**Proposed solution for publicising Advertisements published by DIPR on various Platforms**

A centralised IT based solution is proposed for uploading the Advertisements (published by DIPR) to be used by different stakeholders to display the mentioned advertisement on various platforms used by Government of Rajasthan. This solution is meant to provide an easy solution to update all the relevant stakeholders about the details of the advertisements and update the status of display on their concerned Point of Display (PoD).

The web services for consuming the details of the advertisement will also be published and shared using this software solution which will be consumed by the relevant stakeholders for display on their Point of Display (PoD).

Based on the available space on the PoD, the advertisement may have to redesigned keeping the intent and theme of the advertisement same which will be done seeking services from expert designer. The revised design will be approved by DIPR in the system.

**List of Point of Display (PoD)**

1. SSO Application Home Page
2. All Government websites
   1. Departmental/Sector/State/Scheme Level Portals (e.g. Energy department, BSBY, Agriculture Sector etc)
   2. State Portal
3. Video Walls
4. All Social Media Platforms (Facebook, Twitter, Instagram etc.)
5. Mobile Apps
6. e-Mitra Plus & Prodia
7. Mail.rajasthan.gov.in & mail.rajasthan.in
8. Broadcast the advertisement to all the available e-Mail Ids of citizens /employees under various important databases based on their category. For e.g. Bhamashah, SSO platform, Rajasthan.in, e-Mitra etc.

**Stakeholders/Users**

1. DIPR
   1. Level 1- Nodal Officer (DIPR)
2. DoIT&C

Level 1 Users

* 1. All concerned OICs for - Departmental/Sector/State/Scheme Level Portals (e.g. Energy department, BSBY, Agriculture Sector etc)
  2. OIC- State Portal
  3. OIC- Websites
  4. OIC- Mobile Apps
  5. OIC-Single Sign On
  6. OIC- e-Mitra Plus & Prodia
  7. OIC- Social Media
  8. OIC- Video Walls
  9. OIC- Mail.rajasthan.gov.in & mail.rajasthan.in
  10. OIC-Designer

Level 2 users

* 1. Commissioner & SS IT&C
  2. Principal Secretary IT&C

1. CMO

**Workflow in the Application Software**

**At DIPR Level**

Step 1:

Login from DIPR User (Level 1)- enter the details of the Advertisement/s already published by DIPR. Once uploaded, all the Level 1 users of DoIT&C in the system will receive an SMS regarding new upload.

**At DoIT&C Level**

Step 2:

Login from DoIT&C User (Level 1)- receives the approved advertisement in the inbox. Respective OIC will consume the web services to display the advertisement on their PoD and update the status as PUBLISHED in the application software.

If the advertisement needs to be redesigned as per the space available (such as for Home page of SSO, mail.rajasthan.gov.in / mail.rajasthan.in etc), OIC (Designer) will redesign the advertisement and upload on the portal.

Step 3:

Login from DIPR User (Level 1)- approves or rejects or send back to Level 1. Once approved the advertisement will be published by the concerned OICs on their respective PoD.

Step 4:

Login from DoIT&C User (Level 2)- Dashboard to display the pendency of the advertisement updates on various Point of Display.

**At CMO Level**

Step 5: Login from CMO User- Dashboard to display the pendency of the advertisement updates on various Point of Display.