



Practice Adopted in Managing the Website Department of School Education and Literacy

<https://dse1.education.gov.in>

A. Srija
Economic Advisor and WIM

Saba Akhtar
Sr. Director (IT)

School Education Website

- 1 **Content**
- 2 **Quality**
- 3 **Security**
- 4 **Certification**

Overview
Best Practices

Government Website

- Government/Department website is considered as a public face of a Government / Department.
- It is the primary means through which citizens and other organizations can access information and services provided by the Government.
- Providing timely and accurate information, making data available to the public, and being responsive to feedback and concerns from citizens

Overall, a well-designed government website can enhance Trust in Government Institutions and improve the delivery of public services. It is an important tool for promoting open government and engaging citizens in the democratic process.

1 Content Management

● Content Management

The Content Publishing Cycle refers to the process of planning, creating, reviewing, and publishing content on a regular basis to meet the needs of our target audience. The cycle can vary depending on the type of content being created, the publishing schedule, and the specific needs of the department.

Managing website content can be a complex task, but here are some general steps we follow:

- Plan your content
- Create your content
- Organize your content
- Publish your content
- Update your content regularly
- Analyze your content

- Engages visitors
- Builds trust and credibility
- Boosts search engine rankings
- Drives conversions
- Establishes your brand voice

Quadrant Based Approach

Content Categorization and Updation

Structured Content Categories, Tags, and Menus helps :

- Visitors to Navigate the site
- Manage and Update the content

1 Daily/Regular

- Highlight
- Press Release
- Photo Gallery
- Circular/Order/Notification
- Social Media

2 Biweekly/Monthly

- Who's Who
- Telephone Directory
- Organization Chart
- Documents/Reports
- Tenders
- Upcoming Events...

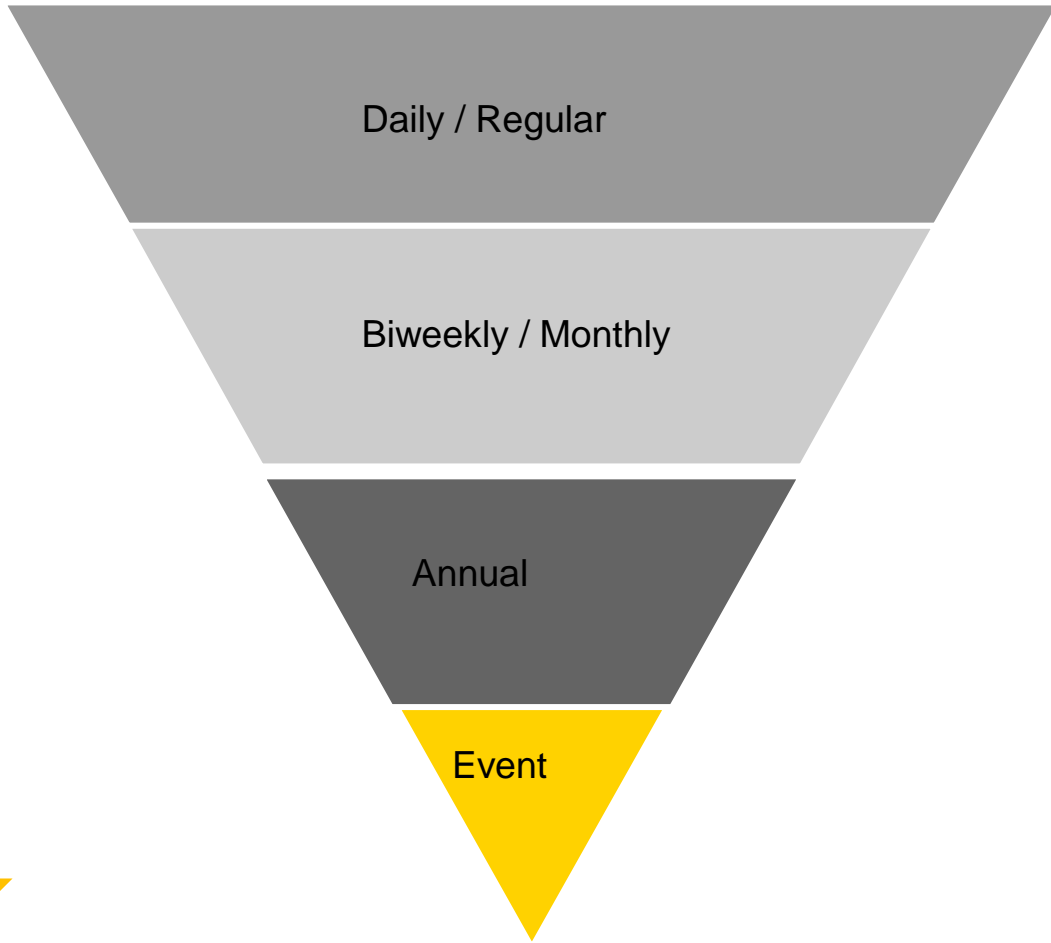
3 Annual

- Schemes Related
- PAB Minutes
- Documents/Reports
- Budgets
- Citizen Charter

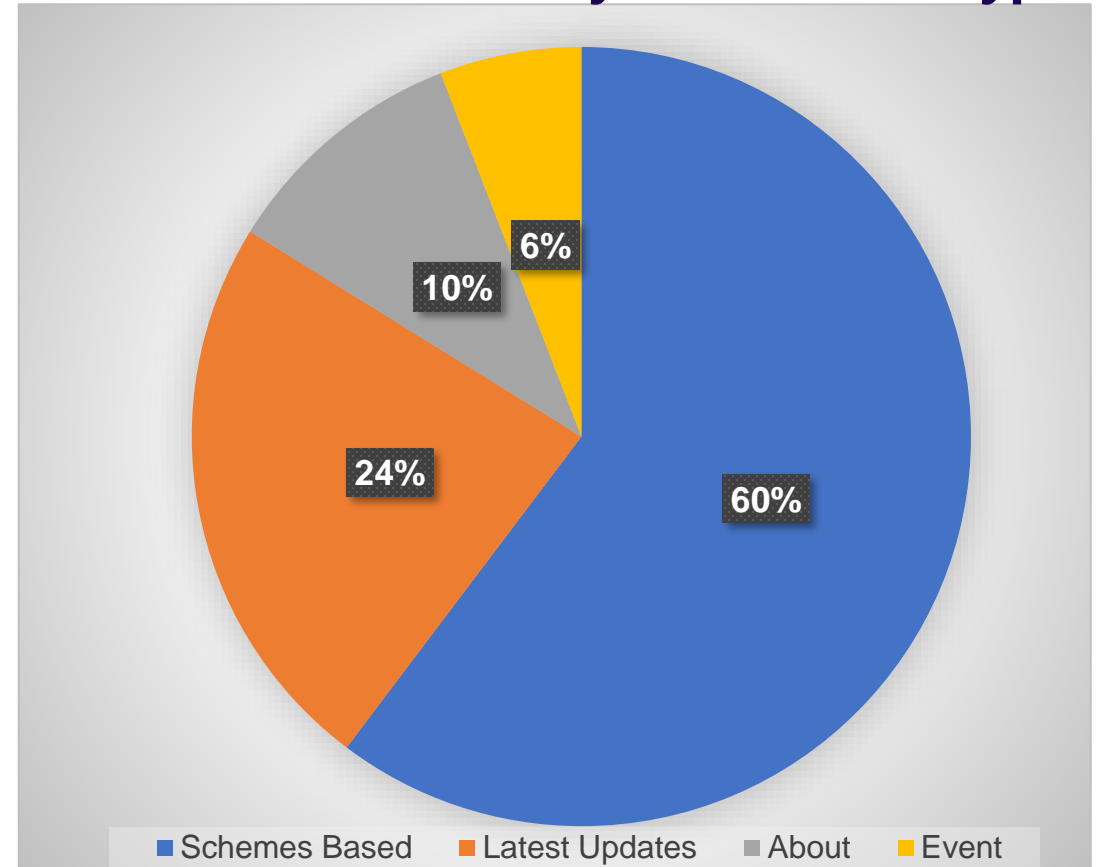
4 Event Based

- Pariksha Pe Charcha
- National Awards to Teachers
- Kala Utsav
- Swachh Bharat Puruskaar

Content Updation Frequency



Content by Information Type



● Content Review Process

A content review is the quality assurance process each piece of content should go through before publishing—and periodically review thereafter.

- Website is an Agenda Item of **Senior Officers Meeting (SOM)**
- **Bureau Wise defined the Role and Responsibility** - a clear understanding of who's responsible for completing the review and approval process.
- **Content Audit** – After every six months list of the content which has not been updated with more than 1 /2/3 .. Years is shared with all the bureaus head.
- **Feedback** – Regular review and updation of the website based on feedback

Keep: All good with no updates required. In this category, we look the content for "Press Releases, Latest Updated, Circulars/orders/Notifications, Photo Gallery and Videos".

Keep and Revise: Some updates are required to maintain or improve the quality of the content. In this category, we look the content for About Us, Schemes, Who's Who, Contact Us, Organization Chart etc

Remove or Archive: To archive content, so it's no longer on the site but still available. In this Category we look the "Tender, Advertisement, Upcoming Events ". However, Auto Archival is already automated for time specific content.

New Content – need to create

● Content Approval Process

CMS based approval :

- DRAFT Content upload on staging environment
- Nodal Officer reviews the page on CMS site and approve or moderate this.

Note : Not currently in-use

Email based approval:

- Link along with content shared through mail for approval
- After approval content is publish

Note : A Separate mail box is created for receiving and approving of any content. This has been done after discussion with STQC.

● Content Archival

A content Archival Policy is a set of guidelines that follows to manage the preservation and retention of content. Well defined automated system to move the content in archival section.

Auto Archival Section:

- Press Releases (60 Days)
- Latest Updates (60 Days)
- Circular / Orders / Notifications (60 Days)
- Tenders (As per expiry date)
- Advertisement (As per expiry date)
- Photo Gallery (12 Months)

● Ensuring Up-to-date Contact Information

Types of Information displayed under Contact :

- Web Information Manager
- Minister's Office
- Secretary Office
- Seniors Officers details along with work allocations
- Telephone Directory

Ensuring Up-to-date contact :

- This section comes under first quadrant i.e daily / regular update
- Responsible division/ section (Establishment division) communicating the updates
- Pro-active updation based on Transfer/Joining/Additional responsibility Order received

Daily / Regular Content Updation Section

Press Release

1 Saturday, April 1, 2023 - 15:32

Online registrations for Yuva Sangam (Phase II) commences for participation of 1000 youth from 23 States and UTs

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Monday, March 27, 2023 - 22:00

New NCERT textbooks to be made/ developed in 22 languages included in the VIII Schedule.

[Read More](#)

Highlights
2 Years NEP 2020 Implementation Booklet

What's New

Organization of Foundational Literacy and Numeracy Assessment Test (FLNAT) on 19.03.2023 in the country under Nav Bharat Saaksharta Karyakram - (197.01 KB)

Wednesday, March 22, 2023 - 14:52

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[Read More](#)

Latest Update

- [▶ What's New](#)
- [▶ Archival What's New](#)
- [▶ Circular/Order/Notifications](#)
- [▶ Archival Circular/Order/Notifications](#)
- [▶ PIB Releases](#)
- [▶ Archival PIB Releases](#)

| | | | External Link |
|---|--|--|----------------------------|
| 1 | Online registrations for Yuva Sangam (Phase II) commences for participation of 1000 youth from 23 States and UTs | Download (Saturday, April 1, 2023 - 15:32) - (67.16 KB) | No External Link Available |
| 2 | 1st Foundational Literacy and Numeracy Assessment Test held on 19th March, 2023 | Download (Thursday, March 30, 2023 - 16:45) - (84.58 KB) | No External Link Available |
| 3 | New India Literacy Programme launched to cover a target of 5.00 crore non-literates in the age group of 15 years and above | Download (Wednesday, March 29, 2023 - 16:43) - (69.2 KB) | No External Link Available |
| 4 | New NCERT textbooks to be made/ developed in 22 languages included in the VIII Schedule. | Download (Monday, March 27, 2023 - 22:00) - (150.25 KB) | No External Link Available |
| 5 | Clarification regarding the reliability of UDISE+ and high dropout rate at upper | Download (Thursday, March 23, | No External Link Available |

1

Scheme Section

SCHEMES



Samagra Shiksha

The Union Budget, 2018-19, has proposed to treat school education holistically without segmentation from pre-nursery to Class 12... [Read more](#)



PM POSHAN Scheme

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National Awards to Teachers

National Award to Teachers was instituted in 1958. The purpose of the scheme... [Read more](#)

Samagra Shiksha

Home > Samagra Shiksha > Samagra Shiksha

The Union Budget, 2018-19, has proposed to treat school education holistically without segmentation from pre-nursery to Class 12. Samagra Shiksha - an ~~overarching programme~~ for the school education sector extending from pre-school to class 12 has been, therefore, prepared with the broader goal of improving school effectiveness measured in terms of equal opportunities for schooling and equitable learning outcomes. ~~It subsumes the three erstwhile~~ Schemes of Sarva Shiksha Abhiyan (SSA), Rashtriya Madhyamik Shiksha Abhiyan (RMSA) and Teacher Education (TE). The scheme treats school education as a continuum and is in accordance with Sustainable Development Goal for Education (SDG-4). The scheme not only provides support for the implementation of the RTE Act but has also been aligned with the recommendations of National Education Policy (NEP) 2020 to ensure that all children have access to quality education with an equitable and inclusive classroom environment which should take care of their diverse background, multilingual needs, different academic abilities and make them active participants in the learning process.

This sector-wide development programme/scheme would also help harmonise the implementation mechanisms and transaction costs at all levels, particularly in using state, district and sub-district level systems and resources, besides envisaging one comprehensive strategic plan for development of school education at the district level. The shift in the focus is from project objectives to improving systems level performance and schooling outcomes which will be the emphasis of the combined Scheme along-with incentivizing States towards improving quality of education

Schemes

- ▶ Overview
- ▶ Guidelines
- ▶ Circular/Orders/Notifications
- ▶ ICT Interventions
- ▶ PAB Minutes
- ▶ Events
- ▶ Photo Gallery

द्विभाषी सामग्री / Bilingual Content

Website is Bilingual – Currently in Hindi and English

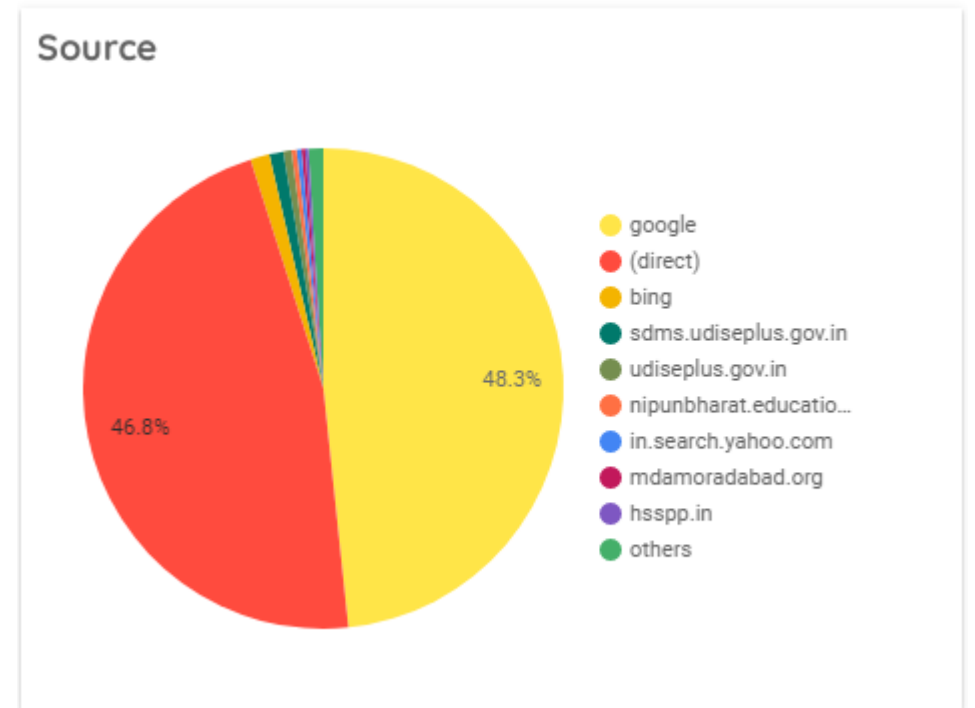
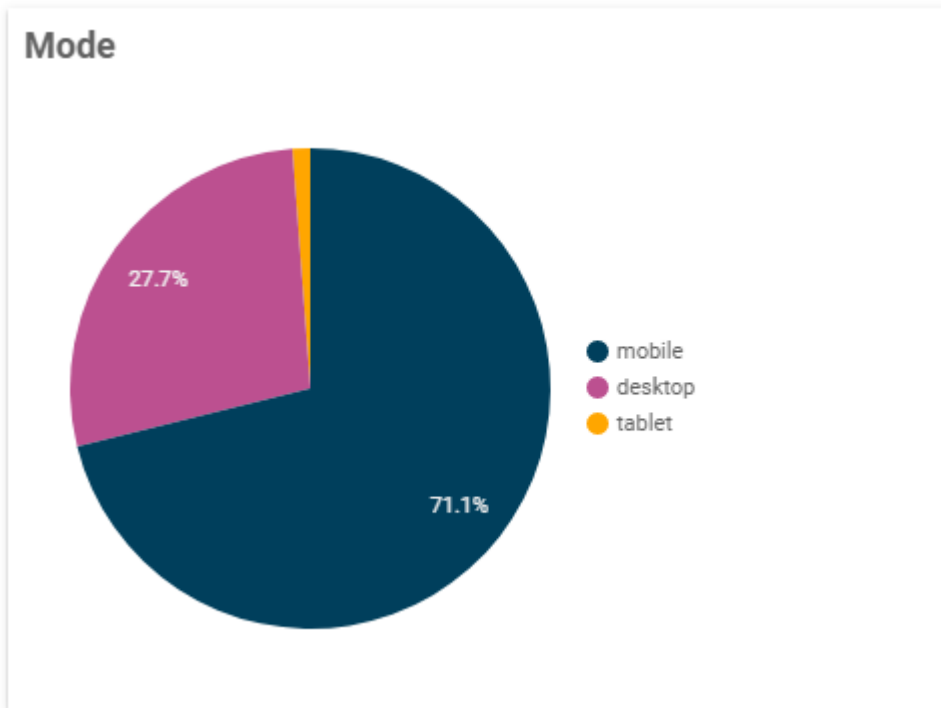
Some Key Issue :

- Bilingual Content is not fully sync with English
- All Orders / Circulars / Notifications received are only in English
- Banners Images

Step Taken:

- Trying to get all Circular / Order Notification in soft format
- Changing to Hindi Site as a default every month for few days
- Making URL also in Hindi
- Promoting the use of :
 - Bhashini
 - C-DAC Machine Aided Translation

Traffic Analysis – Web Analytics



Traffic Analysis – Web Analytics

VISITORS

3,370

Today

19,306

This month

19,306

This quarter

610,759

This year till date

PAGEVIEWS

3,333

Today

19,073

This month

19,073

This quarter

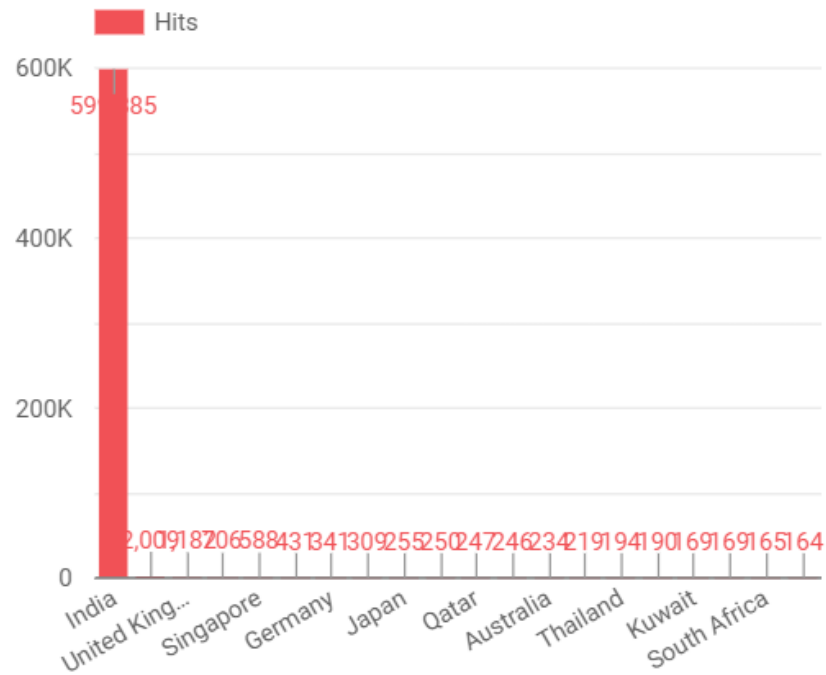
604,834

This year till date

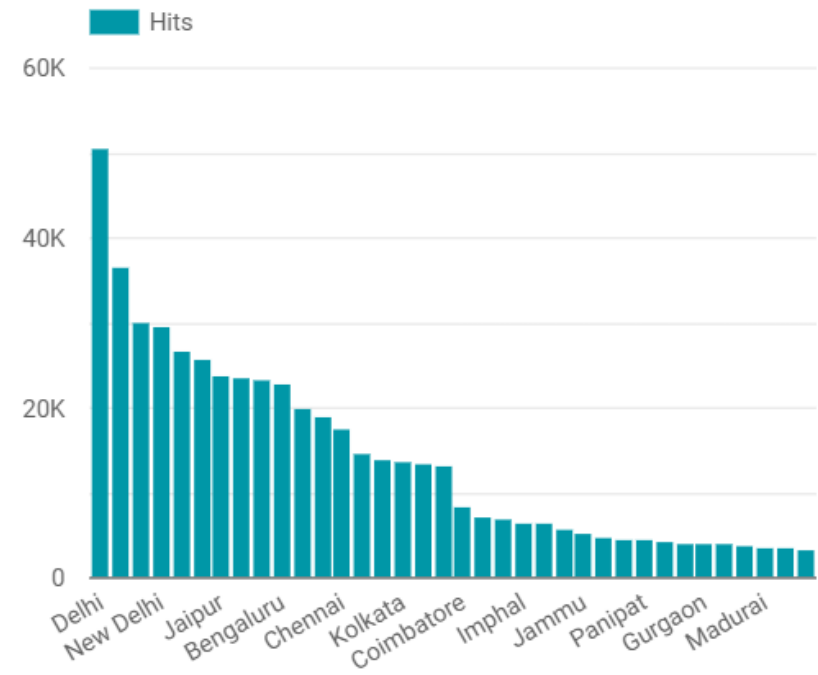
Traffic Analysis – Web Analytics

ACCESS

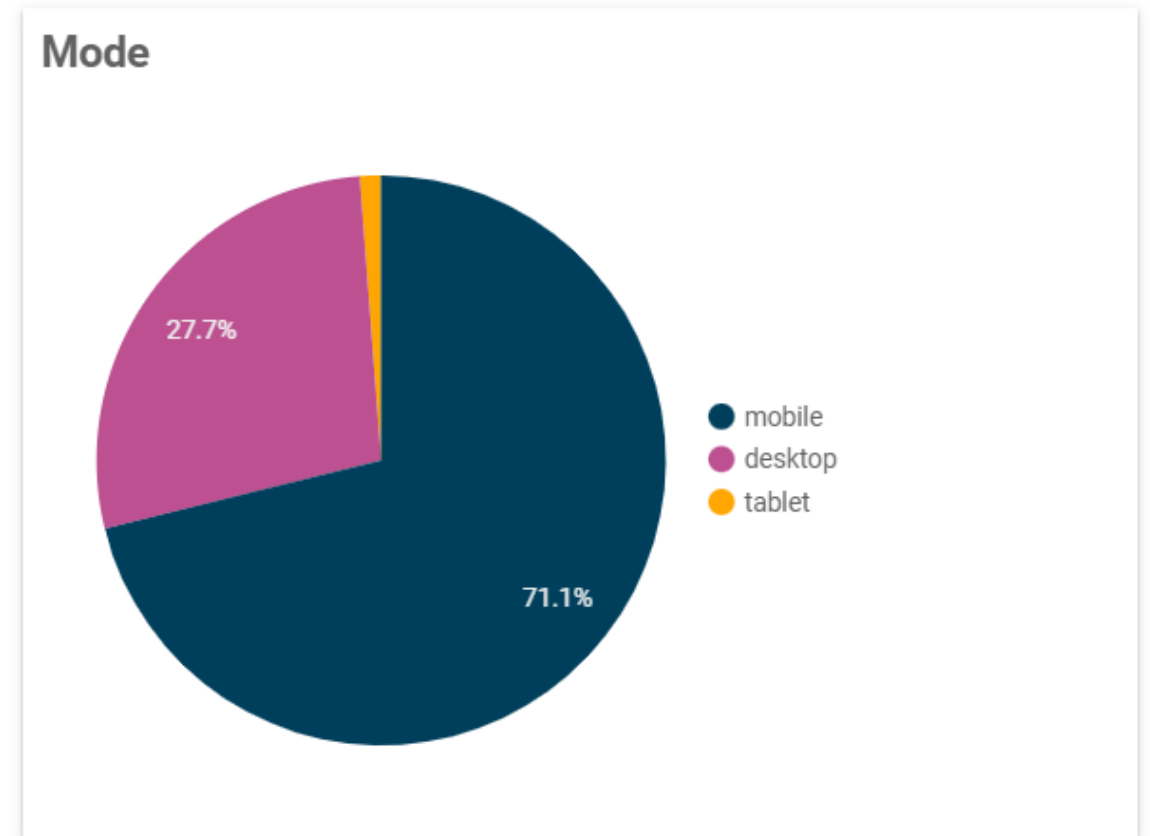
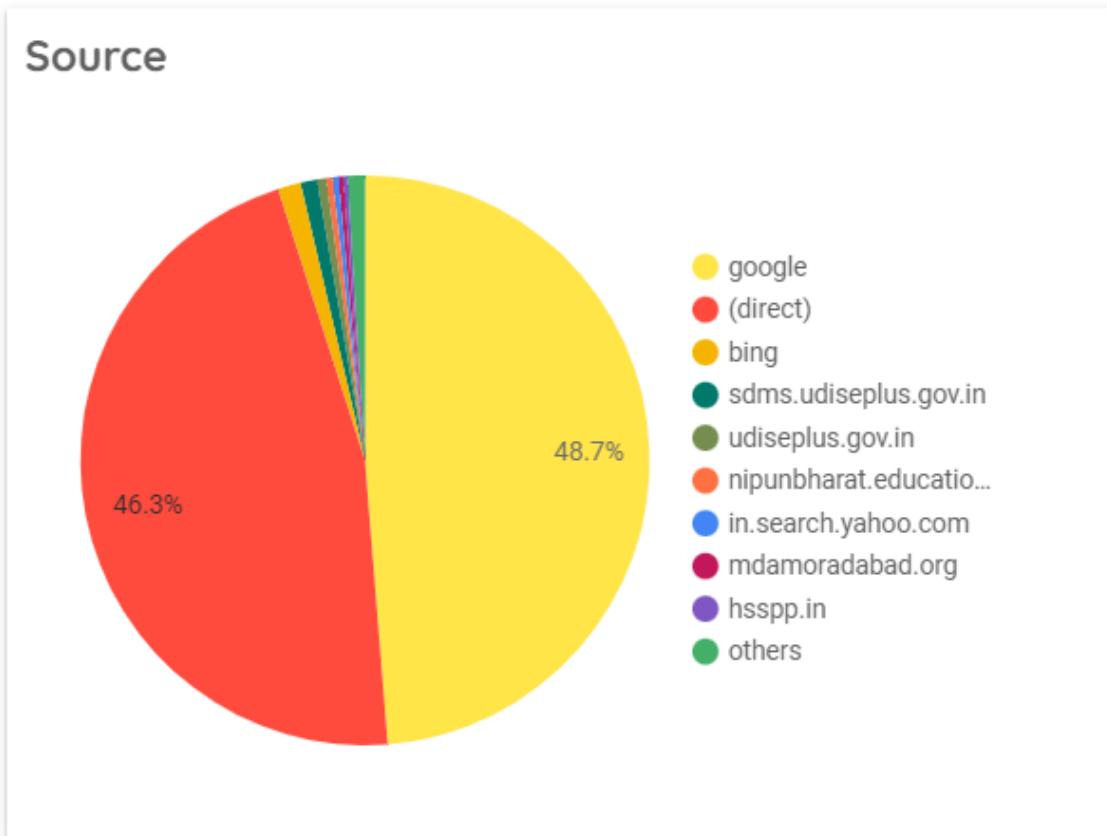
Country Wise (Drill Down)



City Wise (Drill Down)



Traffic Analysis – Web Analytics



Quality

Feedback Monitoring

Separate Section on Website Feedback and Grievances

Online Feedback:

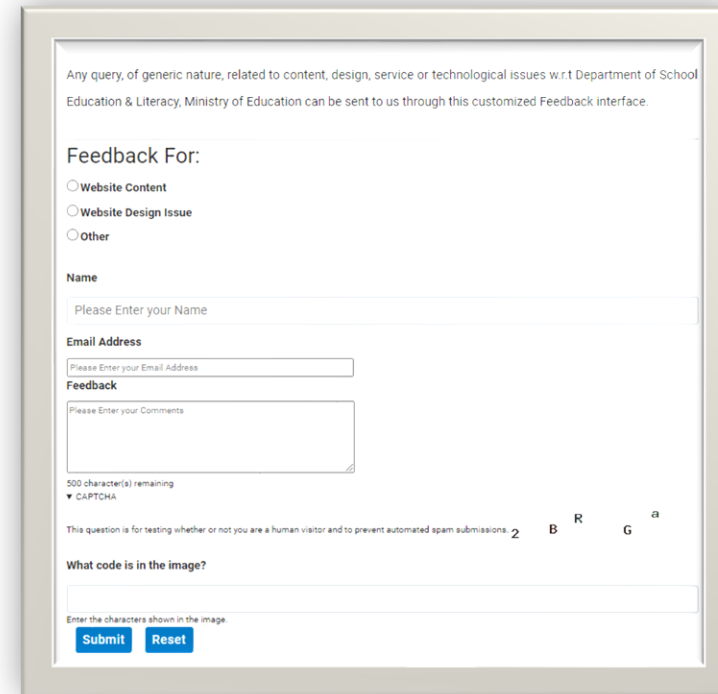
Received online feedback on Content, Design Related

Feedback discussed and incorporated according

Provision to view and reply feedback given to WIM

Grievances:

CPGRAMS link provided for any grievances



Any query, of generic nature, related to content, design, service or technological issues w.r.t Department of School Education & Literacy, Ministry of Education can be sent to us through this customized Feedback interface.

Feedback For:

Website Content

Website Design Issue

Other

Name

Please Enter your Name

Email Address

Please Enter your Email Address

Feedback

Please Enter your Comments

500 character(s) remaining

▼ CAPTCHA

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions. 2 B R G a

What code is in the image?

Enter the characters shown in the image.

Performance Monitoring

Website performance monitoring is crucial for maintaining the quality of a website and ensuring a good user experience. Here are some steps we can take for website performance monitoring:

- Page Load and Response
- CMS Configuration
- Deployment Architecture
- UI/UX, User Journey
- DB Tuning
- Server Performance
- OS and CMS Patch Update
- Version Update
- Hardware
- Free Disk Space
- **Website Traffic** -Website traffic is an important performance indicator for the success of your online presence.
- **Monitoring Tool:** Choose a website monitoring tool that meets your needs and budget. Some popular options include Google Analytics, Pingdom, GTmetrix, and more

Social Media Integration

Social media feeds a valuable tool for ministry, and individuals looking to increase their online presence, engagement, and visibility.

We have already integrated social media platforms feed into our Website :

- Facebook
- tweeter
- YouTube
- Webcast

An Agency has been engaged by Ministry to manage their social media

Social Media Integration



Tweets from @EduMinOfIndia

Ministry of Education Retweeted



Dharmendra Pradhan ✓

@dpradhanbjp · 7h

Call upon my young brothers and sisters to register for the Phase II of #YuvaSangam.

Let us celebrate our diversity, cherish our common identity & strengthen the spirit of 'Ek Bharat, Shreshtha Bharat' as envisioned by PM @narendramodi ji.

Citizen Services

Select

Select

Submit



Social Media Integration

[Home](#)[About Us ▾](#)[Documents & Reports](#)[Statistics](#)[Autonomous Bodies ▾](#)[Dashboard ↗ ▾](#)[Right to Education](#)[States & UTs](#)[Budget ▾](#)

Physical Education; (xiv) Monitoring and Programme Management and (xv) National Component. It is proposed that preference in the interventions would be given to Educationally Backward Blocks (EBBs), LWEs affected districts, Special Focus Districts (SFDs), Border areas and the 117 Aspirational districts.

The main emphasis of the Scheme is on improving quality of school education by focussing on the two T's – Teacher and Technology. The strategy for all interventions under the Scheme would be to enhance the Learning Outcomes at all levels of schooling. The scheme proposes to give flexibility to the States and UTs to plan and prioritize their interventions within the scheme norms and the overall resource envelope available to them. Funds are proposed to be allocated based on an objective criteria based on enrolment of students, committed liabilities, learning outcomes and various performance indicators.

The Scheme will help improve the transition rates across the various levels of school education and aid in promoting universal access to children to complete school education. The integration of Teacher Education would facilitate effective convergence and linkages between different support structures in school education through interventions such as a unified training calendar, innovations in pedagogy, mentoring and monitoring, etc. This single scheme will enable the SCERT to become the nodal agency for conduct and monitoring of all in-service training programmes to make it need-focused and dynamic. It would also enable reaping the benefits of technology and widening the access of good quality education across all States and UTs and across all sections of the Society.

For more details, click here: <https://samagra.education.gov.in>



Last Updated by Admin on Wednesday, February 8, 2023

google.com/search?q=school+education+website+india&rlz=1C1CHZL_enIN919IN919&oq=school+education+website+india&aqs=chrome..69i57j33i160l2j33i22i29i30.5603j0j15&sour...

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school education website india

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About 1,13,00,00,000 results (0.47 seconds)

Ministry of Education Government of India
<https://www.education.gov.in>

Major Initiatives | Government of India, Ministry of Education

Currently, the MoE works through two departments: 1)Department of **School Education** & Literacy 2) Department of **Higher Education**.

Department of Higher Education · भारत सरकार · शिक्षा मंत्रालय · Boards

You visited this page on 4/4/23.

<http://dsel.education.gov.in> dsel

Department of School Education & Literacy | Ministry of ...
 ... of a platform for all portals and **websites** of the Department of **School Education** in the Government of **India** and all States and Union Territories (UTs).

India

dsel.education.gov.in Keyword Rank Details

<https://www.education.gov.in/>

ministry of education

| | |
|---------------------------|-----------|
| Current rank | 3 |
| Last month's rank | 2 |
| Change since last month | ↓ 1 |
| Site traffic from keyword | 6.72% |
| Total results for keyword | 950000000 |
| Average monthly searches | 6600 |

Security Compliance

DoSEL website comply with various laws and regulations related to data protection, accessibility, and other aspects. Ensuring compliance can be a challenge that requires ongoing monitoring and updates.

Application Security Audit - ✓ Compliance

Process initiate before 3 months of expiry of Audit Certificate

SSL - ✓ Implemented

Global CA SSL procured and implemented

STQC - ✓ Certified

Process to make the website compliance used to start before 6 months expiry of GIGW Certificate

W3C - ✓ Compliance

Process to make the website compliance used to start before 6 months expiry of GIGW Certificate

Standard Process for Managing the website

- **Regularly updating content:** Keeping our website up-to-date with fresh, relevant content that's of interest to our target audience. This helps improve search engine rankings and keep visitors engaged.
- **Ensuring Security:** Ensuring the security of this data and preventing cyber-attacks is a major challenge that requires advanced security measures.
- **Technology Upgradation :** Always keep track on Server level patches / OS Updated including DRUPAL Framework update. This also include the timely migration to the latest version of the DRUPAL.
- **Broken Link :** A broken link on a website is a hyperlink that leads to a non-existent or inaccessible page. Weekly running tools to check broken link
- **Regular Content Updation**
- **Regular Backing of Website**
- **Optimized our website for search engines** by using relevant keywords, Meta descriptions, and other SEO tactics to improve our search engine rankings.
- **Regularly testing website functionality:** Tested our website regularly to make sure that all pages are loading properly, links are working, and forms are submitting correctly.
- Policies for Copyright, Hyperlink, Privacy, Archival, Disclaimer is defined

Recognition



web ratna
awards

**Winner of PLATINUM Award for
the Best Government Website**



SCHOOL EDUCATION & LITERACY

Universal access to quality education is fundamental for developing an equitable and just society, promoting national development, scientific advancement, national integration, and cultural preservation. Department of School Education and Literacy through its autonomous/Statutory bodies, i.e. CBSE, KVS, JNV, NIOS, NCERT and NCTE and its centrally sponsored scheme of Samagra Shiksha, PM Poshan, Padhna Likhna Abhiyan ...

[More About Us](#)



Shri Dharmendra Pradhan
Hon'ble Education Minister

Press Release

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[Read More](#)

Highlights

[Design and Architecture Framework for Education Ecosystem Registry](#)

What's New

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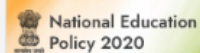
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SPECIAL INITIATIVES



National Education Policy 2020



NIPUN Bharat (FLN)



National Curriculum Framework



National Achievement Survey



PM SHRI Schools



Swachh Vidyalaya Initiative



Right to Education



STARS Project



Manodarpan



Covid-19

ICT INITIATIVES

UDISE+ COMPONENTS



UDISE+
DATA CAPTURE [↗](#)



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UDISE+
RESULTS

[▶ KNOW MORE](#)



PERFORMANCE
GRADING INDEX

[▶ KNOW MORE](#)



SCHOOL
GIS

[▶ KNOW MORE](#)

PM e-VIDYA

A comprehensive initiative called PM e-VIDYA is launched which unifies all efforts related to digital/online/on-air education to enable multi-mode access to education. This will benefit nearly 25 crores school going children across the country.

[✔ DIKSHA \[↗\]\(#\)](#)

[✔ Swayam Prabha TV Channels \[↗\]\(#\)](#)

[✔ Radio, Community radio and Podcasts \[↗\]\(#\)](#)

[✔ Special e-Content for CWSN \[↗\]\(#\)](#)



VIDYANJALI [↗](#)



NISHTHA [↗](#)



ePATHSHALA [↗](#)



DIGITAL REPOSITORY [↗](#)



KNOW YOUR SCHOOL [↗](#)



NDEAR [↗](#)



Tweets from @EduMinOfIndia

Ministry of Education Retweeted

NIT WARANGAL @warangal_nit · 10h

Overwhelming and outstanding results on campus placements so far this year. The CCPD have set a newer milestone in terms of number of companies participating in the placements and the number of students placed. @EduMinOfIndia @dpradhanbjp #placements #campusplacements

Citizen Services

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Select

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PHOTO & VIDEO

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Thank You