Government of India
Ministry of Road Transport & Highways

Transport Bhawan
1' Sansad Marg
New Delhi-110001

CIRCULAR

No. I-34016/ 03 /2013-IT   New Delhi, dated the 23rd June' 2014

Web is the medium of mass information dissemination. The ultimate aim of Government website is to provide information and services to as many citizens as possible. The existence of any Government site lying inaccessible on the web is meaningless. The crucial element of an effective presence of Government on the Web is the way its content is written and packaged. The content on the website should be authentic, accurate, valuable to users and up-to-date.

Ministry of Communication and Information Technology has issued "Guidelines for Indian Government Websites (GIGW)" for making website citizen centric and visitor friendly by providing anytime anywhere delivery of government information and services, and these have been included in the Central Secretariat Manual of Office Procedures (CSMOP).

2.   The Ministry of Personnel, Public Grievances & Pensions, Department of Administrative reforms & Public Grievances has requested to make the website fully compliant to GIGW and certified by Standardization Testing and Quality Certification (STQC) Directorate. Accordingly, with the approval of the Competent Authority, for authentic, up-to-date content on the website and for proper monitoring of website, following steps have been taken.

2.1   CE(Planning) has been nominated as Web Information Manager for managing the information on the website of the Ministry. As for as possible, the content to be uploaded on Ministry's website shall be sent on e-mail only at wim.rth@nic.in.

2.2   The Chief Engineers / Directors or Deputy Secretaries / Advisor (Transport Research Wing), of the Ministry, are designated as Nodal officers for matters pertaining to their Divisions / Zones related with the website of the Ministry. The Indian Roads Congress (IRC), Indian Academy of Highways Engineers (IAHE), NHAI and the Border Roads Organization shall designate a Nodal officer for various works related with the website of the Ministry.

The Nodal officers are also responsible for furnishing the response to the queries received on website as per Ministry's circular of even no. dated 21.08.2013 (copy enclosed).

2.3   Following guidelines concerning management of content on the web through its entire cycle viz. creation, moderation, approval, review and archival have been approved and are enclosed herewith.

(i)   Content Contribution, Moderation & Approval.
(ii)   Content Review Policy
(iii)   Content Archival Policy

3.   The Secretary General IRC, Director IAHE, Chairman NHAI and the Director General Border Roads Organization are requested to designate a Nodal officer for matters pertaining to the website of the Ministry and may intimate his / her Name, designation, Contact no. and e-mail address at the earliest.

4.   The above guidelines may be brought to the notice of all concerned. All the Nodal officers shall henceforth follow the guidelines mentioned in para 2.3 above for uploading the content pertaining to their zone / division on Ministry's website.

(R.K.Pandey)
Chief Engineer (Planning), Web Information Manager

o/c

To:

1.   All the Chief Engineers of the Ministry
2.   The Chairman, National Highways Authority of India, G-5&6, Sector -10, Dwarka, New Delhi-110075
3.   The Director General Border Roads, Seema Sadak Bhawan, Ring Road Naraina, Delhi Cantt New Delhi 110010
4.   The Secretary General, Director, Indian Roads Congress, Kama Koti Marg, Sector – 6, R.K. Puram, New Delhi – 110 022
5.   All the Direcotors / DS's of the Ministry
6.   Advisor (TR), Transport Research Wing, Jamnagar House, IDA Building, Shahjahan Road, New Delhi
7.   Director IAHE, A-5, Institutional Area, Sector 62, NOIDA (U.P.) – 201 301
8.   All RO's / ELO's of the Ministry
9.   Senior Technical Director, NIC

Copy for information to:

1.   PS to Hon'ble Minister
2.   PS to Hon'ble MoS
3.   Sr. PPS to Secretary (RT&H)
4.   PPS to DG (RD) & SS
5.   PPS to AS&FA / PPS to ADG/ PPS to JS (T) / PPS to JS (Highways) / PPS to JS (LA, P&M, Coord., Parliament &Toll) / PPS to JS (IC& Establishment & General Admn. RTI, Cash &IT),

NIC – with a request to upload on Ministry's website

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Content Contribution, Moderation & Approval Policy (CMAP) for Ministry's website:

Content Contribution: The following procedure for contribution of the content shall be followed.

(i) The content shall be contributed by concerned zones / divisions as per their work allocation in a consistent fashion to maintain uniformity and to bring in standardization. In order to make the website citizen centric and visitor friendly, content have been categorized in various Heads and Sub Heads as mentioned in Annexure-I. 'What is New' is a temporary location on the web where the information may be retained for certain period only. In case, new Head needs to be created for the content, the zones / divisions shall get the approval of the same from the Web information Manager.

(ii) In case, the content has reference of some documents and, referred material is available on the website, the zones / divisions shall mention the link of the same in the content. If the information in the content has been taken from source other than Ministry, the name of the source shall be mentioned therein. The document should be forwarded in any of the following formats.
    (a) Ms Word
    (b) Ms Excel
    (c) Ms Powerpoint
    (d) pdf
    Also, the photos, if any shall be forwarded in image format eg .jpg, .png etc. The contents in Hindi Language shall be prepared in Unicode Compliant font like Mangal, etc.

(iii) Title of the content should be such that it is self explanatory. The correct title would lead to an accurate search output for that document and it would be easy for the users to locate it. Also, it would be convenient for the users, if page numbers have been mentioned at each page of the content.

(iv) The Nodal officers shall forward the contents to the e-mail account of the Web information Manager for moderation. The following information needs to be furnished by the Nodal Officer, while forwarding the content to the Web Information Manager.

S.No	Item	Description
1	Head / Sub Head under which content needs to be posted	
2	Name of the Approving Authority	
3	Title of the content	
4	Date of Creation of the content	
5	Date of review of the content	
6.	Last date of submission of bid, in case of tenders	
7	Date of Archival of the content	
8	Whether to be posted under "what is new". If yes, how long	
9	Enclosures / links already available	

Approval:

(i)   The contents created by any zone / division for uploading on the Ministry's website shall be approved at the appropriate level as per the directives of the Ministry.   The approver shall ensure that content is appropriate to be made available on the website.

(ii)   It will be the responsibility of the Nodal Officers to ensure that the content has been approved by the Competent Authority before sending the matter to the Web Information Manager for moderation of the content.

 Moderation:

(i)   All the content contributed from various Divisions / Zones for uploading on the website shall be moderated by the Web Information Manager of the Ministry. In case, the content needs to be modified, the Web Information Manager shall forward the content to the e-mail account of the Nodal officer of the concerned zone/ division alongwith his/her comments for modification of the content. If the Nodal Officer find that the comments may be incorporated in the document, the same shall be approved by the Competent Authority. Thereafter, the Nodal Officer shall forward the modified content to the Web Information Manager for uploading on the website.

Publication:

        The content after moderation shall be published by Content Publisher on the website through Content Management Systems (CMS) which would be web based having user friendly interface.

Content Review Policy (CRP):

There is a need to periodically review all the contents of the website of the Ministry to keep it up-to-date.

1. The Nodal officers shall review the content created under their Divisions / Zones periodically.

2. The Web Information Manager and the assigned personnel's shall periodically monitor the content reviewed by the Nodal Officers to keep the information accurate, relevant and up to date.

3. The Nodal officers shall, any changes in the content, as and when takes place, pertaining to their divisions / zones, intimate immediately to the Web Information Manager for updation on the website.

4. Some of the contents like announcements, tender, events has its validity known, the same may be removed as soon as it looses its relevance. The content which do not require frequent updation / modification, the frequency of review is indicated in the following table.

S.No	Content Element	Frequency of review	To be contributed by
1	About Us	Annual	O&M Section
2	Acts / Rules / Notification	Half Yearly	Concerned Division / Zones
3	Programmes and Schemes	Quarterly	Concerned Division / Zones
4	Documents/ Reports	Quarterly	Concerned Division / Zones
5	Contact Us	Monthly	General / Administration Section
6	Road Safety	Fortnightly	Road Safety Division
7	Toll	Fortnightly	Toll Wing
8	Projects	Fortnightly	Concerned Division / Zones
9	News	Monthly	Concerned Division / Zones
10	Press Releases	Monthly	Concerned Division / Zones
11	Tenders	As soon as it looses relevance	Concerned Division / Zones
12	Recruitments	As soon as it looses relevance	Administration
13	Events / Announcements	As soon as it looses relevance	Concerned Division / Zones

14	Related Links	Monthly	NIC
15	Media Gallery	Monthly	Concerned Division / Zones
16	Greetings	Monthly	Concerned Division / Zones
17	Advertisements & Banners	As soon as it looses relevance	Concerned Division / Zones
18	Sitemap, Search	Quarterly	Web Information Manager
19	Terms and Conditions	Half Yearly	Web Information Manager
20	FAQ	Monthly	Web Information Manager
21	Feedback (General/ Content Specific)	Monthly	Web Information Manager
22	Help	Half Yearly	NIC

Content Archival Policy (CAP):

The guidelines for Indian Government Websites stipulate that expired contents must not be presented or flashed on the website. The archival system shall transfers the expired content in archive section as soon as it reaches expiry date.

1 The Nodal Officers shall also mention the expiry date of the content so that the validity of the content component may be shown on the website. On expiry of the validity, the content shall be moved in archived section. In case, the Nodal officers are not able to decide the date of expiry, while creating the content, the same shall be decided during review of the content and they shall intimate date of expiry / validity of the content to the Web Information Manager immediately so that the same may be updated on website and after expiry the content may be put in archive section. The Content Publisher shall record the expiry date of content and shall move the content in the Archive section after its expiry.

2 Some of the contents like announcements, tender, events has its validity known, the same may be archived as soon as it looses its relevance. The Archival Policy for the content elements on the Ministry's website will be as per following table:

S.No	Content Element	Entry into Archives	Exit (removal from archives)
1	About Us	Whenever Ministries are realigned / created / change in work distribution	To be kept for 25 years in Archives
2	Acts and Rules	Discontinuation / Change of policy by Government – Central / State	To be kept for ever in archives
3	Programmes and Schemes	Discontinuation of programmes and Schemes	To be kept for 10 years in archives
4	Documents / Publications / Reports	Completion of its validity period	To be kept for 25 years in archives
5	Forms	As soon as it looses relevance	To be kept in archives for 5 years
6	Contact Information	Replace with new information	
7	News	As soon as it looses relevance	After the expiry of the validity period
8	Press Releases	As soon as it looses relevance	To be kept for one years in archives
9	Tenders	As soon as it looses relevance	To be kept for one year in archives
10	Recruitments	As soon as it looses relevance	To be kept for 10 years in archives

11	Events / Announcements	As soon as it looses relevance	After the expiry of the validity period
12	Related Links	As soon as it looses relevance	
13	Media Gallery	As soon as it looses relevance	To be kept in archive for one year
14	Advertisements & Banners	As soon as it looses relevance	After the expiry of the validity period
15	FAQ	As soon as it looses relevance	To be kept in Archiv for one year