सत्यमेव जयते

Government of India

Ministry of Electronics and Information Technology

GOV.in

Digital Brand Identity Manual

Version 3.0

January 2025

NIC एनआईसी National Informatics Centre

myGOV



Bringing Citizens and Government closer

“

In the Amrit Period of Independence, we are marching ahead rapidly to create a transparent system, efficient process and smooth governance to make development all-round and all-inclusive. The government is committed to strengthening good governance, that is pro people, and proactive governance. Guided by the ‘citizen-first’ approach, we remain untiring in our efforts to further deepen the outreach of our service delivery mechanisms and make them more effective.

Hon’ble PM Narendra Modi during Sushasan Saptah in December, 2021



Shri Ashwini Vaishnaw

Union Minister
Railways, Information and Broadcasting
and Electronics and Information Technology

MESSAGE

अश्विनी वैष्णव
Ashwini Vaishnaw

सत्यमेव जयते

रेल, सूचना और प्रसारण एवं इलेक्ट्रॉनिकी
और सूचना प्रौद्योगिकी मंत्री
भारत सरकार
**Minister of Railways, Information & Broadcasting
and Electronics & Information Technology
Government of India**



Message

In the words of Hon'ble Prime Minister Shri Narendra Modi ji, "*... if we make digital architecture inclusive, it can bring about socio-economic transformation.*"

As Bharat progresses through the transformative phase of 'Amrit Kaal,' it is essential that our digital platforms serve as a driver of innovation, empowerment and inclusivity.

The *Digital Brand Identity Manual (DBIM)* is a pivotal step towards establishing a consistent and standardized digital presence across all government organizations. This initiative ensures that our online platforms go beyond being informative to becoming inclusive and accessible for all citizens.

By adopting the guidelines contained in this manual, we can ensure that our digital infrastructure reflects the Government's commitment to inclusivity and accessibility. This manual should serve as a foundational resource for achieving digital excellence, driving innovation, and enhancing trust in public service delivery.

अश्विनी
27.1.25

(Ashwini Vaishnaw)



Shri Jitin Prasada

Minister of State
Commerce and Industry and
Electronics and Information Technology

MESSAGE

जितिन प्रसाद
JITIN PRASADA

सत्यमेव जयते

राज्य मंत्री
वाणिज्य एवं उद्योग,
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी
भारत सरकार
Minister of State
Commerce & Industry,
Electronics and Information Technology
Government of India

Message



In the evolving landscape of digital governance, effective communication is paramount, particularly for governments committed to transparency and accessibility. The **Digital Brand Identity Manual (DBIM)** represents a significant step in this direction, ensuring that our digital platforms are harmonized, user-friendly, and inclusive.

The DBIM adopts a user-centric approach, enabling citizens to navigate and access government services effortlessly through well-designed websites. This commitment is reflected in the guidelines for website design, harmonized artefacts, digital identities, content creation and information dissemination, all of which prioritize inclusivity and an enhanced user experience. It identifies our dedication to ensuring that no one is left behind in the digital revolution and that the benefits of technology are accessible to every citizen of New India.

I applaud the collaborative spirit demonstrated by all stakeholders, including MyGov, in bringing this manual to fruition. MyGov's active involvement in content creation, social media engagement, and the execution of mega campaigns has significantly enriched the DBIM's potential to harmonize and enhance the government's digital footprint. Their contributions underscore the collaborative effort driving this transformative initiative.

This manual by NIC, in collaboration with MyGov, facilitates a unified digital presence, bridging the gap between various online platforms and creating a seamless, cohesive experience for users. It embodies the principles of trust, transparency and effective communication that are essential in the digital age. I am confident that the DBIM will play a pivotal role in shaping India's digital future and I extend my appreciation to everyone who contributed to this transformative initiative.

(Jitin Prasada)

Digital India
Power To Empower

स्वच्छ भारत
एक कदम स्वच्छता की ओर

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Shri S. Krishnan

Secretary

Ministry of Electronics and Information Technology

MESSAGE

एस. कृष्णन, आई.ए.एस.
सचिव
S. Krishnan, I.A.S.
Secretary

सत्यमेव जयते

इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार
Ministry of Electronics &
Information Technology (MeitY)
Government of India

MESSAGE

The **Digital Brand Identity Manual (DBIM)** serves as a strategic framework in the form of comprehensive guidelines for developing a robust, citizen-centric digital infrastructure for India. Its primary objective is to enhance the uniformity, security, accessibility and user-friendliness of our digital branding, thereby improving the overall user experience.

By offering a clear roadmap through guidelines for content management, performance optimization and a harmonized digital identity, the DBIM empowers government organizations to ensure their digital platforms remain current, informative and aligned with the highest standards.

This initiative marks a significant step forward in promoting uniformity and reliability across all government websites and applications. It leverages technology to enhance transparency, efficiency and citizen engagement in the digital space. The DBIM enables ministries and departments to maintain a cohesive and trustworthy online interface, fostering seamless interactions with citizens.

I am confident that the DBIM will play a pivotal role in strengthening India's digital footprint and express my gratitude to the teams at MyGov and NIC whose efforts have contributed to this vital initiative.

(S. Krishnan)

Date: 17 January 2025
New Delhi.

आज़ादी का अमृत महोत्सव

Digital India
Power To Empower

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Shri Sanket Bhondve

Joint Secretary
Digital Governance Division
Ministry of Electronics and Information Technology

MESSAGE

संकेत भोंडवे, भा. प्रा. से.
संयुक्त सचिव
Sanket Bhondve, I.A.S.
Joint Secretary

सत्यमेव जयते

भारत सरकार
Government of India
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
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D.O. No. .....

Dated.....

MESSAGE

We are at a transformative juncture in India's digital journey. The Digital Brand Identity Manual (DBIM) exemplifies our commitment to innovation and continuous improvement in digital governance and harmonization of digital footprints. It represents our vision of a digital ecosystem that is not only user-friendly but also efficient, consistent and data-driven.

This manual provides teams with the artefacts, tools and guidance necessary to design websites that are visually compelling while being optimized for performance, responsiveness and accessibility. Its purpose is to ensure a seamless, engaging online experience for all citizens while fostering efficiency and adherence to best practices in web development and management.

The DBIM is inclusive and a milestone achievement in following accessibility guidelines. It will bring uniformity & boost efficiency & performance bringing all Govt. Departments on one platform. The new role of Chief Information Officer in every department is a important step.

The DBIM underscores our dedication to creating a Digital India that is responsive, citizen-centric and trustworthy. I urge all stakeholders to adopt these guidelines and actively embrace this shared vision. My heartfelt gratitude goes to the individuals and organizations, including NIC and MyGov, whose efforts have been instrumental in making this initiative possible, driving India's digital narrative toward greater heights.

(Sanket Bhondve)
23/1/25

आज़ादी का अमृत महोत्सव

Digital India
Power To Empower



Shri Nand Kumarum

CEO, MyGov

Ministry of Electronics and Information Technology

MESSAGE

NAND KUMARUM
Chief Executive Officer
नन्द कुमारम
मुख्य कार्यकारी अधिकारी

सत्यमेव जयते

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21.01.2025

Message

The **Digital Brand Identity Manual (DBIM)** is a critical step towards empowering citizens through a unified and inclusive digital presence across government platforms. It aims to bridge the digital divide by ensuring all government websites are not just informative, but also intuitive and user-friendly, enabling every citizen to seamlessly access government services and information regardless of their device.

Team MyGov's significant contributions to the DBIM include providing valuable insights and guidance on content strategy, social media engagement, and the central banner publishing system. These contributions are crucial in ensuring the DBIM aligns with our vision of enhanced citizen engagement and effective communication.

This collaborative effort between MyGov and NIC is shaping a digital future where citizens can easily navigate government websites, access services, and participate fully in India's growth story. The DBIM's guidelines will enhance citizen engagement and value delivery by promoting transparency, accessibility, and a consistent user experience across all government online platforms.

(Nand Kumarum)

Ministry of Electronics & Information Technology, Government of India
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Shri IPS Sethi

Director General

National Informatics Centre

FOREWORD

आई.पी.एस. सेठी
महानिदेशक
I.P.S. Sethi
Director General

सत्यमेव जयते

भारत सरकार
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
राष्ट्रीय सूचना-विज्ञान केन्द्र
Government of India
Ministry of Electronics and Information Technology
National Informatics Centre

Foreword

The **Digital Brand Identity Manual (DBIM)** has been developed with the core belief that technology should serve as a tool for empowering citizens through harmonised digital footprints.

By prioritizing user experience, accessibility and seamless information discovery, the DBIM ensures that digital platforms are intuitive, informative and easily accessible across various devices. It aims to bridge the digital divide, offering a smooth and inclusive experience for accessing government information and services.

This initiative establishes a new benchmark for digital governance in India, providing a comprehensive approach for leveraging technology to enhance citizen engagement, promote transparency and build a more inclusive digital ecosystem. I would like to acknowledge the valuable contributions of MyGov in shaping key sections of this manual, particularly those related to content strategy and social media engagement. Their insights have been instrumental in ensuring the DBIM's alignment with the evolving needs of our citizens.

I extend my appreciation to all the teams who have contributed to this significant effort and am confident that the DBIM will serve as a valuable resource in strengthening the relationship between citizens and governance in the digital era.

(IPS Sethi)

Date: 23 January 2025
New Delhi.

Digital India
Power To Empower

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NIC एनआईसी National Informatics Centre



Ms. Alka Mishra

Deputy Director General
Web Technology Division
National Informatics Centre

PREFACE

अल्का मिश्रा
उप महानिदेशक
ALKA MISRA
Deputy Director General

सत्यमेव जयते

भारत सरकार
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
राष्ट्रीय सूचना-विज्ञान केन्द्र
Government of India
Ministry of Electronics & Information Technology
National Informatics Centre

PREFACE

The **Digital Brand Identity Manual (DBIM)** is the result of thoughtful planning, extensive stakeholder consultations and collaborative efforts across Ministries, MeitY and NIC. This initiative stands as a testament to our shared commitment to establish a harmonised and inclusive digital ecosystem for the Government of India. The DBIM ensures that government websites are more accessible, user-friendly with prominent government branding and responsive to the evolving needs of New Indian Citizens.

The development of the DBIM involved in-depth engagement with government organizations and domain experts to understand their requirements, challenges and suggestions. These insights guided the creation of a user-friendly digital platform for content creation, empowering teams to maintain websites and applications that are consistent, up-to-date and compliant with the highest standards. The result is a seamless integration of governance and technology, ensuring websites meet the highest benchmarks of accessibility, security, performance and ease of use.

This achievement would not have been possible without the guidance of Secretary, MeitY and DG(NIC), dedication and expertise of the teams across MeitY, NIC, the ministries and domain experts from the industry. I would also like to thank MyGov for their valuable support in this endeavour. Their collaboration and relentless pursuit of excellence have been instrumental in bringing this vision to life. With heartfelt gratitude to my colleagues and Web Technology team, I am confident that the DBIM will serve as a cornerstone of India's digital transformation in governance.

(Alka Misra)

Date: 20 January, 2025
New Delhi

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1. Introduction

India is setting an example for the world with its digital growth story by demonstrating a rapid increase in digital infrastructure and adoption. The Government of India's active work on expanding its digital presence aims to enhance governance, service delivery, and communication with citizens.

With the Government of India's digital platforms emerging as the first point of contact and a preferred medium for citizens, a cohesive and compelling brand presence is essential to engage with the national and global audiences effectively. The Digital Brand Identity Manual (DBIM) emerges as a comprehensive guide tailored to meet the unique needs of the Government of India in establishing a harmonious visual identity across its digital platforms. The aim is to ensure that the digital harmonization will invoke higher trust and create better recall value for the citizens and facilitate simplified citizen interactions by enabling easy discovery of content and services.

This manual serves as a blueprint for aligning the different digital platforms of the Indian government, consisting of websites, web apps, mobile apps, and social media, under a unified brand language. It must be implemented in conjunction with the latest version of GIGW, including but not limited to the aspects of quality, accessibility, security, and lifecycle management.

1.1. Objectives of the DBIM

The primary objective of the DBIM is to define the key elements that will contribute to a unified and consistent visual identity for the Government of India in its digital platforms. The DBIM aims to achieve two overarching goals:

- To Guide: The DBIM acts as a comprehensive style guide and outlines the visual, textual, and experiential elements necessary to bring harmonization to the digital platforms of the Government of India. This includes colour palette, typography, iconography, and more.

- To Preserve: It aims to maintain the integrity of the government's digital brand to portray a cohesive and compelling brand presence to both national and global audiences.

1.2. Application of the DBIM

Elements detailed in the DBIM are applicable across all the Government of India’s digital platforms. Additionally, to ensure a unified user experience, their application is defined for different categories of digital platforms in the respective Annexures. This ensures that besides providing a uniform brand experience, DBIM also adapts to the unique requirements and contexts of varying digital interfaces, from official websites to mobile apps and social media channels.



COLOURS

2. Colours

This section defines the colour palettes to be used by the government organizations in their digital platforms.

2.1. Primary Palette

Each government organization must choose one colour group from the primary palette illustrated in Figure 1. The following points should be considered while selecting the colour group:

i. Only one colour group must be selected from the primary palette.

ii. The selected colour group should best represent the organization's primary functions and objectives.

iii. If the entity has an established brand colour, the colour group should be used to complement and enhance its brand presence.

iv. Colour usage should ensure the accessibility of digital platform.

v. The selected colour group is mandated for digital platforms only.

vi. Government organizations may use gradients of any two variants from the selected colour group, as illustrated in Figure 2.

Burgundy	#6C1340	#A32966	#DB70A6	#EBADCC	#FAEBF2
Purple	#29136C	#4729A3	#8B70DB	#BDADEB	#EEEBFA
Blue	#162F6A	#214AAB	#5279D7	#A3BBF3	#D2DFFF
Green	#0F5757	#2D8686	#75BDBD	#A6D9D9	#D9F2F2
Chrome Yellow	#5D3E00	#916100	#DDA73A	#F4D390	#FFEECC
Cinnamon Red	#771D1D	#A72626	#D75151	#FAAAAA	#FCDADA

Figure 1: Primary colour group palette.



Figure 2: Exemplar usage of gradients in 'Green' colour group.

2.2. Functional Palette

The functional palette is for application across functional elements of the digital platforms, such as text, background, etc., and should be used, as illustrated in Table 1.

2.2.1. Suggested Usage

Linen #EBEAEA	• Background colour to highlight images. • Background colour for quotes or text elements that need special attention. • Outlines to boxes, components.
Inclusive #FFFFFF	• Primary background colour of the page. • Background colour for the headshots. • Colour of text over dark background. • Colour of icon on dark background. • Colour of the State Emblem on a dark background. • Background colour for the cookie consent banner.
Deep Earthy Brown #150202	• Text colour over a light background such as inclusive white, linen, etc. For details on text colour, refer to Section 4.4.
Black #000000	• Colour of the State Emblem of India on light background.
Deep Blue #1DOA69	• The colour used for the Gov.In websites to give a distinct identity to the root website.
Liberty Green #198754	• Status colour for success.
Mustard Yellow #FFC107	• Status colour for warning.

Coral Red #DC3545	• Status colour for error.
Blue #0D6EFD	• Status colour for information. • Colour for hyperlink in addition to key colour of selected colour group.
Grey 01 #C6C6C6	• Functional grey colour 1.
Grey 02 #8E8E8E	• Functional grey colour 2.
Grey 03 #606060	• Functional grey colour 3.

Table 1: Functional colour palette



ICONOGRAPHY

3. Icons and Styles

An extensive icon bank has been curated in the DBIM Toolkit website (https://dbimtoolkit.digifootprint.gov.in), comprising functional and contextual icons as described below.

3.1. Functional Icons

These icons have been curated based on globally recognized symbols that maintain consistent meanings across different platforms, as illustrated in Figure 3.



Figure 3: Functional icons

3.2. Contextual Icons

These icons are contextual to the various functions performed by government organizations and their scheme, program, or service offerings, as illustrated in Figure 4. These icons may change depending on the context and content; however, the icon style must remain consistent with the general style established for the functional icons.



Figure 4: Contextual icons

3.3. Icon Styles

Two distinct icon styles are established that can be used by the government organizations. It must be ensured that only one icon style is used across the digital platform to maintain consistency, as illustrated in Figure 5 and 6.

Style 1: Line icons



Figure 5: Line icons

Style 2: Filled icons



Figure 6: Filled icons



Figure 7: Icon Style- do's and don'ts

3.4. Icon Sizes

Using multiple icon sizes ensures adaptability to different contexts and screen sizes. A bank of functional and contextual icons is available in the DBIM Toolkit website under the section of "Visual Components Library". Each icon is available in PNG, WEBP, and SVG formats in the 4 sizes illustrated in Figures 8 and 9.

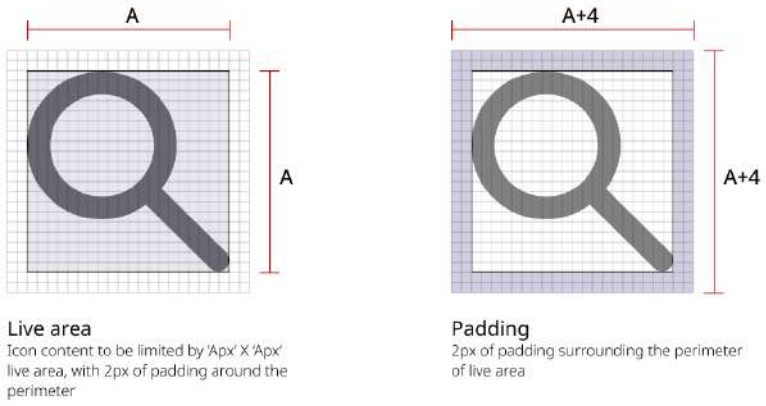
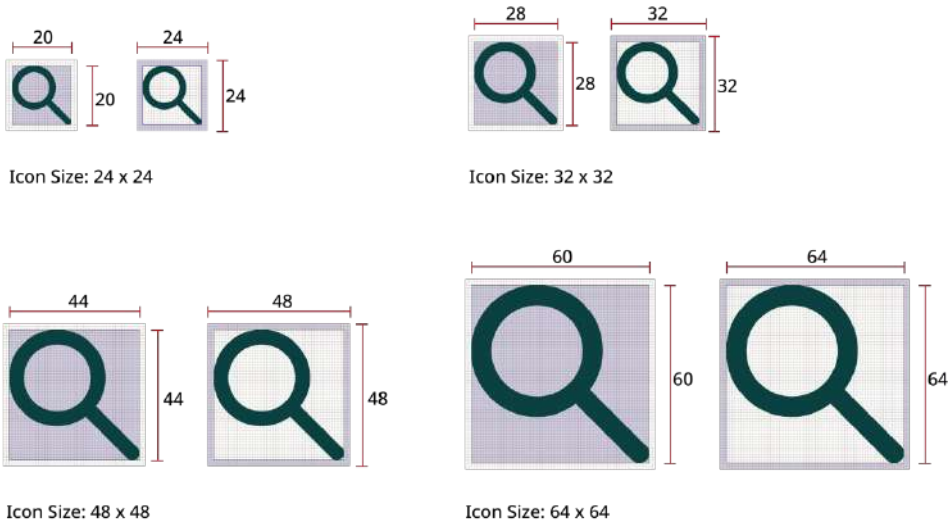


Figure 8: Indicative icon frame with padding



Note: Icon sizes given above are in px and include the 2px padding surrounding the icon

Figure 9: Icon size variation

3.5. Icon Options

Government organizations must use the icons provided in the Visual Components Library of the DBIM Toolkit website (dbimtoolkit.digifootprint.gov.in). If the desired icon is not available in the kit, a custom icon may be created, matching the icon style established in Section 3.3. Alternatively, an icon may be requested after logging into the DBIM Toolkit website.

3.6. Crowdsourcing Library

In the instance where a government organization has created an icon bank that aligns with the icon style and mandates of this chapter, the organization may submit it on the DBIM Toolkit website. After checking for DBIM compliance, the icons shall be published in the visual library of the kit.

3.7. Mandatory Checklist

i. Icon size must be as per Section 3.4.

ii. All icons must be in PNG, WEBP or SVG format only.

iii. All icons must either be in the key colour (darkest shade) of the selected colour group or inclusive white.

iv. The correct proportion of icons must be retained in all cases. Icons must not be disproportionately scaled or compressed or stretched, as illustrated in Figure 10.

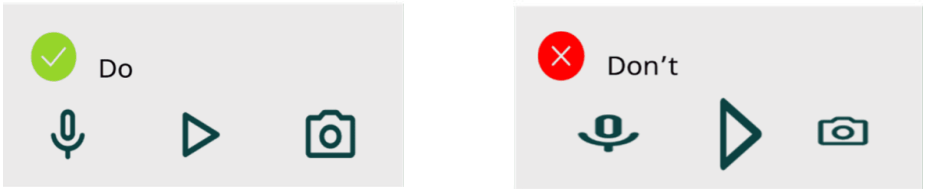


Figure 10: Icon proportions – Do’s and Don'ts

v. When placing an icon on an image or a banner, sufficient contrast must be maintained with its background to enhance visibility and to ensure accessibility. For example, while placing an icon on an image, one may add a black overlay with 80% transparency over the image or part of it and then place an inclusive white icon over it, as illustrated in Figure 11.

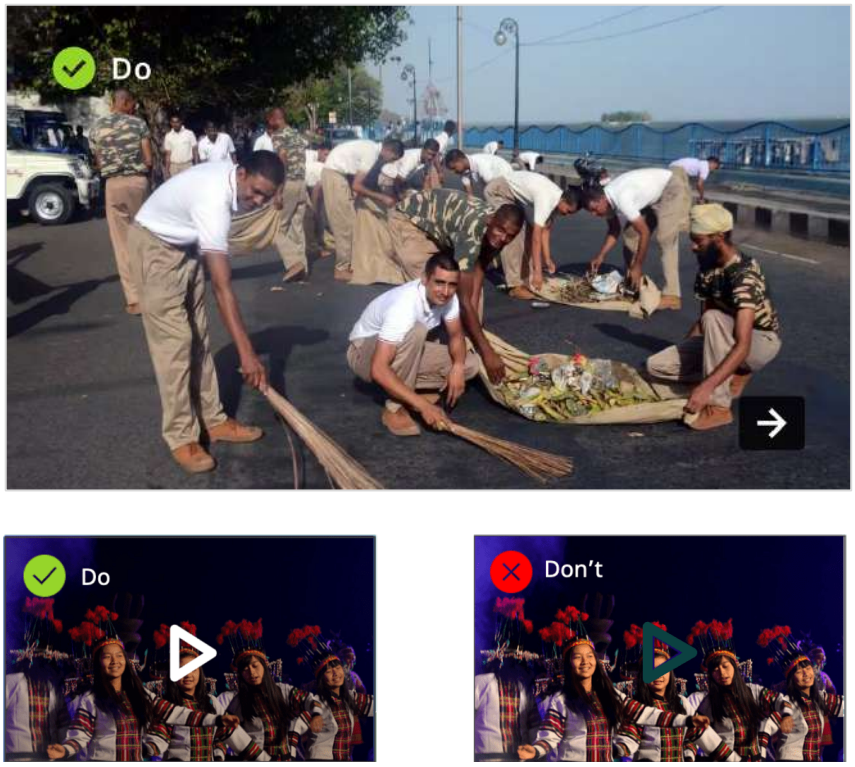


Figure 11: Icon on an image – Do's and Don'ts

3.8. Best Practices & Recommendations

i. **Tooltip or hover-over text** should be included for icons to provide additional context, as illustrated in Figure 12. Tooltip helps users understand the purpose of an icon if its meaning is not clear.



Figure 12: Tooltip in exemplar website

ii. **Icon with text label:** For significant actions or functions, both the icon and its text label should be used, as illustrated in Figure 13. This dual approach ensures clarity and accessibility for a wider range of users.



Figure 13: Icon with text label should be used for significant actions or functions

iii. **Use icons sparingly:** Icons should be used judiciously to highlight critical actions or essential information. Overuse of icons can clutter the interface and confuse users.

iv. **Choose recognizable icons:** Selected icons should be universally recognized and intuitive. Ambiguous icons that may cause confusion should be avoided, as illustrated in Figure 14.



Recognizable Ambiguous

Figure 14: Comparison between recognizable and ambiguous icon for document



TYPOGRAPHY

4. Typography

4.1. Types and Styles

Noto Sans must be selected as the main typeface for the digital presence of the Government of India because it is an inclusive typeface that excels in multilingual support, consistency, web-friendliness, and versatility. It ensures readability and has clear & well-crafted letterforms, along with balanced spacing contributing to a comfortable reading experience.

4.1.1. Application/Usage

i. **Alignment:** Body text must be left-aligned. The Table must have left-aligned text, right-aligned numbers, and center-aligned column names.

ii. **Type Case:** All capital text must not be used for long sentences or paragraphs to maintain readability.

iii. **Weights:** The weights for all applications must be, as illustrated in Figure 15.

Noto Sans Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ()!@$%&	**Noto Sans Semi-Bold** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789 ()!@$%&**
Noto Sans Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ()!@$%&	**Noto Sans Bold** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789 ()!@$%&**

Figure 15: Icon weight variations

4.2. Multilingual Support

For regional languages, government organizations must use Noto Sans for all scripts.

Devanagri	**नोटो देवनागरी**
Bengali	**নোটো বাংলা**
Gujarati	**નોટો ગુજરાતી**
Gurmukhi	**ਨੋਟੋ ਗੁਰਮੁਖੀ**
Kannada	**ನೋಟೋ ಕನ್ನಡ**
Malayalam	**നോട്ടോ മലയാളം**
Oriya	**ନୋଟୋ ଓଡ଼ିଆ**
Tamil	**நோட்டோ தமிழ்**
Telugu	**నోటో తెలుగు**

Table 2: Multilingual support in Noto Sans family

4.3. Type Scale

Consistent application of the scale and hierarchy reinforces clarity and professionalism. Illustrated here are the most common font sizes used. To ensure accessibility of digital content, use text rather than images of text for conveying information. Refer to (WCAG 2.1–1.4.5) (GIGW 3.0 5.2.16)

4.3.1. For Websites

The following sizes must be used for the desktop view of the website:

Scale Type	Font Weight	Font Size (px)
Heading 1	**Bold** **Semi Bold** Medium	36
Heading 2	**Bold** **Semi Bold** Medium	24
Heading 3/ Subtitle	**Bold** **Semi Bold** Medium	20
Paragraph 1	**Bold** Regular	16
Paragraph 2	**Bold** **Semi Bold** Regular	14
Small Text 1	**Semi Bold** Regular	12

Table 3: Scale types defined for the desktop view

4.3.2. For Mobile

The following sizes must be used for the mobile view:

Scale Type	Font Weight	Font Size (px)
Heading 1	**Bold** **Semi Bold** Medium	24
Heading 2	**Bold** **Semi Bold** Medium	20
Heading 3/ Subtitle	**Bold** **Semi Bold** Medium	16
Paragraph 1	**Bold** Regular	14
Paragraph 2	**Bold** **Semi Bold** Regular	12
Small Text 1	**Semi Bold** Regular	10

Table 4: Scale types defined for the mobile view

4.4. Type Colour Usage

Text colour must be chosen to provide an optimal contrast with the background to ensure readability and conform to accessibility guidelines (WCAG 2.1 - 1.4.3. and GIGW 3.0-5.2.14). Refer to Figure 16 and Figure 17 for correct font colour usage.



Figure 16: Do's and Don'ts for using text colour over functional background colours

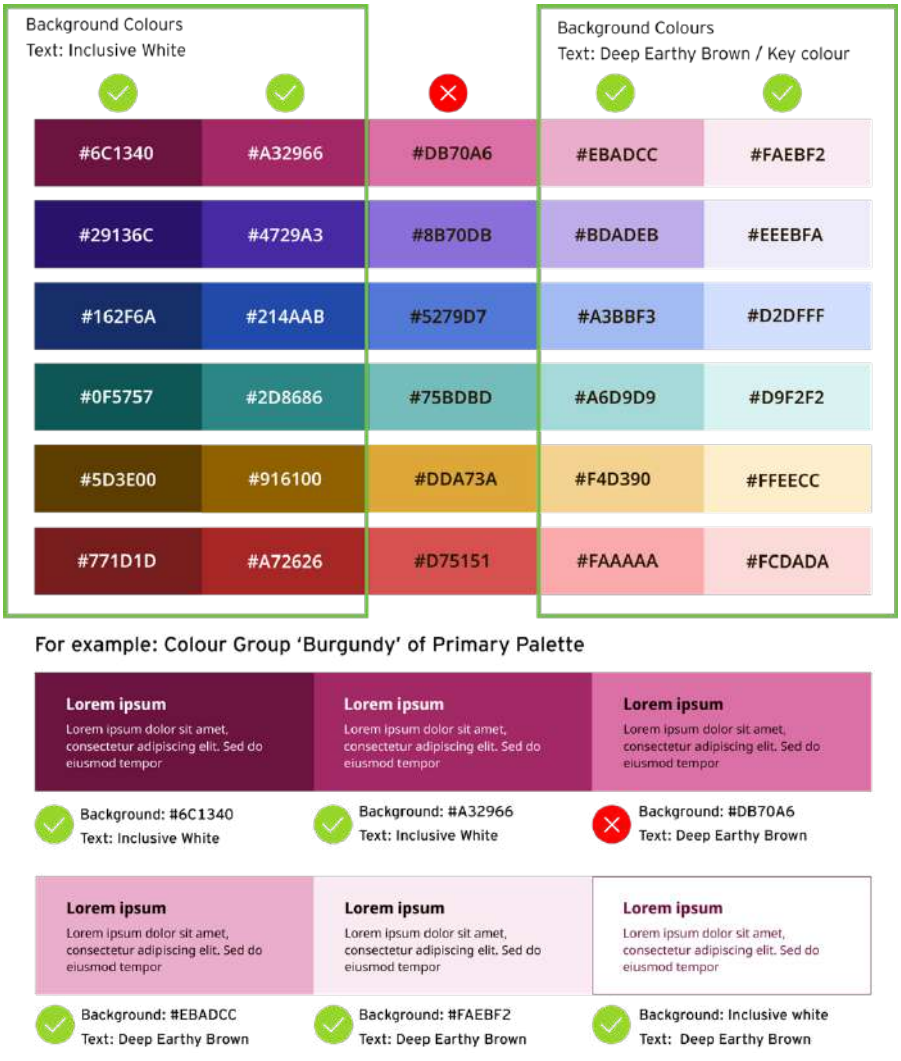


Figure 17: Best practices for incorporating primary palette with type

4.5. Other Considerations

i. **Call-to-Action buttons** are interactive elements on a website or digital platform designed to prompt users to take a specific action. Effective CTA buttons should be clear, concise, and compelling, often using action-oriented text like "Download", View" or "Visit Website", as illustrated in Figure 18. When designing call-to-action buttons,

- Button sizes must be consistent, with uniform padding used throughout.
- Easily understandable single words or a maximum of 3 words should be used to communicate action.
- Words that can be easily translated into other Indian languages should be used.
- Distinct button styles must be incorporated to differentiate between button states, such as enabled, hover, focus, and disabled, as illustrated in Figure 19.



Figure 18: Illustrative CTA buttons depicting the consistency and uniform padding



Figure 19: Illustrative states of CTA buttons

ii. **Navigation text** (breadcrumb trails, menu items, and sub-menu items) should be:

- easily understandable.
- words that can be easily translated to other languages.

iii. **Line height** should be 1.2 to 1.5 times the type size.
iv. **Mouse hover** must prompt a noticeable change in clickable items. This visual feedback enhances user interaction and navigation clarity.



LOGO

5. Logo

5.1. Identity System

The State Emblem of India provides a unique identity to the government, and its use should be consistent across all platforms. It must be obtained from authorized sources and must maintain proper ratio without any disproportionate scaling.

The emblem elements must never be separated or manipulated in any way. The State Emblem of India consists of 2 main elements:



1. Ashoka Stambh
2. “Satyameva Jayate”

Figure 20: The State Emblem of India

5.2. Logo lockup Variation

Logo lockups have been defined keeping in mind the usage across central government organizations. Detailed below are the different styles of logo lockups defined for different types of government organizations.

Style	Usage
Lockup 1	Government of India (Bharat Sarkar)
Lockup 2	Ministries, Departments
Lockup 3A - With the State Emblem Lockup 3B - Without the State Emblem	Organizations Authorities PSUs Banks Companies Institutes/Universities/Boards Regulatory Bodies

Table 5: Lockup styles with their usage

All government organizations must refer to “The State Emblem of India (Regulation Of Use) Rules, 2007” and subsequent guidelines, issued by Ministry of Home Affairs, to determine their authorization to use the State Emblem and accordingly select the appropriate lockup.

The principles of lockup are designed to ensure flexibility across different digital platforms. They have been designed to keep sizing, weight, and spacing consistent.

5.2.1. Lockup 1

Bilingual State Emblem Lockup: The State Emblem of India with "Government of India" written in Hindi (भारत सरकार) and one other official language (such as English). This emblem lockup may have 2 styles:

Style 1: Text is centrally aligned with the State Emblem, generally used in document cover page.



Figure 21: Logo Lockup 1 - style 1

Style 2: Text is left aligned to the right of State Emblem, generally used in website headers, apps & social media posts.



Figure 22: Logo Lockup 1 - style 2

5.2.2. Lockup 2

The State Emblem of India with "Government of India" and the name of central Ministry/Department in a single language, as illustrated in Figure 23, Figure 24 and Figure 25.



Figure 23: Logo Lockup 2 – Long Ministry name



Figure 24: Logo Lockup 2 – Short Ministry name



Figure 25: Logo Lockup 2 – Department name along with its Ministry name

5.2.3. Lockup 3A

The State Emblem of India with the government organization logo and name in a single language. This lockup must be used by other government organizations that are allowed to use the State Emblem in their portals. Tagline may be placed below the entity name, as illustrated in Figure 26.





Figure 26: The State Emblem with government organization's logo and name. [NOTE: This example of UIDAI is only illustrative and represents a government organization that is allowed to use the State Emblem on its digital platform]

5.2.4. Lockup 3B

Government organization logo and name in a single language. This lockup must be used by all government organizations that are not allowed to use the State Emblem in their portals. Tagline may be placed below the entity name.

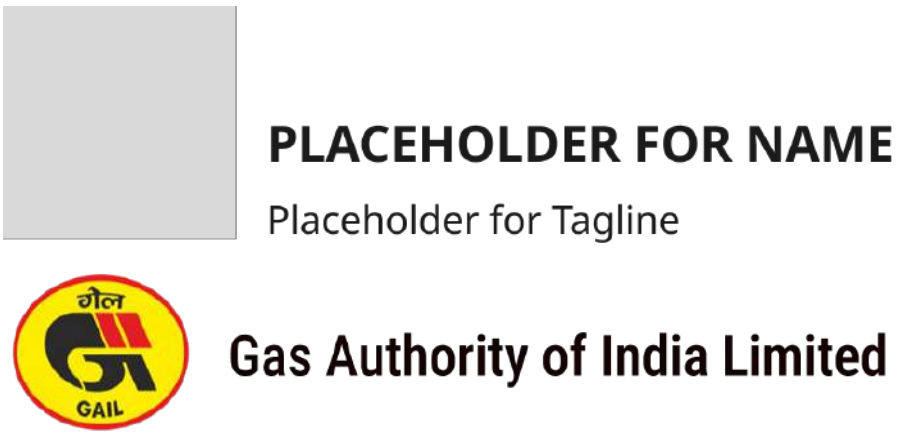


Figure 27: Logo lockup 3B – government organization logo and name. [Note: This example of Gas Authority of India Limited(GAIL) is only illustrative and represents a government organization that is not allowed to use the state emblem on its digital platform]

5.3. Colour Variations

Logo lockup colours must be decided based on the background colour, as illustrated in Figure 28.

- **White background -** When placing on a white background, the State Emblem with black colour must be used.

- **Dark background –** When placing on a dark background, the State Emblem with white colour must be used.



Figure 28: Logo lockup with white and dark Background

5.4. Generic Branding – Header

The header component is the first thing a user views on any digital platform. A unified header creates a visual harmony across different platforms. The header consists of 2 types of content:

i. **Fixed**

- Engagement bar (search).
- User Controls (skip to main content, language selection, and accessibility controls).
- Global navigation menu.

ii. **Dynamic**

- Government organization name: Logo lockups as defined in Section 5.2 must be used. Name in Hindi or other language should appear on selection of the language.
- Co-branding section: Logos for flagship programs, events, etc., of the government organization must be showcased here, with a maximum of 2. Other logos may be displayed in a dedicated logo section.
- Login/Register – relevant for entities that have a post-login workflow.

Headers for each of the above lockups are detailed below:

5.4.1. Header 1 - Central Ministries and Departments

This header option must be used by all central Ministries and departments on their websites/applications. It captures logo lockup 2 along with a search bar, space for a co-branding logo, user controls (skip to main content, language selection, accessibility controls), and a global navigation menu, as illustrated in Figure 29.



Figure 29: Website Header for Central Ministries and Departments

5.4.2. Header 2 - Government Organizations other than Ministries and Departments (allowed to use the State Emblem)

This header option must be used by all other government organizations that are allowed to use the State Emblem in their websites/applications. It captures the Logo Lockup 3A along with a highlighted search bar, space for logos on marquee events, initiatives, etc., user controls (skip to main content, language selection, accessibility controls), a global navigation menu, and a profile icon for login/register, as illustrated in Figure 30.



Figure 30: Website Header for all other government organizations allowed to use the State Emblem

5.4.3. Header 3 – All other Government Organizations (not allowed to use the State Emblem)

This header option must be used by all government organizations that are not allowed to use the State Emblem in their websites/applications. It captures the Logo Lockup 3B along with a highlighted search bar, space for centrally published logos on marquee events, initiatives, etc., user controls (skip to main content, language selection, accessibility controls), a global navigation menu, and a profile icon for login/register, as illustrated in Figure 31.

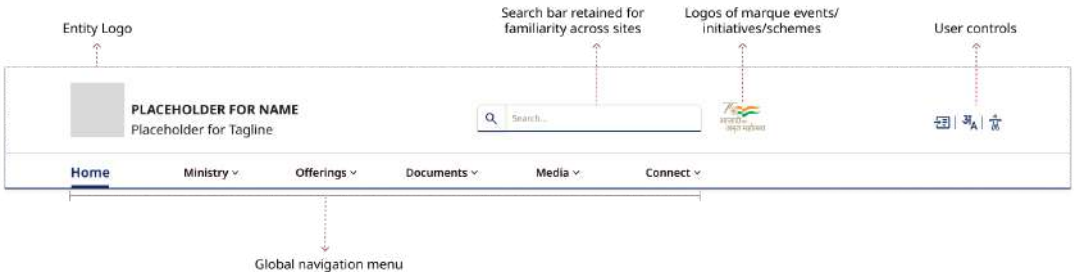


Figure 31: Website Header for government organizations not allowed to use the State Emblem

5.5. Logo Usage Guidelines

Mentioned below are the guidelines for correct usage of the logo:

i. Accurate logos must be used.

ii. Logos must not be scaled disproportionately, as illustrated in Figure 32.



Figure 32: Illustrative example of correct usage of logo

iii. All logos must be in JPEG/JPG, PNG, SVG, or WEBP format only.

iv. Logos must be less than 100 KB in size.

5.6. Footer

The footer component must contain the following key information elements:

- **Website Policies:** Policies related to terms of use, privacy policy, hyperlink policy, and copyright policy, etc.
- **Sitemap:** Hierarchical list of pages on a website/application. It must have at least 2 levels to improve navigation and indexing.
- **Related Links:** Hyperlinks to additional websites/applications related to the government organization.
- **Help:** Contain help resources like FAQs, screen reader access, accessibility help, site certificates, etc.
- **Feedback:** Provision for users to share concerns or issues.
- **Contact Us:** Link to the Contact Us subsection of the Connect section
- **Last Updated On:** Reflects the latest date of content updation of the respective page

Additionally, the following information elements may also be included:

- **Archives:** Archived content of the website/application.
- **Social Media Links:** Links to various social media platforms.

The footer must be in the key colour (darkest shade) of the selected colour group from the primary palette. Illustrated in Figure 33 is a generic footer that all government organizations must follow for digital platforms.



Figure 33: Illustrative footer for website

The footer must state the lineage in the following manner for the different types of government organizations:

i. **Central Government Ministry -** 'The website belongs to Ministry of Skill Development and Entrepreneurship, Government of India'

ii. **Central Government Department -** 'The website belongs to Department of Drinking Water and Sanitation, Ministry of Jal Shakti, Government of India'

iii. **Public Sector Undertaking -** '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'



IMAGERY

6. Imagery

In digital branding, imagery plays an essential role. From websites to applications, it shapes user experiences and reinforces the brand identity. This section outlines recommendations to select, create, and implement imagery for cohesive visual storytelling across the digital platforms of government organizations.

6.1. Technical Considerations

6.1.1. File Sizes

Image type	Size
Background images	Maximum up to 500KB
Banners and header images	Maximum up to 500KB
Thumbnail images	Maximum up to 100KB
High-resolution photographs	Maximum up to 5MB

Table 6: Image types with their file sizes

- Thumbnails (up to 100 KB) for all high-resolution photos uploaded on the digital platform must be generated. The users must be provided with a provision to view or download the original high-resolution image.

- Images must be resized (not scaled down) and optimized before publishing on the digital platform.

Image Format	Usage recommendation
WEBP	Photographs, continuous tone images; gradients, supports transparency
PNG	Bitmapped image format that employs lossless data compression and supports transparency
JPEG/JPG	Photographs, continuous-tone images, do not support transparency

Table 7: Image formats with recommendations for their usage

6.1.2. Alternative Text

i. A meaningful and explanatory alternative text must be added to make images accessible in confirmation with the GIGW 3.0.

ii. Generic terms such as “image,” “image of,” or “picture of” should not be used while writing alternative text.

iii. Alternative text should not be longer than 140 characters.

iv. Exception: If using informative images, alternative text may be longer.

6.1.3. Permissions and Licensing

i. Images with third-party ownership watermarks must not be used.

ii. Images must be used only after obtaining appropriate usage rights/permissions and adhering to their licensing terms of usage. For example, images found on search engines must not be used without permission.

iii. Prior permissions should be obtained from the individuals who are featured prominently in the photographs.

6.1.4. Headshots

i. The headshots of individuals must always be on a white background, with individuals looking into the camera.

ii. Headshot must maintain a ratio of 1:1, and the face must cover 50% of the container space, as illustrated in Figure 34.

iii. While capturing the headshot, images from both left and right angles should be obtained in proper lighting.

iv. When the photo is placed to the left of the webpage, the individual should face to the right or centre.

v. When the photo is placed to the right of the webpage, the individual should face to the left or centre.

vi. The headshot should display a sense of confidence in the facial expressions, with a neutral or a slight, natural smile.

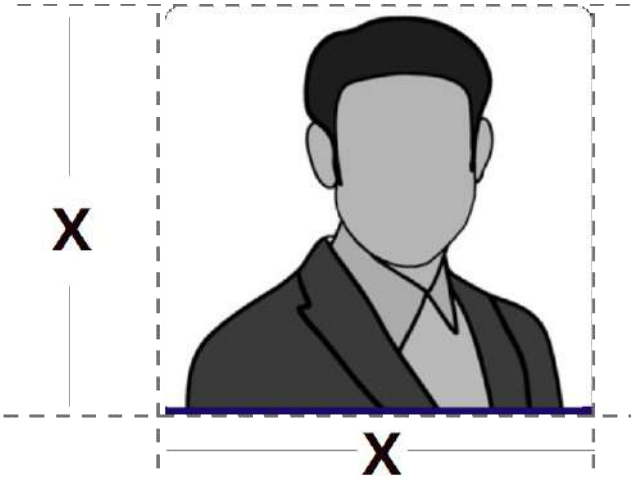


Figure 34: Headshot container. Face must cover 50% of the space

6.2. Best Practices & Recommendations

To support the government organizations in choosing imagery that is captive and communicative, given below are a few recommendations and best practices in photography.

6.2.1. Composition

Attention should be given to the arrangement of elements within the frame. Techniques such as the rule of thirds, golden ratio, leading lines, and framing should be utilized to create visually engaging compositions.



6.2.2. Lighting

Natural lighting should be used while filming or taking photos. However, for indoors or night shots, artificial lighting may be used. Harsh shadows and overexposure should be avoided by considering the time of day and light direction.




6.2.3. Colours

Colour and contrast should be balanced, and white balance settings should be adjusted in the images. Contrast may be enhanced to make the images more vibrant, but care must be taken not to overdo it.




6.2.4. Focus and Sharpness

The subject should be in sharp focus using auto-focus or manual focus depending on the situation. Attention should be paid to the depth of field to control what is in focus and what is blurred.




6.2.5. Perspective

Different angles and perspectives may be explored to enhance visual interest of the images. Shooting from high above, down low, or unusual vantage points may be tried to create unique compositions.




6.2.6. Subject and Story

Moments that evoke emotion or tell a narrative should be captured. Everything in the image should be considered, including signage in the background, avoiding anything that doesn't represent India appropriately.




6.2.7. Simplicity

Sometimes less is more. The compositions should be simplified by removing distractions and focusing on the main subject.




6.2.8. Post Processing

Editing softwares may be used to enhance photos, but their natural look should be maintained. Exposure, contrast, colour balance, and sharpness may be adjusted as needed, but heavy-handed editing should be avoided.







CONTENT

7. Content

This section lays out fundamental recommendations for all digital platforms, emphasizing the principles essential for structuring and styling the content across the different phases- planning, creation, and delivering content.

7.1. Content Strategy

7.1.1. Content Grouping

Ministries/Departments should be careful while creating content groups. The approach should be to include only essential information within each group. The content buckets for websites/applications of the Ministries/Departments should be broadly categorized under the following sections and subsections:

Main Sections	Subsections
About Us	About Us
	Our Team
	Our Organizations
	Our Divisions/Groups
	Our Performance
	Directory
Offerings	Schemes and Services
	Vacancies
	Tenders
	Initiatives
	Competitions and Awards
Documents	Reports
	Acts and Policies
	Orders and Notices
	Publications
	Gazette Notifications
	Guidelines
	Press releases
Media	Photos
	Videos

Main Sections	Subsections
	Brochures
	Presentations
Connect	Contact Us
	Directory
	Grievance Redressal
	RTI
	Visitor's Pass
	Parliament Questions
	Citizen Engagement
Footer	Archives
	Website Policy
	Sitemap
	Related Links
	Help
	Feedback
	Social Media Links
	Hyperlinked logos
	Last Updated On

Table 8: Categorization of content for websites/applications of government organizations

7.1.2. Information Architecture – Best Practices

Along with the above content grouping, government organizations often feature specific service-related content and workflows. To effectively organize this information, adherence to best practices and recommendations in information architecture is crucial.

i. **3-Level navigation**: Content discovery should be simplified with three-tiered navigation, guiding users from main categories to subcategories and specific content pages efficiently.

ii. **Relatable & concise nomenclature**: Clear, relatable, and concise terms should be used to enhance navigation efficiency and user comprehension.

iii. **User-workflow-oriented navigation:** Navigation pathways should be aligned with common user tasks to enhance their usability.

iv. **Hierarchy based on most accessed:** Content hierarchy should prioritize frequently accessed or critical information for easier user access.

v. **Content organization**: content should be organized under clear headings and subheadings as per defined information architecture to ensure impactful information dissemination.

vi. **Content sequencing:** Content should be arranged logically, using parameters like context, date, or alphabetical order, to ensure easy understanding and access for all users, including those with disabilities.

7.1.3. Tone of Voice

While writing the content, the principles mentioned below should be followed:

7.1.3.1. Attributes

Writing should be:

i. **Concise:** Brief and direct to convey information efficiently;

Do	Don't
"Apply online for a passport renewal. Fill form 1 and submit it with the required documents."	"To apply for a passport renewal, you can utilize our online application system, where you will need to fill out form 1 and then submit it along with the necessary supporting documentation."

Figure 35: Do's and Don'ts of Conveying Information

ii. **Impartial:** Expressing the information in a neutral way.

Do	Don’t
"The new policy aims to promote environmental sustainability by reducing carbon emissions."	"We are excited to announce our new policy, which will contribute to our efforts in achieving environmental sustainability goals by reducing carbon emissions."

Figure 36: Do’s and Don’ts of Impartial Writing

7.1.3.2. Writing Style

Content should be clear and understandable for users with different literacy levels and access challenges. To ensure this:

i. **Use simple words:** Complex or technical terms should be replaced with simpler alternatives that are easy for everyone to understand.

- "use" instead of "utilize"
- "buy” instead of “purchase”
- “help” instead of “assist”

ii. **Short sentences, paragraphs, and bullet points:** Content should be broken down into short sentences and paragraphs, each focusing on one main idea. Use bullet points where appropriate.

Do	Don’t
"Enter your username and password, then click 'Sign In'."	"In order to access your account, you will need to enter your username and password into the designated fields, then click the 'Sign In' button located at the bottom of the page."

Figure 37: Do’s and Don’ts for Writing Sentences

iii. **Avoid jargon and acronyms:** Usage of industry-specific jargon and acronyms that may confuse the audience should be avoided. If technical terms are used, clear explanations or definitions should be provided to ensure understanding.

Do	Don't
"The software helps share information across different parts of the system."	"The API facilitates data exchange between the front-end and back-end systems."

Figure 38: Do's and Don'ts of Writing Sentences

7.1.3.3. Language Check

i. The language used in a digital platform must be free from any spelling or grammatical error and must not include Hinglish. Further, there must be uniformity across the site in using only British English.

ii. Language tools must be used to check the content of the digital platform for any spelling or grammatical error.

iii. Abbreviations/acronyms not in common use should be avoided. The expanded form must always precede or follow the first use of any abbreviation in a webpage.

Additionally, there are some best practices that should be followed to enhance the content on the digital platforms:

i. **Accessible PDF:** All the documents, presentations, and brochures must be uploaded as accessible PDFs, and no editable file format must be used.

ii. **Hyperlinks:** External links and website links provided must be secure (HTTPS), clearly identifiable, and periodically validated.

iii. **Redundant Content:** Repetitive content across different sections of the digital platform should be avoided.

iv. **Line length and whitespace:** Lines of text should be kept at a moderate length to prevent eye strain. Ample whitespace should be used to break up text, providing visual breathing room. Proper spacing between paragraphs, headings, and images improves readability and comprehension.

v. **Hierarchy and formatting:** Heading tags (H1, H2, H3, etc.), as defined in Chapter 4, should be utilized to establish a clear hierarchy of information. Bold and italic font styles and lists should be used to emphasize important points and to break up large blocks of text.

vi. **Scannability:** Content should be structured in a scannable format with descriptive headings, lists, tables, and pull quotes. Users should be able to quickly scan the page and find the information they need.

vii. **Cultural sensitivity:** While writing content for the digital platform, diverse cultural nuances and sensitivities should be taken into account. Careful consideration of language, imagery, and religious references fosters inclusivity and better engagement with diverse audiences.

7.2. Content Optimization and Responsiveness

7.2.1. Mobile Optimization

Text should remain legible on smaller screens by adjusting font sizes and line spacing for mobile devices. Readability should be tested across various screen sizes and resolutions to ensure a seamless experience across devices.

7.2.2. Search Engine Optimization (SEO) and Content Discovery

To enhance SEO and facilitate content discovery, the content for the digital platforms should be strategically optimized with relevant keywords and structured markup for improved visibility and engagement.

7.3. Content Lifecycle Management

A systemic procedure for reviewing, updating, and archiving content must be established to maintain its accuracy and relevance. The archival date should be mentioned when populating content, wherever applicable. Outdated content must be archived periodically.

7.4. Central Content Publishing System (CCPS)

CCPS aims to standardize the dissemination of government information across various digital platforms, ensuring that citizens have access to the impactful, relevant, and up-to-date information & messaging on the union government as a whole.

It also emphasizes a consistent and seamless user experience through a standard layout of the content/graphics display area.

All government organizations must allocate a dedicated space on the homepage of their digital platforms for publishing the content/graphics sourced from CCPS to display key information about the government decisions, schemes, programs, and achievements. The content shall be published either by MyGov or a designated government entity, as the case may be.

All government organizations must subscribe to the APIs from the DBIM Toolkit website and integrate with their designated digital platforms. Following are the multiple categories of content/graphics being published under CCPS:

7.4.1. Banners:

i. Full-Width Banners: These banners stretch across the full width of a homepage, making them suitable for high-impact announcements or promotional content. It is mandatory to publish this as the 1st banner on all Ministry, Department, and Organization websites. However, service platforms will have the flexibility to place it in 2nd or 3rd position.

ii. Short-Width Banners: Designed for smaller display areas, providing flexibility in content arrangement without taking up excessive page space.

Full-width Banners come in three dimensions, and short-width Banners in two dimensions, as shown in Table 9.

Banner Type	**Dimension (in pixels)**
Full-Width Banners	1800x338
	1800x500
	1800x600
Short-Width Banners	320x245
	640x245

Table 9: Dimensions of full-width and short-width Banners

7.4.2. Overlay Banner:

It automatically appears on top of the homepage of subscribed websites as a pop-up. Its presence depends on the availability of important announcements, meaning it may or may not appear at any given point in time.

7.4.3. Posts:

Central posts provide various types of content, including images, videos, and PDF files. The dimension of 960x245 pixels is to be allocated for publishing the centrally pushed posts. Multiple layout options are possible from the API exposed from the DBIM Toolkit website, as illustrated in Figure 39.

The specific layout displayed at any given time is to be posted by MyGov or a designated government organization. Therefore, subscribers must integrate the API in their website accordingly to support and publish the posts in these layouts.

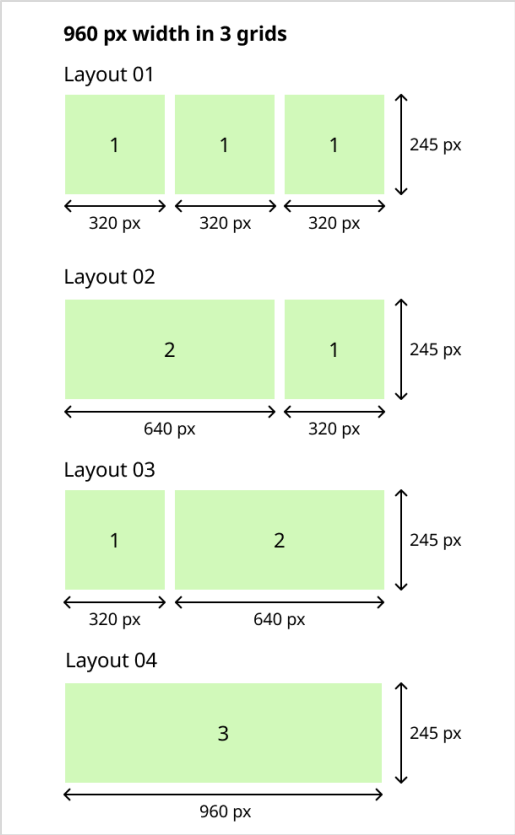


Figure 39: layouts for 960x245 px dimensions in 3 grids

7.4.4. Process flow for Subscribing CCPS API

Step 1 - Login: The designated official (CIO, WIM, or nominated Tech SPOC) may log in to the DBIM Toolkit website(https://dbimtoolkit.digifootprint.gov.in).

Step 2 - **Subscription**: From the left menu, user needs to select “Central Content Publishing System (CCPS)” and click the “Subscribe for CCPS” button next to the website for which CCPS is to be subscribed.

Step 3 – **CCPS category selection:** The user may subscribe to multiple CCPS categories (banners, posts) based on their requirements, with an overlay banner being mandatory.

Step 4 – API details: After successful subscription, the user would get the details for the subscribed API(s), including the API endpoint, API key, and sample data.

CCPS API subscribers may also regenerate the API key, edit their category selection, or unsubscribe from the API service.

Overall, subscriptions in CCPS are tailored to meet diverse needs, providing flexibility in content presentation while maintaining compliance with agency-specific guidelines and central directives. This structure ensures users receive relevant updates, visuals, and information in a format that best suits their browsing experience and the content's intended impact.

7.5. Improving Multilingual Visibility

India has vast cultural diversity and 22 official languages as well as varied demographic profiles of users accessing digital platforms of the government. Considering the necessity for wider outreach, the content of Government websites is normally in the English language with a provision for the Hindi language. To enhance the content reach across other local language users of India, website content is required to be available in all official languages. Leveraging advanced translation technology, website content can be translated instantly for improved user experience.

7.5.1. Key Measures to Improve Multilingual Visibility:

i. **Prominent Language Selection:** Language selection options should be visibly placed in the header of the website, ideally in a consistent location for easy access from every page. Use universally recognizable icons or labels (e.g., "अ | A") to represent language options.

ii. **Proper use of Language Metadata:** The ‘lang’ attribute in the HTML tag of web pages must specify the language of the content (e.g., lang="en" for English, lang="hi" for Hindi). For multilingual pages, use the ‘hreflang’ attribute to assist search engines in identifying language versions.

7.5.2. Recommendations for Multilingual User Experience

i. **Uniformity for content translation/transliteration:** Identifying a glossary of terms/commonly used words for the specific organization or application is the key to ensuring

translation/transliteration is uniform across the website. There should be uniformity of content translation/transliteration for specific words or sentences for a webpage as well as across the website.

ii. **Simultaneous translation of content:** Ensure on-the-fly content translation for all languages is enabled for consistent presentation of output. The presentation of translated content should be good enough without disrupting the readability to the user.

iii. **Handling of specific terminologies:** There should be proper handling of specific words/terminologies specific to the website or sector through a transliteration process to ensure uniformity across websites.

iv. **Multilingual Domain and URL Architecture in compliance with the Internationalized Domain Names (IDNs):** In a multilingual website setup, all URLs of the website should cater to the linguistic preferences of users. Utilizing Internationalized Domain Names (IDNs) conventions is an effective way to achieve this. IDNs enable the use of local language characters, making URLs more readable, accessible, and meaningful to regional audiences. Key guidelines for implementing IDN:

a. **Distinct URLs for Each Language:** Create unique URLs for content in each language, ensuring clarity and easy navigation for users.

b. **Use of Local Language Characters:** The Internationalized Domain Names (IDNs) are domain names that use local language characters, including scripts beyond the standard ASCII set. This is particularly important in India, where a smaller proportion of the population is English literate. International Corporation for Assigned Names and Numbers (ICANN) has delegated IDNs to NIXI in India, an organization under MeitY, facilitating the adoption of domain names in various Indian languages. This fosters greater internet accessibility and penetration for non-English users, promoting digital inclusion.

The table below provides a list of approved IDNs for Indian language along with their corresponding Punycode:

Internationalized Domain Name (IDN)	Punycode	Script	Languages supported
.भारत	xn--h2brj9c	.Bharat in Devanagari Script	Hindi, Bodo(Boro), Dogri, Konkani, Maithili, Marathi, Nep and Sindhi-Devanagar
.ভারত	xn--45brj9c	.Bharat in Bengali Script	Bengali and Manipuri
.భారత్	xn--fpcrj9c3d	.Bharat in Telugu Script	Telugu
.ભારત	xn--gecrj9c	.Bharat in Gujarati Script	Gujarati
. بھارت	xn--mgbbh1a71e	.Bharat in Arabic Script	Urdu
.இந்தியா	xn—xkc2dl3a5ee0h	.Bharat in Tamil Script	Tamil
.ਭਾਰਤ	xn--s9brj9c	.Bharat in Gurumukhi (Punjabi) Script	Punjabi
.ಭಾರತ	xn--2scrj9c	.Bharat in Kannada Script	Kannada
.ଭାରତ	xn--3hcrj9c	.Bharat in Oriya Script	Oriya
.ভাৰত	xn--45br5cyl	.Bharat in Bangali Script	Assamese
.भारतम्	xn--h2breg3eve	.Bharatam in Devanagari Script	Sanskrit
.भारोत	xn--h2brj9c8c	.Bharot in Devanagari Script	Santali
.بارت	xn--mgbbh1a	.Bharat in Arabic Script	Kashmiri

.پارت	xn--mgbgu82a	.Bharat in Arabic Script	Sindhi
.ഭാരതം	xn--rvc1e0am3e	.Bharatam in Malayalam Script	Malayalam

Table 10: Table for list of approved IDNs for India along with their corresponding Punycode

c. **Language-Specific Base URLs:** Host all relevant content under the appropriate URL for the corresponding language. This ensures consistency and enhances user trust.

   Example (English) : https://meity.gov.in/open-data

   Hindi - https://एमईआईटीवाई.सरकार.भारत/ओपन-डेटा

d. **Using ISO 639 Codes:** In case the domain name uses the same script, the ISO 639 language code provides a clear and standardized way to identify the language of the website including those using IDNs.

   Example*(both Hindi and Marathi use the Devanagari Script)

   एमईआईटीवाई.सरकार.भारत/hi/ : This URL indicates that the content is in Hindi (using the ISO 639-1 code "hi").

   एमईआईटीवाई.सरकार.भारत/mr/ : This URL similarly indicates that the content is in Marathi (using the ISO 639-1 code "mr")

   *Reference:- https://www.loc.gov/standards/iso639-2/php/code_list.php

e. **Expanding Internet Accessibility:** IDNs play a critical role in promoting digital inclusivity by enabling internet users to access URLs & content in their preferred language and fostering broader engagement with local and regional communities.

f. **Dynamic Language Switching:** Enable users to switch languages dynamically without losing their position on the page or navigating to a different URL.

g. **Content Accuracy and Optimization:** Regularly review language-specific content for accuracy and relevance. Optimize all language versions with suitable keywords and meta descriptions to enhance SEO (Search Engine Optimization).

h. **Language-Specific Sitemaps:** Create separate sitemaps for each language to improve search engine indexing and discoverability.

i. **Accessibility Testing:** Conduct regular accessibility testing for all languages to ensure usability for diverse user groups, including those with disabilities. Follow WCAG (Web Content Accessibility Guidelines) for inclusivity.

j. **Mobile Friendliness:** Ensure that language-specific content is mobile-friendly and performs well on various devices and screen sizes.

Benefits of Implementing These Measures

i. **Enhanced Search Engine Visibility:** Improved rankings for relevant keywords in various languages, increasing reach.

ii. **Better User Experience:** Seamless switching between languages improves engagement and satisfaction.

iii. **Increased Organic Traffic:** Optimized content draws more users to search in their preferred languages.

iv. **Better Accessibility:** Inclusive design benefits users with disabilities.

v. **Streamlined Scalability:** Easier management of multilingual content for updates and maintenance.

7.5.3. Additional Recommendations

i. **Provide Feedback Mechanisms:** Allow users to report translation errors or suggest improvements directly on the website.

ii. **Multilingual Search Functionality**: Ensure search capabilities support queries in all available languages with relevant results.

iii. **Multilingual Media Integration:** Provide multimedia content (videos, podcasts, infographics etc.) with multilingual alt text, subtitles, transcripts, or voice-overs.

7.6. Personalization and Cookie Management

Enhancing user engagement on government websites through personalization is essential, but so is safeguarding user privacy and data control. The following cookie management approach focuses on user-friendly personalization meeting Indian and international standards.

7.6.1. Personalization Consent

i. Clear consent must be obtained in the user's preferred language before collecting data for personalization.

ii. A cookie consent banner must be displayed at the bottom of the page, allowing users to accept, reject, or customize their cookie preferences in compliance with the Digital Personal Data Protection Act, 2023.

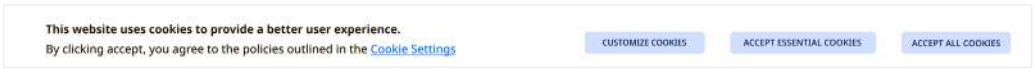


Figure 40: Illustrative image of cookie consent banner.

7.6.2. Cookies

Cookies are small data files stored on a user's device to enhance their browsing experience. They are commonly used to remember user preferences like language and accessibility settings. This allows websites to offer personalized content and improve user experience.

7.6.3. Types of Cookies

7.6.3.1. Essential Cookies

These cookies do not require user consent which users must accept.

i. **Session cookies** track a user's session and must be deleted after it ends, when logging out or exiting the site. They lack an expiration date, signaling the browser to remove them at session's end.

ii. **Persistent cookies** stay in the user's browser for a specified duration and must include an expiration date. These cookies allow a website to remember user preferences like language, accessibility settings, cookie preferences, and login details.

7.6.3.2. Non-Essential Cookies

These cookies require user consent for collecting the data.

i. **Functionality cookies** enable a website to remember user actions like previous searches, recently viewed pages, or saved form data.

ii. **Tracking cookies** record user activity for analytics purposes. These cookies help measure KPIs such as user engagement time and repeat visits for the Ministry/Department's analytics dashboard.

iii. **Social network tracking cookies** allow users to share content on social media and help link the activity between a website and a third-party sharing platform.

7.6.4. Personalization Guidelines

i. Only the minimum data needed for personalization must be collected. Unnecessary data must not be collected or stored.

ii. The purpose of data collection must be clearly defined & conveyed using simple language, avoiding pre-checked boxes, and explaining data usage as per the Digital Personal Data Protection Act, 2023.

iii. Users must have the option to opt out or control personalization and cookie settings, as illustrated in Figure 41. Users must have the choice to select the data they want to share for personalization.

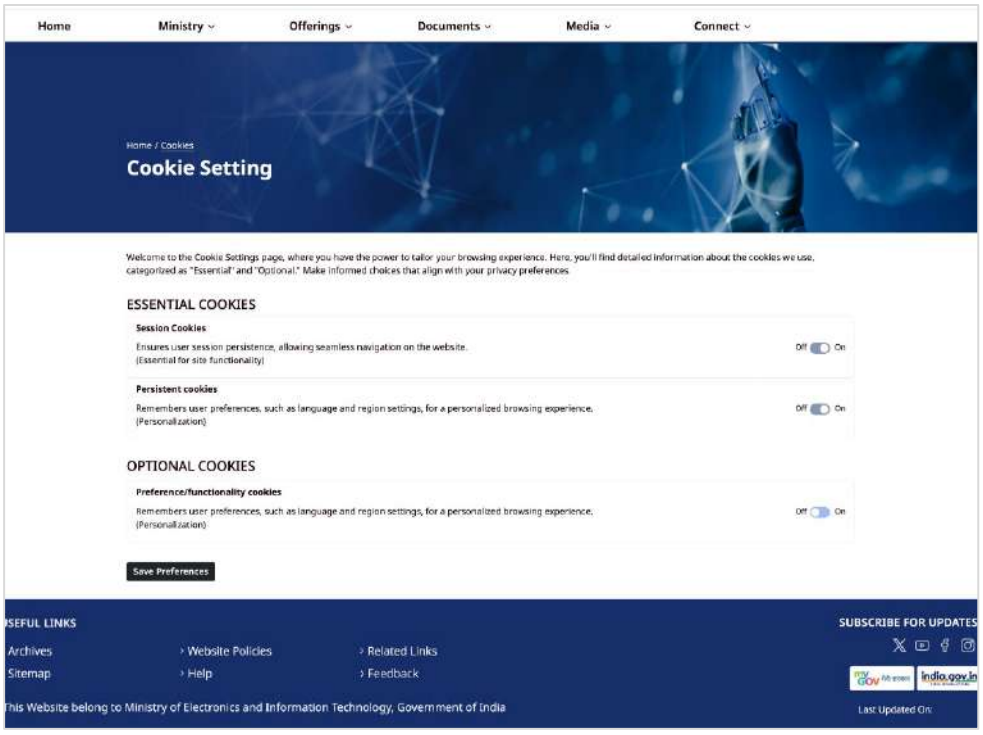


Figure 41: Illustrative Cookies Settings page

iv. Users should be informed about personalize the recommendation and the rationale behind them.

v. An easy and accessible privacy policy must be provided, explaining data collection, storage, usage, and user rights.

vi. Robust security measures must be in place to protect user data, in line with GIGW 3.0.

vii. User data must be securely stored within India, as per the government's data localization rules. Must be deleted if not needed.

viii. Personalization must be accessible to users with disabilities, adhering to GIGW 3.0 guidelines.

ix. Personalization should support Indian official languages.



ADHERENCE TO ACCESSIBILITY

8. Adherence to Accessibility

To ensure the web and mobile content is accessible for all users, it is important to adhere to the Guidelines for Indian Government Websites (GIGW 3.0) (https://guidelines.gov.in). Accessible web design is not just an ethical obligation, but it ensures adherence to the Rights of Persons with Disabilities (RPWD) Act, 2016, and the Accessible India Campaign. It enables a larger number of users to access, search, and consume information from the digital platforms. While GIGW 3.0 serves as a comprehensive guide to ensure accessibility for government websites/applications, the list below presents a concise overview for creating accessible websites.



Figure 42: Language Selection icon and Accessibility Controls' icon



Figure 43: Language Selection Options

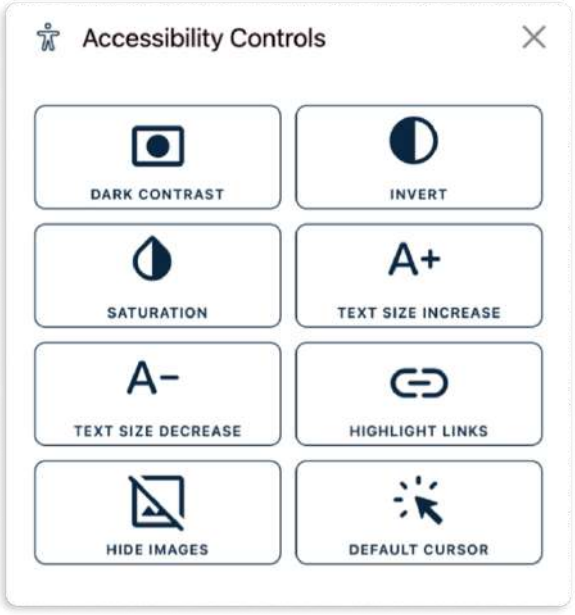


Figure 44: Accessibility Controls

8.1. Perceivable

Information and interface components must be presented in ways so that all users can perceive. This includes incorporating alternatives for any non-text content, ensuring that all users, regardless of their ability, can understand the information on the digital platforms and the creation of content that can be presented in different ways without losing information or structure. For example, any banner text must not be part of the design and is to be appropriately overlaid as HTML text.

8.2. Operable

All users should be able to operate the interface and navigation. The website should not require interaction that any user cannot perform, guaranteeing that all functionality is accessible via a keyboard. Users should have sufficient time to read and use content on the website and must have adequate means to navigate, find content, and determine where they are.

8.3. Understandable

Both the information provided, and the operation of the application should be straightforward and easy to understand. The design should be consistent and predictable, users must be assisted in avoiding and correcting any mistakes in input, and the information should not be complex or hidden under layers of navigation.

8.4. Robust

The content must be robust and compatible to be interpreted by a variety of user agents, including assistive technologies. A detailed implementation of accessibility features across the digital platforms requires a comprehensive analysis and mapping to the GIGW 3.0 guidelines checklists, which can be found on the GIGW website (https://guidelines.gov.in).



SEARCH

9. Search

The Government of India aims to enhance access to information on its digital platforms by improving search functionality. Currently, it is challenging to find specific information due to the vast number of web pages and documents categorized across multiple sections. Implementing advanced search facilities will allow users to easily find topics of interest, thereby increasing engagement rates. This technological improvement, integrated with existing content management systems (CMSs), will enhance the efficiency of search and content discoverability across government websites.

Transforming the search bar into an advanced tool aims to simplify navigation and content discovery for citizens on government websites. It must act as a gateway to government information, allowing text, image, or voice-based searches with fast responses. Advanced technology and algorithms will support this enhanced search functionality for better efficiency and quicker results.

Features of website search:

i. **Context-Driven Responses:** Context-driven responses to assist users in finding information easily and quickly should be generated.

ii. **Mobile Compatibility:** The search feature must be enabled for mobile application users, syncing with website searches.

iii. **Multi-Language Support:** Multiple language searches should be supported through content management or runtime translation, with capabilities for multiple languages.

iv. **Filtered and Categorized Searches:** Website pages should offer sorting and filtering options to facilitate easy content discovery. Users should be able to filter/refine search results by categories such as documents, schemes, services, or attributes like date or user persona. This is enabled by proper tagging and categorization of website content.

v. **Consistent Placement:** The search box must be placed consistently across the website in the header as specified in section 5.4. It should be ensured that it is of sufficient length.

vi. **Diverse Content Handling:** Diverse content such as HTML pages, PDFs, or metadata of images must be handled, and search must cover the entire content for relevant results.

vii. **Handling Empty Queries:** Suggestions should be provided related to input keywords if no results are found, and empty queries should be handled effectively.

viii. **Autocomplete and Spelling Correction:** Automatic spelling correction, auto-complete, synonym recognition, or suggestion of similar options may be enabled to enhance the search.

ix. **Rigorous Testing and Regular Updates:** All features, including multiple lingual output, response time, relevancy, and accuracy, must be rigorously tested and regularly updated.

x. **Monitor and Improve:** Search queries may be monitored to identify common search patterns and areas for improvement.

xi. **Feedback Mechanism:** A feedback mechanism may be implemented for users to report issues with search results. This may be used to refine the search algorithm continuously.

xii. **Related Content Suggestions:** Recommendations for related content may be provided based on the current search query or viewed content.

xiii. **Chatbot:** Ministries/Departments may integrate their own chatbot solutions on their respective websites to enhance search and content discovery. This must be placed at the bottom right of the page as a floating button. VAANI from NIC is a robust chatbot solution which maybe integrated.



PERFORMANCE ENHANCEMENT

10. Performance Enhancement

Government websites and applications are crucial for connecting the citizens with public services. A positive user experience (UX) ensures easy access to the information and services supporting citizen-centric governance. Enhancing the UX requires a comprehensive approach. To ensure a positive UX, the government organisations must employ appropriate metrics to track and measure the performance of websites. Some of the key aspects that must be monitored are:

i. Loading performance

ii. Interactivity

iii. Visual stability

By paying attention to these web performance indicators, website owners can enhance the overall user experience and improve their website's performance. The government organisations must take note of the following:

10.1. Page Performance Enhancement

10.1.1. Optimize Page Loading Speed

The loading speed of government websites should be optimized to meet or exceed the recommended thresholds for web performance indicators. It can be implemented by minimizing server response time, leveraging browser caching, and optimizing the images.

10.1.2. Implement Lazy Loading for Images and Media

Lazy loading for images and other media should be done to prioritize the loading of visible content.

10.1.3. Optimize Critical Rendering Path

The critical rendering path should be streamlined to ensure a faster initial page render. Critical resources should be minimized and prioritized, asynchronous loading for non-essential scripts should be

implemented, skeleton screens should be utilized, and order of resource loading should be optimized.

10.1.4. Implement Browser Caching

Browser caching should be used to store static resources locally, reducing the need for repeated downloads. This can be Implemented by setting appropriate cache headers for static assets and enabling browsers to cache resources.

10.2. User Interaction Responsiveness

10.2.1. Ensure Responsiveness for User Interactions

The response to user interactions must be improved to ensure that users browse the website without delays. This can be implemented by optimizing JavaScript execution, deferring non-critical scripts, and using browser preloading techniques.

10.2.2. Prioritize Mobile Responsiveness

Given the increasing use of mobile devices, mobile responsiveness must be prioritized to meet the needs of smartphone and tablet users. The responsive design principles must be utilized, and website must be tested and optimized for various screen sizes.

10.3. Visual Stability and Optimization

10.3.1. Ensure Visual Stability and Layout Orientation

Unexpected layout shifts should be minimized to enhance visual stability. It must be ensuring that elements on the page do not move unexpectedly and by using proper dimensions for images and media.

10.3.2. Compress and Optimize Images

Image file size should be reduced to improve loading speed and overall performance. Implemented by using modern image formats, applying image compression, and using responsive images that render according to the user's device.

10.4. Resource Management and Monitoring

10.4.1. Minimize Third-Party Scripts

The use of third-party scripts should be limited to reduce their impact on page loading and rendering. Necessity of third-party scripts should be evaluated and prioritized, non-essential scripts must be deferred, and asynchronous loading must be used.

10.4.2. Utilize Content Delivery Networks (CDN)

CDNs should be implemented to distribute content, cache and deliver static assets, and reduce latency for users across different locations.

10.4.3. Regularly Monitor and Audit Web Performance Indicators

Performance indicators should be continuously monitored and audited by using performance monitoring tools to identify performance bottlenecks and areas for improvement.

10.4.4. Conduct Regular Performance Audits

Regular performance audits should be scheduled and conducted to identify potential bottlenecks in the website's performance, and optimizations should be implemented as needed.

10.5. Analytics

To enhance the digital presence and performance of government websites/applications, the integration of robust analytics tools is imperative. Web analytics plays a pivotal role in capturing and analysing essential data points related to web traffic, thereby facilitating informed decision-making and continuous improvement.-By leveraging web analytics tools, website owners can gain insights into user demographics, overall site performance, and traffic patterns, fostering a data-driven approach to optimize the online experience for citizens.

10.6. Key Pointers

10.6.1. Integration of Analytics Tools

Website owners are encouraged to seamlessly integrate analytics tools to gather comprehensive data on user interactions and engagement.

10.6.2. User Demographic Analysis

Analytics tools may be deployed to delve into user demographics, including geographic locations, age groups, and devices used. This data is vital for tailoring content and services to diverse needs of the audience.

10.6.3. Overview of Website Performance

The overview section of analytics tools should be regularly reviewed to assess Key Performance Indicators (KPIs) such as page views, user engagement, and average session duration to provide snapshot of website's overall health.

10.6.4. Traffic Analysis

Analytics tools should be leveraged to conduct in-depth traffic analysis, examining the sources of traffic, popular pages, and user journeys. Understanding how users navigate the site aids in optimizing content placement and improving user experience.

10.6.5. Page-Specific Metrics

Page-specific metrics like page load times and exit rates should be focused on to identify and rectify potential bottlenecks. A fast and responsive website contributes significantly to user satisfaction.

10.6.6. Regular Reporting and Review

Establish a routine for reviewing analytics reports to ensure insights are regularly analysed and acted upon. Timely adjustments based on analytics data contribute to continuous improvement and user satisfaction. Government organizations should take active steps to maintain a positive user experience.



ANNEXURE



A. Ministry/Department Website

This section focuses on the application of the elements that are defined in the DBIM for the specific use case of a Ministry/Department website. This is detailed out with a focus on placing user experience at the heart of the design.

The key principles that define the design of the Ministry/Department website are:

i. **3-click approach:** Streamlines navigation through an optimized information architecture enabling users to reach desired content, information, services, etc., in a maximum of three clicks.

ii. **Responsiveness:** ensures an optimal user experience across devices by adapting seamlessly to various screen sizes

iii. **Enhanced search:** Employs enhanced search functionality that returns relevant results for all the content across the website.

To ensure harmonization across the digital footprint, it is mandatory for all Ministries/Departments to create and maintain their own websites. Ministries/Departments with significant citizen interface should also maintain social media handles across X (previously Twitter), Instagram, Facebook, LinkedIn and YouTube and other relevant platforms.

A.1. Information Architecture

To optimize information architecture and improve user experience, Ministry/Department websites must implement a global menu-based navigation system. This includes five mandatory level-1 sections, as illustrated in Figure 45 and Table 11. Each Ministry/Department is responsible for identifying relevant content for these sections, with the flexibility to customize level-2 content as needed.



Figure 45: Navigation menu sections

Level 1	Level 2 (L2)	Level 3 (L3)
Ministry /Department	About us	About Us Detailed Page
	Our Team	
	Our Organizations	Our organization detailed page
	Our Groups	
	Our Performance	
	Directory	
Offerings	Schemes and Services	Schemes and Services detailed page
	Competitions and Awards	Competitions page
	International Collaborations	
	Vacancies	
	Tenders	
	Initiatives	Initiative detailed page
Documents	Reports	
	Acts and Policies	
	Orders and Notices	
	Publications (to include eBooks)	
	Press Release	
	Gazette Notifications	
	Guidelines	
Media	Photos	Album page
	Videos	
	Brochures	
	Presentations	
Connect	Contact Us	
	Directory	
	RTI	RTI Detailed Page
	Visitor's Pass	
	Grievance Redressal	
	Citizen Engagement	
	Parliament Questions	

Table 11: Illustrative content grouping for the navigation menu

Menu-based navigation is designed to meet the following objectives:

i. **Simplification:** Organized content reduces the cognitive load.

ii. **Consistency:** Content sections encapsulate all the information, comprehensively and concisely.

iii. **Engagement:** Easy-to-understand navigation makes a website more relatable and encourages users to explore its content, creating a more engaging experience.

A.2. User Personas

User personas are broad categories of users who are most likely to use a government website. Designing the website with these personas in mind makes navigation easier and more user-friendly. It allows content to be tailored to meet users' specific needs, enhancing their experience and information retention.

Steps for identifying and creating user personas:

i. Data collection and analysis: Gather data from website analytics, surveys, user feedback, etc., to understand the audience.

ii. Segmentation: Group the audience by characteristics such as age, gender, location, and interests.

iii. Persona development: Build personas for each group with demographics and preferences.

iv. Validation and refinement: Use real user data and feedback to confirm and improve personas.

Ministry/Department specific personas

Ministries/Departments must identify and create personas relevant to their focus areas by following the above steps.

The DBIM Toolkit website (https://dbimtoolkit.digifootprint.gov.in) features persona illustrations for Central Ministries and Departments. Some personas are illustrated in Figure 46.



i. Ministry of Health and Family Welfare: **Healthcare Seeker**



ii. Ministry of Electronics and Information Technology: **IT Professional**



iii. Ministry of Skill Development and Entrepreneurship: **Skill Seeker**

Figure 46: Persona illustrations for Ministries/Departments

If the government organization identifies a persona not yet illustrated in the Toolkit, they may request it through the DBIM Toolkit website.

A.3. Content Tagging

A Content Management System (CMS) is a software application that allows users to create, edit, publish, and store digital content. CMS platforms include tagging and categorization features to organize and retrieve content efficiently. Tagging improves search functionality by identifying specific information in response to user queries.

Content posted on the CMS must contain the following tags:

A.3.1. Information-Type Tagging

Every content item must be tagged by the type of information it represents, such as 'Policy,' 'Form,' 'News Update,' 'Guideline,' or 'Event.' This will help in narrowing down search results to the specific content the user is looking for.

A.3.2. Persona-Based Tagging

User personas must be associated with specific content, aligned with their unique needs and interests. In the CMS, content must be tagged according to these personas.

A.4. UI Design and Homepage

For the UI design of the website, Ministries/Departments must adhere to a set of core principles:

i. **Clarity:** ensuring ease of understanding

ii. **Consistency:** maintaining uniformity across elements

iii. **Intuitiveness**: creating a user-friendly & easy navigable experience

iv. **Responsiveness:** ensuring an optimal user experience across devices by adapting seamlessly to various screen sizes.



Figure 47: Illustrative exemplar website on different devices

By following these principles, the interface becomes easy to use and visually unified across all Ministry/Department websites. Each page template maintains structural and visual consistency, enhancing the overall user experience.

A.4.1. Homepage

The homepage acts as the digital face of the Ministry/Department, providing citizens quick access to services, initiatives, and updates. It is organized into well-defined sections that ensure balance, clarity, and visual harmony. The responsive design ensures a consistent experience across devices.

The homepage prioritizes key content and uses visuals to effectively convey important information and engage users. It is designed for user-friendly navigation and engagement to ensure transparency, accessibility, and effective communication.

A.4.1.1. Single-Page Ministry Website

Ministries with multiple departments must follow a single-page website template with departments displayed as clickable tiles, linking to their respective websites, as illustrated in Figure 48.

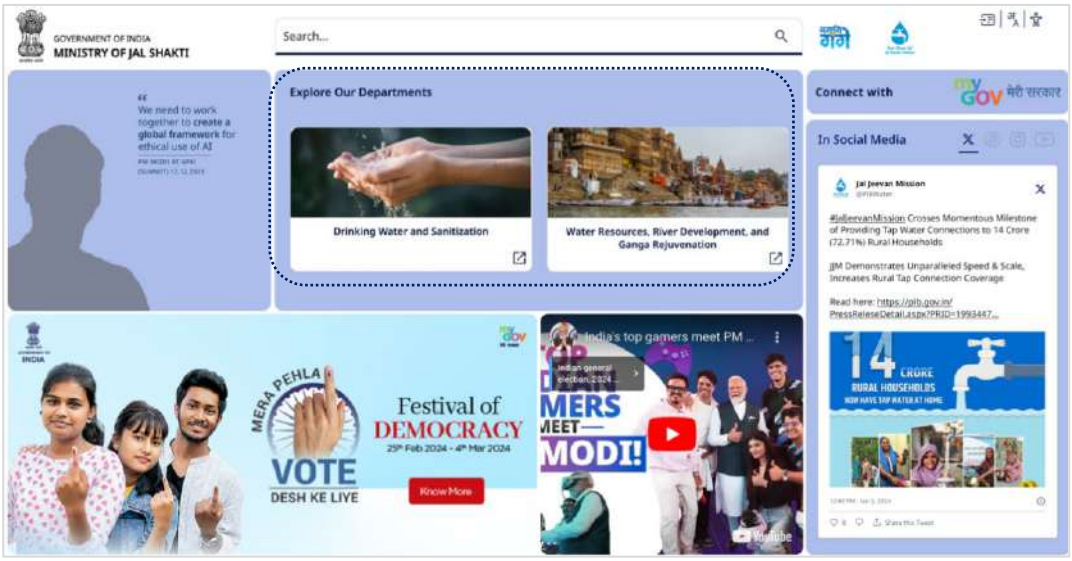


Figure 48: Illustrative homepage for single page Ministry website

A.4.1.2. Multi-Page Ministry/Department Website

The homepage features a header and various content sections, as illustrated in Figure 49.

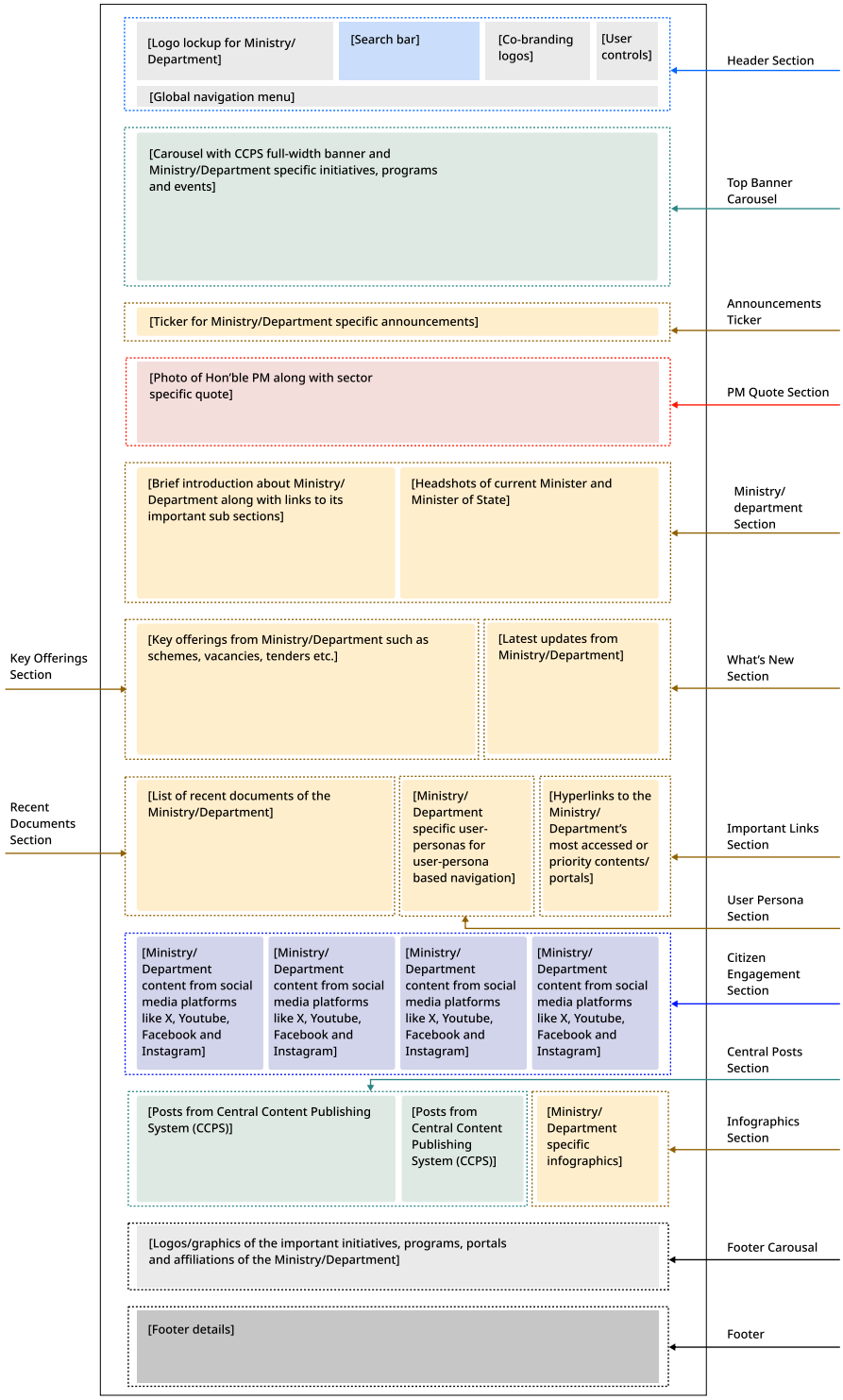


Figure 49: Illustrative content sections for the homepage

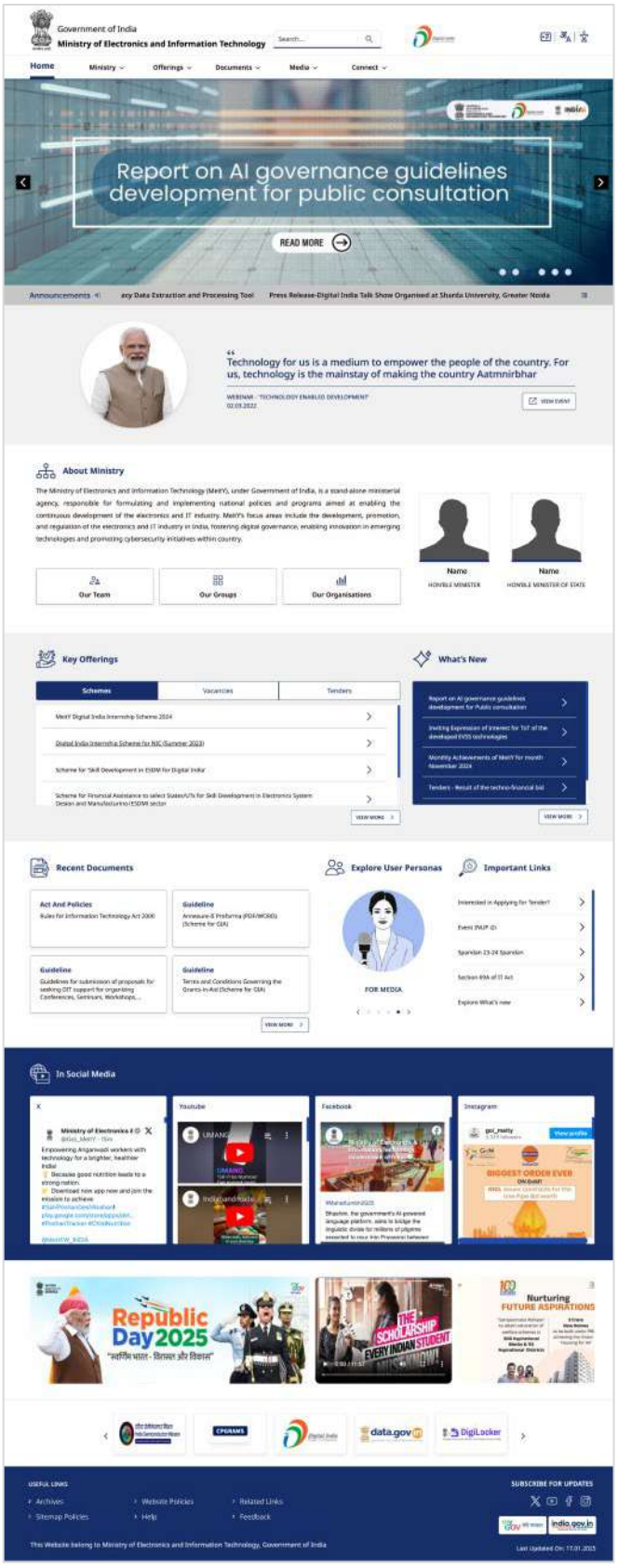


Figure 50: Illustrative homepage layout

Content sections of the Homepage are:

i. **Homepage Header:** Ministry/Department must use Header 1, as outlined in Section 5.4.1. This header must stay at the top of each page of the website. The header/navigation menu (depending on screen size) should stay sticky while scrolling.



Figure 51: Illustrative header

ii. **Top Banner Carousel:** Ministries/Departments have the option to select one of the 3 sizes for this section-1800*338px; 1800*500px or 1800*600px- based on their preference. The first content of this carousel must be a full-width CCPS banner, as specified in Section 7.4. Additional banners for Ministry/Department specific initiatives, programs, events, etc. may also be included to highlight key information.



Figure 52: Illustrative CCPS top banner

iii. The announcements ticker provides timely updates on important events, programs, initiatives, etc. It ensures users stay informed about the latest news and developments from the Ministries/Departments.



Figure 53: Illustrative announcements ticker

iv. **PM Quote section** features the PM image with a transparent background and his sector-specific quote. These must be obtained from the authorized sources only, like the PM's official website or the DBIM Toolkit.

The PM quote must be relevant to the Ministry/Department, citing the event and date. It should preferably be within 1 year of the current date. It must be displayed in the darkest shade of the selected colour group, followed with a hyperlink to the event or publication where the quote was originally delivered.



Figure 54: Illustrative PM quote section

v. **Ministry/Department section** offers key information about the specific Ministry/Department, including Headshots of the current Minister and Minister of State (MoS). It also includes links to important subsections of Ministry/Department section, providing easy navigation to relevant content.



Figure 55: Ministry/Department section

vi. **Key Offerings section** showcases offerings from the Ministry/Department, such as schemes, vacancies, and tenders. It emphasizes the latest updates, presenting the five most recent entries in each category for quick reference, and a 'View More' button to explore more.



Figure 56: Illustrative key offerings section

vii. **What's New section** highlights the latest updates from the Ministry/Department with a provision of a 'View More' button to view all the latest section-wise content.

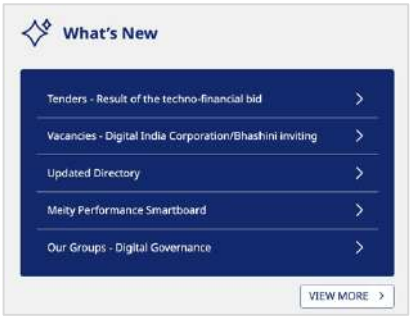


Figure 57: Illustrative what's new section

viii. **Recent Documents section** showcases recent documents uploaded on the site.



Figure 58: Illustrative recent documents section

ix. **User Persona section** contains Ministry/Department specific user personas. Use case of User Personas on the Ministry of Skill Development and Entrepreneurship Website:



Persona type: Business Owner

Visiting: Ministry of Skill Development and Entrepreneurship

Intent: To find relevant acts and policies.

Figure 59: Persona Selection tile

- This section allows users to personalize their browsing experience by navigating through their persona.
- For example, if they choose the "Business Owner" persona, they are directed to a page where content relevant to this persona, such as Tenders, Acts and Policies, Reports, is displayed. This is illustrated in Figure 60.
- Within each subsection, like "Acts and Policies", users can find content specifically tagged for this persona.

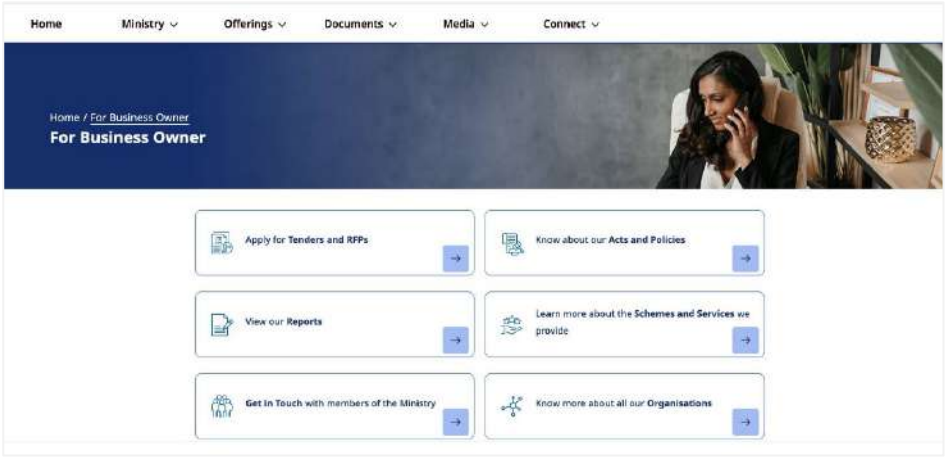


Figure 60: Illustrative page for the "Business Owner" persona

x. **Important Links section** provides the hyperlinks to the most accessed or priority contents/portals of the Ministry/Department for quick navigation.

xi. **Citizen Engagement section** features Ministry/Department content related to social media feeds, as illustrated in Figure 61.



Figure 61: Citizen engagement section on home page

All Ministries/Departments with significant citizen interface should also maintain social media handles across X (previously Twitter), Instagram, Facebook, LinkedIn and YouTube and other relevant platforms.

xii. **Central Posts section** shows posts from the CCPS in 3 grids with 960x244px dimension, as detailed in Section 7.4.



Figure 62: Illustrative CCPS Posts

xiii. **Infographics section** visually presents Ministry/Department - specific important data and information to the users.



Figure 63: Illustrative infographics

xiv. **Footer Carousel** showcases various logos/graphics of the important initiatives, programs, portals, associations, and related to the Ministry/Department, highlighting key initiatives, programs, and affiliations of the Ministry/Department.



Figure 64: Illustrative footer carousal

xv. **Footer** must appear on all the pages of the website. It must include the information elements listed in Table 12. Ministry/Department should identify the relevant content for each of these elements.

Archives
Website Policies
Sitemap
Related Links
Help
Feedback
Social Media Links
Last Updated On

Table 12: Footer elements

The footer must align with Section 5.6 and must be as illustrated in Figure 65.



Figure 65: Illustrative footer

A.5. Content Sections

The content of Ministry/Department website is organized into the following sections:

A.5.1. Ministry/Department

This section comprises details about the Ministry/Department. Its subsections include:

i. **About Us:** About the Ministry/Department, its vision, mission, objectives, functions, citizen charter, etc.

ii. **Our Team:** Organization structure or organogram

iii. **Our Performance:** Performance dashboard of Ministry/Department's schemes and services

iv. **Our Organizations:** listing of the departments, organizations, attached offices, etc.

A.5.1.1. About Us

This subsection should provide a general overview of the Ministry/Department, its vision, mission, objectives, functions, citizen charter, etc. The Ministry/Department must ensure that its objectives and functions are synthesized as a list. Additionally, this section should be clear and concise, effectively presenting the mandate, functions, and other relevant details in a meaningful way for citizens.

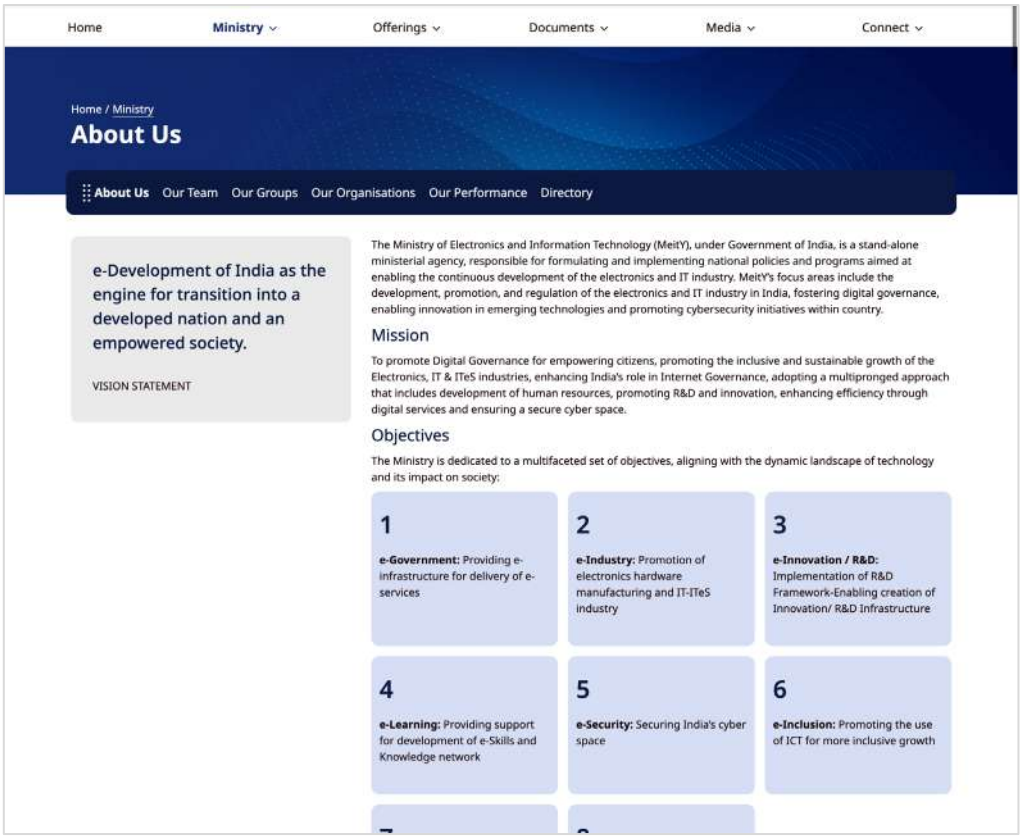


Figure 66: Illustrative L2 page for About Us subsection

A.5.1.2. Our Team

This subsection features an interactive organogram displaying the organization structure. To ensure a good user experience:

i. The correct names of ministers and their portfolios must be used.

ii. The correct organization hierarchy must be depicted

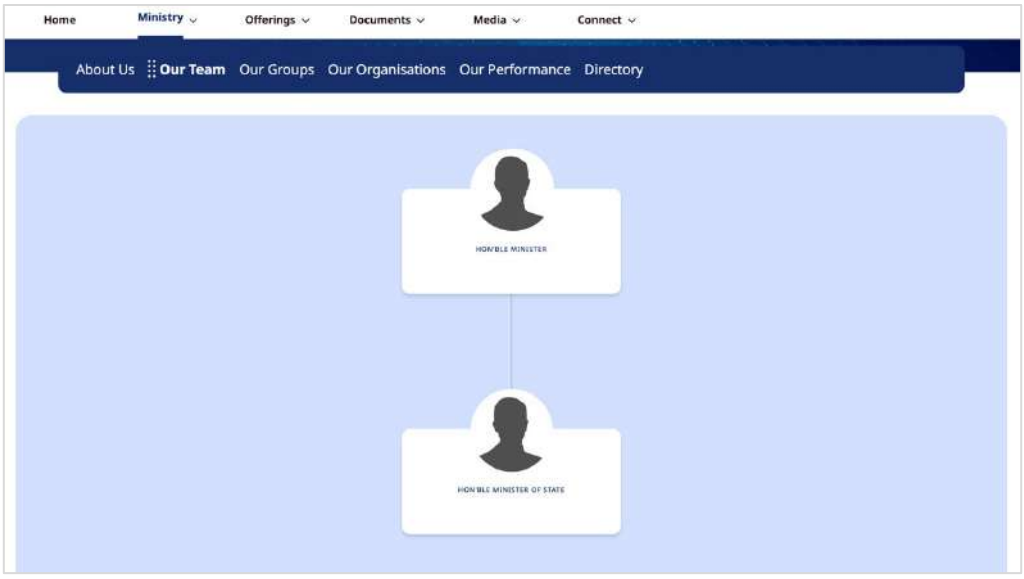


Figure 67: Illustrative L2 page for Our Team subsection

A.5.1.3. Our Organizations

This subsection should outline the departments, organizations, attached offices etc., of the Ministry/Department. The user would get an overview of the organization or would be redirected to the website of the organization. While uploading the information, it must be ensured that the names of departments, organizations etc., are correct.

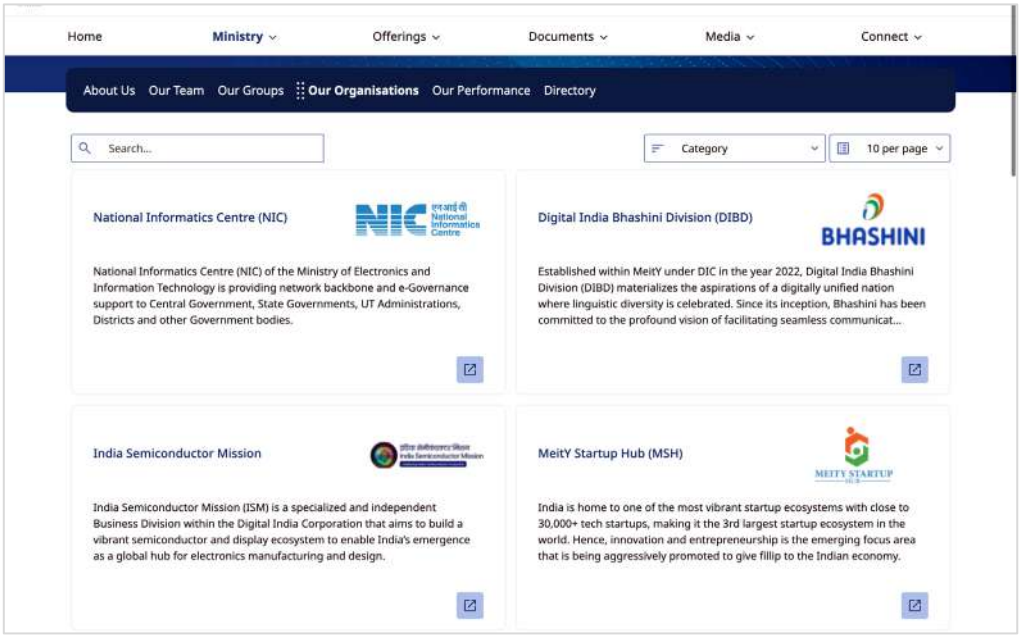


Figure 68: Illustrative L2 page for Our Organizations subsection

A.5.1.4. Our Performance

This subsection contains hyperlinks to the performance dashboards for the Ministry/Department's main schemes, services, and programs. It must be ensured that correct names of services, schemes, and programs are used. Please refer to Section A.5 for Performance Dashboard graphics.

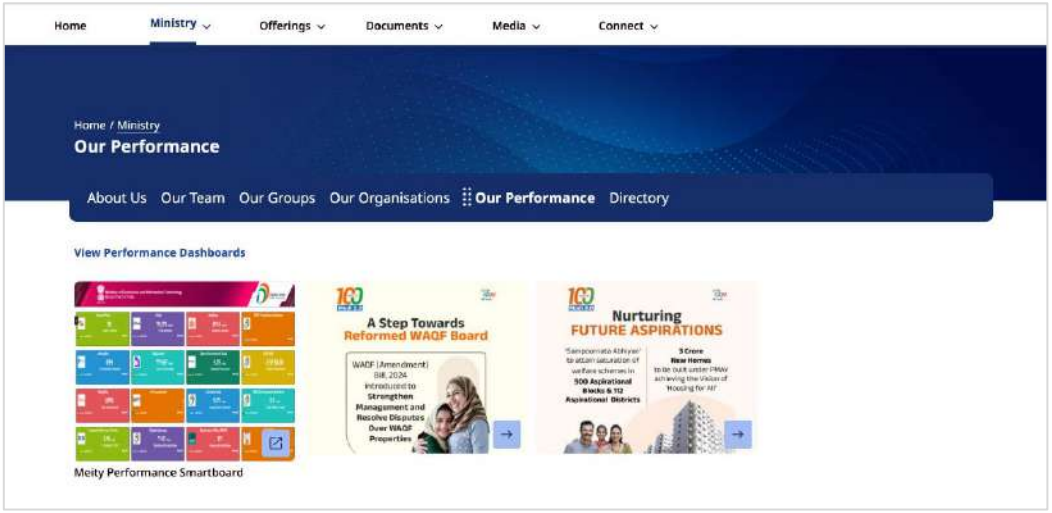


Figure 69: Illustrative L2 page for Our Performance subsection

A.5.2. Offerings

This section comprises details about the Ministry/Department's offerings, such as:

i. Schemes & Services

ii. Tenders

iii. Vacancies

iv. International Collaboration

v. Competition & Awards

To maintain relevance, only active offerings should be displayed, excluding any obsolete or closed offerings. Additionally, it must be ensured that the name/title of the offering is a maximum of 150 characters.

A.5.2.1. Schemes and Services

This subsection extends across Level 2 (L2) and Level 3 (L3) pages. It must contain all the schemes and services of the concerned Ministry/Department, regardless of the overseeing department, division, or organization.

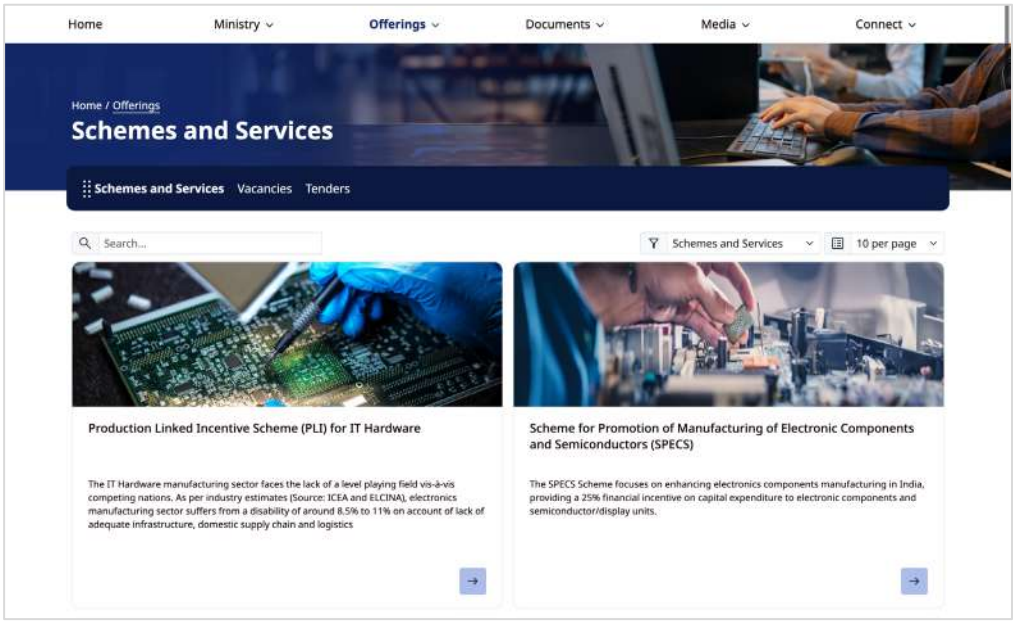


Figure 70: Illustrative L2 page for Schemes and service subsection

The main L2 page has a two-tile layout, as illustrated in Figure 70. Clicking the chevron button takes the user to the L3 page detailing the scheme or service.

The Ministry/Department must ensure that on the L2 page, images for the card components which may be used in schemes and services or any other offerings (like competitions and awards, initiatives, etc.) are a maximum of 100 KB.

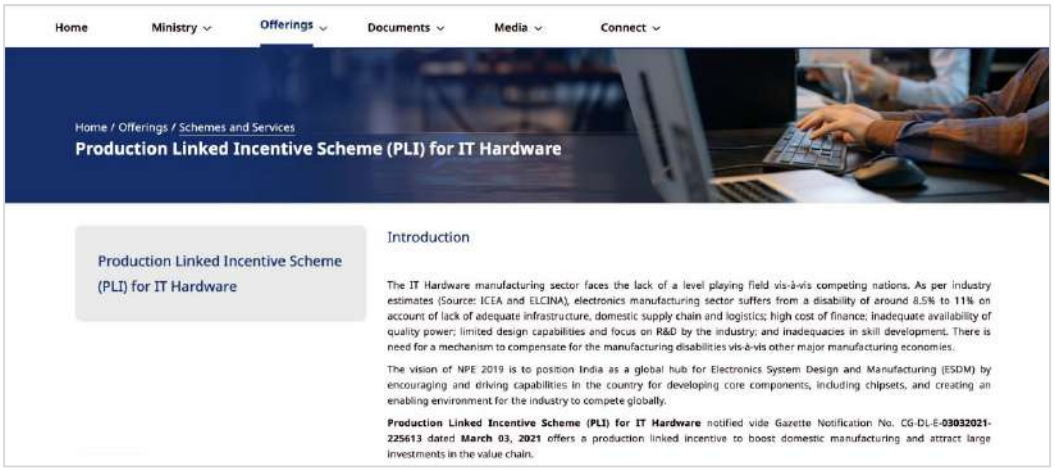


Figure 71: Illustrative L3 page for Schemes and service subsection

The L3 page consists of the details for a specific scheme or service, as illustrated in Figure 71.

A.5.2.2. Vacancies

This subsection displays all the current job openings in the Ministry/Department, as illustrated in Figure 72. It is recommended that PDF size should be a maximum of 5 MB.

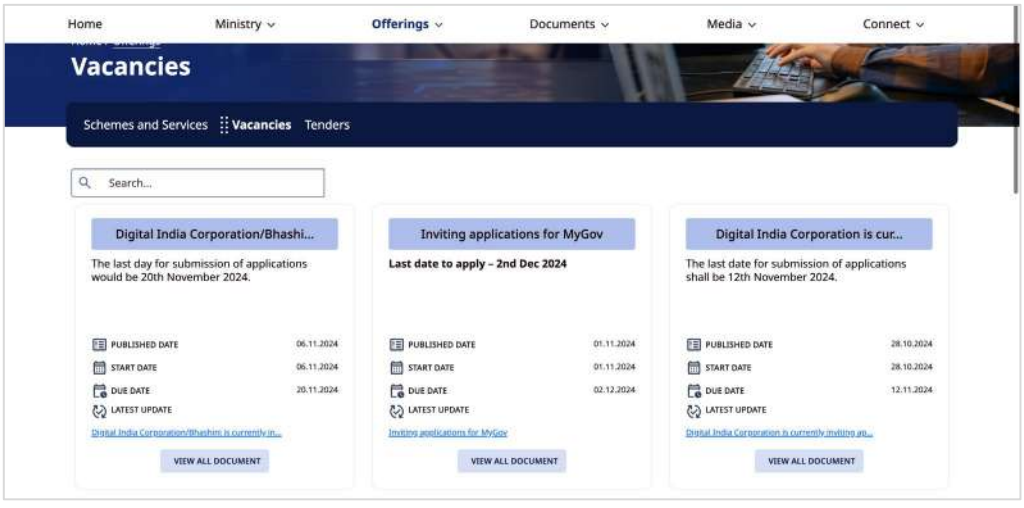


Figure 72: Illustrative L2 page for Vacancies subsection



Figure 73: Illustrative L3 page for Vacancies subsection

A.5.2.3. Tenders

This subsection lists all the current tenders floated by the Ministry/Department. Any updates to the tender or corrigendum get attached to the main tender ID for easy access. While uploading details for the tender, it must be ensured that:

i. A valid link to the tender portal is provided

ii. Tender ID is error-free and a maximum of 50 characters

iii. PDF size should be a maximum of 5 MB.

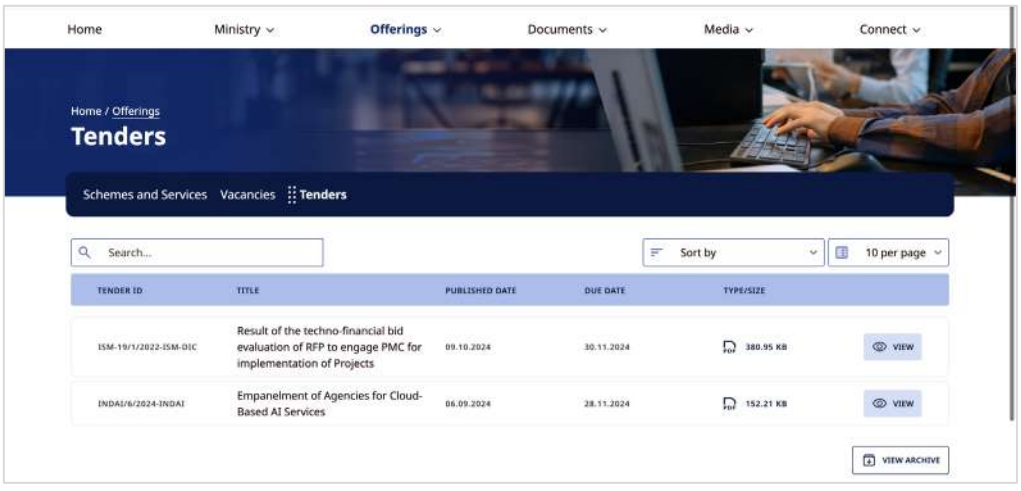


Figure 74: Illustrative L2 page for tenders subsection

A.5.3. Documents

This section comprises resources such as:

i. Reports

ii. Acts and Policies

iii. Orders and Notices

iv. Publications

All relevant Ministry-specific documents, such as annual and monthly reports, acts and policies, notices, and publications, must be organized under respective categories displayed as level 02 under the Documents category in level 01. When managing content for this section, the Ministry/Department must ensure that:

i. The title is a maximum of 250 characters.

ii. Versioning (with date of release) of periodic documents is done.

Additionally, it is recommended to follow these best practices:

i. File size should be maximum up to 5 MB for optimum performance.

ii. Relevant metadata such as title, author, and description should be provided to improve searchability and categorization.

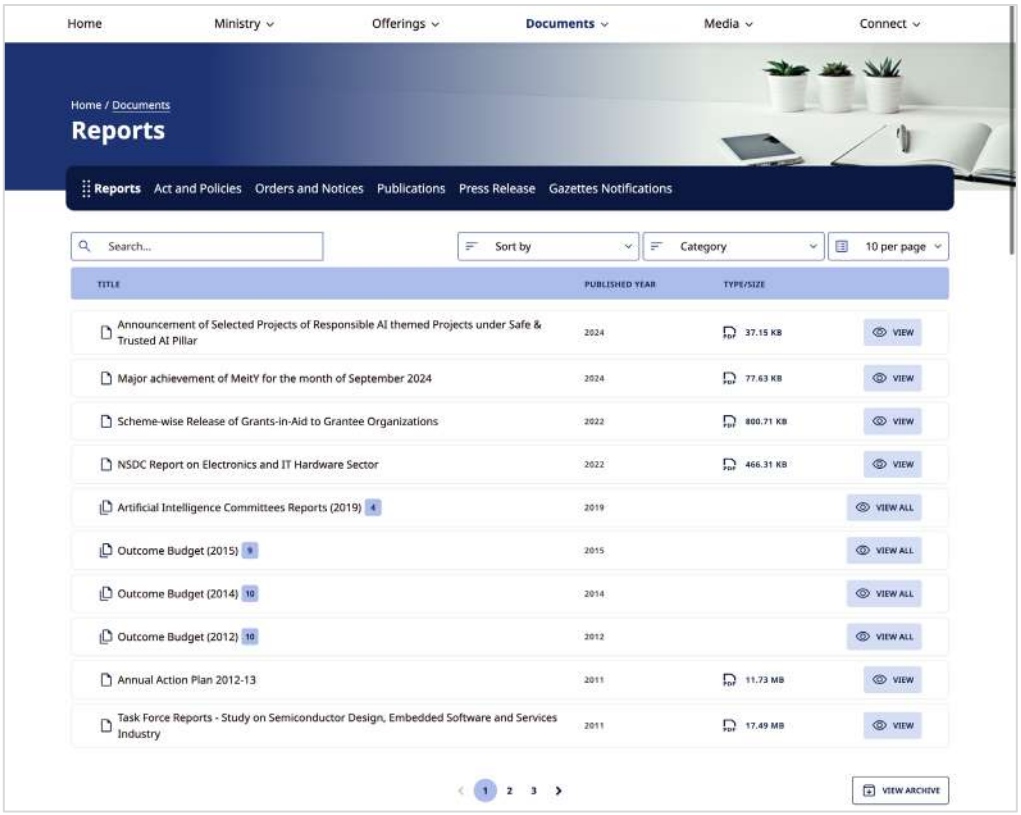


Figure 75: Illustrative L2 page for reports subsection

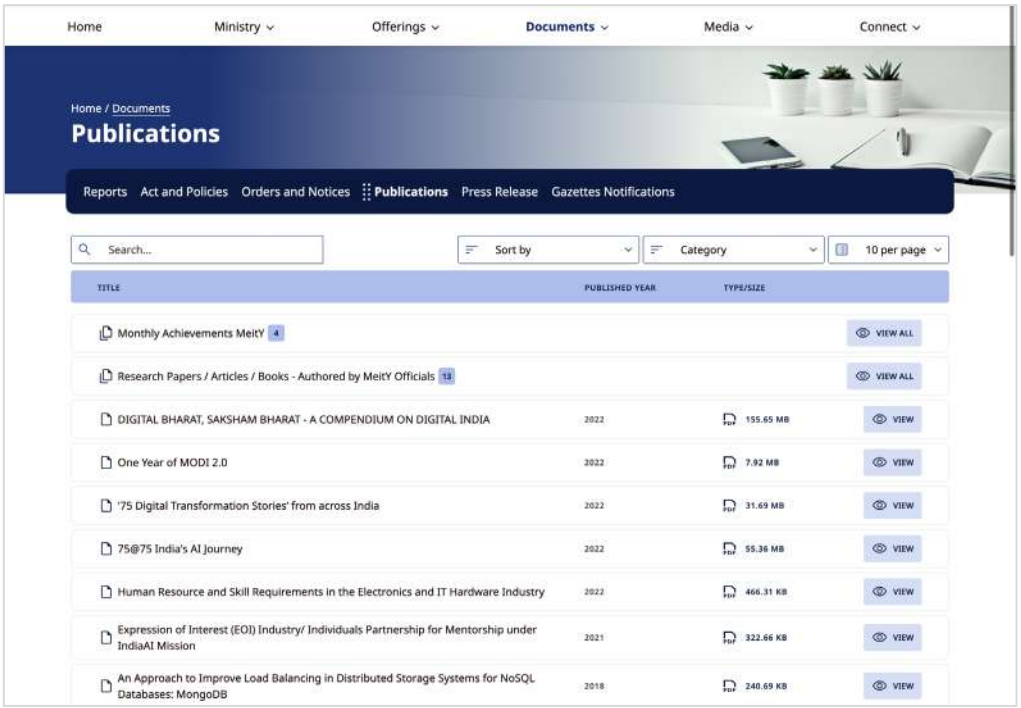


Figure 76: Illustrative L2 page for publications subsection

A.5.4. Media

This section comprises multimedia resources such as:

i. Photos

ii. Videos

iii. Brochures

iv. Presentations

Titles for these subsections must be suitable and a maximum of 250 characters.

A.5.4.1. Photos

While uploading photos, it must be ensured that:

i. Photos are maintained as an album and tagged with a caption and date of capturing of the image.

ii. Photos are in conformity with section 6.1.1.

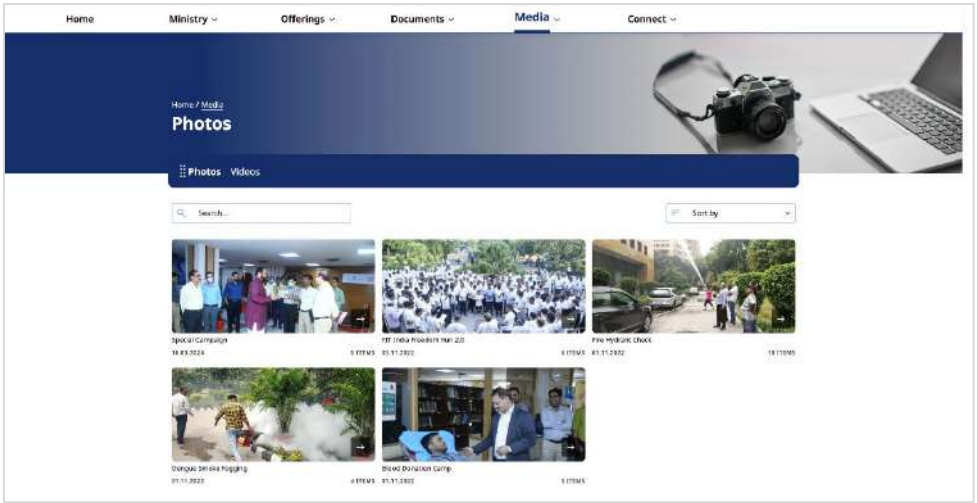


Figure 77: Illustrative L2 page for Photos subsection

A.5.4.2. Videos

While adding content in this subsection, it must be ensured that:

i. Upload date and duration of the video are displayed

ii. The provided URL or embedded code links directly to the video's hosting site

iii. Captions must be provided for all videos

Additionally, it is recommended to follow these best practices:

i. Videos should be free from any watermarks

ii. Videos should be free from overlay text



Figure 78: Illustrative L2 page for Videos subsection

A.5.4.3. Brochures

While adding brochures, it is recommended that the uploaded PDF file should be a maximum of 20 MB.

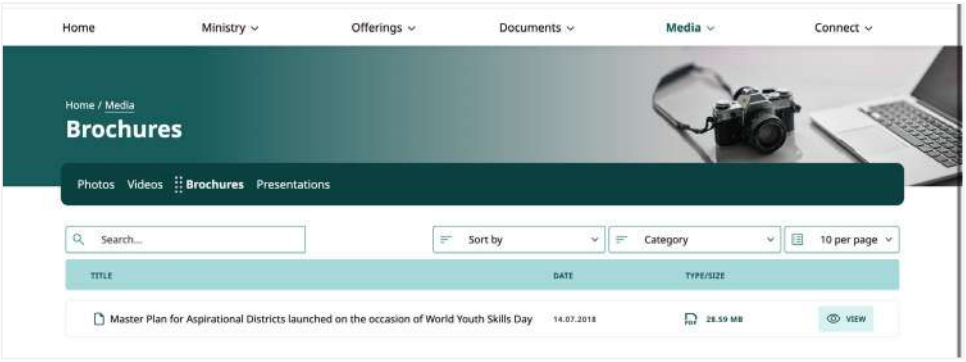


Figure 79: Illustrative L2 page for Brochures subsection

A.5.4.4. Presentations

While adding presentations, it must be ensured that:

i. Presentation content must focus on public announcements and trainings

ii. Presentations should have appropriate subtitles

iii. Upload presentations in PDF format

Additionally, it is recommended to follow these best practices:

i. All images and visuals used in presentation must be in high-resolution

ii. File sizes should not be larger than 5 MB to optimize loading speeds

iii. Display the official government logo prominently on the title slide and footer of all subsequent slides

A.5.5. Connect

This section provides ways for users to connect with the Ministry/Department. It comprises:

i. Contact Us

ii. Directory

iii. RTI

iv. Grievance Redressal

v. Citizen Engagement

vi. Parliament Questions

vii. Visitor's Pass

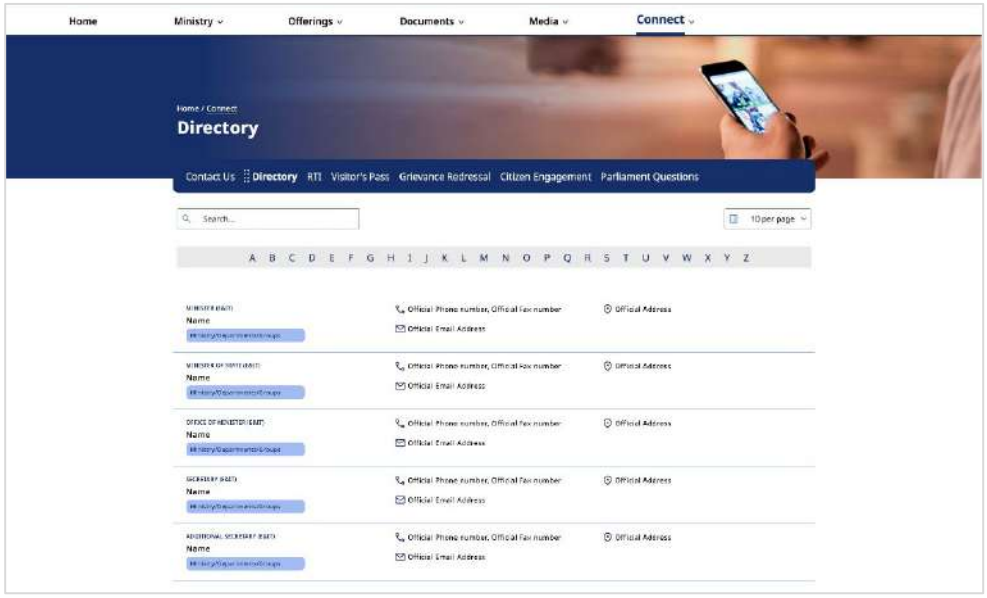


Figure 80: Illustrative L2 page for Directory subsection

While uploading the information, it must be ensured that:

i. Information on contact details of the Chief Information Officer, Web Information Manager, Appellate Authority & Public Information Officer is accurate without any typographical errors.

ii. Geotagging must be accurate to aid the website user in locating the Ministry/Department office easily and correctly.

A.5.6. Key Mandatory Directives for Content:

While uploading the content, it's imperative to adhere to the following key mandatory directives:

i. Logos must be as defined in Section 5.7.

ii. All content must be complete and up to date.

iii. The content accuracy must be ensured through a multi-level workflow in the CMS (at least 2 levels).

iv. The language used must be free from any spelling or grammatical error and must not include Hinglish.

v. Ministerial images and officer listings must be arranged by seniority.

vi. Appropriate titles (Dr., Shri, Smt., Mr., Ms.) must be used uniformly.

vii. All the documents, presentations, and brochures must be uploaded as accessible PDFs, and no editable file format must be used.

viii. Date format must follow the style where the day comes before the month.

ix. Relevant metadata, persona-specific tags, and keywords must be provided to improve searchability and categorization.

x. External links and website links provided must be secure (HTTPS), clearly identifiable, and periodically validated.

xi. The archival section must be included, and all outdated content from relevant sections must be archived. The archival date must be mentioned when populating content, wherever applicable.



B. Forms

Some important guidelines and best practices to be followed while designing a form:

i. Instructions for filling in the form must be given at the starting of the form.

ii. The form should be organized logically, grouping related fields together to improve clarity.

iii. For a simpler form, the number of fields may be reduced by combining multiple fields. For example: instead of separate 'Day,' 'Month,' and 'Year' fields, use a single Date Picker for Date of Birth. Form may be shortened further with conditional logic to display fields based on previous responses.

iv. Mandatory fields must be clearly marked with an asterisk (*) or 'Required” along with the label.

v. The form should be arranged vertically with one field per line to enhance readability. Multiple columns with adjacent fields are more difficult to scan and may confuse users.

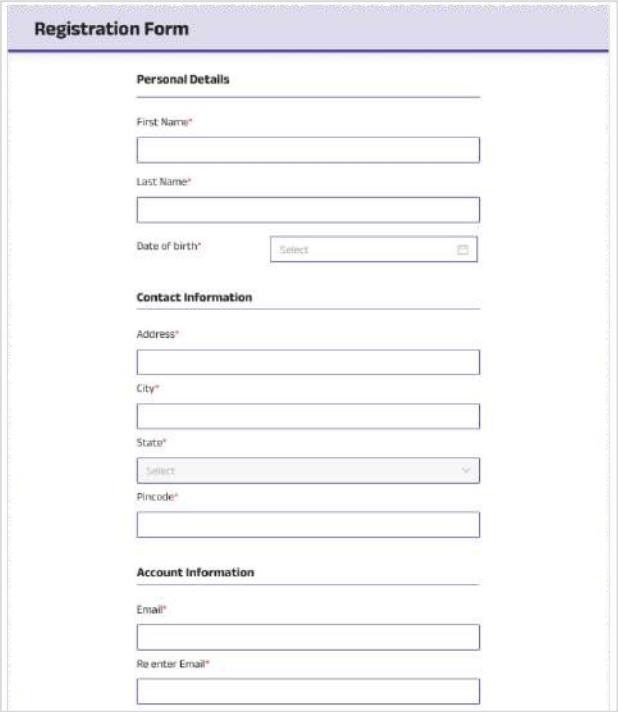


Figure 81: Do's of creating forms

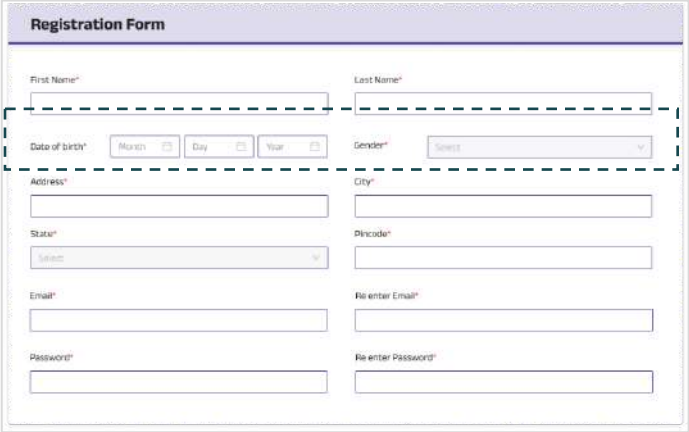


Figure 82: Don'ts of creating forms

vi. Forms must be Keyboard-friendly

vii. Complex/Long forms should be displayed in multiple steps

viii. Labels should be short, distinct, in sentence case, and aligned on top of fields for better usability; avoid inline labels for complex forms.

ix. Labels must be clickable to enable easy selection of the form field.

x. Input fields in the form should be sized appropriately to fit the expected user input.

xi. Radio buttons should have a pre-selected default value and logically ordered options displayed vertically. Radio buttons should be used instead of dropdowns for up to six options to reduce cognitive load.

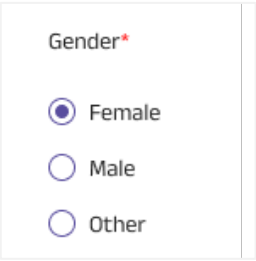


Figure 83: Do's for listing options

xii. For checkboxes, a standard visual representation like a small square with an X or a checkmark should be used, when selected.
Combo box and dropdown list items should be sorted logically, placing 'All' or 'None' options at the beginning, if applicable. Meta-options like 'None' should be enclosed in parentheses to avoid ambiguity, while ensuring no blank items are used.

xiii. Primary actions (e.g., Submit, Continue, Save) should be prominent and aligned with input fields, while secondary actions (e.g., Reset, Cancel, Back) should have less visual weight. An undo option or warning should be included with secondary actions, to prevent accidental data loss.

xiv. Primary action buttons should remain disabled until all data is entered, and terms and conditions should be integrated as necessary. Visual feedback (e.g., message or animation) should be provided for them to indicate submission progress and prevent duplicates.

xv. Help text should only be applied to unfamiliar input fields, ensuring it is concise, visible, and positioned adjacent to the relevant question to enhance clarity.



C. Social Media

Social media has emerged as a key interface for the government to dynamically facilitate effective communication and foster citizen connectivity. Government organizations at various levels are actively leveraging multiple social media platforms, whether at their level or through dedicated accounts for specific schemes and programs, to reach out to citizens. As these platforms become integral for disseminating information and showcasing government services, the need for harmonized communication across diverse channels becomes important.

This section covers social media management, offering recommendations for content creation, audience engagement, search optimization, and performance measurement. By establishing a standardized approach, the manual aims to not only enhance the overall effectiveness of government communication on social media but also to cultivate a consistent and recognizable brand identity. It seeks to empower the government to harness the full potential of social media as a powerful tool for public outreach, information dissemination, and citizen engagement, fostering a stronger and more cohesive connection between the government and its citizens.

Social media brand content and accessibility guidelines

Social media channels should be used as a strategic medium by prioritizing an audience-centric approach and reaching out to a larger mass. It is crucial to contextualize content across channels to maintain relevance to the vision and mission of the concerned government organization.

C.1. Use of the State Emblem of India on Official Social Media Account

The State Emblem should be added to any content (video, image, infographic) that is being created for social media. However, the detailed guideline may be referred to in the State Emblem of India (Regulation of Use) Rules 2007 (https://www.mha.gov.in/sites/default/files/EmblemRules2007_12022019.pdf).



Figure 84: Illustrative example for the usage of the State Emblem on Social Media

C.2. Role of CIO in Social Media Communications

CIOs will play an important role in the harmonisation of the content being posted on the social media platforms by using a data-driven approach and aligning the content calendar with the mission and objectives of Ministries/Departments.

C.2.1. Role of Chief Information Officer (CIO)

i. Actively communicating about initiatives of the government

ii. Ensuring authentic and holistic information by use of data, infographics, videos, testimonials

iii. Fighting fake news & busting myths

iv. Leveraging all relevant social media platforms and channels

v. Being aware of the overall social media presence

vi. Building capacity and capability

vii. Monitoring of Social Media handles w.r.t reach, impact, etc. through Analytics

C.2.2. Use of Data & Information - Just Putting Out Information is NOT Communication

i. Information has to be analyzed and presented in a form that is relevant and easy to understand.

ii. Routine press releases should be avoided.

iii. Language localization to be prioritized for targeting a larger audience.

iv. Use of multiple digital artefacts, viz., text, images, infographics, testimonials, and videos.

v. Messaging requirements may vary based on audience.

C.3. Key Deliverables for Social Media Harmonization

Key deliverables have been defined for the government organizations to achieve social media harmonisation through uniform social media presence, content posting, frequency, etc.

i. Communicating initiatives of the government in a harmonized way.

ii. Presence on leading social media platforms, viz. X, Facebook, YouTube, Instagram, WhatsApp Channel, and others like LinkedIn etc.

iii. Each Ministry with a significant citizen interface must have social media accounts. Social media accounts operating under the Ministry at the Department or Organization, or project or scheme level should constantly engage with the primary Ministry handle in the form of account mentions and common hashtags (# tags).

iv. Government organizations' social media accounts should be verified.

v. Posts and # Tags as shared by MyGov/PMO should be amplified, and content should be created in alignment with these hashtags and/or posts.

Proposed content posting plan:

i. Plan at least 15 posts daily (weekly around 100 posts) across all social media channels.

ii. Content created and posted must be 50% government organization's initiatives and 50% Whole of government initiatives (PMO/ MyGov may be referred to for whole of government content).

iii. Posted content may be a combination of government organization's original contents, retweets, reshares, collaborated contents, etc.

Proposed social media team to assist in creating content/ creatives:

i. **Content writer:** For writing concise & citizen-friendly content, the candidate should have prior experience in content posting.

ii. **Editor:** Having experience in Video editing, Reels and Short video creation.

iii. **Graphic designer:** Having a good understanding of design tools, creation of infographics, etc.

iv. Official language support

v. Prepare & evaluate a weekly/monthly/quarterly/yearly social media performance report across all government organizations' channels

C.4. Indicative Content Types for Social Media Posts

Indicative content categories have been created for better citizen engagement on the social media platforms.

i. Government organization level activities

ii. Infographics

iii. Awareness posts

iv. Achievement posts

v. Posts about upcoming events

vi. Live posting about events

vii. Schemes related content

viii. Interviews, user generated content

ix. Ministry news, industry news, international activities

x. Surveys & case studies

xi. Online quiz, polls/surveys

xii. Blog posts/storytelling

xiii. Generic guidelines for all citizens

xiv. Wishes/precautions for festivals/special events



Figure 85: Infographics



Figure 86: Awareness posts



Figure 87: Post about upcoming events



Figure 88: Live posting about events



Figure 89: Scheme related content



Figure 90: Interviews, User content



Figure 91: Ministry news, industry news



Figure 92: Surveys & case studies



Figure 93: Achievement posts



Figure 94: Online quiz, polls/surveys



Figure 95: Blog posts/ storytelling

C.4.1. Indicative Content Themes

Government initiatives & achievements (e.g. 9 years of Seva, Sushasan, Garib Kalyan)

Category	Messaging/Examples
Government's support for the poor	Serving the poor and the marginalized
Farmer welfare	Ensuring farmer welfare
Nari shakti empowerment	New momentum for Nari Shakti
Inspiring Amritpeedhi	Empowering India's Amritpeedhi
Ease of living initiatives	Ease of living for the citizens
Virasat aur Vikas legacy	Virasat aur Vikas
Economic powerhouse vision	A global economic powerhouse

Business-friendly policies	Ease of doing business
Infrastructure	Infra at speed and scale
Techade	India's techade
Northeast development	Northeast-A growth engine
National security	Nation first- homeland security & foreign policy
Sustainability	Environment and sustainability
Atmanirbhar Bharat initiative	Making India self-reliant in key sectors such as manufacturing, agriculture, and defence
Unity in diversity	Ek Bharat Shreshtha Bharat Sabka Saath, Sabka Vikas, Sabka Vishwas Beti Bachao Beti Padhao
Self-reliant India	Promoting domestic manufacturing Reducing import dependence Boosting exports Investing in research and development
Empowering all Indians	Skill India mission Startup India initiative
Mann Ki Baat Live and content created and posted on Social Media post Mann Ki Baat	

Citizen engagement/ suggestions /initiatives launched on MyGov (as may be relevant to the Ministry)	MyGov live streaming & content creation post live event Trending government organization relevant alerts and related content Anniversary related content for leading government schemes Cabinet decisions MyGov PULSE- A fortnightly PDF newsletter Contents should have SEO friendly keywords

Table 13: Indicative content themes category and example

C.4.2. Do's on Social Media Post Creation

i. All video-based content must have subtitles.

ii. Limited text should be used on posts focused on images/infographics.

iii. Each post should maintain hashtags (# tags) of the topics/events in a harmonized fashion by capitalizing the first letter of each word of the topic/event.

iv. A maximum of 2 to 3 hashtags (# tags) may be added for a single post.

v. Emojis should be used in moderation, and a maximum of 2 to 3 emojis may be used for a single post.

vi. Alt text should be used in all images before they are posted.

vii. Limited flashing content should be posted.

viii. The text on image/infographic posts must qualify the contrast checks, as defined in the Guidelines for Indian Government websites (GIGW 3.0).

ix. Posting any personalized information should be avoided.

x. Content/pictures from PIB, PMO, MyGov, government organizations' sites, and similar government channels should only be used.

C.5. Engaging Youth with Short Videos

C.5.1. Key Principles for Reels

i. Simplify policies: Distill intricate policies or programs into easy-to-understand visual narratives.

ii. Storytelling: Use reels to tell compelling stories about individuals or communities positively impacted by government initiatives.

iii. Show impact: Showcase the 'before' and 'after' of initiatives, highlighting tangible positive impact.

iv. Spotlight mentions: A reel may be created that deepens the important speeches on government organizations' achievements or initiatives, offering more details and perspectives on the commendation.



Figure 96: Illustrative examples for simplicity, storytelling, demonstrating impact, and spotlight mention

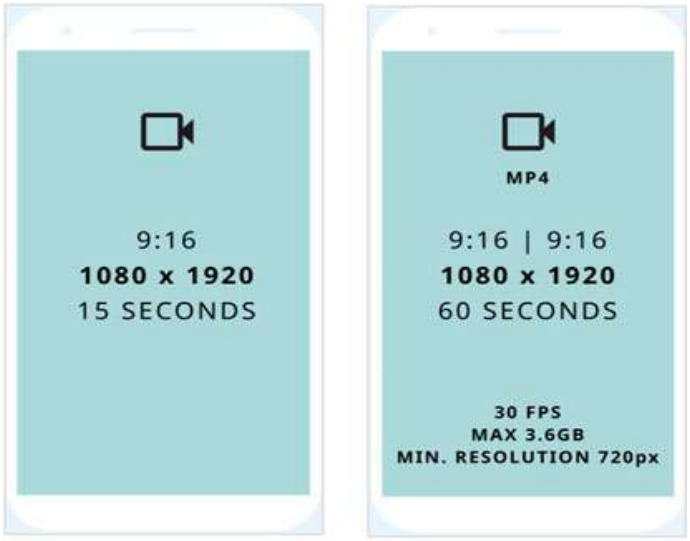


Figure 97: Illustrative examples of aspect ratio, dimensions, and frame rate for reels and vertical video

C.5.2. Do's on Reels

i. Reels are optimized for mobile viewing, so they should always be shot in vertical (9:16) format.

ii. While reels allow for videos up to a few seconds, sometimes shorter clips (around 30 seconds) can be more engaging.

iii. The first 5 seconds are crucial.

iv. Collaborate with social media influencers to get a better reach. Popular challenges, songs, or trends can boost Reel's visibility if leveraged correctly.

v. While it's good to tap into trends, always ensure content aligns with Government/Ministry's message. Regularly post reels to maintain engagement and visibility.

vi. Use Instagram Insights to understand which reels perform best and use this data for content refinement. Use targeted keywords in captions.

C.5.3. Optimize SEO for YouTube

i. Keyword research: Use of various tools to research keywords that are relevant to the video topic. Once the list of keywords is finalized, use them throughout the title, description, and tags.

ii. Title and description: Title and description are the first things that people will see when they discover a video, so it should be clear, concise, and keyword rich. The title should be around 50 to 70 characters long, and the description should be optimized.

iii. Tags: Use of a mix of popular and niche tags to reach a wider audience. Use of a maximum of 15 to 25 tags per video.

iv. Chapter markers: Chapter markers make it easy for viewers to skip to specific sections of the video. Chapter markers should be used to break up the video into smaller, more manageable sections.

v. Cards and end screens: Use of cards and end screens to promote other videos and channel subscriptions.

vi. Promote videos: Videos should be shared on social media and on other websites.

C.6. WhatsApp Channel

For the creation or management of a WhatsApp channel for the government organizations, the following points must be considered:

i. Broadcasting information: Instantly share crucial updates with a large audience base.

ii. Engaging the audience: Reach a diverse audience and encourage them to interact with the channel.

iii. Efficient communication: Enable one-way communication for seamless information sharing.

iv. Versatile content: Share various content types, including text, photos, videos, stickers, and polls.

v. Access control: Choose between public or private access to the channel appropriately.

vi. Targeted delivery: Manage channel membership to ensure content reaches the right audience.

vii. Boost visibility: Attract relevant subscribers through the improved searchability of the channel.

viii. Analytics insights: Gain valuable data and insights to track the channel's performance.



Figure 98: Whatsapp Channel

C.7. Social Media Formats and Benefits

Format			
• Bulletin service • Open network • Follow mechanism generates audience	• Video streaming • Completely open network • Basic video editing options • Live broadcast option • Channels & subscribers	• Closed network • Can post multiple media types • Varied functionality • Multiple page/group types	• Image and video focus • Simple content editing options • Posts and stories • Open network

- Active users have high frequency of posts
- Can embed videos in other locations
- Blanket licensing for some music
- Automatic transliteration script generation
- Detailed profiles can easily be shared across other platform
- Follow mechanism generates audience

Benefits			
• Post media easily • Automated link previews • Potential for mass exposure • Simple to use and post • Curated communities • Latest content	• High impact format • Extended engagement potential • High search returns • Ad & analytics functionality	• Huge potential audience • Varied content • Sophisticated analytics tool (pages) • Highly developed ad options • Flexible page/group options	• Potential for high levels of engagement • Simple to use • Showcases creativity well • Developed ad options • Basic analytics options • Actively growing platform

C.8. Do’s and Don’ts

Do’s and Don’ts have been defined for the overall social media strategy as mentioned below:

Do’s	Don’ts
Define clear goals	Over-promote
Know the audience	Neglect the audience
Consistent branding	Inconsistent posting
Engage actively	Ignore analytics
Create quality content	Overuse hashtags
Use visuals	Ignore negative feedback
Schedule posts	Automate everything
Analyse metrics	Engage in controversy
Adapt and evolve	Neglect mobile optimization
Compliance with policies	Violate copyright / patent / trademark

Table 14: Do's & Dont's

C.9. Success Matrix

Government organizations must monitor the following metrics to boost their social media presence and connect with citizens in the most effective way possible:

	Reach
	Impressions
	Likes
	Conversions generated per post or campaign
	Comments
	Website traffic per channel
	Retweets
	Audience count
	Saves
	Audience growth rate
	Post engagement rate
	Account mentions
	Views
	Sharing with others

Table 15: KPIs of success matrix

C.10. Insights and KPIs

These KPIs should be consistently monitored for the measurement of the performance of the government organization's in social media. The metrics for all the social media platforms should be aggregated for the social media handles under the Ministry for quantitative assessment of social media performance at the government organization's level.

Platforms to focus: X (Twitter), Facebook, Instagram, YouTube, LinkedIn and other relevant platforms.

KPIs to Focus:

i. X (Twitter): Retweets, Likes, Impressions, Engagement

ii. Facebook: Reach, Engagement, Impressions, Clicks, Likes, Shares, Comments

iii. Instagram: Followers, Likes, Comments, Impressions, Stories Views

iv. YouTube: Views, Watch Time, Sources, Subscribers, Likes, Comments, Shares, Click-Through Rate (CTR)



Figure 99: Insights and KPIs

C.11. Sustaining Brand Presence

The following components must be considered while defining the strategy for maintaining a sustained brand presence for the government organization:

i. **Accuracy:** Ensure the precision and factualness of the posts by validating information from relevant sources before publication, minimizing the necessity for subsequent corrections or retractions. Prompt rectification of any errors while maintaining transparency. Given the official representation of the Government of India, meticulous attention to spelling and grammar is paramount; therefore, thorough verification of all content before posting is strongly advised.

ii. **Be timely:** Timeliness is a key aspect of social media engagement. Anticipate swift responses to emerging developments and announcements with relevant information on the platform. Ensure the alignment of social media messaging with the traditional communication strategies for a cohesive and coordinated approach.

iii. **Monitor comments and replies:** Regularly monitor and address comments.

iv. **Maintain an active presence:** Establishing and maintaining a presence on social media demands meticulous planning, active interaction management, and consistent content creation.

v. **Visual content:** Photographs/videos must be of high quality and appropriate size as specified for the designated channel.

vi. **Online response management:** Monitor social media for mentions, replies, and direct messages to promptly respond to citizens' questions and concerns. Actively Monitor and respond to & address negative comments and misinformation on social media platforms.

vii. Building people’s trust by active engagement:

- Understanding the content better from audience’s point of view
- Understanding the audience demography to create content as per their interest.
- Sentiment analysis of the government organization’s social media accounts through social listening.

- Make informed decisions regarding the content calendar and campaigns with the help of analytics.

- Importance of monitoring social media metrics for growth. Encouragement for the audience to implement the insights and KPIs discussed.

C.12. MyGov and Ministries Collaboration Checklist

Ask from Ministries/Departments	**Compliance required**
All communication must highlight the social media handles, including the QR code for the government organization's App/websites. Include the MyGov App download QR code in Print Ads.	To ensure sharing/reposting any whole of government or government organization specific relevant content. MyGov and the Ministry must complement each other.
Ministries/Departments with significant citizen interface should also maintain social media handles across X (previously Twitter), Instagram, Facebook, LinkedIn, YouTube and other relevant platforms. MyGov can assist in the same.	MyGov and the government organization need to do frequent and regular "special campaigns" highlighting the Ministry's achievements and milestones.
Have a revamped content, messaging, and language strategy that will increase reach and engagements (communicate in multiple languages in addition to English).	Monthly meetings need to be conducted on creative aspects and their amplification on social media.
Get the Social Media accounts verified.	Follow the # Tags as shared by PMO/ MyGov.
Adherence to the communication received from MyGov for a smooth transition for the reports.	Share original content and enlighten MyGov as well with the same.

Table 16: Ask and Compliance

C.13. Mega Campaigns

Government organizations should align the content on all the social media handles with the key campaigns being run for the whole of government by PMO / MyGov or other concerned authorities. For example, all the Ministries are currently creating and publishing content for the “Viksit Bharat Sankalp Yatra” campaign. Government organizations should create original content aligned to the current mega campaign and engage with the content being posted by various other government organizations on the campaign. Government organizations should also actively report information on activities undertaken by them around the campaign.

C.13.1. Recommendations for Daily Reporting

i. Update the count of posts and retweets/shares made by the government organization on the Mega Campaigns on the designated spreadsheet link daily by 4:30 PM.

ii. Mention the number of posts in the last 24 hours, i.e., from the past day, 4 PM till the present day 4 PM.

iii. There is a need to fill 3 columns in the designated spreadsheet:

iv. Total No. of Posts (Across Social Media Platforms), i.e., Posts on X (Twitter) + Facebook + Instagram + YouTube.

v. Number of retweet/reshare – is to be included.

vi. Total (Total No. of Posts + No. of retweet/reshare) = Total No. of Posts (Across Social Media Platforms) + No. of retweet/reshare.

vii. The dedicated communication group may be used for all queries related to the government organization’s social Media managers/executives.



D. Mobile Applications

Mobile applications have become the primary way for citizens to access government services and benefits. To build trust and reliability, it is crucial to create a unified and consistent digital experience across these government apps. This section focuses on ensuring that government mobile apps are consistent and user-friendly.

This section outlines essential components for government mobile apps, including UI design principles to improve user experience, strong data security and privacy measures, and guidelines for application hosting. Following these recommendations will help establish a distinctive and secure digital brand identity for government apps.

A single government App store is also being created in the form of the Gov.In: App Store with common branding, centralised content management, personalised service offerings, and robust security and accessibility standards. To ensure visual and functional consistency across all government mobile apps, it is essential to follow the recommendations in this document and GIGW 3.0. These guidelines apply to both new and existing applications. Existing applications will be updated to incorporate the design principles outlined here.

D.1. User Interface and User Experience (UI/UX) Design

This section elaborates on the User Interface (UI) design to be followed by mobile App developers to ensure cohesion and consistency across all mobile apps being built for government services and programs. Developers must adhere to relevant sections of the Digital Brand Identity Manual (DBIM) regarding fonts, colour palette, images, logo sizing, and placement, among other UI elements, as this allows for a consistent, harmonised design language across all apps.

D.1.1. Uniform App Interface

The App design, including colour, iconography, typography, logo and content, must adhere to guidelines mentioned in the DBIM. Consistency in App design ensures unified branding across the Gov.In: App Store and makes it easier for the App to establish recall value.

D.1.2. Screen Size and Responsiveness

Mobile apps should prioritize key features and functionality for easy access on smaller screens, avoiding clutter with excessive text or elements. They must be responsive, ensuring a consistent user experience across all devices, regardless of screen size or resolution. Content organization must effectively accommodate various devices, and responsive design principles must be implemented to optimize content display and readability across different screen sizes.

D.1.3. Single-Sign-On

NSSO (MeriPehchaan) should be implemented, enabling a Single Sign-On (SSO) solution across all apps, accommodating various login and authentication methods.

D.1.4. Multilingual Requirement

Government apps must support English, Hindi and preferably all official languages of India.

D.1.5. User Feedback and Contact Information

Government apps must provide users with a clear and accessible means to submit feedback or get in touch with the App's administrators for inquiries or assistance. The user should be able to directly navigate to the corresponding section to send feedback or register an inquiry on the App.

D.1.6. Integration with Gov.In Platforms like National Portal of India and MyGov platform

Government apps should include links or integrations that connect users to the Gov.In platforms like National Portal of India and MyGov for convenient access to essential government information and services.

D.1.7 Incorporation of Social Media Profile

Where a government organization maintains official social media handles, its apps should include links to these handles for enhanced engagement and communication with users.

D.1.8. Sharing Functionality

Users should have the capability to share content or information and/or information & services on other platforms (as per applicability) for promoting dissemination of valuable government resources and information across multiple platforms/mediums.

D.1.9. Central Content Publishing System

Apps must consume the APIs for publishing content through Central Content Publishing System and reserve a dedicated place on the landing page of the app, as detailed in section 7.4.

D.1.10. Compliance with User Interface Standards and Regulations

Recognized industry UI recommendations and government guidelines, such as this document, should be followed throughout the mobile application development process. The app's design and functionality

must meet accessibility and usability standards mentioned in the GIGW 3.0.

D.1.11. Leveraging Device Features for Enhanced Usability

Maximize the device's capabilities to enhance user experience and accessibility. The app should utilize features like GPS, voice recognition, and touch gestures to improve functionality.

D.1.12. Leveraging Platform Features for Enhanced Usability and Accessibility

Apps must follow design guidelines from mobile OS owners, such as Android and iOS, to ensure consistent quality across platforms. They must adhere to platform-specific recommendations to enhance accessibility and usability. Having versions of the app for both Apple iOS and Google Android would encourage user onboarding and ensure a strong multi-platform presence.

D.1.13. Rigorous Testing at Multiple Stages

Rigorous testing should be performed at all stages of the design and development process. Any identified issues should be promptly addressed to ensure a stable and user-friendly application. All apps must undergo testing by potential users before being made available to the public. Functions should correctly resume after context changes (such as switching to another app and returning) and external interruptions (like incoming calls or messages). Optimal use of resources such as battery, CPU, memory, data, and network must be considered, along with establishing a robust data recovery system in case of loss.

D.1.14. Informed Content Strategy Through Data

There should be proper provision in the backend to capture the user preferences information for further analysis. Utilize both quantitative and qualitative data to determine user preferences and the most sought-after content. Base the content strategy on user feedback and analytics to enhance user engagement. Such data is shared with Gov. In through secured APIs for overall visibility and monitoring.

D.1.15. Offline Sync

App should include an offline syncing function wherever possible to ensure users in low connectivity continue to access and use the mobile app.

D.2. Data Security and Privacy

D.2.1. Security Certification

Every app must be evaluated and certified with CERT-IN approved security auditing agency.

D.2.2. User Data Consent Protocol

Apps hosted on the government Gov.In: App Store must seek user consent for data sharing, using a standardised template provided by the framework.

The user must be given an option to accept or decline data sharing. Transparency should be maintained in data sharing practices, informing users about how their data would be used and shared. Transparent data practices build user trust and foster confidence in government apps.

D.2.3. Data Collection and Usage

Data collection enhances understanding of user behavior and preferences, enabling tailored services. App owners should analyse indicators on collected user data to facilitate personalized information delivery to users. Users must be informed about the app's data collection practices and data usage.

D.2.4. Data Security and Privacy

Government apps must implement robust data security measures to protect user data. They must define clear data handling and privacy practices to build user trust and comply with regulations, including the DPDP Act. Encryption should be used for storing, collecting, and exchanging information securely. Appropriate security measures must address cybersecurity vulnerabilities to minimize risks. Throughout the

app's lifecycle, user information must be protected in accordance with data privacy regulations, and users should be well informed about these measures.

D.2.5. Regular Compliance Audits

Regular audits must be conducted to ensure that government apps hosted on the government App Store comply with data security and privacy standards. Compliance audits are essential for maintaining data integrity and protecting user privacy.

D.2.7. Continuous User Engagement

Government apps should engage users to gather feedback, ensuring that methodologies and processes are in place to capture invaluable user input for improving functionality and enhancing satisfaction.

D.2.8. Responsive User Support

Government apps should provide responsive user support channels for inquiries, feedback, and issue reporting. Efficient user support enhances user experience and promotes positive engagement with government apps.

Adhering to these points collectively creates a foundation for government App design that prioritizes user trust, data privacy, and the effective delivery of government services and information.

D.3. Application Hosting

All the mobile apps for government programs and services must be hosted on the government App Store, i.e., the Gov.In: App Store. In addition to this, the applications may also be hosted on the platform specific app stores, i.e., Google Play Store and Apple App Store. Defined processes, security guidelines, and established certifications should be followed while hosting the application on the Gov.In: App Store, Google Play Store and Apple App Store. Government Apps that follow the guidelines hosted at https://apps.mgov.gov.in/, provide a trusted source for citizens to download government applications.



E. Roles & Responsibilities of the CIO

The initiative on harmonising Government of India's digital footprint aims to ensure consistent and impactful messaging with harmonised user interface and user experience (UI/UX), across Government of India's digital footprint. The Digital Brand Identity Manual (DBIM) is developed to enable this initiative.

To drive this initiative Cabinet Secretary has sent a communication to all Secretaries to the Govt. of India to nominate a Joint Secretary-level officer as Chief Information Officer (CIO) of the respective Ministry/Department. All Ministries/Departments are expected to ensure that their websites host accurate and updated content, track the website usage, improve Ul/UX and ensure compliance with the latest Guidelines for Indian Government Websites (GIGW).

The CIOs are responsible for leading the digital transformation efforts, and aligning IT strategies with the Ministry/Department's goals. This role focuses on compliance and capacity building to drive impactful digital initiatives.

Indicative roles and responsibilities for enabling Ministries/ Departments to take the steps necessary to give effect to the Digital Brand Identity Manual (DBIM).

a) Commence alignment of the existing website of the Ministry/Department and its Government Apps with the DBIM, expeditiously and within a defined timeframe, in respect of the following:

- Rearranging the existing content as per the new website structure;
- Reworking the existing content to make it more understandable;
- Revising the webpage/app-screen layouts;
- Revising the design scheme of website/app pages/screens and the images, icons and infographics used; and
- Integrating with—
    - Social media handles of the Ministry (e.g., X, Facebook, Instagram, YouTube, LinkedIn or other relevant platforms.), if applicable
    - MyGov platform integration; and
    - Google Analytics integration, to enable dashboard view of user traffic on and usage of the website/app

b) Ensure that the websites are in conformance with the Guidelines for Indian Government Websites and Apps 3.0 (GIGW 3.0) and get those certified by the Standardization Testing and Quality Certification (STQC) Directorate, Ministry of Electronics and Information Technology.

c) Ensure that the website of the Ministry/Department has accurate and updated content.

d) Ensure consistent messaging across websites, applications, and social media platforms in compliance with the DBIM.

e) Ensure requisite creative and technical capacities, including by engaging or hiring necessary talent, for implementing DBIM, increasing the website's visibility and deepening citizen engagement, on a sustained basis.

f) Ensure that the CIO and the creative and technical team members responsible for the website attend meetings, workshops, and training programmes organised by NIC/MyGov for the implementation of DBIM/GIGW.

g) Implementing Google Analytics on the website will help track its usage and improve its User Interface (UI) and User Experience (UX).

- Ensure seamless integration of website Key Performance Indicators (KPIs), such as status on content update & pendency, feedback, page load speed, CCPS integration, certification, visitor analytics, etc. with the central dashboard created on DBIM Toolkit Website for comprehensive analysis.

h) Conduct regular evaluations and provide reports on the progress and impact of digital projects and services.

i) Work closely with internal and external stakeholders to identify and address the technology and creative requirements.

j) Drive initiatives to enhance existing systems, ensuring better digital services and operational efficiency.

k) Stay updated on relevant laws, regulations, and standards pertaining to digital and information technologies.



F. Compliance Matrix

This section comprises of an exhaustive compliance checklist for the different types of government organizations to help them apply the various elements of the DBIM into their digital platforms.

Two types of checklists have been created:

i. Generic application: This checklist applies to all types of government organizations across the digital platforms.

ii. For the Ministries: This checklist only applies to the Ministries, their departments and attached organizations.

The government organizations must refer to this checklist to ensure all the elements of the DBIM have been captured and incorporated in their respective digital platform to achieve digital harmonization.

F.1. Checklist 1 – Generic and Applicable for all Government Organizations

This checklist must be used by all government organizations that intents to build or revisit their digital platforms.

S. No.	Checklist	Relevant DBIM Section
A	**Colours**	
1	One colour group from primary palette consisting of 1 key colour with its variants, has been selected. (all pages to be checked for compliance)	2.1
2	Other colours (background, cards etc.) used are from the functional palette	2.2
3	Icons used in the platform use either the key colour (darkest shade) from the selected colour group or inclusive white	3.7
4	Footer background is of the key colour(darkest shade) of the selected colour group	5.6
B	**Iconography**	
5	Icons follow a consistent icon style	3.3
6	Icons have been selected from the icons set provided in DBIM Toolkit, unless unavailable in the kit	3.5
7	Icons are in PNG, SVG or WEBP format only	3.7
8	Icon sizes are as defined in DBIM - 24x24px, 32x32px, 48x48px, 64x64px	3.7
9	The correct proportion of icon is retained and icon is not compressed or stretched	3.7

10	When an icon is placed on an image or a banner, sufficient contrast has been maintained with its background.	3.7
C	**Typography**	
11	The typeface used is Noto Sans	4.1
12	Body text is left-aligned and table have left-aligned text, right-aligned numbers, and center-aligned column names	4.1.1
13	Capital case is not used for long sentences or paragraphs and does not include Hinglish	4.1.1
14	Type scale is as defined in DBIM	4.3.1
15	Text colour is as per DBIM and displays optimal contrast with background	4.4
16	Button sizes are consistent with uniform padding used throughout	4.5
17	Distinct button styles are incorporated to differentiate between button states, such as enabled, hover, focus and disabled	4.5
18	Mouse hover prompts a noticeable change in clickable items	4.5
D	**Header and Footer**	
19	Emblem has been obtained from the authorized source	5.1
20	Emblem is in proper ratio and is not scaled disproportionately	5.1
21	Website naming has been done as per the organization type, like Ministry/Department	5.2
22	Logo lockup is either in black on white background or white over dark background	5.3

23	Generic header components like logo lockup have been chosen from DBIM based on the type of government organization	5.4
24	All the subcomponents of the generic header are enabled and accessible on the digital platform	5.4
25	Footer displays all the key information elements and lineage as mandated in DBIM	5.6
E	**Logo**	
26	Correct/accurate logos have been used	5.5
27	Logos are not scaled disproportionately	5.5
28	All logos are in JPEG/JPG, PNG, SVG or WEBP format only	5.5
29	Logos are less than 100 KB in size	5.5
F	**Imagery**	
30	Background images are under 500 KB	6.1.1
31	Banner and header images are under 500 KB	6.1.1
32	Thumbnail images are under 100 KB	6.1.1
33	High resolution images are less than 5 MB	6.1.1
34	All images are in JPEG/JPG, PNG or WEBP format only	6.1.1
35	Thumbnail have been provided for high resolution images along with provision to view or download the high resolution version	6.1.1
36	Images have been used after obtaining necessary permissions and licenses and do not have a third party ownership watermark	6.1.3

37	Headshot images for individuals used on the website is as defined in DBIM	6.1.4
G	**Content**	
38	The language used is free from any spelling or grammatical error	7.1.3.3
39	Central Content Publishing System has been integrated	7.4
40	Clear consent for personalisation is obtained in the user's preferred language	7.6.1
41	Cookie consent banner is displayed at the bottom of the page, allowing users to accept, reject or customize their cookie preferences	7.6.1
42	All content must be complete and up to date	7.1
H	**Search functionality**	
43	Search is working	9
44	Search provides relevant results across all the content of the website (HTML, PDF and Image metadata)	9
45	Relevant metadata, persona-specific tags, and keywords must be provided to improve searchability and categorization	9
I	**Performance enhancement**	
46	Website is responsive across multiple screen sizes	10.2

Table 17: Generic Checklist

F.2. Checklist for Ministry/Department Websites

This checklist must be used by all Central Ministries and Departments that intents to build their website. This must be followed along with the generic checklist F.1.

S. No.	Checklist	Relevant DBIM Section
A	**Information Architecture**	
1	Website content has been presented as per the Ministry/Department specific information architecture	A.1
B	**Identify the Ministry Personas**	
2	Personas relevant to the Ministry/Department have been shortlisted and displayed on Home Page	A.2
3	Personas based navigation displays the content relevant to the selected persona	A.2
4	Relevant content tagging has been done for the personas	A.3
C	**Homepage**	
5	Homepage components are as per DBIM	A.4
6	Integration with Social Media handles is done	A.4
7	Provision has been kept for integrating centrally published content in the homepage	A.4
D	**PM Quote**	
8	Image of Hon'ble PM has transparent background	A.4
9	PM image and PM quote are obtained from the authorized sources.	A.4

10	PM Quote relevant to the Ministry/Department has been displayed on Home page	A.4
11	PM Quote has been displayed as per prescribed format in DBIM	A.4
E	**Content Sections**	
12	Objectives and functions of Ministry/Department are displayed as List	A.5.1.1
13	Correct names of Ministers and their portfolios has been used on Our Team page	A.5.1.2
14	The correct organization hierarchy has been depicted	A.5.1.2
15	Name of departments, organizations, attached offices, etc. are correct on Our Organization page	A.5.1.3
16	Name/ title of the offering and documents is maximum up to 150 characters.	A.5.2
17	All the images used in Offerings section are below 100KB	A.5.2.1
18	Following Validation for Tenders page has been satisfied: a.) Valid link of the tender portal b.) Tender ID: 50 chars., error free	A.5.2.3
19	Periodic documents' versioning (with date of release) has been done	A.5.3
20	Title of the Documents and Resources section elements are suitable and maximum up to 250 characters	A.5.3, A.5.4
21	Videos have appropriate captioning(subtitles) and date	A.5.4.2

22	Contact details of the Chief Information Officer, Web Information Manager, Appellate Authority & Public Information Officer is accurate without any typographical errors	A.5.5
23	Geotagging given on Contact us page is correct	A.5.5
F	**Mandatory Directives for content**	
24	The content accuracy has been ensured through a multi-level workflow in the CMS (at least 2 level)	A.5.6
25	Appropriate titles (Dr., Shri, Smt., Mr., Ms.) have been used uniformly	A.5.6
26	All the Documents, Presentations and Brochures are uploaded as accessible PDF and no editable file format has been used	A.5.6
27	Date format must follow the style where the day comes before the month	A.5.6
28	External links and website links provided are secure (HTTPS), clearly identifiable and periodically validated.	A.5.6
29	Archival section is included and all outdated content from relevant sections is archived. The archival date is mentioned when populating content, wherever applicable.	A.5.6
30	Ministerial images and officer listings are arranged by seniority	A.5.6
G	**Forms**	
31	Instructions for filling the form must be given at the starting of the form.	B
32	Forms must be Keyboard-friendly	B

33	Mandatory fields must be clearly marked with an asterisk (*) or “Required” along with the label	B
34	Labels must be clickable to enable easy selection of the form field	B

Table 18: Checklist for websites



G. Abbreviations

Abbreviation	Full Form
API	Application Programming Interface
CCPS	Central Content Publishing System
CERT-IN	Indian Computer Emergency Response Team
CIO	Chief Information Officer
CMS	Content Management System
CPU	Central Processing Unit
CTA	Call to Action
DBIM	Digital Brand Identity Manual
DPDP	Digital Personal Data Protection
FAQ	Frequently Asked Questions
GIGW	Guidelines for Indian Government Websites
GPS	Global Positioning System
HTML	Hypertext Markup Language
HTTPS	Hypertext Transfer Protocol Secure
iOS	iPhone Operating System
JPG/JPEG	Joint Photographic Experts Group
KPI	Key Performance Indicator
L1	Level 1
L2	Level 2
L3	Level 3
NSSO	National Single Sign-On
OS	Operating System

PDF	Portable Document Format
PIB	Press Information Bureau
PM	Prime Minister
PMO	Prime Minister's Office
PNG	Portable Network Graphics
PSU	Public Sector Unit
RPWD	The Rights of Persons with Disability
RTI	Right to Information
SEO	Search Engine Optimization
SSO	Single Sign-On
SVG	Scalable Vector Graphics
UI	User Interface
URL	Uniform Resource Locator
UX	User Experience
WCAG	Web Content Accessibility Guidelines
WEBP	Web Picture
WIM	Web Information Manager

Table 19: List of abbreviations

GOV.in

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