Central Content Publishing System (CCPS)

Launch of the Digital Brand Identity Manual (DBIM) and First CIO Conference 2025

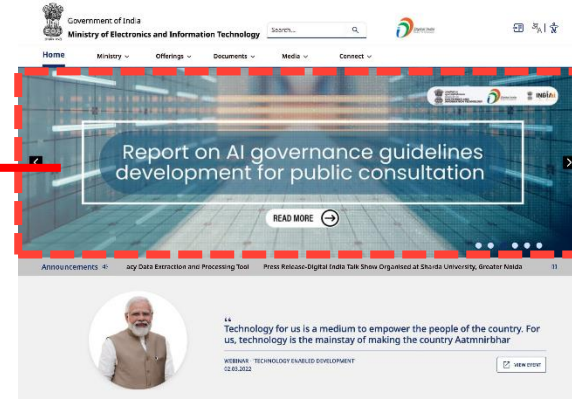GOV.in   myGov   NIC एन आई सी National Informatics Centre

Central Content Publishing System (CCPS)

➢ Allocate a **dedicated space** on the homepage for publishing the content/graphics to display key **information about** the **government decisions, schemes, programs, and achievements**

➢ Standardize **dissemination of information** across digital footprint, ensuring that citizens have access to the **impactful, relevant, and up-to-date information** & messaging

➢ Subscribe to the APIs from the DBIM Toolkit and integrate with designated digital platforms
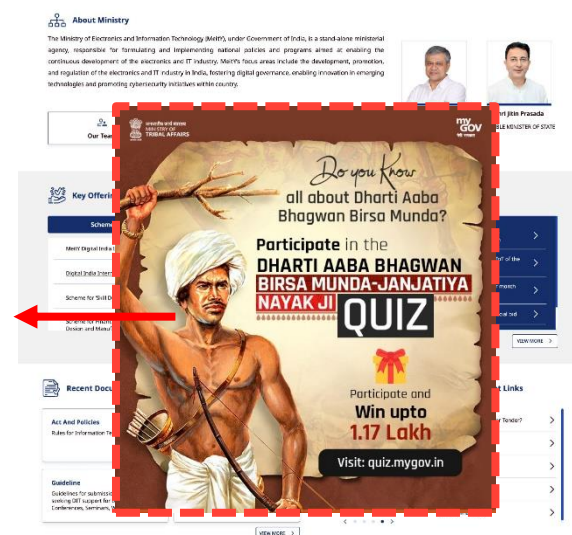
CCPS Components

➢ Banners (Full width & Short width)
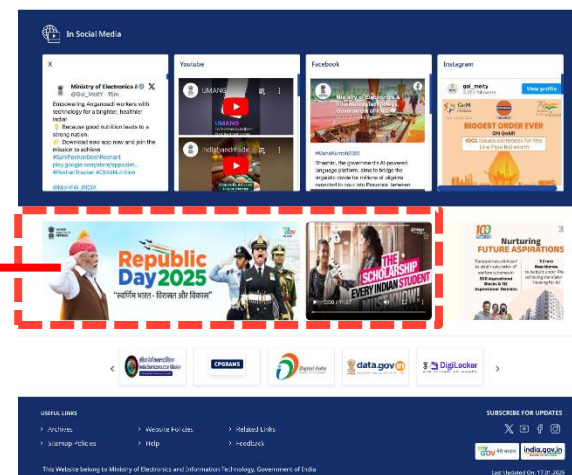
➢ Overlay Banner

➢ Central Posts

Banners

Overlay Banner

Posts
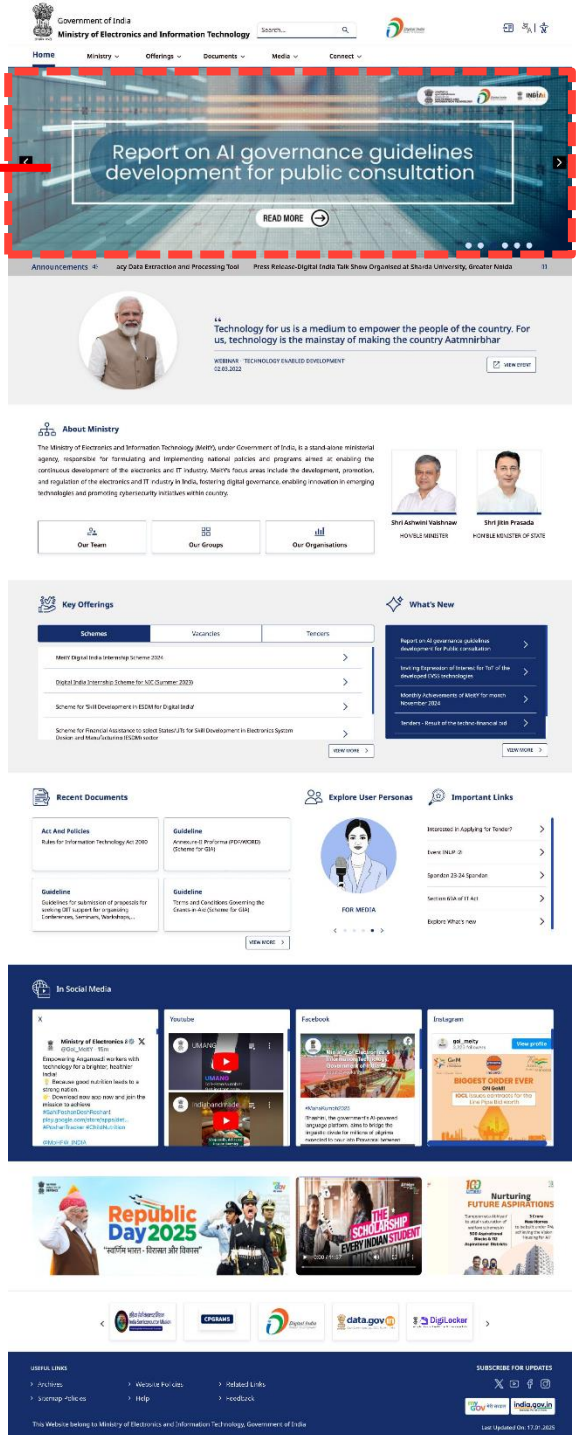
Banners

➤ Full Width – Banners across the full width of a homepage, making them suitable for high-impact announcements or promotional content

- It is mandatory to publish 1st banner by CCPS on all Ministry, Department, and Organization websites. However, service platforms will have the flexibility to place it in 2nd or 3rd position

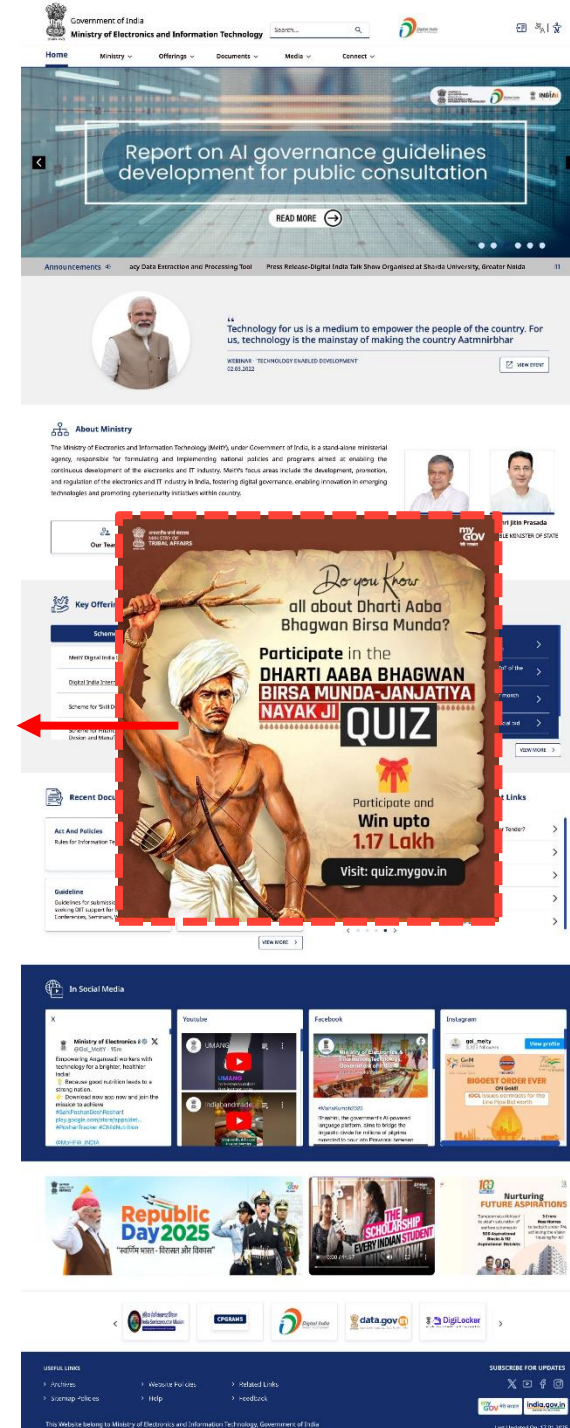➤ Short-Width - Designed for smaller display areas, providing flexibility in content arrangement

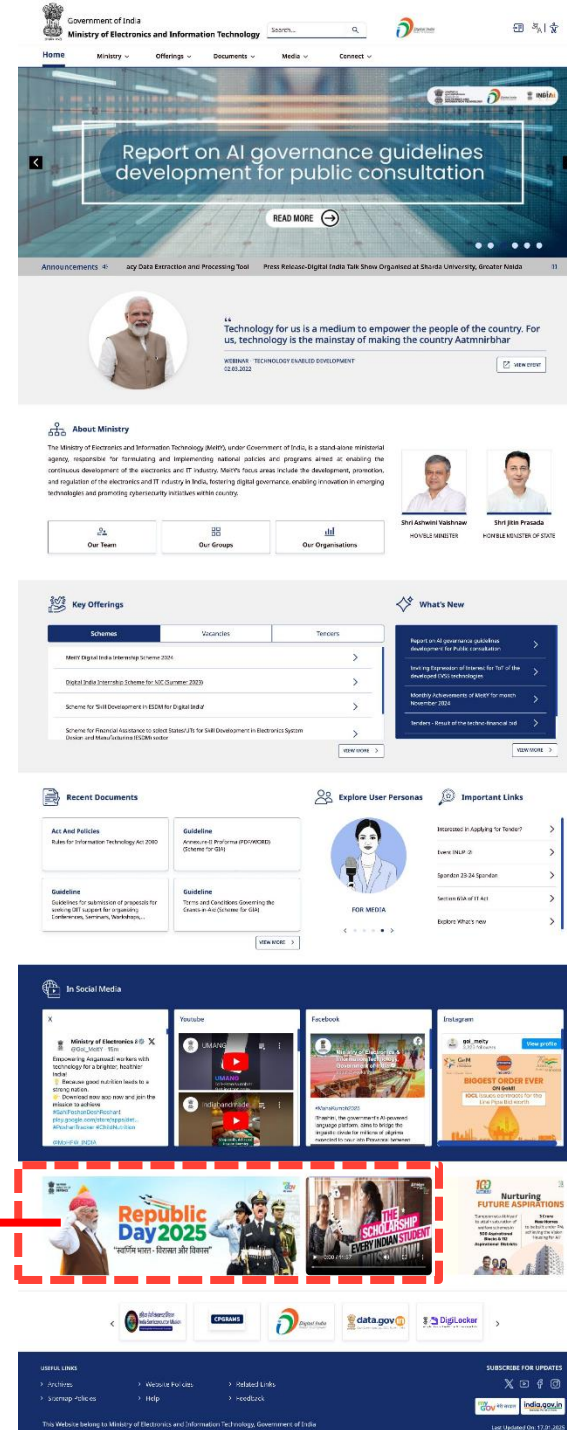| Banners	Dimension (in pixels)
Full-Width	1800x338
	1800x500
	1800x600
Short Width	320x245
	640x245

Overlay Banner

➢ Automatically appears on top of the homepage of subscribed websites as a pop-up.

➢ Depends on important announcements i.e. it may or may not be enabled at any given point in time.

Overlay Banner ←

Central Posts

➢ Provide various types of content, including images, videos, and PDF files.

➢ Allocated 960x245 pixels for publishing the centrally pushed posts.

➢ Multiple layout options are possible

➢ Subscribers must integrate the API in their respective websites to support and publish the posts in specified layouts.
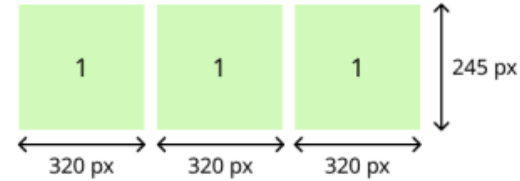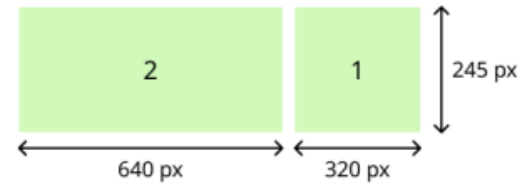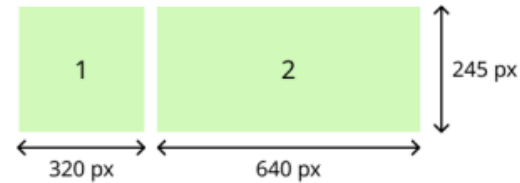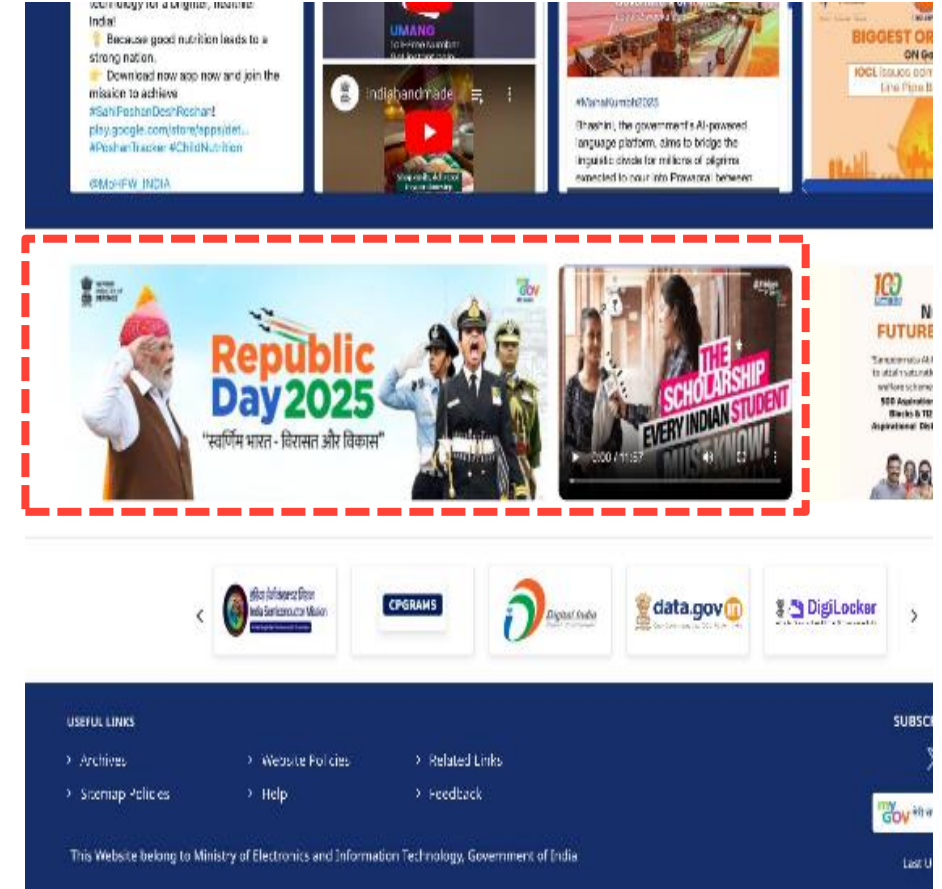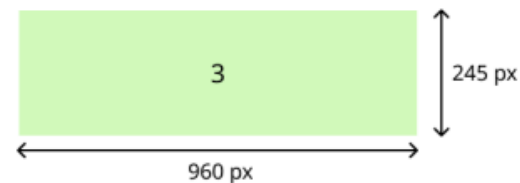

Central Posts ←

Central Posts

Layout Options

CCPS Onboarding

- Onboarding of website/application through DBIM toolkit

- Defined onboarding process capturing the approval from CIO and the details for tech SPOC

- API key creation for integration of CCPS on home page for each website/application URL

- Technical guidelines of API key integration

Subscribe for CCPS

Select CCPS type *

☑ Overlay banner

☑ Central Posts

☑ Banners

All CIOs to ensure all the digital platforms under their Ministry/Department subscribe for CCPS

Thank you!

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