity building/knowledge transfer and for the initial phases of project management shall hand-hold the Web Information Managers in making their website/portal compliant to GIGW.

10. Though the term website or portal is used in this document for the convenience of writing, the same applies to all the Web Applications, Management Information Systems, Digital Dashboards or any such online publication on the web space.

11. This G.O. is applicable to all the State Government Departments/Organisations/Societies/PSUs/Corporations/Companies and other entities using websites/portals.

12. A copy of this order is available on Internet and can be accessed at address "goir.telangana.gov.in".

[BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA]

JAYESH RANJAN
PRINCIPAL SECRETARY TO GOVERNMENT

To
All the Depts., of Secretariat,
All the Heads of Departments,
All the Organisations/Societies/PSUs/Corporations/Companies and other entities using websites/portals in the State.

Copy to:
The National Informatics Centre (NIC),
Department of Information Technology,
Ministry of Communications and Information Technology,
GOI, New Delhi,
Department of Administrative Reforms and Public Grievances (DARPG),
Ministry of Personnel, Public Grievances & Pension,
GOI, New Delhi,
SF/SCs

//FORWARDED: BY ORDER//

SECTION OFFICER
Creation and Verification of official Social Media accounts.

Removal of Fake and Fraudulent accounts in the name of Govt. functionaries and institutions.

Trainings/Workshops on effective management of social media accounts and on latest social media trends for Govt./entities of Govt. officials/staff/PROs of Ministers/Depts, among others.

Handling limited period social media campaigns for Depts./other entities of Govt. for events of national/international repute.

Identification of manpower for Depts./other entities of the Govt. for regular/temporary management of social media accounts.

Empanelment of social media agencies for assigning to Depts./entities of Govt.

Design and development of websites/portals and web applications.

Following are some of the important services offered by Digital Media Wing to help government departments and institutions to pursue their citizen engagement initiatives. Digital Media Wing looks forward to associate with Govt. organizations to implement best ideas and achieve the goal of ‘Good Governance’ and ‘Digital Telangana’

Contact us: stateportal@telangana.gov.in
tweb-itc@telangana.gov.in
opendata@telangana.gov.in
wikimedia-itec@telangana.gov.in
Assistance for Depts. and other Govt. entities in complying with Guidelines for Telangana Govt. Websites (GTGW). Assistance provided for making websites accessible to persons with disabilities.


- Creation of Subdomains.

- Facilitation in Email-ids creation.

- Trainings/ Workshops on compliance to various website guidelines and standards.

- Trainings/ Workshops on using Telugu Unicode fonts on digital media platforms for Depts./ entities of Govt.

- Assistance to Depts/ entities of Govt in building Telugu version of websites/ web applications.

- Digital Archive of photos/ videos of Minister for IT, Industries and MAUD official programmes.