

About Client

Department of Information and Public Relation for the State Government of U.P. is the official spokesman for the Government. They have the prime responsibility to spread the information about the Government Policies, Achievements, Events etc to masses. To perform their duties Department releases huge number of Press Release and Advertisement to various Papers circulating in the State in various Languages.

Business Scenario

Print and Electronic Media Industry is continuously growing resulting to exponential increase in number of Papers/ Patrika and Electronic News Channels in almost all languages. These print media are circulated at local district level, Division level, State level or National/International level, hence there is huge difference in circulation volumes.

Government releases Tenders or Display material to these Print Media with a policy to provide space to all depending on their circulation base and geological reach, provided the printing and circulation is regular.

Monitoring of the release of Advertisements maintaining the policies is the biggest challenge and manual allotment always has a chance of injustice to one or the other.

Our Solution

Our Solution a Web Portal connecting all the Stakeholders of the echo-system to a single platform. All the Print/Electronic Media are registered with the Department or DAVP certifying all their attributes. The requirement from various Departments are Registered electronically at DIT for Publication. The allotment of the Print Media is being done based on a Dynamic Roaster generated based on the circulation and geo-reach.

Solution Technology

The Solution is being implemented using Open Source Technology for the Portal and the database. The complete solution had been designed in n-tier Service Oriented Architecture.

Key Benefits

The key-benefits identified are :

- Eliminate Data manipulation possibility
- Maintain Integrity of information sharing
- Maintain Security in Information sharing
- Maintain Transparency in operations
- Facilitate stakeholders to interact on-line