Content Management Policy

Content needs to be contributed by all of BOPT(ER) in a consistent fashion to maintain uniformity and concurrency of the contents. In order to present the content as per the requirement of the viewer, organize the content in categorized manner and to retrieve the relevant content efficiently, it is required to contribute the content to the website through a Content Management System which would be web-based having user-friendly interface. The content on this website goes through the entire life-cycle process of Creation, Modification, Review and approval, Conent Uploading , Publishing, Expiry and Archival. Different Content Element area categorized as Routine or Priority. Once the content is created or modified, it needs to be reviewed and approved prior to being uploaded and published on the Website. The moderation could be multilevel and is role based. If the content is rejected at any level then it is reverted back to the originator of the content for modification. Frequency of review of contents is at least one year or whenever the content changes. Content Archival : Each of the content element is accompanied by meta data, source and validity date. For some of the components the validity date may not be known i.e., the content is stated to be perpetual. Under this scenario, the validity date should be two years hence. Under no circumstances, any content is to be displayed on the Website after the validity date. For few of content elements like tenders, vacancy, and training course schedules etc., only the live content whose validity date is after the current date is shown on the Website. For other content elements such as documents, schemes, services, forms, contact us etc., there is a need for timely review of the same. For the retrieval of content which has expired, there is a need to archive the content. Government Websites, Forms, Services and Contact Directory which are discontinued should be expunged.

➤ *Content ownership, moderation & approval policy (COMAP)*

The content to be published on the website is contributed by various section of BOPT(ER) in a consistent fashion to maintain uniformity and to bring in standardization. In order to present the content as per the requirement of the viewer, the content is categorized and to retrieve the relevant content

efficiently, and the content is contributed to the website through a Content Management System which is web-based having user-friendly interface. Once the content is contributed it is approved and moderated prior to being published on the Website. The moderation could be multilevel and is role based. If the content is rejected at any level then it is reverted back to the originator of the content for modification.

➢ ***Content review policy (CRP)***

All possible efforts need to be taken to keep the content on the Website current and up-to-date. This Content Review Policy defines the roles and responsibilities of the website content review and the manner in which it need to be carried out. Review Policies are defined for the diverse content elements. The Review Policy is based on different type of content elements, its validity and relevance as well as the archival policy.