

mini-U

URL Shortening Tool

<https://miniu.nic.in/>

Objective

e-Governance Applications often rollout a millions of messages via SMS for information dissemination, citizen/ business engagement, notification for the status of applications, etc. Often these messages contain URLs which allow the receiver to access the desired website for detailed information.

mini-U is a tool that transforms a URL into a short URL. This short URL is a more shareable URL that can direct to the web pages represented by your URL. Developed at NICMP , mini-U has been implemented successfully in some portals.

It supports shortening of urls of .gov.in and .nic.in domains.

How is it Useful

1. Cost Savings when sharing URLs via SMS

e-Governance Applications are billed by SMS service providers as a factor of the number of characters in the message. This implies the longer the URL in a message the higher cost of sending the SMS. Using the URL Shortening Service provided by mini-U the applications can achieve significant savings on the cost of SMS, containing URLs, incurred by them.

Short URLs when sent out as

Illustration 1

Original SMS

214 Characters or equivalent to 2 SMS

Tune in to 108th Episode of Mann Ki Baat by Prime Minister Narendra Modi on 31st December 2023 at <https://www.mygov.in/talk/tune-108th-episode-mann-ki-baat-prime-minister-narendra-modi-31st-december-2023/-MyGov>

Shortened SMS

133 Characters or equivalent to 1 SMS

Tune in to 108th Episode of Mann Ki Baat by Prime Minister Narendra Modi on 31st December 2023 at <https://miniu.nic.in/MyGov-mju22jn>

Illustration 2

Original URL	Shortened URL
<code>https://nicforms.nic.in/enRhYmxlNjg3OGQwYzEzMGIJZTIwMjUwNzE3MzY2</code>	<code>https://miniu.nic.in/OJRMUx</code>

2. Less Dense and Dynamic QR Codes

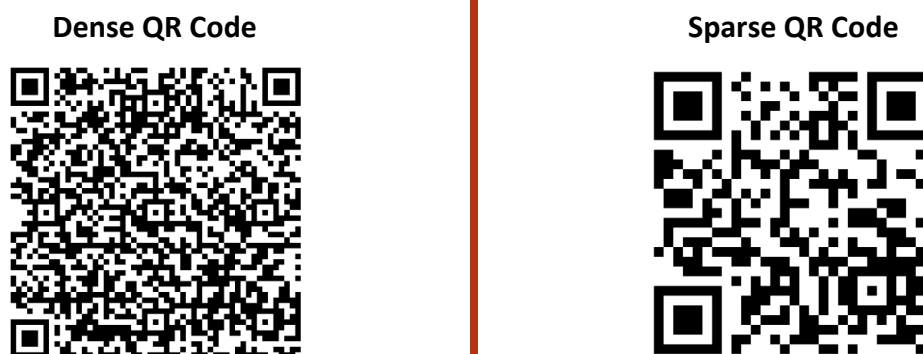
QR, or Quick Response, codes deliver immense value as their ease of use and as they are a no-contact medium for exchanging information. With the ability to scan a code just by pointing your phone's camera at it, QR codes are a great addition to informational material, point of purchase (POP) material, business cards, and more.

A static QR code contains information that cannot be changed. Once the QR is created the destination URL cannot be altered. A dynamic QR code can be edited by the creator, even after they've been created. The dynamic QR code could be linked to a new destination URL.

Advantages

- A dynamic QR Code printed on a sign board could be linked to newer URLs as when the need arises.
- The more information embedded in a QR code, the more complex the code will be. That is a QR code with a long URL embedded in it will be very dense.
- Sparse QR Code does not require High Definition Printers when publishing pamphlets and banners.
- Banners and Pamphlets with Sparse QR Code offer good durability because even faded and crumpled Sparse QR Code could be read by a scanner.

Illustration



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