

**Prasar Bharati**  
**(India's Public Service Broadcaster)**  
**Prasar Bharati Secretariat**  
**Prasar Bharati House, Copernicus Marg**  
**New Delhi-110001.**

**No. T-1/003(1)/2017-IT**

**Date: 26.09.2018**

**Sub: Guidelines for Websites and Mobile Apps.**

Reference is invited to this office letter No. T-1/003(1)/2017-IT dated 15.06.2018 and letter dated 09.07.2018 issued from File No. 7(114)/2018/IT/PBS (copy enclosed) wherein the observation of Prasar Bharati Secretariat regarding multiple domains, Websites and Mobile Apps of AIR and DD offices was conveyed. During the review of various Websites and Mobile Apps, CEO has instructed that no public Website should be revamped/launched without review by PB Secretariat. .

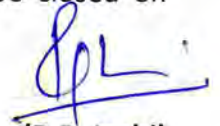
Despite instruction, it has come to the notice of Secretariat that stations/Kendra are revamping their Websites and launching new Mobile Apps without approval of IT Wing, PBS.

It has been decided that there would be a single Mobile App for all the services of Prasar Bharati and all the Websites of stations /Kendras and offices under Prasar Bharati are to be incorporated in Prasar Bharati Corporate Website.

The existing Prasar Bharati Corporate Website has been revamped and its BETA version is currently hosted at prasarbharati.org. After security audit, it will be hosted at <http://prasarbharati.gov.in>.

In this revamped Website, the requirement of various AIR Stations/Kendras and offices under Prasar Bharati have been incorporated. The content management feature for directly updating the content from the field stations/Kendras has also been developed. The credentials for updating will be intimated separately in due course.

In view of the above, the Website of all the fields stations/Kendras are not be revamped/developed or extension given for renewal without the permission of Prasar Bharati Secretariat. The existing Websites are to be re-directed to the concerned pages of prasarbharati.gov.in on its launch. The existing field stations Websites are to be closed on expiry of the existing contract/hosting.

  
**(R.P. Joshi)**  
**DDG(IT)**

**To all the stations/Kendras and Offices under Prasar Bharati.**

**Copy to:**

- 1. CEO, Prasar Bharati**
- 2. Member(F), Prasar Bharati.**
- 3. DG, All India Radio, Akashvani Bhawan, Parliament Street.**
- 4. DG, Doordarshan, DD Bhawan, Copernicus Marg, Mandi House.**
- 5. DG News, DD, Tower-B, Mandi House, New Delhi**
- 6. DG News (AIR), Akashvani Bhawan, New Delhi.**
- 7. ADG(IT&PP) PBS.'**
- 8. DDG(Tech & IR) with a request to get the order uploaded on PB Website.**

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Prasar Bharati  
(India's Public Service Broadcaster)  
Prasar Bharati Secretariat  
Prasar Bharati House, Copernicus Marg  
New Delhi – 110 001

**Subject:- Uniform domain policy for Prasar Bharati (AIR, DD including News) websites - reg.**

Please refer this Office letters of even number dated 27-12-17, 08-01-18 and 06-02-18 vide which uniform domain name policy for websites of various offices of Prasar Bharati (AIR, DD, including News) was conveyed. Subsequently, the Prasar Bharati corporate website has been revamped and its beta version was demonstrated to Prasar Bharati Board during its 148<sup>th</sup> Meeting held on 14-05-2018.

The revamped corporate website covers not only Prasar Bharati Secretariat but also various other offices of AIR, DD and NABM, including AIR Directorate, various Zonal offices (Program as well as Engineering), AIR commercial units and stations.

The Beta version of the website is presently hosted at <http://prasarbharati.org> and is under security audit, after which it would be hosted as <http://prasarbharati.gov.in>.

It is requested that the revamped website may be visited and suggestions for improvement, if any, may be communicated to this office.

Further, as per directions of Prasar Bharati Board, this website is standardised for all offices of AIR and DD (including News). Pages for various offices of AIR have already been created in the revamped website, which may be regularly updated. Instructions for updating and user manual are being sent separately. As DD has already awarded work for revamping of its website, the same may be got merged with the revamped Prasar Bharati corporate website, so as to have an integrated website for the organisation.

Various other websites of different offices may be redirected to the concerned pages of the revamped corporate website, which would subsequently be closed as per policy referred above.

Action taken in this regard may be intimated to this office for submitting ATR to the Board.

This issues with the approval of CEO, Prasar Bharati.

(R.P. Joshi)  
Dy. Director General(IT)  
[rpjoshi@prasarbharati.gov.in](mailto:rpjoshi@prasarbharati.gov.in)  
Tel. No. 23118567

o/c

DG, All India Radio, Akashvani Bhawan, Parliament Street, New Delhi – 110001  
DG; Doordarshan, DD Bhawan, Copernicus Marg, Mandi House, New Delhi –110001  
DG(News) DD/DG (NSD)AIR

Prasar Bharati ID No.T-1/003(1)/2017-IT Dated 15.06.2018

Copy to:

1. PS to CEO/Member(F), Prasar Bharati.
2. E-in-C, AIR/E-in-C Doordarshan
3. ADG to CEO/ADG(IT&PP)/ADG(E&A)/ADG(B&A)/Advisor(Ops.), Prasar Bharati.

15/6/18  
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2/18

PRASAR BHARATI  
Prasar Bharati Secretariat : Prasar Bharati House  
Copernicus Marg, New Delhi 110001

Sub:- Revamping of Prasar Bharati Website  
Ref:- DG DD No.DDG/DDK-DELHI/IT/2018 dated 31.01.2018  
PB ID No.T-1/003(1)/2017-IT/24 dt. 17.01.2018

This has a reference to the subject cited matter and correspondence of IT Cell of DD Directorate with M/s UNEECOPS Technology Inc, mentioned above. A brief FAQs as well as Pictorial Structure of the suggested migration of website of DD on to new domain of DD and PB are attached for issuing suitable instructions to the agency who is awarded the work of revamping of PB Website and further development of the DD Website under the uniform domain policy already conveyed. M/s UNEECOPS has also desired a joint meeting with officers of DD Directorate and PB Secretariat on 8<sup>th</sup> or 9<sup>th</sup> of February 2018. The same may also be coordinated.

Encl: As above.

*Deepak Joshi*  
6/2/2018  
(Deepak Joshi)  
Dy. Director General (Tech & IR)

5/2

Addl.DG (Admn) DG Doordarshan, Doordarshan Bhavan, New Delhi  
Addl.DG (Admn) DG AIR Akashvani Bhavan, New Delhi  
Prasar Bharati ID No.T-1/003(1)/2017-IT/46 Dated, 6<sup>th</sup> Feb, 2018

Copy to:  
DG, AIR Akashvani Bhavan New Delhi  
DG, Doordarshan, Doordarshan Bhavan, New Delhi  
ADG (IT & PP) PB, for information.

*Deepak Joshi*  
6/2/18  
Dy. Director General (Tech & IR)

### Revamping of Websites and Uniform Domain name Policy for Prasar Bharati Websites

Q1. The brand identity of Doordarshan/ AIR would get subsumed/ diluted, if a uniform domain name policy is implemented.

Ans: The identity of Doordarshan / AIR would remain intact as same design and content of the website pages, as being developed by Doordarshan, would continue in the revamped websites. Further, the revamped websites of Prasar Bharati would also prominently display Doordarshan and AIR. Therefore, the revamped websites would better convey the idea of One Prasar Bharati while retaining the brand identity of Doordarshan and AIR and their various channels.

Q.2 The domain name would become very long and public may find it inconvenient to access the websites.

Ans: Maximum visits to a website are either through search engines such as, Google or through addresses stored as favorites in the browser or through hyperlinks. As such, length of the domain name would not be a deterrent for public to visit their favorite websites.

Q.3 Different Kendras of Doordarshan/ AIR are having their own websites and their content would get lost during revamping process.

Ans: As per the Uniform Domain Name Policy conveyed vide Prasar Bharati Sectt. letters dated 27-12-17 and 08-01-18, the corporate part of websites of Doordarshan/ AIR and their various Kendras would appear as separate pages with similar look and feel. Also the commercial part, such as websites for various channels, would appear as sub-domain of the main website and hence no content would get lost.

Q.4 If different channels are brought under single website, then it would be difficult to search them separately by the public.

Ans: As mentioned above, the commercial part i.e. website for each channel would be a separate sub-domain of the main website. By proper Search Engine Optimization (SEO), each channel could be individually searched and accessed through search engines.

Q.5 There will be difficulty in administering one website by different offices.

Ans: There would be different administrators for different activities and also different administrators for each sub-domain, who would be responsible for updating contents on their parts of the Website.

Q.6 The existing multiple websites may continue and their links may be provided on the Prasar Bharati Website.

Ans: As per the Uniform Domain Name Policy conveyed vide letter dated 27-12-17 and 08-01-18, there should be only one website for various offices of Prasar Bharati including Doordarshan and AIR. The existing websites would have to be subsequently closed, however, their domain names may be retained for a period of say, six months to one year. Any traffic coming to the existing domain names would automatically get transferred to the corresponding parts of the new website. However, the hosting spaces and the corresponding charges being incurred on the existing websites could be spared as these would no longer be required.

Q.7 DD News and AIR News would also be covered in the new domain policy.

Ans: Separate arrangements are being worked out for DD(News) and AIR(News) websites and would be communicated soon.

**Corporate part**

S.No.	OFFICES	EXISTING URLs
1	DD	www.ddindia.gov.in
2	AIR	www.allindiaradio.gov.in
3	DDK MUMBAI	www.ddkmumbai.org
4	NABM	www.nabm.in
5	DD PITAMPURA	www.ddpitampura.org
6	AIR CHENNAI	www.airchennai.org
7	DDK JALANDHAR	www.ddpunjabi.in
8	AIR PANAJI	www.airpanaji.gov.in
9	AIR KOLKATA	www.airkolkata.gov.in
...	...	
9+ n	DDK GUWAHATI	www.ddkguwahati.gov.in

**TRAFFIC WILL  
BE REROUTED  
TO**



PROPOSED URLs (PAGES)
www.prasarbharati.gov.in/doordarshan
www.prasarbharati.gov.in/air
www.prasarbharati.gov.in/doordarshan/mumbai
www.prasarbharati.gov.in/nabm
www.prasarbharati.gov.in/doordarshan/pitampura
www.prasarbharati.gov.in/air/chennai
www.prasarbharati.gov.in/doordarshan/jalandhar
www.prasarbharati.gov.in/air/panaji
www.prasarbharati.gov.in/air/kolkata
...
www.prasarbharati.gov.in/doordarshan/ddkguwahati

**Commercial Part**

S.No.	SERVICES	EXISTING URLs
1	DD NATIONAL	www.ddindia.gov.in/DDNational
2	DD BHARATI	www.ddindia.gov.in/DDBharati
3	DD MALAYALAM	www.ddktvm.gov.in
4	DD BANGLA	www.ddbangla.gov.in
5	DD GIRNAR	www.girnar.com
6	DD PODHIGAI	www.podhigai.gov.in
7	AIR VIVIDH BHARATI	www.allindiaradio.gov.in
8	AIR FM RAINBOW	www.allindiaradio.gov.in
9	DD PUNJABI	www.ddpunjabi.in
...	...	
9+m	DD ORIYA	www.ddkbbsr.gov.in

**TRAFFIC WILL  
BE REROUTED  
TO**



PROPOSED URLs (SUB DOMAINS)
ddnational.prasarbharati.gov.in
ddbharati.prasarbharati.gov.in
ddmalyalam.prasarbharati.gov.in
ddbangla.prasarbharati.gov.in
ddgirnar.prasarbharati.gov.in
ddpodhigai.prasarbharati.gov.in
airvb.prasarbharati.gov.in
airfmrainbow.prasarbharati.gov.in
ddpunjabi.prasarbharati.gov.in
...
ddoriya.prasarbharati.gov.in

5

Prasar Bharati  
(India's Public Service Broadcaster)  
Prasar Bharati Secretariat  
Prasar Bharati House, Copernicus Marg  
New Delhi – 110 001

**Subject:- Revamping of Prasar Bharati website and adoption of uniform domain name policy for Prasar Bharati (AIR, DD including News) websites – reg.**

Please refer PB letter of even no dated 27-12-2017 vide which uniform domain name policy for Prasar Bharati (AIR, DD including News) websites was conveyed. As informed, Doordarshan has already placed the work order for design and development of website and mobile apps for Doordarshan including development of DD website alongwith websites of national channel, regional channels etc. The work being undertaken by Doordarshan is commendable.

In this regard, the uniform domain policy referred above may please be ensured. As already conveyed, the corporate part of the websites of Doordarshan and its various kendras, etc. would be (for example) [www.prasarbharti.gov.in/doordarshan](http://www.prasarbharti.gov.in/doordarshan), [www.prasarbharti.gov.in/doordarshan/cpc](http://www.prasarbharti.gov.in/doordarshan/cpc), [www.prasarbharati.gov.in/doordarshan/mumbai](http://www.prasarbharati.gov.in/doordarshan/mumbai), etc. Also domain names for commercial part, such as websites for various channels, would be (for example) [ddkisan.prasarbharati.gov.in](http://ddkisan.prasarbharati.gov.in), [ddsports.prasarbharati.gov.in](http://ddsports.prasarbharati.gov.in), etc.

As such, the home page of the website i.e. [www.prasarbharati.gov.in](http://www.prasarbharati.gov.in) would be the corporate page of Prasar Bharati Secretariat, which would be integral part of the revamped websites. Accordingly, approval of competent authority is hereby conveyed that revamping of Prasar Bharati website may also be got done by DG:DD as part of the ongoing revamping work of DD websites.

While conveying the approval CEO Prasar Bharati has also directed that it is important that the structure of our public website is common and consistent with the idea of One Prasar Bharati. It is also important to streamline this important public interface through which our corporate and brands are perceived by the citizen of India in this Digital era. It may be insured that all webpages are built on a common foundation architecture, domain name scheme, and look & feel so that the corporate and various/brands reinforce a consistent message.

This issues with the approval of CEO, Prasar Bharati.

*(Signature)*  
08/01/2018  
(D. C. Shukla)  
Director (T)  
Tel. 23118406

DG, Doordarshan, DD Bhawan, Copernicus Marg, Mandi House, New Delhi –110001  
Prasar Bharati ID No.T-1/003(1)/2017-IT/11 Dated 08.01.2018

Copy to:

- 1. PS to CEO/Member(F), Prasar Bharati.
- 2. DG. All India Radio, Akashvani Bhawan, Parliament Street, New Delhi - 110001
- 3. DG(News) DD/DG (NSD) AIR.
- 4. E-in-C, AIR/E-in-C Doordarshan.
- 5. ADG to CEO/ADG(IT&PP)/ADG(E&A)/ADG(B&A)/Advisor(Ops.), Prasar Bharati.

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(India's Public Service Broadcaster)  
Prasar Bharati Secretariat  
Prasar Bharati House, Copernicus Marg  
New Delhi – 110 001

**Subject:- Uniform domain policy for Prasar Bharat (AIR, DD including News) websites - reg.**

Approval of Competent Authority is hereby conveyed to follow a uniform domain policy for various Prasar Bharati (AIR, Doordarshan including News) websites with a common domain/sub domain name on prasarbharti.gov.in (like www.prasarbharti.gov.in/doordarshan for Doordarshan, www.prasarbharati.gov.in/air for AIR etc.) for the corporate websites part.

For commercial part, such as websites for various channels, subdomains may be used e.g. ddkisan.prasarbharati.gov.in, ddsports.prasarbharati.gov.in, etc.

In case of any issue in implementing the policy, the same may be brought to the notice of this office immediately.

A compliance/status update on the matter may be sent by both the Directorates by 15 January, 2018 to this office please.

This issues with the approval of CEO, Prasar Bharati.

*(Signature)*  
27/12/17  
(D.C.Shukla)  
Director (Tech)  
Tel. 23118406

DG, All India Radio, Akashvani Bhawan, Parliament Street, New Delhi – 110001  
DG, Doordarshan, DD Bhawan, Copernicus Marg, Mandi House, New Delhi –110001  
Prasar Bharati ID No.T-1/003(1)/2017-IT/496 Dated 27.12.2017

Copy to:

- 1. PS to CEO/Member(F), Prasar Bharati.
- 2. DG(News) DD/DG (NSD)AIR
- 3. E-in-C, AIR/E-in-C Doordarshan
- 4. ~~ADG~~ to CEO/ADG(IT&PP)/ADG(E&A)/ADG(B&A)/Advisor(Ops.), Prasar Bharati.

(AK)

*(Signature)*  
28/12/17 9:16am  
*(Signature)*  
27/12/17

O/C

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Prasar Bharati  
(India's Public Service Broadcaster)  
Prasar Bharati Secretariat  
Prasar Bharati House, Copernicus Marg  
New Delhi – 110 001  
(IT & PP Division)  
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F.No.7(114)/2018/IT/PBS

Dated: 09-07-2018

**Subject: Improper launch of AIR News Website and Guidelines for procedure to be followed by all for websites/app revamping.**


NSD has recently replaced its website with revamped website without demonstrating the same to CEO and without concurrence of this office. While revamping, NSD did not take care of AIR News App which takes RSS feed from its Website. As a result, the App, having an installed base of more than 1 million, has stopped working.

The matter was brought to the notice of NSD on 06-07-18, however, NSD informed that mobile app is being looked after by Director(IT), DG:AIR and not by NSD. As such, NSD IT Team worked in isolation without coordinating with the IT Team responsible for AIR News app. Further, they were requested to restore the URLs of the RSS feed, but the same is still pending. Lot of complaints through social media and emails are being received for non-working of the mobile app. Further, the Website also has multiple broken links.

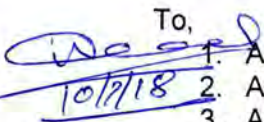
CEO has noted that despite his multiple interventions, it appears that basic IT processes and best practices were not followed in the release of NSD's new website, its testing, review and design, which is not only unacceptable but inexcusable.

CEO has also further instructed that the future roadmap of News Websites and Apps will be determined based on IT best practices and Industry guidelines for ensuring News Indexing, Search Engine Optimization and Usability.

No public website should be launched without full review and testing in compliance to above and Executive Review of Prasar Bharati Secretariat. The same would also be applicable to non-news websites and Apps.

  
(R.P. Joshi)  
DDG (IT)

To,

-   
10/7/18
1. ADG (Admn), NSD, NBH, New Delhi-1.
  2. ADG (MR), DG:AIR, Akashwani Bhawan, New Delhi-1.
  3. ADG (Admn), Doordarshan, Tower-A, Mandi House, New Delhi.
  4. ADG (News), Doordarshan, Tower-B, Mandi House, New Delhi.

Copy for information to:

-   
10/7/18
1. CEO, Prasar Bharati
  2. M(F), Prasar Bharati
  3. DG, All India Radio, Akashwani Bhawan, Parliament Street, New Delhi – 110001
  4. DG, Doordarshan, DD Bhawan, Copernicus Marg, Mandi House, New Delhi – 110001
  5. DG (News) DD, Tower-B, Mandi House, New Delhi
  6. DG (News) AIR, Akashwani Bhawan, New Delhi-1
  7. ADG (E&A)/ ADG IT & PP, Prasar Bharati

  
9/7/2018