

PRIME MINISTER'S MEDIA CORNER:

Official media resources from PM's Office anytime anywhere!

The Prime Minister's Media Adviser, Shri. Pankaj Pachauri along with his team felt the need of the news media houses to have access to quality-rich authentic and current media resources pertaining to the Prime minister. It was felt that resources such as Photos and Videos would enable the news media agencies, especially the ones not in the main stream but regionally and locally prominent, to support effective information dissemination related to the PM's activities. This is the genesis of PM's Media Corner site- <https://mediacorner.pmindia.nic.in/>



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On a true democracy like India, it is substantially important that citizens have access to all relevant and current public information. Citizens have the right to information on public services and activities of their leaders. Many News Media houses rely on Government sources to ensure authenticity of the information provided to the public.

The Prime Minister's media adviser, Shri. Pankaj Pachauri along with his team felt the need of the news media houses for having access to quality-rich authentic and current media resources pertaining to the Prime minister. The resources such as Photos and Videos

would enable the news media agencies, especially the ones not in the main stream but regionally and locally prominent, so as to support effective dissemination of the information on the Prime Minister.

The Office of the Prime Minister thus entrusted NIC with the idea to envisage further conceptualizing and developing an efficient web solution. Within a very short time span could the NIC's Web Development Team with close co-ordination with the PMO, could develop the PM's Media Corner. The site, which is user friendly, secure and robust in quality media resources, has become a popular online resource point since its



launch in November 2012. Regular and quick update of latest resources is the site's highlight.

A BRIEF GLANCE AT THE MEDIA CORNER

• A home grown Content Management System (CMS) developed by NIC's web development efficient team is used to manage both the dynamic resource modules (Photos and Videos) of Media Corner site. The front-end web interface of the application system is <https://mediacorner.pmindia.nic.in> and the backend for content management is <https://mediacornercms.pmindia.gov.in>. Both the front-end and back-end are deployed over Secure Sockets Layer (SSL). The resources are updated/added based on the PM's official and public activities, which are categorised based on events, place and calendar. The CMS keep a track on the logging activities of registered users and administrators through Audit Trail.

• The simple online registration process in the system authenticate a user to download the available resources. The CMS enables site administrators to manage the registered users. Through the CMS, the site administrator/s can view and generate reports on details of photos and videos downloaded in various digital formats.

• The technologies used for development and deployment of the portal are PHP, HTML, CSS, MySQL, JavaScript and jQuery.

• The CMS uses two MySQL databases. The first database is used by the front end application for published content and the second one for the unpublished or draft content.

• The resource content is pushed to each of the two categories in the Draft workflow stage. The draft content resides in Back-end (CMS) Database. It can then be moved to Publish stage during Editing. Once published, the content is copied to the front-end database. When content is moved from Publish to Draft, it is deleted from the front-end database. And when the published content is deleted, it is removed from both the databases.

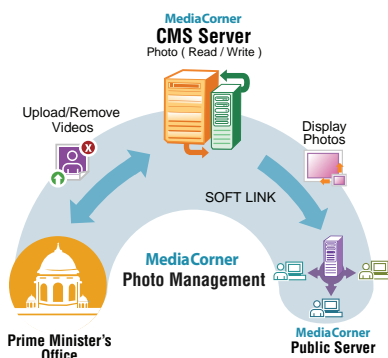
• The user friendly Search facility is one among the key features of the site. Simple Graphic User Interface helps the user to identify the availability of Photos and Videos for each search results.

• The Feedback feature facilitates users to provide their observations, suggestions or usage problems through an online Form. Through the CMS, the site Administrator/s reviews and take actions on the feedback of the users.

FEATURES OF PHOTO RESOURCES

• The size of the photos to be displayed at Front-end is restricted to an image dimension of 740pixels by 555pixels. But there is no restriction to the dimension and resolution of the downloadable photos.

• The photos which can be downloaded are currently in .jpg and .png formats.



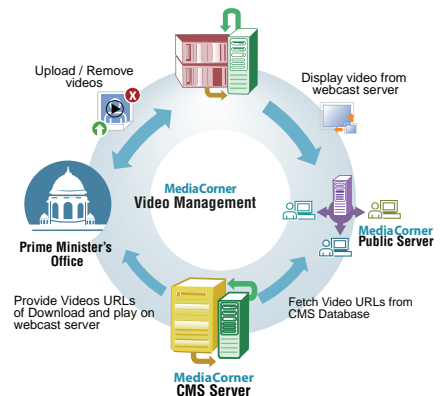
• The photos uploaded through CMS is made available to users with read-only privileges at the front-end enabled through a soft link provided between the "uploads" directory of CMS and Front-end.

FEATURES OF VIDEO RESOURCES

• Adding of Video resources are through the CMS along with the inclusion of respective preview(screenshot) images with dimension: 740pixels by 555pixels.

• The file formats currently made possible for video uploads are .flv (for web preview) and .avi, .mp4, .3gp, .flv and .f4v

• The added video resources are uploaded to NIC's WebCast server. Previewing and downloading of the videos are made possible for users



from this Server.

Media Corner site of the PM is constantly observed for its performance and resources usage. The site's visitor activity is closely monitored to ensure security from external threats. The NIC's web development team is constantly at work on improvements and enhancements of the user experience of the site. Hence the feedback and suggestions of the users would hold a key role in the next face of the Media Corner site.