

Web Policy of Jammu & Kashmir Government

(JAKWEB)

Version 2.0

Government of Jammu & Kashmir

Department of Information Technology

I N D E X

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1. Background

Government of J&K realizes the importance of World Wide Web Services and its capabilities to provide information to the citizens across the world and to reduce the gap between the Government & Citizens. Public domain information needs to be published on the web, with objective of “**Fast & Easy Availability of information & Services Technically (FEAST)**”. The state government intends to provide information & services to the citizens using Internet. A need has been felt to standardize the web related issues across the state. This web policy is expected to ensure a uniform standard amongst the existing web sites of various departments and also ensure speedy development of web sites for the departments that are in the process of developing their own websites.

2. Objective of having a Uniform Web Policy

The primary objectives of having a declared Web Policy are as follows:

- a) To explain the process of web site designing.
- b) To frame Policy Guidelines on the issues & concerns related to web sites.
- c) To provide guidelines & procedures for web sites designing & development.
- d) To bring Standardization across the government for development of Web Sites.

3. Web Advisory Committee

The State Government shall constitute a central Web Advisory Committee. This committee will consist of the following members:-

- 1) Commissioner/ Secretary, Department of IT, J&K – Chairman
- 2) Network Administrator, NIC-J&K – Member
- 3) System Executive, Department of IT, J&K – Member
- 4) State Informatics Officer, NIC-J&K – Convener

The web advisory committee will perform the following functions:

- **Formulate** the Web Policy of the Government and also review it from time to time
- **Advise** various Departments of the Government on possible website applications and services relevant to the concerned department.
- **Provide** technical approvals for the outsourcing proposals for website design & development.
- **Review** the progress of Web Services Implementation in the state.

4. Website Development Committees

Each department of the State Government shall constitute a Website Development Committee. This committee will consist of the following members: -

- 1) Commissioner/ Secretary of the concerned department– Chairman
- 2) Representative of the Department of IT – Member
- 3) Representative of NIC - J&K – Member
- 4) Departmental Champion of the department – Convener

The website development committee will perform the following functions:

- **Finalize** the Website structure of the department and also review it from time to time
- **Provide** the required manual contents required to be incorporated in the website.
- **Convert** the manual contents into digital form (Creation of e-contents)
- **Test** the developed website.
- **Update and maintain** the contents of the website on a regular basis by providing the updated e-contents to the Webmaster.

5. Policy Guidelines

5.1. Content Development Policy

- The Government recognizes the need to place all relevant information of public interest on the website of the concerned departments.
- Efforts shall be made to make the contents interactive & dynamic in nature with strong back-end support.
- The contents of website will be owned by the concerned department. Website Designing, Development & Hosting Agency will not be responsible for the same. The concerned Heads of department shall approve the website contents before they are hosted on the web.
- The development of the website may be entrusted to NIC or it may be outsourced to any other agency in the public or private domain. However, the decision to outsource this work should be with the prior approval of the website development committee.

5.2. Website Updation Policy

- The departments shall ensure that the information on the website is the latest and up-to-date, and whenever any new activity takes place in the department, the news/information is reflected on the website simultaneously.

5.3. Website Hosting Policy

The websites of J&K Government Departments will be hosted on NIC Servers. Websites of Public Sector Undertakings, and other autonomous bodies may be hosted on NIC or any other server after obtaining approval from the Website development committee of the department.

5.4. Linking Policy

Any website can give link to any of the websites related to J&K Government. Similarly, Government website may also provide a link to any website of other Government/ Department as well as other websites considered to be relevant and of public importance. However, the departmental website providing link to other websites should incorporate relevant disclaimer clauses to avoid legal complications, and claims, if any.

5.5. Privacy Policy

Use, collection, and retention of public information

For each visitor, any website may collect information about the Internet Protocol (IP) address, type of browser used, the date and time of the visit, and the IP addresses of the locations to which the visitor linked during his or her visit to the Web site. This information would be strictly used for statistical reporting purposes only.

Any Government Organization's web site may collect, retain and use personal information where it is essential (and allowed by law).

Use of "Cookies"

"Cookies" are small files either stored on a server or sent back to a visiting computer. In certain applications user information is stored as "cookies" of the type that are then sent back and stored on the user's computer. Any application or web page that uses cookies will identify itself as such. No user information may be gathered through cookies except that needed to run the specific application.

Restrictions on the disclosure of public information

Government Organization may share public information collected through their website with any other Government organization.

Protection of information via established security procedures

All Government Organizations and PSUs will ensure that the Website Hosting agency maintains security standards and procedures regarding unauthorized access to public information to prevent unauthorized removal or alteration of data.

5.6. Legal Framework

Suitable legal framework for e-Commerce, secure transactions, digital signatures etc, as per the prevailing Cyber Laws of the Centre Government from time to time shall be adhered to. It will be the sole responsibility of the Organization concerned to ensure adherence to the legal aspects. The Designing/Hosting Agency shall not be responsible for any legal issues arising out of the violation of any of the Cyber Laws or unauthorized use of the Web content or by way of putting up any undesirable information not permitted under law. Department of IT shall, from time to time, appraise the State Government Departments, Boards and Corporations about the latest legal framework adopted by the Centre/State Government.

Disclaimer

Every Government Website should define its Disclaimer Policy on its website so that there should not be any legal problems on account of use of the Website by the Public.

5.7 Language Interface Policy

Most of the website contents will be in English. Wherever possible data contents may also be provided in URDU or in Hindi as well. UNICODE Standard should be followed for all URDU/HINDI language solutions on the website and databases.

5.8 Security Policy

Security consideration is a very important issue as a less secure server can be hacked from outside and the websites hosted on the server can be disfigured or the contents can be changed by some mischievous elements causing harm to the organization. It must be ensured by the website development committee that the server administrators have taken necessary steps to restrict unauthorized access to the web server.

5.9 Documentation Policy

Documentation of the website will be mandatory for all organizations. It should give in-depth of the website, its contents and structure and its policies for updations. Clearly defined responsibilities for handling the website contents may be given in the documentation. A copy of the documentation should be provided to the Department by the hosting agency.

General Guidelines & Procedures

Web enabled Interfaces

It is envisaged that the Government would create primarily two types of Web Interfaces:

1. *Government-to-Government Interface (G2G):*

There is a need for web enabling Government transactions within the system. These transactions can be between Directorates & their field offices, Inter-Directorates, between Directorates & Secretariat, between the department within the Secretariat & with the Government of India. This may involve sharing of common databases by multiple departments with the objective of “**Create Once, Use Many Times**”. This interface also includes progress reporting on regular intervals, auto-compilation & analysis etc. This interface could be on Intranet/Internet as well as on Virtual Private Network (VPN).

2. *Government-to-Citizen Interface (G2C):*

This interface is critical for interacting with the citizens. Departments need to identify applications with this interface. This Interface includes providing Information or Services to the citizens using the Web. It may also include transactions involving collecting of information from the public. A portal of the Government of J&K where all such services of the state could be provided to the citizens is being planned. Individual web sites of various departments could also have their separate section for specific Citizen Interface.

National Informatics Centre, J&K State Unit has already developed, hosted and is maintaining the official web site of the state <http://jammukashmir.nic.in>. This web site is being updated based on the contents made available from Department of Information & Public Relations, Jammu & Kashmir. This web site provides links to all other web sites of the state. NIC-J&K State Unit has designed, developed & hosted web sites of 11 districts of Jammu & Kashmir, the Employment Department, and the Rural Development Department.

The official web site of the state <http://jammukashmir.nic.in>, will be the Integrated Web Interface for the Jammu & Kashmir State. From this interface, any user should be able to get all types of Service/Information/Transactions as well as Web Interfaces.

In order to provide, the above web interfaces for the Government of Jammu & Kashmir, NIC-J&K State Unit will design, develop & host the web sites. Respective departments may also design their web sites, which will be linked with the respective Web Interfaces, in consultation with NIC-J&K State Unit.

For Government Departments, NIC-J&K State Unit will be the primary agency for designing & developing the web site. In case a need is felt by the concerned department to outsource the work of website designing & development, the proposal may be sent to the Website development Committee for approval.

In case of Autonomous bodies, and Public Sector Undertakings, of the Government, website designing & development may be outsourced after obtaining approval of the respective boards. However a copy of the outsourcing proposal may also be sent to the Website development Committee for technical evaluation/consultation.

Website Designing Process

Departments, while creating their own websites, may follow, the following broad steps for website designing:

- ***Finalizing the Structure:*** The Department may identify the objectives & broad structure of web site under consideration. A Suggestive Structure is given Annexure – C. Departments may finalize the structure depending upon their specific requirements. Department may also have a look at different web sites related to their area already hosted on the net. The technical designer of the Web Site may be involved after the basic structure of the website is finalized by the Department.
- ***Contents Creation:*** The material may be collected from various branches/sections of the department. The contents includes textual & graphics taken from manuals, newspapers, brochures, leaflets, annual reports etc. In case of dynamic contents, Output/Input forms along with the processing logic may be finalized.
- ***Creation of e-Contents:*** Material collected needs to be entered on computer and Graphics need to be scanned as per the structure finalized. Good Quality of Graphics after scanning need to be ensured. In a large number of cases, the contents may already be in electronic form with various agencies of the Department. In many cases, the data already resides on the departmental computers in different electronic formats. Many departments get their data published in various newsletters and journals. In a large number of cases Desktop publishing software is used before printing of documents. In such cases the e contents are already available and could be sent directly to the web developer.
- ***Delivering e-Contents:*** Contents so created on computer may be given to Web Designer for development of web site. Web Designer will handle Static as well as dynamic contents separately. For dynamic contents, web designer will discuss the data flow, Input Screens and Output Reports with the concerned department.

- **Approval of Design:** Based on the content structure, Web Designer will develop a prototype web site and place it on a temporary server. The department should approve this prototype. Once it is approved, final development of web site can start.
- **Testing of Web Site:** During the development process, the department should test links & contents under them from time to time. Testing of web site with various browsers must be ensured. Dynamic contents, their reports and processing results must be tested thoroughly.
- **Registration of URL:** While the website is being developed, department should fill up a Website Registration form (copy enclosed at Annexure - D), indicating the proposed URL for the website, (in case the website is proposed to be hosted on the NIC Web servers.) The process of registering the website with NIC usually takes 4-5 days.
- **Updation of Website:** Once the website is launched, departments are advised to keep it up-to-date in terms of content. NIC conducts training courses from time to time to train Users in updating their websites. Departments are also advised to attend these training sessions to learn the latest technologies for updating the websites accordingly. For specific guidelines regarding updating and maintaining websites on NIC's web server, please visit <http://webservices.nic.in/help.htm>

Roles & Responsibilities

Roles

| # | Name of Agency | Role |
|---|--|---|
| 1 | Department of Information Technology, J&K Government | <ul style="list-style-type: none"> • To Coordinate with Departments & NIC • To Monitor the progress • To issue Guidelines related to Web Policy Implementation. • To provide infrastructure for e-content creation. |
| 2 | National Informatics Centre, J&K State Unit | <ul style="list-style-type: none"> • To Study the requirements of Web Site, • To Design & Develop the website. • To provide Implementation Support. |
| 3 | Departments | <ul style="list-style-type: none"> • To Provide contents & its structure. • To convert manual contents into digital form (Creation of e-Contents). • To test the developed site. • To update the contents of website regularly by providing e-contents. |

Responsibilities

| # | Activity | Prime Responsibility | Support Responsibility |
|----|--|----------------------|------------------------|
| 1 | Request for Website Designing to NIC | Department | |
| 2 | Study of the Web Site Requirements | NIC | Department |
| 3 | Finalizing the Content Structure | Department | NIC |
| 4 | Content Finalization | Department | |
| 5 | Creation of e-Contents & Database Creation | Department | DIT |
| 6 | Delivering the e-Contents | Department | NIC |
| 7 | Approval of Design & Contents | Department | NIC/DIT |
| 8 | Testing of Website | Department | NIC |
| 9 | Filling of Form for Registration | Department | NIC |
| 10 | Registration of URL | NIC | |
| 11 | Providing e-contents for updation | Department | |
| 12 | Updation of Website | NIC | Department |
| 13 | Providing Hit Analysis, if required | NIC | Department |
| 14 | Database contents delivery received using Website. | Department | NIC |
| 15 | Review of the website | DIT/NIC | Department |

Departments shall identify a Nodal Officer responsible for updation of contents and receiving and responding to the data from web for the dynamic contents. Commissioner/Secretary of the department will be overall responsible for Website Contents and its updation. Initially Remote Updation will be done by NIC in case the website is being hosted by them. In other cases this would be the responsibility of the agency hosting the website. When the departmental nodal officer is technically competent for remote updation, this facility may be allowed to him by NIC.

Departments can build a positive net-image by doing a customized design & development of the site to suit their requirements. It includes the following:-

- Interface & Navigation Strategy
- Innovative & Professional web graphics
- Inclusion of Interactive & dynamic components
- Development of web-enabled databases
- Web-enabling of Legacy Applications

Following Value-Added Web Services are available:-

- Domain Name Registration

- Staging Server for testing phase
- Remote Updation
- Streaming Media
- Live Web cast
- Chat / Bulletin Board
- Hit Analysis
- Search

Sometime already developed websites/portals fail to attract due attention from surfers due to lack of strategic planning or inherence shortcomings in architecture, contents, design or kind of technologies used. Departments can enhance/review their existing web site with the help of NIC so that site can attain good traffic and mileage, which it deserves to get.

Departments having IT professionals can prepare contents for updation of their websites. For that training on new technologies is required.

Department need to ensure Good Contents, Structure & navigation, Graphics Design, Functionality, Interactivity. The departments can follow the following basic ground rules :-

- Images may be prepared using commonly used formats viz. GIF Files, JPEG files.
- It may be ensured that the URL (Web Address) is clear and conveys the meaning of the state & department.
- It may be ensured that the URL is registered with most of the search engines and proper ranking of the site is done.
- In case of Language Interface in Hindi or Urdu, it may be ensured that dynamic fonts are used.

Website Promotion Guidelines

Every Website will define keywords that people might use to search the site. Use of short phrases as keywords will be preferred. Name of city/region/country etc must be defined as Keywords. For this the following guidelines may be adhered to:

- Incorporate the keywords in the title of the document.
- Put the content having the most occurrences of keywords in the top of the document body as html text (not images).
- Search engines give importance to HTML title so it is necessary to have a well thought of title (maximum of 40 characters long). It is a time well invested
- Title should be placed at the top of the document before anything else
- As the title is displayed in the search results a site without a title or with an irrelevant title like “Newpage 1” might rank high but still not be accessed.
- Some search engines rely on metatags for ranking the pages. Metatags should be incorporated in the document and placed after the title tag.
- Keywords should be placed in order of priority in the meta keywords tags

Hypertext is given more weight age than ordinary text. Hence we need to ensure that:-

- Have text links as far as possible. If the design requires using images as links, text links should also be incorporated at the bottom of page.
- Uncommon words count more than common ones so it is useful to be specific wherever possible. Phrases like “about us” can be replaced by organization name. Phrases like “click here” can be replaced by the content the link points to.
- It is a good practice to have keywords as links and vice versa.
- Text links must have title links describing the content the link points to.
- All image and graphics must have meaningful **alt tags** defined.
- Graphic/image files should be appropriately named so that they get indexed for media search facility provided by some search engines.

Government Organization may get the printed URL of the website on letterheads, visiting cards, tenders, advertisements, public notice.

Suggested Draft Content Structure for Departments

- About Organization & its activities
- Organization Structure & related organizations
- Statistical Information – Progress of last years (Tabular & Graphic)
- Acts, Rules, Policies, Notifications
- Forms & Procedure which people need to fill to interact with department
- Tenders
- Latest News Items related to Department
- Contact Addresses of Head Office & Field Offices.
- Frequently Asked Questions [FAQs] about department
- Schemes, Projects being executed by Department
- Public Services & Interfaces for interaction with department.

**National Informatics Centre
Web Site Registration Form**

(Please make sure the form is filled completely and correctly to avoid delay.)

| | |
|--|---|
| 1. URL Desired | http:// |
| 2. Title of the Web site | |
| 3. Name of the Min., Deptt., State /Organisation | |
| 4. GOI Directory Category | <input type="checkbox"/> Union Govt. <input type="checkbox"/> Central Govt. Organisations <input type="checkbox"/> States & UT <input type="checkbox"/> State Govt. Organisations <input type="checkbox"/> Events |
| 5. Hosting Platform | <input type="checkbox"/> Windows <input type="checkbox"/> LINUX |
| 6. Interactive Components (other than html) | <input type="checkbox"/> ASP <input type="checkbox"/> MS Front Page components <input type="checkbox"/> JSP <input type="checkbox"/> Java Applet <input type="checkbox"/> CGI (PERL, PHP, C...) <input type="checkbox"/> COM Components |
| 7. Database support needed | <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, Name of DBMS |
| 8. Site is Multilingual | <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, Mention the languages: |
| 9. Audio/Video Components | <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, Mention formats: |
| 10. Size of the Site: (in MB) | |
| 11. Site developed by: (Division /Organisation) | |
| 12. Contact person (from NIC) | Name: Designation: NIC Centre: State/ City: Email: Phone: |
| 13. Contact person (from user) | Name: Designation: Deptt./ Organisation: State /City: Email: Phone: |
| 14. Site is Presently /temporarily located at | http:// |
| 15. Main /Opening File | welcome.html /index.html /default.html / |
| 16. Announcement Date | |

Date:

**Signature & Seal
(Head of the Deptt.)**

Visit <http://webservices.nic.in> to know more about our Web Services

Payment Details (For Paid Projects)

| | |
|--|--|
| Amount: Cheque No /Draft No. Date: | Bank: City: Hosting Charges for no. of years |
|--|--|

Hosting Details (for official use only)

| | |
|-----------------------------|----------------------------------|
| Server Name: IP Address: | Alias of: HVS /SVS /Directory |
| Launch Date (DD/MM/YYYY): | |
| Launched by: | |

**National Informatics Centre
Web Services and Multimedia Applications Division**

Remote Publishing Request

| | | |
|-----------|--|---|
| 1. | Web Site URL(s) : | http:// |
| 2. | Details of the machine to be used for remote uploading / publishing | IP Address(max 2) : Operating System : Connectivity to the Internet: (Leased Line /ISDN /RF/VSAT) Location (complete address): |
| 3. | Machine administrator details | Name: Designation: Organization / NIC Centre: Email: Phone: |

5. Declaration:

I hereby understand and agree that

- Remote publishing facility shall enable me to directly update and maintain above mentioned web site(s)
- I shall take all necessary measures to protect the content
- Remote publishing user ID, password and other details shall be kept confidential
- Publishing computer system shall not be behind proxy server & shall be protected from unauthorized access
- Web Site will be reviewed / verified after every upload session
- Administrator's Email account (above mentioned) shall be used for confidential communication. Hence should be in restricted use
- I shall regularly review and monitor the content on the above-mentioned web site.

Signature & Seal

(Head of the Department/Organization)