

Gov.In: Harmonisation of Government of India's  
Digital Footprint

# Role and Responsibility Of Chief Information Officers

18<sup>th</sup> February 2025



# Objectives



- **Consistent and impactful messaging**
- **Harmonised user interface and improved experience**



- **Standardising and branding of government digital assets**
- **Compliance with global standards**

## Nomination of CIOs

- Cabinet Secretariat has directed Ministry/ Department to nominate a **Joint Secretary-level officer** as **Chief Information Officer (CIO)**  
(vide Cabinet Secretary's DO No. 171/3/1/2021-CA.V/CA.III, dated 01.11.2023)
- CIOs to **lead digital transformation & compliance** efforts in the Ministry/Department



CIOs nominated in **XX out of 85** Ministry/Department as on date

## Role of a CIO

Harmonisation through  
DBIM compliance

Compliance with the latest  
GIGW

Monitor Website and  
Track Usage

Constitute a team of:

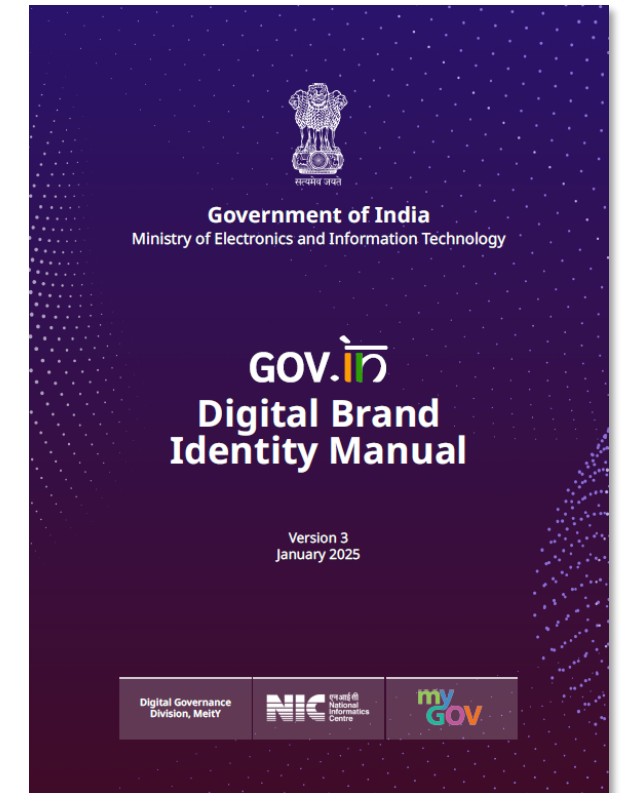
- Content Writer
- Technology Expert
- UI Designer

Share data with  
Central Dashboard

Consistent and Impactful  
messaging through  
Digital Footprints

# Role of a CIO: DBIM Compliance

- ✓ Align the existing website of the Ministry/Department and its Government Apps with the **DBIM** by:
  - **Rearranging** the existing content as per the new Information Architecture;
  - **Rephrasing/Re-aligning** the existing content making it citizen centric
  - **Tuning** the colour scheme, typography, images, icons, infographics etc.
  - Building the **homepage** and inner page **layout**
- ✓ Subscribe to **Central Content Publishing System (CCPS)** for seamless dissemination of government messaging (through MyGov)



## Role of a CIO: GIGW Certification

- ✓ Ensuring **accessibility** of content
- ✓ Formulate **policies** for managing website content throughout its lifecycle:
  - ✓ creation, moderation, approval, publishing, and archival policies
- ✓ Ensuring content is **accurate** and **up-to-date**.
- ✓ Implement a system for responding to the **feedback** received through the website.
- ✓ Periodic **security audit** of the website in line with major revisions



Obtain **GIGW certification** for the website and ensure continuous compliance throughout its lifecycle.

## Role of a CIO: Social Media Management

- ✓ Proactively **communicate** initiatives of the Government
- ✓ Ensuring **consistent messaging** across social media platforms
- ✓ Ensuring dissemination of **authentic and holistic** information using text, infographics, videos, testimonials etc.
- ✓ Battling fake news & busting myths in alignment with 'PIB Fact Check'
- ✓ Integrating the website with
  - Social media handles of the Ministry/Department (**X, Facebook, Instagram and YouTube**)
- ✓ Leveraging **MyGov** for citizen engagements



# Role of a CIO: Website Monitoring and Management

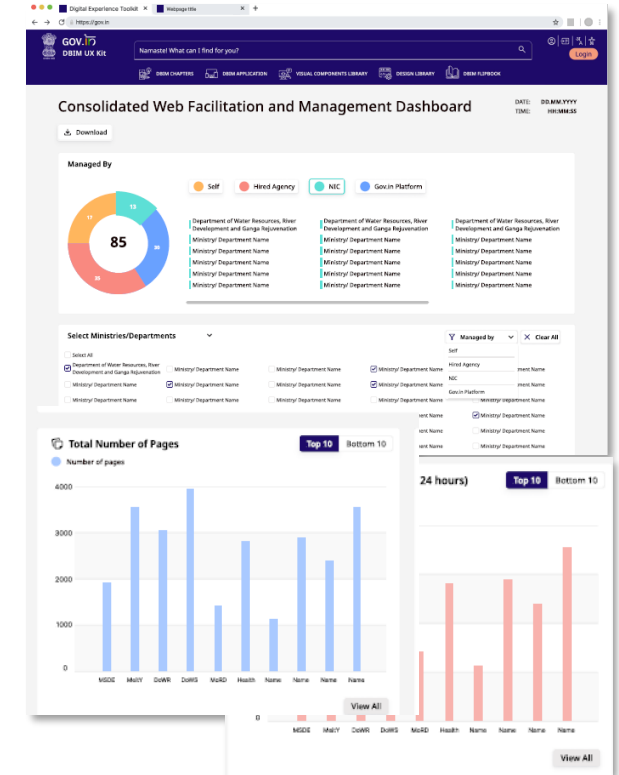
- ✓ Regular monitoring of website for **Performance**, **Security** and **Availability**.
- ✓ Ensuring compliance with **policies** (organisational, regulatory, legislative, etc.) that may require changes in website content, architecture, and security.
- ✓ Monitoring of **Social Media** handles w.r.t reach, impact, etc.
- ✓ **Google Analytics integration**, to enable dashboard view of user traffic on and usage of the website/app
- ✓ Building **capacity** and **capability** for effective management of website





# Role of a CIO – Integration with Central Dashboard

- ✓ Ensuring seamless sharing of website Key Performance Indicators (KPIs), with the **central dashboard** created on DBIM Toolkit Website, on following major parameters:
  - ✓ Content update & pendency
  - ✓ Feedback response
  - ✓ Website performance
  - ✓ CCPS integration
  - ✓ GIGW Certification status
  - ✓ Visitor analytics



***Let's Harmonise  
Government's Digital Footprint***

**Thank You**

---

