No.7080/DES/CVO_Website/2007
GOVERNMENT OF PUDUCHERRY
DIRECTORATE OF ECONOMICS AND STATISTICS
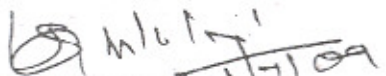
Puducherry, Dt: ___

I.D.NOTE/MEMORANDUM - 1 JUL 2009

Sub: DES – Updating of CVO Website – Reg.

It is understood that the CVO web sites which are meant for transparency in over all administration are regularly updated by the Nodal officers appointed for this purpose. In this connection I am directed to state that the CVO Web site www.cvo.puducherry.gov.in  has to be updated periodically with data such as i) Plan outlay ii) Updated Scheme Guidelines with the list of beneficiaries iii) Plan expenditure   iv) Physical targets and achievements and iv) Profile of the Sector and v) List of beneficial scheme to the public etc. are to be given in the respective websites. As per the directions of the Chief Vigilance Officer, before furnishing the above data to the Director of Economics and Statistics-cum-Nodal Officer (CVO Website), the Heads of Department/ offices are to ascertain and certify that the data has got the approval of the Administrative Secretary concerned.

/By order of the Chief Vigilance Officer/

(S. VAITTIANADANE)
DIRECTOR-cum-
NODAL OFFICER (CVO_WEBSITE)

To

All Heads of Departments / offices.
Copy to:
All Secretaries to Government.

# 1. Introduction

## 1.1 Background

India, the largest democracy in the world, is set to emerge as an ICT Superpower in this millennium. Realising the recognition of 'electronic governance' as an important goal by Governments world over, Indian Government has also laid a lot of emphasis on anytime, anywhere delivery of Government services. As of today, there are over five thousand Government websites in India. A close look at these websites, belonging to both Central and State Government reveals that most of the important Government entities have already made headway in establishing their presence on the Net and others are in the process of doing so. Every other day, there is a new Government website, be it of a Department of a Ministry, Taskforces set-up by the Government, new project, citizen service initiative, State Government Department or even a remote district of India. Awareness about the fast changing ICT world and keenness to keep pace with the latest has ensured that almost all the State Governments in India already have their websites up and running. In fact each state has multiple websites belonging to different Departments.

However, these websites follow different Technology Standards, Design Layouts, Navigation Architecture, or, in simple terms, different look and feel as well as functionality. This invariably requires a common citizen to familiarise him/her with the functionality of each individual website which results in a lot of inconvenience, thus defeating the very purpose of these initiatives.

The need for standardisation and uniformity in websites belonging to the Government cannot be stressed enough, in today scenario. Ideally, properly audited technical 'Standards' should form the foundation of the web efforts of any Country's Government but it shall take some time for any Country, no matter how developed and advanced it is in terms of ICT levels to reach that stage of maturity. It is therefore imperative that a 'phased approach' adopted to bring out a set of recommended guidelines and policies based on common knowledge and accepted National and International norms. As a first step, it is suggested that the Indian Government websites adhere to certain common minimum standards which have been derived, in the form of guidelines discussed in this document, as prerequisites for a Government website to fulfill its primary objective of being a citizen centric source of information & service delivery. These guidelines could eventually form the basis for establishment of the desired standards.

# 2. Government of India Identifiers

## 2.1 Identity

Visitors to a Government website are very particular about ensuring the veracity and authenticity of the official status of the website before trusting its contents. Hence, it is important to convey in some way to the visitors that Indian Government officially sponsors and owns the information and services being provided in the concerned website. All websites and Portals belonging to the Indian

Government Domain at any hierarchical level (Apex Offices, Constitutional Bodies, Ministries, Departments, Organisations, States/UTs, District Administrations, and Village Panchayats et al) must prominently display a strong Indian Identity and ownership of Indian Government. The above objective can be achieved through the following:

### 2.1.1

The National Emblem of India MUST be displayed on the Homepage of the websites of Central Government Ministries/Departments. The usage of National Emblem on an Indian Government website must comply with the directives as per the 'State Emblem of India (Prohibition of improper use) Act, 2005'. Further, the State Governments should also display the State Emblem (or the National Emblem in case the State has adopted the National Emblem as its official State Emblem) as per the Code provided in the above Act. The Public Sector organisations and autonomous bodies should display their official logo on the Homepage of the website to re-enforce their identity.

### 2.1.2

The Homepage and all important entry pages of the website MUST display the ownership information, either in the header or footer.

### 2.1.3

The lineage of the Department should also be indicated at the bottom of the Homepage and all important entry pages of the website. For instance, at the bottom of the Homepage, the footer may state the lineage information, in the following manner:

a. 'This Website belongs to Department of Heavy Industries, Ministry of Heavy Industries and Public Enterprises, Government of India'
**(for a Central Government Department).**
b. "This Website belongs to Department of Industries, State Government of Himachal Pradesh, India'
**(for a State Government Department).**
c. 'This is the official Website of Gas Authority of India Limited (GAIL), a Public Sector Undertaking of the Government of India under the Ministry of Petroleum and Natural Gas'
**(for a Public Sector Undertaking).**
d. 'This is the official Website of the District Administration of Thanjavur, State Government of Tamil Nadu (India)'
**(for a District of India).**

### 2.1.4

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

## 2.1.5

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

## 2.1.6

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

# 3. Building Confidence

## 3.1 Content Copyright

Copyright is a form of protection provided under law to the owners of "original works of authorship" in any form or media. It is implied that the original information put up on the website by a Government Department is by default a copyright of the owner Department and may be copied, reproduced, republished, uploaded, posted, transmitted, or distributed only if the copyright policy of the concerned Department allows so.

## 3.1.1

Hence, the information, material and documents made available on an Indian Government website MUST be backed up with proper copyright policy explaining the terms and conditions of their usage and reference by others. The copyright policy of a Department could be liberal, moderate or conservative depending upon their preferences based on the kind of information available on their website. However, since it is a duty of a Government Department to provide all the information in the public domain freely to the citizens, the Departments should aim to have a liberal copyright policy.

## 3.1.2

In cases where the document is in public domain and there is no restriction on its reproduction, the copyright statement may be worded as follows:

### Sample: Copyright Statement

"Material featured on this site may be reproduced free of charge in any format or media without requiring specific permission. This is subject to the material being reproduced accurately and not being used in a derogatory manner or in a misleading context. Where the material is being published or issued to others, the source must be prominently acknowledged. However, the permission to reproduce this material does not extend to any material on this site, which is explicitly identified as being the copyright of a third party. Authorisation to reproduce such material must be obtained from the copyright holders concerned."

### 3.1.3

In cases where the nature of information/document calls for a restriction on its reproduction, the copyright statement may be worded as follows:

### Sample of alternate Copyright Statement

"Material on this site is subject to copyright protection unless otherwise indicated. The material may be downloaded without requiring specific prior permission. Any other proposed use of the material is subject to the approval of (name of Department). Application for obtaining permission should be made to (email address of the concerned Department)."

### 3.1.4

The Departments should also be sensitive towards publishing any information having a third party copyright. The Government Departments MUST follow proper procedures to obtain the permission, prior to publishing such information on their websites.

### 3.1.5

If any published Government Document/Report is being reproduced on any website, whether as excerpts or in full, the source of the same i.e. Full Title of the Report/Document along with the name of the concerned Department and year of publication MUST be provided.

# 4. Scope of Content

## 4.1 Information in Public Domain

The content of a Government website is its soul as the citizens rely heavily upon a Government website to access authentic and up-to-date information. Ideally, an Indian Government website ought to have the following kinds of content:

a. **Primary Content:** Primary content shall be the original content that is sought by target audience of the website which could be citizens, business community, overseas citizens or other Government Departments or even Government employees. Examples of such content are information about the Department, various schemes and programs of the Department, documents, forms etc. Besides regulatory content mandated by legislation such as IT act, RTI or even directives from apex offices shall also form a part of this category e.g. parliament question and answers.

b. **Secondary Content:** Secondary content is generated from the assortment, packaging of primary content to suit the requirement of different audience, events and occasions Examples of such content are advertisements / banners/ spotlight / media gallery/related sites etc.

c. **Tertiary Content:** Information about the 'Primary' and 'Secondary' content forms a part of the tertiary content. This includes sections like About the Site, Online Help, Terms and Conditions and Frequently Asked Questions (FAQ).

Departments/Organisations should compile their own list of contents/ sub contents which they feel should be in public domain or needed by their intended audience. Information could be free to access by all or part of information, (due to concerns of privacy & sensitivity) could be made available only to registered users.

A generic list of content is given below:

**Generic List of Content**

# Primary Content

## *Long Term Value*

- About The Ministry/Department/State
- Programs & Schemes
- Documents
- Forms
- Services
- Sectoral Profile
- Regional Profile
- Contact Information

## *Short Term Value*

- News
- Press Releases
- Tenders
- Recruitments

# Secondary Content

- Special Interest Group/ Audience

- Specific Views
- Events / Announcements
- Discussion Forum
- Spotlight
- Related Links
- Greetings
- Advertisements & Banners

## Tertiary Content

- About The Portal
- Sitemap, Search
- Terms and Conditions
- FAQ
- Feedback (General / Content Specific)
- Help
- Registration
- Content Contributor, Source & Validity

Guidelines pertaining to compilation of content in some of the common content categories have been given in the following sections.

# 5. Quality of Content

## 5.1 Citizen Orientation

The crucial element of an effective presence of Government on the Web is the way its content is written and packaged. Indian Government websites should be oriented towards their prospective audience. Intended audience to the Government website could be Citizens, Businesses, Government Departments as well as Government employees. Following are the guidelines towards the same:

### 5.1.1

The content MUST be selected keeping the audience in mind, not from the Government's perspective. Apart from the selection of the content, equal emphasis should be given to the way it is written and presented on the web. Content aimed at the common public should be written in simple language so that people from diverse professional, educational and demographic backgrounds can easily comprehend the same.

### 5.1.2

Homepage of the website should be designed carefully and effectively to provide a good interface for the citizen. Homepages should ideally not feature photos of individuals and office bearers of the Department. Those photos may be appropriate on the "About Us" or "News" page.

### 5.1.3

In order to gauge the content requirements of the citizens, who are the prime target audience of any Government website. Government Departments may use following means to determine the best way to identify and package information for citizens and other stakeholders.

- Discussion Forums.
- Customer satisfaction surveys.
- Online feedback from citizens.
- Analyzing website usage reports, including search terms and statistics.
- Usability testing and research.

# 6. Design

## 6.1 Visual Identity

Design in the broad sense is a process that achieves the end result of enhancing the user experience by presenting the content in a form that is easily understandable, navigable and searchable by the user, in addition to being visually appealing. Interface design is the design and layout of the websites graphic and textual elements. The branding of a website can be established by incorporating common design elements such as colours, logos, styles, etc. into every page. This presents a professional and consistent visual identity as well as an important signpost that tells visitors where they are.

### 6.1.1

Therefore, visual/textual identity elements highlighting the Indian Government's ownership of the site MUST prominently stand out on the page.

For e.g.: The following page of the Website of the Department of Commerce depicts the visual identity highlighting Indian Government's Ownership:

# 7. Development

## 7.1 Mark-up Language

Use of Open Standard based tools and technologies for the development of websites, softwares as well as content are very important to interoperability and accessibility of websites. Worldwide web consortium (W3C) is an International body working towards defining standards in web technologies and formats for publishing content on the web. Department of IT, Government of India is also working towards establishing standards for ICT applications in the Indian Government. Departments are advised to follow these standards for developing their web applications. However, till this initiative finalises on some standards, Indian Government websites should comply with W3C standards. Most of the browsers, software, companies/communities, also try to comply with W3C standards. Some of the commonly required standards are listed below:

### Mark-up Language

HTML (Hypertext Markup Language) is at the core of the foundation of World Wide Web. Language has undergone a number of revisions to enable it to be more powerful. HTML 4.01 version has established it as a structural document markup language and is oriented towards the use of Cascading Style Sheets (CSS). XML (Extensible Markup Language) is the means to extend HTML further and make it more generic. XSL (Extensible Stylesheet Language) is the preferred style sheet language of XML. XHTML 1.0 is an XML based markup language and gives a new dimension to markup languages.

Indian Government websites/web documents/pages/forms should validate to following published grammars:

- HTML 4.01
- XHTML 1.0
- XML 1.0

Web pages should be tested for compliance with validation tools such as W3C mark-up validator. For further details on the above markup languages, visit the website of W3CExternal website that opens in a new window at http://www.w3c.org.

# 8. Website Hosting

## 8.1 Website Hosting

The fundamental purpose of a Government website is to deliver the information and services to the citizens and other stakeholders using the medium of Internet. Generally, websites/portals/web applications are hosted on special purpose servers in a Data Centre.

Data Centre is a facility equipped with controlled power, cooling, systems, physical security and access control. Generally, a large number of servers are hosted in a Data Centre, powered by high speed networking infrastructure, storage system along with a storage network. Provision for back-ups of data/information residing in Data Centres is also an important service of Data Centre. Multi-tier security infrastructure is also a crucial component of Data Centres.

While it is extremely important to develop websites using state-of-the-art technologies, hosting infrastructure plays a crucial role in the performance, availability and accessibility of these websites to end users with varying set-ups.

Hence, configuration of hosting server infrastructure as well as facilities at Data Centres is an important aspect to review, prior to hosting. Following section details the kinds of facilities and services that the Department should expect from their hosting service providers.

# 9. Website Promotion

## 9.1 Search Engine Registration & Optimisation

Web is a medium of mass information dissemination. With the exponential growth in the number of websites, which has even crossed the one billion mark, the question of visibility on the Net has assumed critical significance.

The ultimate aim of any Government website should be to provide information and services to as many citizens as possible. The existence of any Government site lying inaccessible on the web is meaningless. For this purpose a conscious and concentrated effort has to be made to increase the reach of the website.

Therefore, the importance of website promotion, especially in the context of Government websites which aim to reach the largest possible number of citizens and stakeholders cannot be emphasised over.

### Search Engine Optimisation:

People usually search for a website through search engines. Therefore searching for a site in a search engine by using the Department name or the services offered by it as keywords MUST bring the website in the first five results on major search engines.

In order to achieve this, the following guidelines may be followed.

### 9.1.1

The Page Title should include useful and distinctive indication of the contents and should be self-explanatory. The HTML title should be chosen carefully considering its role in search engine indexing, query responses, window title bar and in bookmark labels.

### 9.1.2

Department name, services offered, schemes, location etc. should form a part of the Meta information (metatags) of the HTML page. The important metatags that MUST be included are the title tag, keywords tag and the description. These tags are present in the < head > portion of the html page and while they are not displayed as part of the page content in web, search engines can read them.

### 9.1.3

Search engines often display the first few lines of a Web page to help searchers to identify the sites they want to visit. The description metatag should be used to provide guidance to search engines on what to present to the users in the search response.

### 9.1.4

Search engines only consider some limited number of keywords when indexing pages. Government websites should present keywords in priority order and without duplication.

### 9.1.5

As far as possible, the content of the web page should be in textual form, including hyperlinks. Important points/programs/schemes etc. should be highlighted as bold or form a part of the page/paragraph heading.

### 9.1.6

HTML links should be specific. Instead of just 'Our programs' a link saying 'The programs of Department name' will be more favourable for a search engine.

### 9.1.7

Link exchange with related Government sites increases the weightage of the site for search engines, thus improving its ranking in search results. It will also bring more visitors, who are looking for similar schemes, services or information, to the site.

# 10. Website Management

## 10.1 Website Management Team

The success of any endeavour depends upon the backing of a strong and enthusiastic team. In case of a Government website, the role of a Website management team assumes paramount importance in ensuring its credibility amongst its patrons.

### 10.1.1

Departments MUST appoint a Web Information Manager whose role shall 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. To achieve this she/he has to coordinate with the various groups within the Department. The Web Information Manager should undertake the following activities with regard to the Indian Government website being maintained by her/him.

- Formulation of policies concerning management of content on the web through its entire life cycle viz. Creation, Moderation, Approval, Publishing and Archival. Ensuring that all content on the website is always authentic, up-to-date and obsolete information or services are removed.
- Set a mechanism for periodically validating links to related information. An automated report can provide a list of broken links on the site, which can be immediately corrected.
- Ensuring the entry of the website at a prominent rank in all the major search engines so that the site's visibility is enhanced and users are made aware of its address.
- Web Information Manager is overall responsible for quality and quantity of information and services on the website. The complete contact details of the Web Information Manager must be displayed on the website, so that the visitor could contact him/her in case of some queries or requirements.
- Since the websites receive a lot of feedback/query mails from the visitors, it is the responsibility of the Web Information Manager to either reply to all of them himself/herself or designate someone to regularly check and respond to the feedback/query mails.

### 10.1.2

Besides the Web Information Manager, a Technical Manager should also be appointed for every Indian Government website whose responsibilities would be:

- Regular monitoring of website for Performance, Security and Availability.
- Ensuring compliance with policies (organisational, regulatory, legislative, etc.) that may require changes in website content, architecture, security, and process.
- Periodic security audit of the website in line with major revisions.
- Analysis of traffic on website and feedback to development /management team.

### 10.1.3

In case of a large website/ multiple websites, a team should be set up with Web Information Manager having professionals skilled in HTML authoring, Programming, Design, Content etc.

# 11. Compliance Matrix

Given below is a checklist of mandatory guidelines outlined in this document. Departments may use this checklist to validate their websites against these guidelines and make necessary modification to ensure compliance. To view details of each guideline, click on the links given below:

## 1. Government of India Identifiers

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 1 | Association to Government is demonstrated by the use of Emblem/Logo, prominently displayed on the homepage of the website. | 2.1.1 |
| 2 | Ownership information is displayed on the homepage and on all important entry pages of the website. | 2.1.2 |
| 3 | Complete and self explanatory title of the homepage (appearing on the top bar of the browser) is provided. | 2.1.6 |
| 4 | Website is registered under "gov.in" or "nic.in" domain. | 2.2.1 |
| 5 | Website provides a prominent link to the "National Portal" from the Home Page and Pages belonging to National Portal load in new browser window. | 2.3.1 2.3.2 |

## 2. Building Confidence

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 6 | Website has a Copyright Policy, prominently displayed on the homepage. | 3.1.1 |
| 7 | Due permissions have been obtained for publishing any content protected by copyright. | 3.1.4 |
| 8 | Source of all documents, whether reproduced in part or full, is mentioned. | 3.1.5 |
| 9 | Website has a comprehensive Hyper Linking Policy. | 3.2.1 |
| 10 | Clear indications are given when a link leads out to a non government website. | 3.2.5 |
| 11 | The mechanism is in place to check the accuracy of Hyperlinked Content. | 3.2.8 |

| | | 4.3.4(c) |
|---|---|---|
| 12 | Mechanism is in place to ensure that there are no "broken links" (internal as well as external) or "Page not found" errors. | 3.2.9 |
| 13 | Website has a comprehensive Terms & Conditions statement, linked from all important pages. | 3.3.1 |
| 14 | Terms & Conditions statement disclaims responsibility of the content sourced/ linked from a non Government website and clearly indicates whether information available on the site can be used for legal purposes or not. | 3.3.3 3.3.4 |
| 15 | Website has a Privacy Policy linked from all the relevant pages. | 3.4.2 |
| 16 | All electronic commerce transactions are handled through secure means. | 3.4.4 |

## 3. Scope of Content

## Primary Content

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| **About us** | | |
| 17 | All information about the department, useful for the citizen and other stakeholders, is present in the "About Us" section and mechanism is in place to keep the information up to date. | 4.2.1 |
| **Schemes** | | |
| 18 | The complete title of the Scheme is reflected. | 4.2.3(b) |
| 19 | Website provides a complete description of the scheme along with the procedure for obtaining the associated benefits. | 4.2.3(e) |
| 20 | The validity of the scheme has been mentioned. | 4.2.3(f) |
| **Services** | | |
| 21 | Self explanatory title of the service is published. | 4.2.4(b) |
| 22 | The website provides a complete description of the service along with the procedure to apply for/avail the same. | 4.2.4(d) |
| **Forms** | | |

| 23 | The website provides the complete title of the form along with the purpose it is used for. | 4.2.5(b) |
|---|---|---|
| 24 | Language of the Form (other than English) is mentioned clearly. | 4.2.5 (c) |

**Acts**

| 25 | The complete title of the Act (as written in the official notification) is mentioned. | 4.2.6(a) |
|---|---|---|

**Documents**

| 26 | The complete title of the Document is mentioned on the website. | 4.2.7 (c) |
|---|---|---|
| 27 | The language of the Document (other than English) is mentioned clearly. | 4.2.7(e) |
| 28 | Validity of the Document has been mentioned. | 4.2.7(f) |

**Circulars and Notifications**

| 29 | The official title of the Circular/ Notifications is mentioned. | 4.2.8(a) |
|---|---|---|
| 30 | Validity of the Circular/ Notification is mentioned. | 4.2.8(d) |

**Tenders and Recruitment**

| 31 | Mechanism is in place to ensure that all Tender/ Recruitment Notices issued by the Department are published on the website. | 4.2.9 4.2.10 |
|---|---|---|
| 32 | Website provides a complete description of the Tender/ Recruitment notice along with the procedure to apply for the same. | 4.2.9(a) 4.2.10(d) |
| 33 | Mechanism is in place to ensure that information on old/irrelevant Tender/ Recruitment notices is removed or moved into the archive section. | 4.2.9(d) 4.2.10(g) |

**News and Press Releases**

| 34 | News / Press releases are displayed along with the date and these are organized as per the archival policy of the website. | 4.2.11 |
|---|---|---|

**Contact Us**

| 35 | Website has a "Contact Us" page, linked from the Home Page and all relevant places in the website. | 4.2.12(a) |
|---|---|---|

| 36 | The complete contact details of important functionaries in the Department are given in the "Contact Us" section. | 4.2.12(c) |

**Presence on the National Portal**

| 37 | Mechanism is in place to ensure that all the Citizen Services, Forms, Documents and Schemes are registered with the respective repositories of the National Portal. | 4.2.13 |

## Secondary Content

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 38 | Mechanism is in place to ensure that all outdated announcements are removed from the website or moved to archive. | 4.3.2(a) |
| 39 | All Discussion Forums on the website are moderated. | 4.3.3 (c) |
| 40 | For every related link, the complete URL of the Home Page/concerned webpage is provided. | 4.3.4(b) |

## Tertiary Content

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 41 | Feedback is collected through online forms and mechanism is in place to ensure timely response to feedback/queries received through the website. | 4.4.5(a) 4.4.5(c) |
| 42 | The website has a readily available Help section. | 4.4.6 |
| 43 | Complete information including title, size (playing time for audio/video), format, usage instructions and plugin to view the file is provided for downloadable material including documents. | 4.4.7(a) 6.7.1 (a) 6.7.1 (b) |
| 44 | Mechanism is in place to ensure that all downloadable material is free from virus. | 4.4.7(c) |
| 45 | Minimum content as prescribed in the guidelines is present on the homepage. | 4.5.1 |
| 46 | Subsequent pages of the website have the minimum content as prescribed in the guidelines. | 4.5.2 |
| 47 | Website is free from offensive/discriminatory language. | 4.7.2 |

## 4. Quality of Content

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 48 | Content is compiled and packaged with citizen orientation. | 5.1.1 |
| 49 | The Department has a Content Contribution, Moderation and Approval Policy (CMAP) for the website. | 5.2.1 |
| 50 | Home page and every important entry page of website displays the last updated /reviewed date. | 5.2.2 |
| 51 | Department has a Content Review Policy (CRP) for the website. | 5.2.3 |
| 52 | All Documents/Reports have a time stamp at least on the main page. | 5.2.5 |
| 53 | The Departments have a clearly laid out Content Archival Policy (CAP) for the website. | 5.2.6 10.4 |
| 54 | Clear and simple language has been used throughout the website. | 5.3.1 |
| 55 | The language is free from spelling and grammatical errors. | 5.3.6 |
| 56 | Whenever there is a change in the language of a web page it has been clearly indicated. | 5.3.8 |
| 57 | Consistency in nomenclature is maintained across the website. | 5.4.2 |
| 58 | All information, which is of direct importance to the citizen, is accessible from the Homepage. | 5.6.1 |
| 59 | Information structure and relationship is preserved in all presentation styles. | 5.6.2 |
| 60 | The meaningful reading sequence is preserved in all presentation styles. | 5.6.3 |
| 61 | Documents / pages in multiple languages are updated simultaneously. | 5.7.2 |

## 5. Design

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 62 | Visual/textual identity elements highlighting the Government"s ownership of the website are prominently placed on the page. | 6.1.1 |

| 63 | A consistent page layout has been maintained throughout the website. | 6.2.1 |
|----|----|----|
| 64 | National identity symbols like Flag, National Emblem etc., are in a proper ratio and colour. | 6.3.1 |
| 65 | Hindi/regional language fonts have been tested on popular browsers for any inconsistency (loss of layout). | 6.4.3 |
| 66 | Web pages allow resizing of text without the use of assistive technology. | 6.4.5 |
| 67 | Text is readable both in electronic and print format and the page prints correctly on an A4 size paper. | 6.4.6 |
| 68 | There is adequate contrast between text and background colour. | 6.5.1 |
| 69 | All information conveyed with color is also available without color. | 6.5.4 |
| 70 | Alternate text is provided for non text elements (e.g. images). | 6.6.4 |
| 71 | Websites provide textual description of audio/video clips & multimedia presentation. | 6.7.2(a) |
| 72 | Caption have been provided for all important audio content. | 6.7.2 (b) |
| 73 | Web pages do not contain any content that flashes for more than three times in a second. | 6.7.3(a) |
| 74 | There is a mechanism to control scrolling, blinking content. | 6.7.3 (b) |
| 75 | There is a mechanism to control (stop, pause...) audio that starts automatically. | 6.7.3 (c) |
| 76 | All pages on the website have a link to the home page. | 6.8.1 |
| 77 | The positioning and terminology used for navigation items and navigation scheme is consistent across the website. | 6.8.2 |
| 78 | There are no links to "under construction" pages. | 6.8.4 |
| 79 | Each page is a standalone entity in terms of ownership, navigation and context of content. | 6.8.5 |
| 80 | Web pages allow the user to bypass repeated blocks of content. | 6.8.8 |
| 81 | Website has either a "search" box or a link to a &quot;search&quot; page from every page of the website. | 6.9.1 |

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 82 | Website has an up to date Site Map that is linked to the Home page as well as to all important entry pages of the website. | 6.10.1 |
| 83 | If the site uses frames, each frame is properly titled. | 6.11 |

## 6. Development

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 84 | Website uses Cascading Style Sheets to control layouts/styles. | 7.2.1 |
| 85 | Website is readable even when style sheets are switched off or not loaded. | 7.2.2 |
| 86 | Web pages are usable even when scripts, applets etc are turned off. | 7.3.2 |
| 87 | Documents are provided either in html or other accessible formats. Instructions / Download details for viewing these formats are provided. | 7.4.2(a) |
| 88 | In content implemented using markup languages the elements have been use according to specification. | 7.5 (a) |
| 89 | Lables have been provided when content requires input from the users. | 7.5 (b) |
| 90 | Time limit for time dependent web functions can be adjusted by the user (also refer exceptions). | 7.5 (c ) |
| 91 | Instructions for operating/understanding content do not rely solely on characteristics like shape size location etc. | 7.5 (d) |
| 92 | All input errors are flashed in text. | 7.5 (e) |
| 93 | Functionality of content is operable through keyboard. | 7.5 (f) |
| 94 | Focus is not trapped in any component while navigating through keyboard only. | 7.5 (g) |
| 95 | Purpose of each link is clear to the user. | 7.5 (h) |
| 96 | When any component recieves focus it does not initiate change in context. | 7.5 (i) |
| 97 | Changing the setting of a component does not change the context unless the user has been informed of the same. | 7.5 (j) |
| 98 | Metadata for page like title, keywords, description and language is appropriately included. | 7.5 (k) 9.1.2 |

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 99 | Data tables have been provided with nesscessary tags/markup. | 7.5 (l) |
| 100 | All components recieve focus in an order that preserves the meaning/operation. | 7.5 (m) |
| 101 | Role of all interface components can be programatically determined. | 7.5 (n) |
| 102 | The website has been tested on multiple browsers. | 7.6 (b) |
| 103 | Website has cleared Security Audit by certified agency and has a Security Policy. | 7.7.1 7.7.2 |

## 7. Website Hosting

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 104 | Websites are accessible to the intended audience in an efficient and secure manner on 24x7 basis. | 8.2.1 |
| 105 | The Hosting Service Provider possesses state-of-the art multi-tier security infrastructure as well as devices such as firewall and intrusion prevention systems. | 8.2.1 (a) 8.2.1 (b) |
| 106 | The Hosting Service Provider has redundant server infrastructure for high availability. | 8.2.1 (c) |
| 107 | The Hosting Service Provider performs regular backup of the website. | 8.2.1(d) |
| 108 | The Hosting Service Provider has a Disaster Recovery (DR) Centre in a geographically distant location and a well crafted DR plan for the website. | 8.2.1 (e) |
| 109 | Web Hosting Service Provider provides Helpdesk & technical support on 24x7x365 basis. | 8.2.1(i) |
| 110 | All possible security measures have been taken to prevent defacement/hacking of the website and the department has contingency plan in place for situations like these. | 8.3 |

## 8. Website Promotion

| S.No. | GUIDELINE | REF. No. |
|---|---|---|

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 111 | Website ranks in the first five results on major search engines when searched with relevant keywords. | 9.1 |
| 112 | It has been ensured that all stationery of the department as well as advertisements/public messages issued by the concerned Department prominently display the URL of the web site. | 9.2.1 9.2.2 |

## 9. Website Management

| S.No. | GUIDELINE | REF. No. |
|---|---|---|
| 113 | Department has nominated a Web Information Manager as defined in the guidelines. | 10.1.1 |
| 114 | The website has a website monitoring policy. | 10.3 |
| 115 | All policies and plans are approved by Head of Department. | 10.7 |