Launch of Prime Minister's Website

Just seconds after Shri Narendra Modi was sworn-in as the 15thPrime Minister of India, the official website of the Prime Minister of India http://pmindia.nic.in/ was made live by NIC's web development team with active support from NIC Cell at Prime Minister Office (PMO). Brimming with latest features, the website has garnered appreciation from various sections of media. The interactive site has been developed in line with the vision of the Prime Minister who himself is a firm believer in the power of leveraging technology for participative governance.

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N IC has always been the key technology hub for numerous Government websites. One of the most prestigious tasks assigned to NIC was to come up with the PMO website which was launched soon after Shri Narendra Modi was sworn in as the 15th Prime Minister of India. Being one of the key sites with high popularity quotient, the website has several characteristics in aspects of design, content, navigation, interactivity and accessibility.

DESIGN & CONTENT

The spanking new website has been ingeniously designed with clear identity elements and overall abstemious look and feel. The clutter free website sports a demure cream-yellow background with azure coloured banner portraying the image of newly sworn-in Prime Minister along with the tricolor. Its highlighting functionality with separate dark and light versions frame a significant look in web place and high quality pictures hover over its decent background.

Content of the website is well laid and updated on a daily basis. Latest information, Prime Minister's speeches, meetings, schedules, foreign visits has been furnished.

The home page of the website features sections for 'News Updates', 'Social Media Updates', and a newly included section 'Interact with Hon'ble PM'. Just below the image banner, complete information has been furnished under

separate sections related to the profile of Prime Minister, PM Office, Our Government, Information related to Prime Minister National Relief Fund along with Media Gallery capturing latest videos, photographs and live events. The important images have also been transitioned with the help of an image slider on the home page.

The footer region of the website has pages on Website Policies, Link to Us, Site Map and Help.

NAVIGATION AND INTERACTIVITY

PMO website has been designed for smooth and easy navigation between pages. The website abounds in interactive elements. A special feature called 'Interact with Hon'ble PM' has been added to the website which invites queries, ideas, suggestions, comments, etc. from the visitors. Besides, the website provides links to Prime Minister of India's pages on Social Media networks such as YouTube, Facebook and Twitter.

ACCESSIBILITY & COMPLIANCE

It is ensured that the PMO website is accessible to all users irrespective of variety of device in use, technology or ability. The website is perceivable, operable, understandable and robust. It has been built, with an aim to provide maximum accessibility and usability to its visitors.

Best efforts have been invested to ensure that most information on the website is accessible to people with disabilities. A visually challenged person can access the website through assistive technologies, such as screen readers and magnifiers. It is also ensured that the site follows principles of usability and universal design, to facilitate all visitors of the portal.

The site carries explicitly stated Website Policies containing Terms & Conditions, Privacy Policy, Copyright Policy, Hyperlink Policy, etc. The site can be viewed in both English and Hindi languages, both these versions are simultaneously updated. The site is compatible with all the popular browsers.

FUTURE ROADMAP

Actions are underway to enhance the website features and transform it into a CMS based dynamic website with bi-lingual support. The new version will be based entirely on Word Press featuring sector specific sites or micro sites for various sectors such as foreign policy, trade and agriculture. It will also contain Customer Relationship Management (CRM) feature to manage users' feedback, comments, ideas, suggestions etc.

APPRECIATION

Office of the Prime Minister as well as ICT officials from Hon'ble Prime Minister Shri Narendra Modi's team applauded the exemplary efforts and timely updating of the content to make it reach the masses across the world. The ingeniously designed website received laurels from media houses and citizens alike. Several media houses have extensively covered the launch of this new website and have highlighted the quickness in bringing the site live. By receiving

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The role of ICT in ensuring transparent and inclusive governance cannot be stressed upon more in this technology driven era. NIC has always been instrumental in developing, hosting and securing Government websites by deploying state-of-the-art technology and infrastructure. 'Interact with Hon'ble PM' is one of the most popular sections of the website besides integration with Social Media sites such as Facebook and twitter.

thousands of mails from users across the country as well as abroad within hours of its launch, this site has proved its popularity worldwide.