



An e-Governance Newsletter of
NIC RAJASTHAN



Quarterly Digital Newsletter (From APRIL to JUNE 2024)

Our Heritage



Ajmer Dargah Sharif

The Ajmer Sharif Dargah is considered to be among the holiest Muslim shrines in India and is also a famous landmark in Ajmer. Khwaja Moin-ud-din Chishti, the Sufi saint from Persia is enshrined here. In keeping with his secular teachings, its doors are open to people of all faiths and religions. Some say that Khwaja Moin-ud-din Chishti believed he was a direct descendant of Muhammad and preached his beliefs to the masses. While on his world travel, he was urged by Muhammad, in a dream, to visit India. He reached Ajmer, via Lahore, and made it his home from 1192 till his death in 1236 AD.

Khwaja Moinuddin Hasan Chishti, also known as "Gharib Nawaz was born in Sijistan (modern-day Sistan) in Iran in 1141-42 CE. He emphasized the doctrine of the unity of being with God and his orders were also pacifists. They rejected all material goods as distractions from the contemplation of God.

The tomb of Moinuddin Chishti is located in the center of the dargah complex, and it is surrounded by several other buildings, including a mosque, a guest house, and a library.

The shrine was built by Mughal King Humayun in honour of this saint. One can step inside the Dargah through a series of massive silver doors that lead into a courtyard where the saint's tomb is centered. Made of marble and gold plating, the actual tomb is guarded by a silver railing and a marble screen. During his reign, Emperor Akbar made a pilgrimage to Ajmer every year. He, as well as Emperor Shah Jahan, built mosques inside the shrine complex. Visitors to the shrine are awed by the atmosphere of peace and serenity that the combined effects of flowers, sweets and burning incense sticks create.

The Nizam Gate at the entrance is the main gate to the shrine which is followed by the Shah jahani Gate. Following this gate is the Buland Darwaza upon which the 'urs' flag is hoisted to mark the beginning of Moinuddin Chishti's death anniversary rituals. The 'urs' for the Sufi saint Moinuddin Chishti is celebrated every year on the 6th and 7th days of the Rajab. Around 150,000 pilgrims visit the Dargah every day as a mark of their gratitude towards the holy shrine. The Dargah remain open for pilgrims from 5 AM to 9 PM during winter while in summer timing is from 4 AM to 10 PM

How to Reach Ajmer Dargah?

Ajmer is a well-connected city. It is connected to almost many famous cities in the country either by rail, road or air.

<https://www.tourism.rajasthan.gov.in/the-ajmer-sharif-dargah>

Events / Happenings

Inauguration of Digital Barabandi System

www.barabandi.in



Shri Lok Bandhu, District Collector Sri Ganganagar, inaugurated the Digital Barabandi System on 29th April 2024 in the Supervisory Control and Data Acquisition (SCADA) control room of water resources department, Sri Ganganagar developed by the DIO, NIC Sri Ganganagar, Shri Paramjeet Singh under the technical guidance of the SIO, Shri Jitendra Kumar Verma. The Digital Barabandi System inaugurated in presence of SIO Rajasthan, Shri Jitendra Kumar Verma, ASIO Shri Prasoon Jain, Chief Engineer (Water Resources) Hanumangarh – Shri Amarjit

Singh Mehra, Superintendent Engineer Sri Ganganagar - Shri Dheeraj Chawla and DIO NIC Sri Ganganagar - Shri Paramjeet Singh.

Previously, the above work done manually by the Water Resources department and many times results in dilemma situation between farmers and department regarding slip of irrigation water. Now, since Barabandi is online, every farmer will be able to know the exact status of his irrigation water. Thus, prevents human error due to the manual system and proper allocation of irrigation water to all farmers as per rules with transparency. SIO Rajasthan, Shri Jitendra Kumar Verma, joined inauguration through VC, expressed his gratitude to district collector for taking such important initiative even during Lok Sabha elections and provided crucial support and guidance in preparation of the Digital Barabandi System, due to which the above system could be successfully prepared and implemented in a short period.

DIGITAL BARABANDI
www.barabandi.in
District Administration Sri Ganganagar

Voter Queue Management System (VQMS) for Lok Sabha Election



VQMS development team and others with District Election Officer, Udaipur.

Long queues of voters at polling station are often seen during elections on the poll day. As an innovative approach to prevent voters from long queues at polling stations, a web application "Voter Queue Management System" developed by NIC Udaipur to provide information to the public regarding the number of voters in the queue at the polling station during voting. The web application facilitates the voter to receive information about the number of voters in the queue at their polling station on the poll day while sitting at home or anywhere. One can know number of voters in the queue after selecting the respective assembly segment along with the desired polling station. Thus, viewing the short queue time, voter can better plan his visit to polling station to cast his vote comfortably and in short time. The count of voters in the queue at the respective polling stations was updated by the BLO at a fixed interval of 15 minutes on the website, which could be easily viewed by the public on their mobile phones and computers. The VQMS web application was developed by DIO Udaipur - Shri Mazhar Hussain under the guidance of District Election Officer Udaipur, Shri Arvind Poswal and SIO Rajasthan, Shri Jitendra Kumar Verma.

Launching of Staff Duty Module & Online Admission Lottery



Hon'ble Education Cabinet Minister Shri Madan Dilwar officially launched the "Staff Duty Monitoring Module" On 18 June 2024, a groundbreaking initiative developed and implemented by NIC Rajasthan. The primary objective of this module is to safeguard the interests of employees and ensure transparency in the deputation process. Henceforth, all deputation duties from government school for training, sports, election work, science fairs etc. will be managed exclusively through ShalaDarpan Portal. Shri Krishna Kunal (Secretary) & Shri Ashish Modi (Director) of School Education along with Shri Rajendra Bidawat, Scientist -'C' NIC etc. were present during the event. Website: <https://rajshaladarpan.nic.in/>

The Director of Secondary Education, Shri Ashish Modi, announced the results of the online lottery for admissions to Mahatma Gandhi English Medium Schools (MGGs) on 18 June 2024. This process facilitated through a specially designed module on ShalaDarpan. The lottery attracted over 80,000 online applications from parents seeking admission for their children. The MGGs Online Admission Module is design to streamline application process, school choices, eligibility, lottery system, final selection, and confirmation maintaining transparency and quality.



Events / Happenings

Role of NIC DIOs as Independent Observer for NTA Examinations

National Testing Agency (NTA) has trusted National Informatics Centre for the online examinations conducted all over the India. District Informatics Officers (DIOs)/Addl. District Informatics Officers (ADIOS) has been assigned very important duty of IT Observers. NIC DIOs appointed as Independent Observer for the ICAR Entrance Examinations (PG & Ph.D.) conducted by the National Testing Agency (NTA) on 29 June 2024 in 170 centers of 91 cities across the country. The nominated NIC officer were directed to visit the designated exam centre to check and ensure that necessary preparedness & arrangements done from IT/Technical side as per the prescribed guidelines. NIC DIOs participated in Mock Drill, one day prior to the examination and ensured everything goes smooth. The task assigned is to observe the online process of downloading the examination paper, network security, start and stop batch activity, privacy of exam, check on IP pool, proper use of jammer and finally uploading of the question paper. A systematic checklist needs to be filled by the DIO/ADIO of NIC during the examination and work accordingly. ASIOs districts and state facilitated additional manpower to the districts where more than one location is present or for exam centre having more than 250 candidates per shift. Mock drill and examination were closely monitor by ASIOs with submission of reports in required formats to SIO, Rajasthan. Finally, SIO Rajasthan submitted report to DG NIC.



Technical Support during Hon'ble Prime Minister Visit



Barmer (12/04/2024)



Banswara (21/04/2024)



Bhinmal, Jalore (21/04/2024)



Uniyara, Tonk (23/04/2024)

Honourable Prime Minister, Shri Narendra Modi visited various districts of Rajasthan during Lok Sabha Elections. All the District Informatics Officers (DIOs) of the respective district attended ASL Meeting organized by SPG and done necessary preparation for establishment of Temporary Prime Minister Office (PMO) as per norms and directions. Temporary PMO established at the specified venue in collaboration with district DoIT team. PM Office Setup established one day prior to the visit of Hon'ble PM by NIC DIOs of Barmer, Banswara, Jalore and Tonk. DIOs Role during visit includes necessary preparation along with testing of FAX Machine, Computer Systems, Printers, Coloured Printer, Scanner, Photocopier, and Shredder machines etc. along with testing of Internet and Wi-Fi Connectivity provided by BSNL. Respective DIOs successfully provided technical support to PMO Officials during Hon'ble PM visit. Moreover, SPG Officials appreciated the role of NIC during the visit.

Capacity Building of District Police officials under IVFRT Project

NIC Rajasthan organized 3 Days extensive training program in collaboration with Home department (Government of Rajasthan) from 19th to 21st June 2024 on Immigration Visa Foreigner Registration and Tracking System (IVFRT) project. Training imparted to 58 Foreigner Registration Offices (FROs) including Home department, State Special Branch (Police Head Quarter) and 17 newly created districts of Rajasthan at Intelligence Training Academy, Jaipur. Smt. Anupurna Singh Kuntal, IAS, Special Secretary Home, inaugurated the training program. Shri Rajesh Jain, Deputy Secretary Home and Yashodhan Pal Singh, Additional Superintendent of Police were also present during the session. Total 125 officials from various districts participated in the training. Special Secretary appreciated the efforts of NIC Rajasthan for providing technical support to all FRO offices. Presentation and live demo provided on VPN Token management, FRO application, C-Form and S-Form by Shri Anil Parashar, IVFRT State Coordinator and Director (IT), NIC. Moreover, Participants were made acquainted with various services like Registration, Visa conversion/extension, NORI, Change of Passport etc. for foreign nationals within its jurisdiction. Shri Arvind Sharma, Director (IT) NIC, appraised about the importance of District Police Module (DPM) for tracking of foreigners and Foreigner's Identification Portal (FIP) that facilitates swift nationality verification and subsequent deportation and ensuring transparency for Rohingyas and Bangladeshi illegal migrants.



Role of NIC District Officials in Parliamentary Election 2024



All the NIC district officials successfully performed their role of Addl. Nodal Officer Polling and Counting Party cell along with Nodal Officer (Election IT Applications) during parliamentary election 2024. As an Addl. Nodal Officer Polling and Counting Party Cell, NIC Election Management System (EMS) used to perform randomization at 3 stages which includes – Employee selection for Training, AC-wise Polling party creation and allotment of polling station to polling parties along with generation of training orders, attendance, on-duty certificate, party completion along with checklist and other



required reports. Similarly, randomizations done for counting training, counting party creation and allotment of counting table to counting parties along with generation of counting related training orders, attendance etc. All the Randomizations including EVM Randomizations were done in presence of ECI Observer, District Election Officer (DEO), Dy. DEO and other senior officials. As a Nodal Officer (Election IT Applications) – various Election IT Applications like – NIC EMS, EVM Management System, Encore, ETPBMS, cVIGIL, ESMS, NGRS portal, Postal buddy were tested and implemented with proper trainings to IT Cell of various Assembly Constituencies. Moreover, implemented main and backup lease line with networking at counting centre in each counting hall with successful transmission of Election result on the counting day.

CYBER SECURITY TIP

Patch Software Regularly

Hackers constantly look for ways to penetrate networks, software, and data streams. When they are successful, developers will then send out an update called a "patch" to fix the vulnerability exploited by the hackers so they cannot use it again.



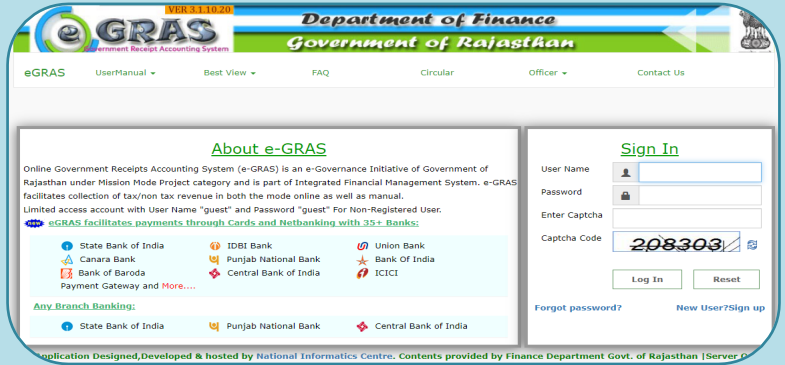
Project of the Quarter – e-GRAS

<https://egras.rajasthan.gov.in/>

An Electronic Government Receipt Accounting System (e-GRAS) is a web-based system to facilitate electronic payments into government account, and reconciliation of accounts on real time basis. In order to enable online payment, the application facilitates to fill Challan (e-Challan) on its website and make online payment using the Internet Banking Facilities of participating banks. Integration of e-Gras System with departments that includes Commercial Taxes, Mines & Geology, Transport, e-Mitra and Excise Department. e-GRAS System augmented to facilitate State Government for submission of Electronic Account to Accountant General Office through the establishment of e-Treasury. Presently, 45 banks are associated with this system by either Internet banking or Payments Gateway of SBI-ePay and PNB-PayU. e-GRAS application has been integrated with Revenue earning departments so as e-GRAS site may also act as a payment gateway for these departments. e-GRAS not only facilitates electronic payments but also generation of Manual Challan so as the same may be submitted into the banks manually. The departments are also using the e-GRAS system to deface the challans after providing the services to remitters. It handles the large volume of transactions that includes electronic receipts of over Rs. 60,000 Crores covering 50 Lakh transactions yearly. Recently QR code-based payment facility has also been included in e-Gras System so that the quick pay facility may be availed by the remitters & taxpayers.

FEATURES

- Facility for hassle free, 24 X 7 remittances of tax and non-tax revenue into the Government Account.
- Facility to remit amount through e-payment gateway of the participating banks.
- Facility to generate and print e-Challan on the web site.
- Facility to register as a user to avoid entering personal data repeatedly.
- Facility for storing historical records of payments and re-viewing / re-printing the same at any time.
- Facility to generate physical blank Challan and customized Challan, which can be paid manually in Banks by Cash and Cheque.
- Upload of scrolls through electronic files (pre-formatted) by participating banks.
- Reconciliation of Challan scrolls and remittance scrolls electronically.



TECHNOLOGY

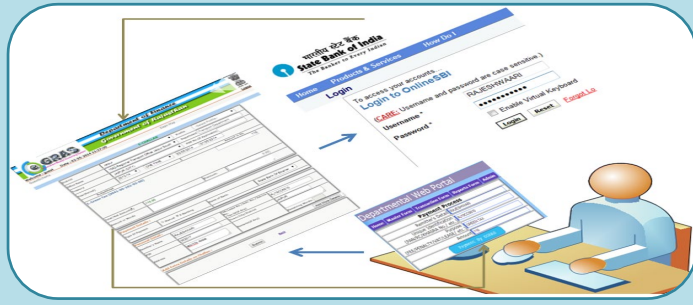
Application: Dot net with C#, **Database:** MS SQL Server 2014, **Web Server:** IIS

STAKEHOLDER

- Finance Department
- All Government Departments
- All offices
- Treasuries and Sub Treasuries
- Bank Branches
- AG Office
- All remitters and taxpayers (citizens)

INNOVATIVE USE OF ICT FOR DEVELOPMENT

Before Implementation of this initiative, hand written challans in different formats were being deposited into the bank during the working business hours. Now the scenario has changed and application has improved the quality of the services, efficiency of department and easiness of end user in the following way. • **Single Challan format** - Before Implementation of this project, there were various different forms of challans being used in different departments. The Challan formats have been revised and a common format has been devised and that is acceptable to each and every department. The system facilitates generation and printing of unique Challan format. • **Electronic Payments** – With the inception of this project, electronic payment facility has been extended for each & every department. The e-GRAS facilitates common software for the all revenue earning departments whereby any taxpayer/citizen can deposit money into Government Account electronically. • **Manual Payments** - The e-GRAS also facilitates generation of Challans to be deposited manually into the bank. From August 1st, 2014, it is mandatory to print Challan from e-GRAS site only for any amount. No hand written challans are accepted by banks from 1st August, 2014 onwards. Remitters can deposit in any branch of SBI, PNB & Central Bank of India across the country. • **Uses as Payment Gateway** – The e-GRAS is being integrated with the various departments so as it may be used as payment gateway & different departments would not require integrating their own system with Banks. E-GRAS would act as a payment gateway for these departments. • **E-Treasury** – An e-treasury has been established in the State to facilitate submission & reconciliation of electronic accounts to AG.



Highlights of Awards/ Accolades received by District NIC Officials



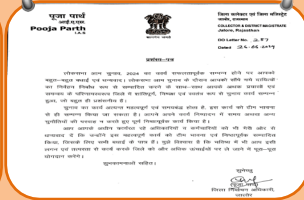
Shri Somendra Poonia, DIO Sikar



Shri Sanjay Ramdeo, DIO Jalore



Shri Paramjeet Singh, DIO Sri Ganganagar



Role of respective district NIC Officials was Recognized and Appreciated for their contribution during Loksabha Elections 2024 as a Nodal Officer (IT Applications) & Addl. Nodal Officer – Polling & Counting Parties.

Projects Transaction Statistics

SN	Project	Number of Transactions			Total Trans.
		Apr 24	May 24	June 24	
1	DBT through Pay Manager	12566832	19450270	16553355	48570457
2	DILRMP ROR	3297562	5722965	6794921	15815448
3	Shala Darpan (Students)	827542	765100	598713	2191355
4	IFMS - Rajkosh Challans	1040780	1267181	1167579	3475540
5	eGras	873782	1088328	1007432	2969542
6	IFMS - Rajkosh Bills	477411	459358	313615	1250384
7	Pay Manager Other Bills	251320	236033	177798	665151
8	Right to education (Students)	1554212	591009	6108867	8254088
9	Registration and Stamps	149382	243634	213679	606695
10	Shala Darpan (School/Teachers)	95214	87652	285411	468277
11	E-Transport Vehicle Registration	16984	125331	113058	255373
12	E-Transport Driving License	46158	60255	56011	162424



Technology Talk: Basics of Digital Marketing



Digital Marketing

The use of digital channels to market products and services in order to reach consumers.

Digital marketing uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services. Digital marketing involves similar principles as traditional marketing and is an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s. Digital marketers have a number of tools to measure the effectiveness of their campaigns. Companies once focused on marketing through print, television, and radio further uses internet or digital marketing to reach consumers.



SHRI HEMANT MEHTA
Scientist-E, DIO Banswara

How Digital Marketing Works?

Digital Marketing encompasses a wide range of techniques and media that companies use to promote their products and services to potential consumers and improve their market share. Professional marketers take on these tasks either internally at individual companies or externally at marketing firms that may serve many different clients. The new technologies and trends forces companies to change their marketing strategies and rethink their budgets. Email became a popular marketing tool in the early days of digital marketing. Then the focus shifted to search engines like Netscape, which allowed businesses to tag keyword items to get themselves noticed. The development of social platforms like Facebook made it possible for companies to track user data and deliver their messages to very specific audiences. Smartphones and other portable devices make it easier for companies to market their products and services to consumers. Today there is trend of making online purchases through e-commerce companies using mobiles.

Types of Digital Marketing Channels

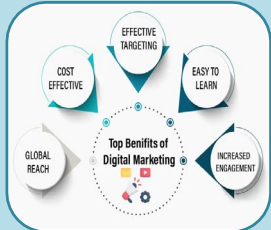
Digital marketing or advertising channels are various online platforms and methods that businesses use to promote products, services, or brands to consumers. One need to test & measure different channels with focus on the channels that work best for your specific business, audience, and budget. **Various Digital Marketing channels are discussed below.**



- 1. Website** - A website is the online representation of a business or brand. It is where you can showcase your products, services, values, personality etc. to potential customers and to attract, engage, and convert audiences.
- 2. Search Engine Optimization (SEO)** - SEO is the process of improving your site's visibility in search engines. It can help you drive more organic (unpaid) traffic, leads, and sales and helps you to reach target audience when they are looking for products or services you offer.
- 3. Content Marketing** - Content marketing creates and shares - valuable, relevant, and engaging content to attract and retain a specific audience. It can include different formats, such as blog posts, e-books, infographics, videos, and podcasts. The goal is to educate, inform, entertain, or inspire potential customers and persuade them to take action like buy your product, subscribe your newsletter, follow you on social media etc.
- 4. Social Media Marketing** - uses social media platforms—like Facebook, X (formerly Twitter), Instagram, and LinkedIn—to promote your brand, products, or services. Social media help to reach millions of potential customers using social media. One can connect and interact with the target audience, build trust and loyalty, learn from competitors etc.
- 5. Email Marketing** - involves sending targeted messages to the audience via email and lets you connect with customers & prospects in a personal, timely, and affordable manner.
- 6. Paid Advertising** - involves paying for display ads to targeted audience on online platforms. Companies pay to appear first on the search results page for relevant keywords, so there is a "Sponsored" tag above each ad. Two common cost-effective paid ad models are pay-per-click (PPC) and cost per impression (CPM). Companies pay for each click or on viewing ad.
- 7. Video Marketing** - uses video content to promote your brand, product, or service. It can help you educate customers, increase engagement, boost conversions etc. It is multi-sensory; emotionally engaging and can capture attention or convey information better than text or images. Introduction of new products on YouTube attracts over a million views.
- 8. Referral Marketing** - encourages existing customers to recommend products or services to their friends, family, or contacts and hand out monetary rewards for successful referrals. Referral marketing capitalizes on word of mouth and trust—converting happy customers into brand ambassadors while boosting credibility and customer loyalty.
- 9. Affiliate Marketing** - is when you collaborate with other websites, influencers, or content creators and pay them a commission for every sale or action they generate for you. It is a win-win situation. You get more exposure, traffic, and sales.
- 10. Influencer Marketing** - is when you team up with popular social media users for promotion of your products or services to the followers. This is a powerful way to get your brand in front of massive audience, interested in what you have to offer.

Key Performance Indicators (KPIs)

KPIs let Digital marketers to measure the long-term performance of marketing initiatives and compare it with competitors' efforts. **1. Click-through rate** measure the effectiveness of online advertising, by counting the number of people who clicked on a particular ad. **2. Conversion rate** compares the percentage of people who took some desired action, such as making a purchase, to the total audience that a particular ad or promotion reached. **3. Social media traffic** tracks how many people interact with a company's social media profiles. It includes likes, follows, views, shares, and other measurable actions. **4. Website traffic** tracks how many people visit a company's website during a given time period. KPIs help companies to judge how effective their marketing efforts are at driving consumers to their site.



Digital Marketing Challenges (DMCs)

DMCs includes rapid proliferation of digital channels that marketers have to keep up on them and figure out how to use them effectively. Marketers find it challenging to analyze & make productive use of the huge amount of data captured through these platforms. The biggest challenges digital marketers face as how to set themselves apart in a world that is oversaturated with digital ads & other distractions.

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Journey of NIC Officers



Dr. Suresh Chand Gupta
(Scientist 'F')
Date of Birth: 01-07-1964
Date of Joining: 30-11-1993
Date of Retirement: 30-06-2024
Education: M.Sc., M.Fil, Ph.D.
Joined As: Scientist - 'B'
Posting Places: Jaipur
Retirement From: Jaipur
Awards: State Level Awards on Independence Day
Projects Handles: Technical Store, Food and Civil Supplies
Service Period: 30 Years and 6 Month



Dr. Basanti Lal Pitliya
(Scientist 'E')
Date of Birth: 01-05-1964
Date of Joining: 15-01-1990
Date of Retirement: 30-4-2024
Education: M.Sc., Ph.D.
Joined As: STA - 'A'
Posting Places: Balaghat, Mandasaur, Jalore & Dungarpur.
Retirement From: Dungarpur
Awards: District Level Awards
Projects Handles: All Projects at the District Level
Service Period: 34 Years and 4 Months



Bhanwar Singh Chauhan
(Scientist 'F')
Date of Birth: 25-05-1964
Date of Joining: 29-06-1987
Date of Retirement: 31-05-2024
Education: M.Sc., M.Tech.
Joined As: STA - 'A'
Posting Places: Enforcement Directorate, Central E.I.B., PM Office & Jaipur.
Retirement From: Jaipur
Projects Handles: PHED, DES, Transport and RD
Service Period: 37 Years and 11 Months



Vipin Kumar Mittal
(Scientist 'F')
Date of Birth: 01-07-1964
Date of Joining: 11-10-1988
Date of Retirement: 30-06-2024
Education: PGDCA & M.Sc.
Joined As: STA - 'A'
Posting Places: Chandigarh & Jaipur.
Retirement From: Jaipur
Projects Handles: Training Division and Other IT Projects
Service Period: 35 Years and 8 Months

During our tenure, we fortunate to have numerous opportunities to explore and develop innovative ideas in areas that truly interested us. We are grateful for the freedom & support we received to pursue our passions. Throughout our tenure, many individuals assisted both professionally and personally. We express our heartfelt thanks to them. ~ Message from above officials

