INFORMATION TECHNOLOGY DEPARTMENT
Civil Secretariat Jammu/Srinagar
Tel/ Fax (Jammu): 0191-2544636/ 0191-2566055
Tel/ Fax (Srinagar):0194-2452269/ 0194-2450523
Website: jkit.nic.in

Web Policy 2012

Prepared by: Information Technology Department, Jammu-Kashmir
# TABLE OF CONTENTS

1. BACKGROUND ....................................................................................................................... 3
2. APPLICABILITY ....................................................................................................................... 3
3. OBJECTIVE OF WEB POLICY ............................................................................................... 3
4. AIMS OF WEB PRESENCE ...................................................................................................... 3
5. WEB ADVISORY COMMITTEE ............................................................................................... 4
6. WEB DEVELOPMENT COMMITTEE ....................................................................................... 4
7. POLICY GUIDELINES .............................................................................................................. 5
   7.1 CONTENT DEVELOPMENT POLICY ................................................................................ 5
   7.2 WEBSITE UPDATION POLICY .................................................................................... 5
   7.3 WEBSITE HOSTING POLICY ....................................................................................... 5
   7.4 LINKING POLICY .......................................................................................................... 5
   7.5 PRIVACY POLICY .......................................................................................................... 6
   7.6 LEGAL FRAMEWORK ..................................................................................................... 6
   7.7 LANGUAGE INTERFACE POLICY ................................................................................ 6
   7.8 SECURITY POLICY ......................................................................................................... 7
   7.9 DOCUMENTATION POLICY ........................................................................................ 7
8. GENERAL GUIDELINES AND PROCEDURES ...................................................................... 7
   8.1 WEB ENABLED INTERFACES ........................................................................................ 7
   8.2 WEBSITE DESIGNING PROCESS ............................................................................... 8
9. ROLES & RESPONSIBILITIES ............................................................................................... 9
10. WEBSITE PROMOTION GUIDELINES ............................................................................... 13
11. SUGGESTED DRAFT CONTENT STRUCTURE FOR DEPARTMENTS ................................ 13
1. Background

Government of Jammu & Kashmir 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 entire effort of developing and hosting websites of different Departments, Boards & Corporations needs to streamlined and integrated. To achieve this, it is important to have common guidelines and policy for the Website Development, Hosting and Maintenance for various State Government departments, Boards and Corporations.

2. Applicability

These guidelines are meant for the Departments, Boards and Corporations of the Government of Jammu-Kashmir and their subordinate and attached offices.

3. Objective of Web Policy

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

   a. To explain the process of website designing.
   b. To frame Policy Guidelines on the issues & concerns related to websites.
   c. To provide guidelines & procedures for web sites designing & development.
   d. To bring Standardization across the government for development of Websites.

4. Aims of Web Presence

I. Making available accurate and reliable information, in public domain, this can be of use to Citizens, stakeholders, Non-Government Organizations.

II. Pursuit of Excellence and Quality for improved electronic delivery of information and services to citizens/ clients.

III. e-interaction and knowledge sharing between Departments, States, Non-Government Organizations and people in general through electronic collaborative processes.

IV. Increasing efficiency and transparency in Government processes cost effective means, resource sharing and seamless integration and collaboration among Departments.

V. Commitment to partnership, networking and value addition through citizen's and stakeholder's participation in decision making.

VI. Realizing knowledge based organizational culture focussed on enhancing Citizen, Client and stakeholders satisfaction through innovative and proactive behavioural engineering.

VII. Additional interface with people for having access to services provided by Govt. Participation in Government tenders.
5. Web Advisory Committee
The State Government shall constitute a central Web Advisory Committee under the chairmanship of Administrative Secretary, Information Technology Department. The Committee will consist of the following members:-

1. State Informatics Officer, NIC-J&K
2. Website Administrator/Developer, NIC-J&K
3. SeMT Consultant
4. Any other member as decided by the Administrative Secretary-ITD

The web advisory committee will perform the following functions:

   I. Review the Web Policy of the State from time to time and accordingly formulate/amend the Web Policy.
   II. Advise various Departments of the Government on possible website applications and services relevant to the concerned department.
   III. Provide technical approvals for the outsourcing proposals for website design & development.
   IV. Review the progress of Web Services Implementation in the state.

6. Web Development Committee
Each department of the State Government shall constitute a Website Development Committee under the chairmanship of concerned department Administrative Secretary. This committee will consist of the following members: -

   I. Representative of Information Technology Department
   II. Representative of NIC - J&K
   III. Nodal Officer of the concerned department
   IV. Any other member as decided by the Administrative Secretary

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.
   • Test and authenticate the developed website.
   • Update and maintain the contents of the website on a regular basis by providing the updated contents to the Website developer or by the nominated nodal officer of the concerned department (as decided by the Administrative Secretary of the department).
   • Any other issue related to Website of the concerned department or their subordinate and attached offices.
7. Policy Guidelines

7.1 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 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.

7.2 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.

7.3 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.

The websites/portals, which have been hosted on other servers or through other vendors, should be shifted on to the official servers. The concerned departments to get audit their website by the Cert-In empanelled agencies or through the NIC Auditing process.

7.4 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.
7.5 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 Website. This information would be strictly used for statistical reporting purposes only. Any Government Organization's website 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.

7.6 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.

7.7 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.

7.8 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.

Best Practice is to follow while developing web applications using various technologies available on CERT-IN website (www.cert-in.org.in) and to follow DIT guidelines for developing the Websites. Developer should read, understand and follow the Best Practices during development.

7.9 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.

8. General Guidelines and Procedures

8.1 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.

State Portal of Jammu and Kashmir developed by CDAC which will be the Integrated Web Interface for the Jammu & Kashmir State shall be subject to web policy with certain modifications as will be decided by Web Advisory Committee. For this purpose working rules/ framework will be framed by the Web Advisory Committee. Similarly for any other agency trusted with website/ web portal development, Web Advisory Committee shall be competent to frame working rules/ framework for smooth development, content management and maintenance.

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.

8.2 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 as given at Para 12. 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 Website 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 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 Website Registration form (Form can be downloaded from [www.jksu.nic.in](http://www.jksu.nic.in)), 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](http://webservices.nic.in/help.htm)

9. Roles & Responsibilities
## Roles

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Agency</th>
<th>Role</th>
</tr>
</thead>
</table>
| 1     | Department of Information Technology, J&K Government | • To Coordinate with Departments & NIC.  
       |                                                     | • To Monitor the progress  
       |                                                     | • To issue Guidelines related to Web Policy implementation.      |
| 2     | National Informatics Centre, J&K State Unit         | • To Study the requirements of Web Site.  
       |                                                     | • To Design, Develop and host the website.  
       |                                                     | • To provide implementation Support.                          |
| 3     | Departments                                         | • 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.                  |
## Responsibilities

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Activity</th>
<th>Prime Responsibility</th>
<th>Support Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Request for Website Designing to NIC</td>
<td>Department</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Study of the Web Site Requirements</td>
<td>NIC</td>
<td>Department</td>
</tr>
<tr>
<td>3.</td>
<td>Finalizing the Content Structure</td>
<td>Department</td>
<td>NIC</td>
</tr>
<tr>
<td>4.</td>
<td>Content Finalization</td>
<td>Department</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Creation of e-Contents &amp; Database Creation</td>
<td>Department</td>
<td>NIC</td>
</tr>
<tr>
<td>6.</td>
<td>Approval of Design &amp; Contents</td>
<td>Department</td>
<td>NIC / IT Department</td>
</tr>
<tr>
<td>7.</td>
<td>Testing of Website</td>
<td>Department</td>
<td>NIC</td>
</tr>
<tr>
<td>8.</td>
<td>Filling of Form for Registration</td>
<td>Department</td>
<td>NIC</td>
</tr>
<tr>
<td>9.</td>
<td>Registration of URL</td>
<td>NIC</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Providing e-contents for updation</td>
<td>Department</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Updation of Website</td>
<td>Department/NIC</td>
<td>Department/NIC</td>
</tr>
<tr>
<td>12.</td>
<td>Providing Hit Analysis, if required</td>
<td>NIC</td>
<td>Department</td>
</tr>
</tbody>
</table>
Departments shall identify a Nodal Officer responsible for updation of contents and receiving and responding to the data from web for the dynamic contents. Administrative 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
- 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.

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.
10. **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.
- 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 “New page 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.

11. **Suggested Draft Content Structure for departments**

- **About us** - General information about the organization, its brief history, area of operation, few general photographs of the organization, its addresses and location etc.
- **Organization Structure** – Organization structure with the names and designations of all its officers in a hierarchical manner has to put on the website.
• **Main objectives and responsibilities** – Under this topic the objective of the organization, working of the organization, their activities in detail, Experience in the field and major achievements can be put. The services that a organization provides.

• **Basic Statistics** – Basic statistics of the organization, showing its previous years records can be put in a tabular or graphical form.

• **Rules & Regulations/Acts/ Policies** – The organization’s rules, acts and its policies, which it wants to make public, can be published.

• **Forms, Terms and Conditions, Procedures etc.** – All the procedures to follow in order to get some work done through the department and related documents, the forms which people need to fill in order to interact with the department/ organization can be put on the web. This makes it convenient for the public to download all the forms and procedures/ Terms and conditions sitting at home and avoiding visits to the office. This information should be put in a read only format so that the users can not edit the documents after downloading.

• **Plan, Schemes, Programmes and projects**

  The Websites will contain Information related to the plans/ Annual Plans and Budget of the Department or Organisation, with details of Schemes, Programmes, Projects, Externally aided projects, Central Schemes, Centrally Sponsored Schemes etc.

• **Tenders** – The organisation/department can release all its tender notices on the Internet using its own website. These notices should also be put in read only format to avoid misuse.

• **Right to information Act** - Departmental Information required to be published as per the updated Right to Information Act. Information as mentioned under Section 4 of the RTI needs to be present on the website.

• **Other features** - Any other features which the Departments may deem fit and which are specific to the Department concerned.

• **News** – Latest news/Circulars or press clippings released by the organization can be put under this topic. This part has to be updated on a regular basis to keep the latest information on the web.

• **What’s New** – The latest happenings in the organization can be put on a regular basis. This can involve announcement of a new scheme or a plan etc.

• **Contact us** – Any contact address of the organization including its postal address, E-mail address and telephone numbers can be given. Or alternatively an organization can put a predefined form on the web which people who browse the site would fill and the information filled there will automatically come to a predefined E-mail address which
can be replied back. This makes a good interface between the public and the department/Organization.

**Besides the above mentioned contents, the below mentioned contents may also be included**

- **Constitutional, Legal and Administrative framework**

- **Details of Plan, Schemes, Programmes and projects**
  Details of envisaged outcomes, resource allocations, modalities, delivery mechanisms, performance monitoring, ongoing programme evaluation assessments, Audit reports, Midterm interventions, critical evaluation success factors, involvement of stakeholders, invitation for feedbacks/ suggestions etc will also be taken into consideration to provide information through the website.

- **Publications and Reports**
  CAG Reports, Annual Reports, White papers, Plan reviews, Statistical reports will also be placed.

- **Assembly and Departments**
  All Assemble questions with their answers, queries/responses and reports of standing committees, etc may be placed on the website.

- **Search Engine**
  Website will have Search Engine to enable the users to locate and to access information/contents of the websites and of the database connecting to the website.

- **FAQ and Help**
  Department will also consider putting up relevant information under an active link titled” Frequently Asked Questions (FAQ)” providing details in significant areas of focus.