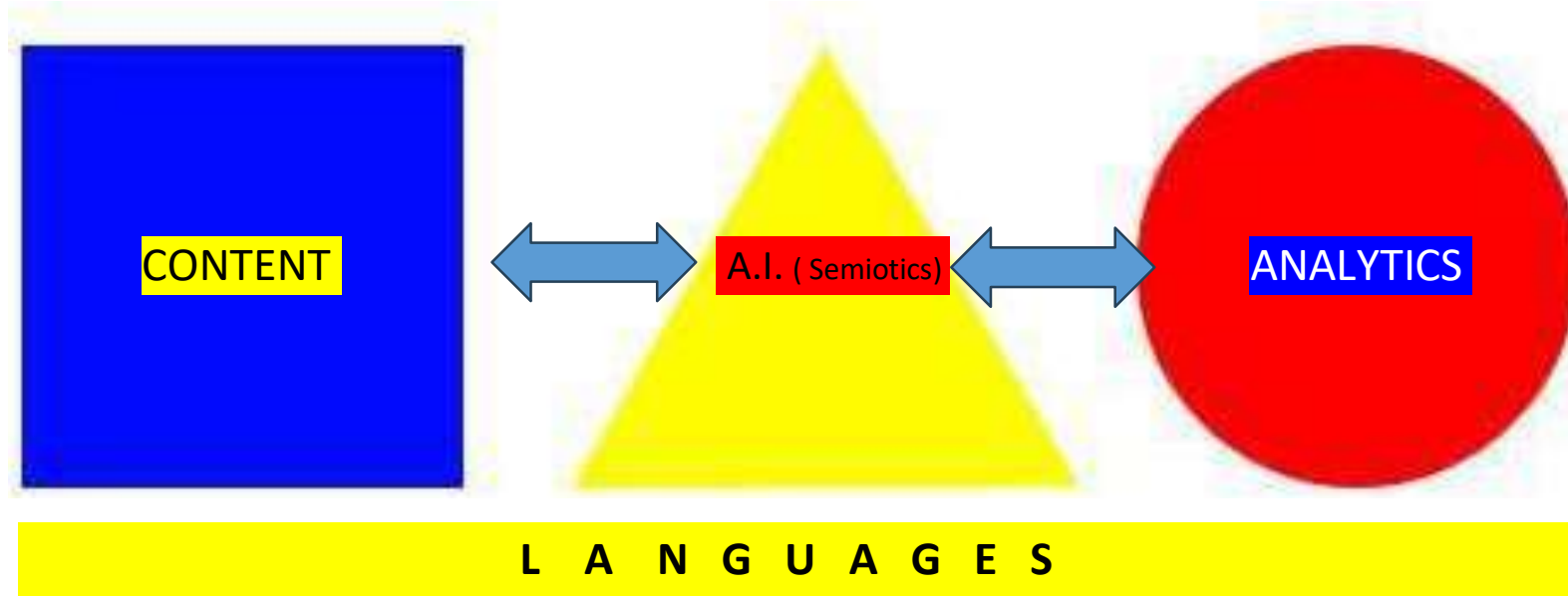




Our Mission: To create **Smarter Citizens** through digital education curated **City** by City, in its local Language.



MEERUT Hindi Web Portal – For Smarter Citizenship

<https://prarang.in/meerut/>

Presentation – Meerut Hindi Web: February 2025

- What is Prarang - Meerut Hindi Web Portal

- Daily Posts – Knowledge Web
- City Business – Yellow Pages & e-Cards
- Other features – Map, Weather, News, Services, Contacts
- City Metrics – District Rank Report

- Meerut City Internet Trends

- Netizens : Meerut Online vs Prarang Meerut Hindi Subscribers
- Top Posts & Top Readers
- What do Meerut Netizens “ Search” for Online

- Prarang – Impact & Benefits

- What does Meerut “Like” to read Online ?
- City Mood/ Emotions – Semiotics as AI
- Prarang Meerut Hindi Web – Size & Usage

- Questions ?



Work Place Citizenship

What is Prarang – Meerut Hindi Web Portal (प्रारंग क्या है? मेरठ हहंदी वेब पोर्टल)



Prarang Meerut City Portal - <https://www.prarang.in/meerut/>

One Stop Web Address for ALL Meerut Digital Needs

4. Other Features

- A - City Map
- B - Navigation Menu
- C - Weather Report
- D - FB Page and Mobile App
- E - Local Language News
- F - City Services Info
- G - Smart Digital Services
- H - Local Information
- I - Other Portal Links
- J - Live Cricket Scores



1. Daily City Posts

Aggerated Prarang City Colour Feeds- Balance of Nature and Culture with a total count of articles

2. City Business

Yellow Pages and vCards

3. Meerut District Rank Report

Meerut - Daily Posts

One Daily Post – 365 Days – Daily 10-15 mts of Contextualized Knowledge in 1000+ words/photos in Local Language

मानव जीवन के हर पहलू में व्याप्त माप के बिना आधुनिक सभ्यता की कल्पना भी है असंभव

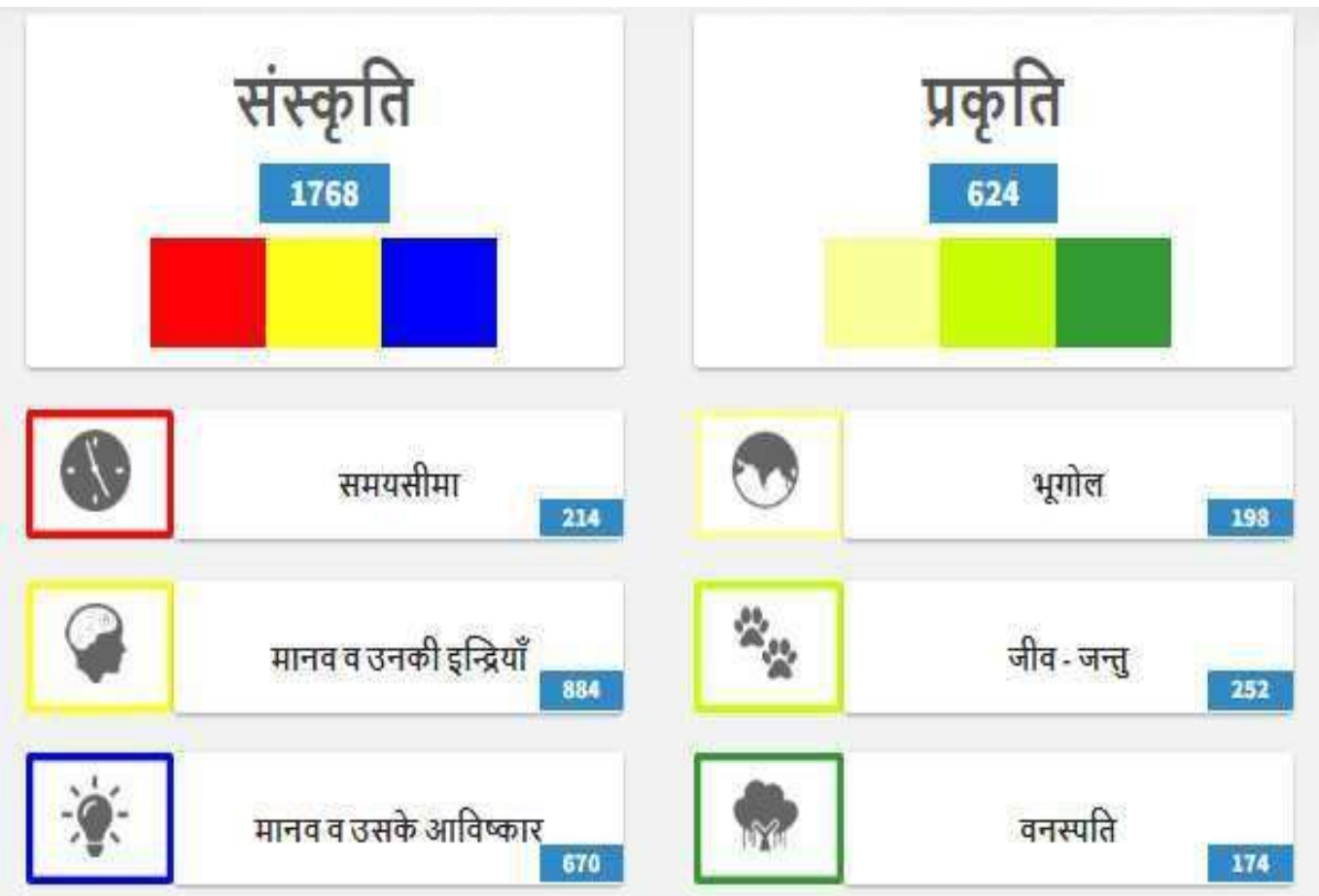


एक मानव जीवन के हर पहलू में व्याप्त है। आधुनिक सभ्यता की सभ्यता के बिना आधुनिक सभ्यता की कल्पना भी है असंभव है।

विश्व टाइमोसोफ़ी द्वारा माप से संबंधित विभिन्न वैज्ञानिक, अर्थशास्त्रिक, जल संकट और जनसंख्या संबंधी प्रश्न पूछे जाते हैं। इन प्रश्नों का उत्तर देना एक चुनौतीपूर्ण कार्य है।

- संदर्भ
- <https://nyof.com/4y2Dmr>
- <https://nyof.com/3wz856c>
- <https://nyof.com/mw85SmD>
- <https://nyof.com/45a7haqC>

- संदर्भ
- 1. डी-नारदीये के साथ एक वैज्ञानिक का अवलोकन कर रहे विज्ञान की शक्ति (Jookandean)
- 2. जल संकट का समाधान (Rajkumar) को समर्थित करता एक विज्ञान (Rajkumar)
- 3. एक भारतीय टैलेंट पर की समर्थित करता एक विज्ञान (wikimedia)
- 4. विश्व टैलेंट पर के साथ और माप इलाहूरी को समर्थित करता एक विज्ञान (wikimedia)
- 5. नारदीये के साथ नारदीये के साथ एक विज्ञान (amazon)



Daily Post

60 Point Culture Nature Grid

Knowledge Web – All Subjects



संस्कृति



प्रकृति

समयसीमा

मानव व उनकी इन्द्रियाँ

मानव व उसके आववष्कार

भूगोल

जीव जंतु

वनस्पत

समयसीमा
शुरुआत: 4 अरब ईसापूर्व से 0.2 करोड़ ईसापूर्व तक
जन- 40000 ईसापूर्व से 10000 ईसापूर्व तक
सभ्यता: 10000 ईसापूर्व से 2000 ईसापूर्व
सहराब: 2000 ईसापूर्व से 860 ईसापूर्व तक
धर्म का उदय: 600 ईसापूर्व से 300 ईस्वी तक
छोटे राज्य 300 ईस्वी से 1000 ईस्वी तक
मध्यकाल के पहले : 1000 ईस्वी से 1450 ईस्वी तक
मध्यकाल 1450 ईस्वी से 1780 ईस्वी तक
उपनिवेश व विश्वयुद्ध 1780 ईस्वी से 1947 ईस्वी तक
आधुनिक राज्य: 1947 से अब तक

मानव व उनकी इन्द्रियाँ
ध्वनि 1- सन्दन से ध्वनि
ध्वनि 2- भाषाएँ
गंध- श्लेष्म व इत
स्पर्श- रचना व कपड़े
स्वाद- खाद्य का इतिहास
द्रिश्य 1- संश्लेषक उत्तरना
द्रिश्य 2- अभिन्न कला
द्रिश्य 3 कला व सौन्दर्य
विचार 1 - धर्म (मिथक / अनुष्ठान)
विचार 2 दर्शनशास्त्र, गणित व दया

मानव व उसके आविष्कार
सिद्धांत 1- कौश व आभूषण
संधिघार व खिलौने
जलसंचय और व्यायाम व व्यायामशास्त्र
संचार एवं संचार यन्त्र
घर- आन्तरिक शान्त राज्या, कुर्सियाँ तथा दरिघा
वास्तुकला 1 वाद्य भवन
वास्तुकला 2 कार्पास व कार्यप्रणाली
नगरीकरण- शहर व शक्ति
सिद्धान्त 1- अवधारणा माप उपकरण (कागज/घड़ी)
सिद्धान्त 2- व्यक्ति की पहचान

भूगोल
पर्वत, चोटी व पठार
मरुस्थल
नदियाँ
समुद्र
समुद्री संसाधन
जंगल
भूमि प्रकार (सैविस्तर व बंजर)
खनिज
खदान
जलवायु व ऋतु

जीव-जंतु
शारीरिक
व्यवहारिक
निवास स्थल
कोशिका के आधार पर:
जीवजंतु
रक्तधारी
पंखी
तितलियाँ व कीड़े
रंगने वाले जीव
मछलियाँ व उभयचर

वनस्पति
शारीरिक
व्यवहारिक
निवास स्थान
कोशिका के आधार पर
जीवजंतु
पेड़, झाड़ियाँ, बेल व लताएँ
बागवानी के पौधे (बागान)
राग-सम्बिधाँ
कीटाणु, एक कोशीय जीव, कोमिस्टा, व रोपण
कपूर, कुकुरमुत्ता

City Business – Yellow Pages and vCards

Self Help, Self Service – Enablement of Local Business Web

Get the best results by using filters like 'near me', 'Open Now', etc

Get your Digital Business Card by clicking 'Get V-Card'

Get your business online by clicking on 'Add listing'

Results For Rampur Listings

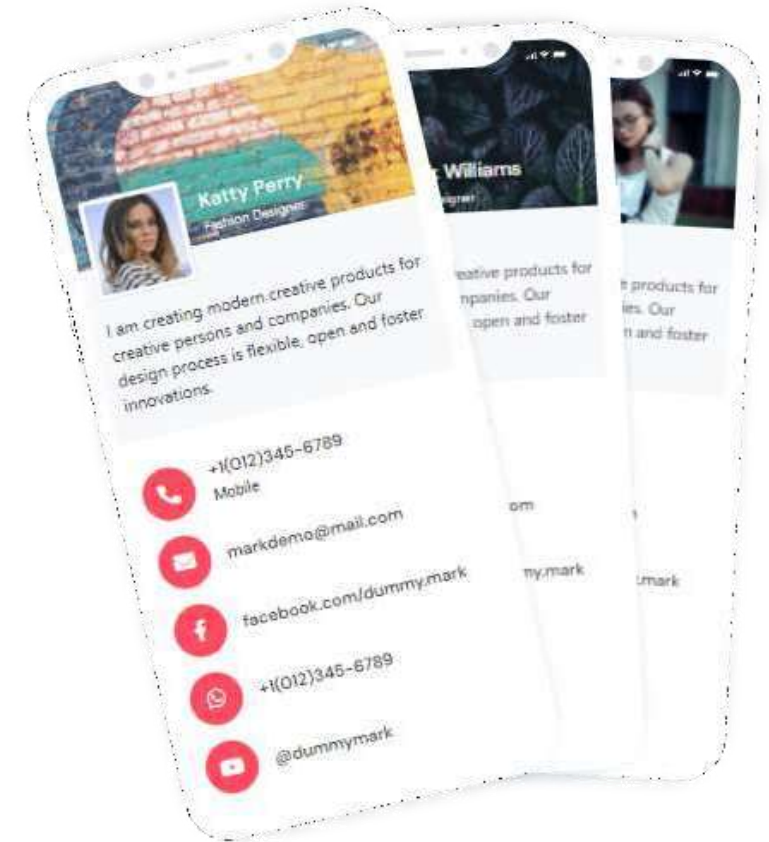
Shop opening and closing status

Shop/Business name

Click 'All Categories' to show all categories, then select a category, and find a business/shop in that category, Categories like Craft, Retail, etc

Get the shop contact number by click on 'call now'

The screenshot shows the Prarang website interface. At the top left is the Prarang logo. Below it, a search bar and filter options are visible. The main content area displays a grid of business listings for Rampur. Each listing includes a photo, a business name, and a category. Annotations with arrows point to various elements: 'Get the best results by using filters like 'near me', 'Open Now', etc' points to the filter options; 'Get your Digital Business Card by clicking 'Get V-Card'' points to a 'Get V-Card' button; 'Get your business online by clicking on 'Add listing'' points to an 'Add listing' button; 'Results For Rampur Listings' is the title of the search results; 'Shop opening and closing status' points to a status indicator on a listing; 'Shop/Business name' points to the name of a listing; 'Click 'All Categories' to show all categories, then select a category, and find a business/shop in that category, Categories like Craft, Retail, etc' points to a category filter dropdown; and 'Get the shop contact number by click on 'call now'' points to a 'call now' button on a listing.



Yellow Pages: Free browsing of City retail, businesses, government offices & entrepreneurs. Integrated city employment listing & related product/services listing.

vCards: Free web-address to enable first step of digitization for informal sector workers & micro/small businesses with low literacy

प्रारंग के येलो पेजेज़ के माध्यम से, अपने व्यवसाय को कै से बढ़ावा दें ?



चरण 1: <https://www.prarang.in/> पर जाएं

चरण 2: "Content" पर क्लिक कर

चरण 3: मेरठ पोर्टल का चयन कर

चरण 4: "Yellow Pages" सेक्शन पर क्लिक करें

चरण 5: मेरठ की स्थानीय दुकानों और व्यवसायों के बारे में विवरण ब्राउज़ करें

चरण 6: अपना खुद का व्यवसाय सूचीबद्ध करने के लिए पने फ़ोन नंबर और पासवर्ड के साथ पंजीकरण करें

चरण 7: "Sign In" पर क्लिक करें, अपने फ़ोन नंबर और पासवर्ड के साथ लॉगिन करें

चरण 8: "Add Listing" पर क्लिक करें, मुफ़्त विकल्प का चयन करें और आवश्यक विवरण जोड़ें

चरण 9: "Submit" बटन पर क्लिक करें

Meerut Metrics : District Rank Report

Socio-Economics & Culture/Nature Metrics of Meerut District, contextualized by Demography, Languages & Internet access

संस्कृति

प्रकृति

स्वास्थ्य

धन

शिक्षा

कार्य

मीडिया

शहरीकरण

शासन

इंटरनेट

भाषाएँ

जनसांख्यिकी

Meerut : AI for Governance City Metrics

Meerut Highlight Statements – Generated by Traditional A.I. applied on Meerut Big Data including Meerut District

Rank Meerut Highlights

Meerut District Rank vis-à-vis 768 India Districts

For Eg - Education

Sr. Fields	Category	India Average	Rank out of 768	City / District Data
➔ Better than India Average-				
1	Number of ITIS seats(No,AISHE 2020) ⓘ	4706	15 th	38,317
2	Number of UG Enrolments – Arts (No,AISHE 2020) ⓘ	9152	15 th	93,830
3	Number of PG Enrolments – Arts(No,AISHE 2020) ⓘ	1087	15 th	11,153

For Eg - Governance

Sr. Fields	Category	India Average	Rank out of 768	City / District Data
➔ Worse than India Average-				
1	Number of Murders (NO, IPC 2020) ⓘ	25	10 th	113
2	Number of Cyber Crimes (NO, IPC 2020) ⓘ	25	19 th	153
3	Number of IPC Crimes (NO, IPC 2020) ⓘ	2801	31 st	9,924
4	Crime/1000 Pop (Ratio, IPC 2020) ⓘ	1	128 th	3

➔ Better than India Average-

1. Meerut is the 15th highest ranked in Number of ITIS seats(No,AISHE 2020) ⓘ out of 768 city/districts of India. This implies that this district is more urbanized and/or has a better-developed educational infrastructure compared to other districts.
2. The average Number of UG Enrolments – Arts (No,AISHE 2020) ⓘ of Indian city (district capitals)/districts is 9,152. Meerut is the 15th highest ranked city out of 768 city/districts. This implies that this district is more urbanized and/or has a better-developed educational infrastructure compared to other districts.
3. Out of 768 District Capitals/Districts of India, Meerut is the 15th highest ranked in Number of PG Enrolments – Arts(No,AISHE 2020) ⓘ. This implies that this district is more urbanized and/or has a better-developed educational infrastructure compared to other districts.

➔ Worse than India Average-

1. Meerut is the 10th worst ranked in Number of Murders (NO, IPC 2020) ⓘ out of 768 city/districts of India. This indicates a safer district as compared to other districts.
2. The Average Number of Cyber Crimes (NO, IPC 2020) ⓘ of Indian City (District Capitals)/Districts is Meerut is the 19th worst ranked City out of 768 City/Districts.This indicates a safer district as compared to other districts.
3. Out of 768 District Capitals/Districts of India, Meerut is the 31st worst ranked in Number of IPC Crimes (NO, IPC 2020) ⓘ.This indicates a safer district as compared to other districts.
4. Out of 768 District Capitals/Districts of India, Meerut is the 262nd worst ranked in Sex-Ratio (1000) (% , Census 2011) ⓘ.This indicates a healthy ratio between men and women.

Meerut City Internet Trends (मेरठ शहर की इंटरनेट हदशा)



Work Place Citizenship



PRARANG



Work Place Citizenship



Home

Market

Content

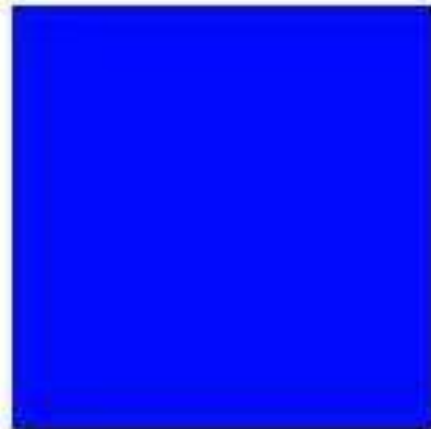
Semiotics

Analytics

About Us

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Blogs



How to Access Meerut's Key City/District Metrics

Step 1: Go to <https://www.prarang.in/>

Step 2: Click on Analytics

Step 3: Choose any section under India Analytics

Step 4: In the States section, click on North and Select Uttar Pradesh

Step 5: From the dropdown menu, Click on Meerut

Step 6: Click on any of the 12 City/District metrics and access key information about your city.

Step 7: You can also see comparison of these metrics with other Cities/Districts of India

Meerut City Internet Key Metrics

City Netizens

Prarang Subscribers



Metric	#
City Population (2011 Census)	1,305,429
City Hindi + Urdu Speaking Population (2011 Census)	1,096,316 + 199131
City Internet Users Population (September 2024)	1963642
City Facebook Users Count (January 2025)	1500000
City LinkedIn Users Count (January 2025)	622,000
City X Users Count (January 2025)	325000

Metric	#
Prarang Hyperlocal Hindi Subscribers(January 2025)	12904
Prarang Hyperlocal Subscribers Monthly Reach(January 2025)(FB+App)	144057
Prarang Hyperlocal Subscribers Daily Reach (Janaury 2025)	4647

* Source – TRAI 24 – UP Urban; Census 2011; Meta, LinkedIn, X – Ad Module

Prarang : Top 3 Posts and Readers of January 2025

Your Favourite Posts



भारत के 6 करोड़ से अधिक संघर्षरत इतिहासीनों की मदद, कैसे की जा सकती है ?

View Count: 3567

संचार एवं संचार यत्न



बेहद प्राचीन है, आंतरिक डिजाइन और धुरी गतीचे का इतिहास

View Count: 3487

घर- आन्तरिक साज सज्जा,
कु वसियाँ तथा दररयाँ



चितिए समझते है, कोटक महिद्रा बेक के इतिहास को

View Count: 3402

वास्तुकला 2 कायािलय
व कायिप्रणाली

Our Most Dedicated Readers

1. Shubham Sharma

Post Likes: 8

[Profile Link](#)



2. Ratan Prakash Sharma

Post Likes: 8

[Profile Link](#)



3. Robin Verma

Post Likes: 7

[Profile Link](#)



Internet Meerut Trends – What is Meerut Google Searching On ?

Key Themes – *Places, University, Weather, Metro, Games*

January 2025

- fiitjee meerut
- ccsuniversity meerut
- Army Public School
- Subharti University
- meerut to prayagraj bus
- meerut to prayagraj distance
- meerut to prayagraj
- meerut to prayagraj train
- meerut to ayodhya distance
- meerut city satta game
- meerut gold satta king



December 2024

- namo bharaat rrts delhi meerut
- new ashok nagar to meerut metro route
- anand vihar to meerut metro route
- meerut mahotsav 2024
- pradeep mishra katha in meerut location
- meerut mahotsav 2024 tickets price
- pradeep mishra katha in meerut
- current temperature meerut
- weather in meerut today
- meerut school news today
- weather forecast meerut

* Source – Google Trends, SEMrush, Ahrefs, Google Keyword Planner



Work Place Citizenship

Prarang – Impact & Benefits (प्रारंग - प्रभाव और लाभ)



PRARANG



Knowledge Webs

Work Place Citizenship

Home

Market

Content

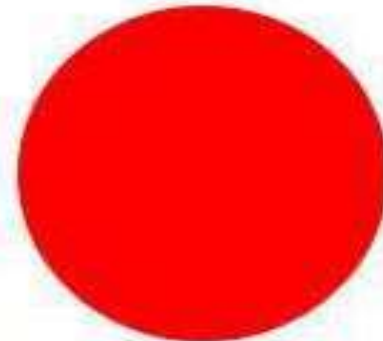
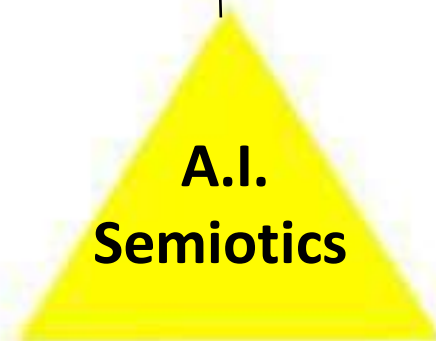
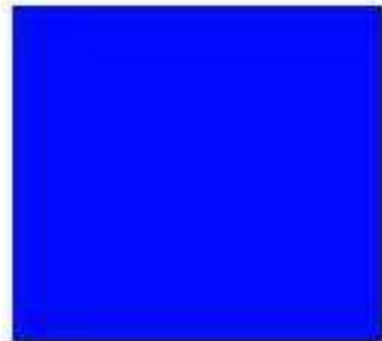
Semiotics

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सांकेतिक (Semiotics) क्या है और हमारे हलए क्यों आवश्यक है ?

By definition, semiotics is the study of **signs** and **symbols** and their use or interpretation.

Prarang's city semiotics displays a select geography's Content reading, rejecting, browsing & watching trends are a reflection of its continuously changing **Emotions & Interests**.

It also provides important insights into the City's need vis-à-vis the City's work & education patterns. This is a continuous feedback loop useful for governance & also for customizing products & solutions.

ए आई (AI) की सहायता से जानें, मेरठ को कन वर्षों में रुच है:

Live City Semiotics -

Lucknow , U.P

Rampur , U.P

Meerut , U.P

Jaunpur , U.P

Step 1: Go to <https://www.prarang.in/>

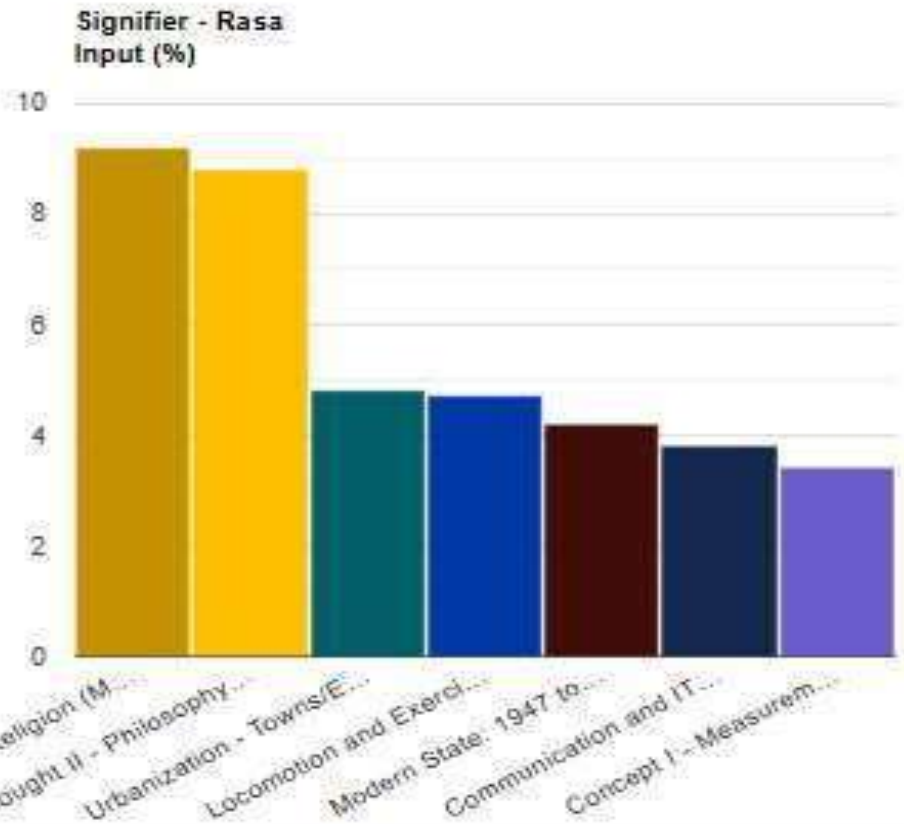
Step 2: Click on Semiotics

Step 3: Under the live city Semiotics section, click on Meerut

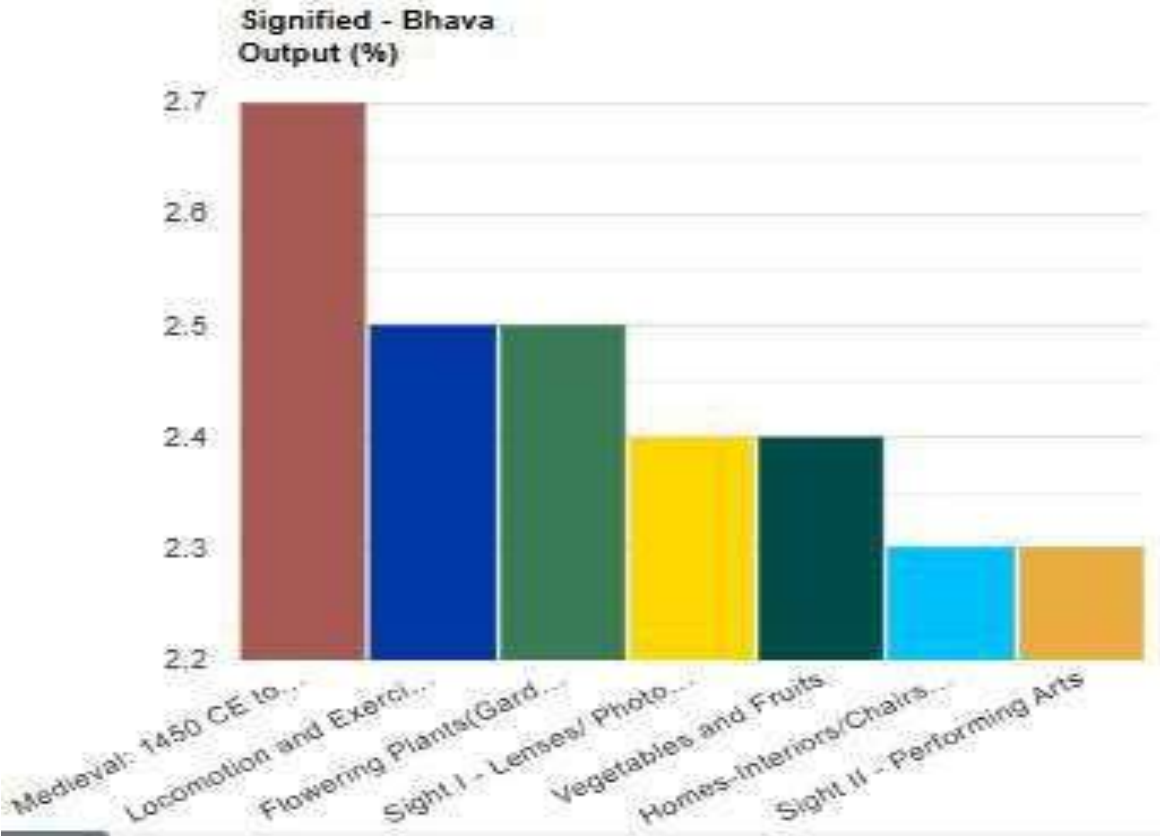
Prarang Meerut Trends – What does Meerut Like to Read ?

Culture - Nature: (01 July 2022 – 1 February 2025)

Prarang's Daily Posts



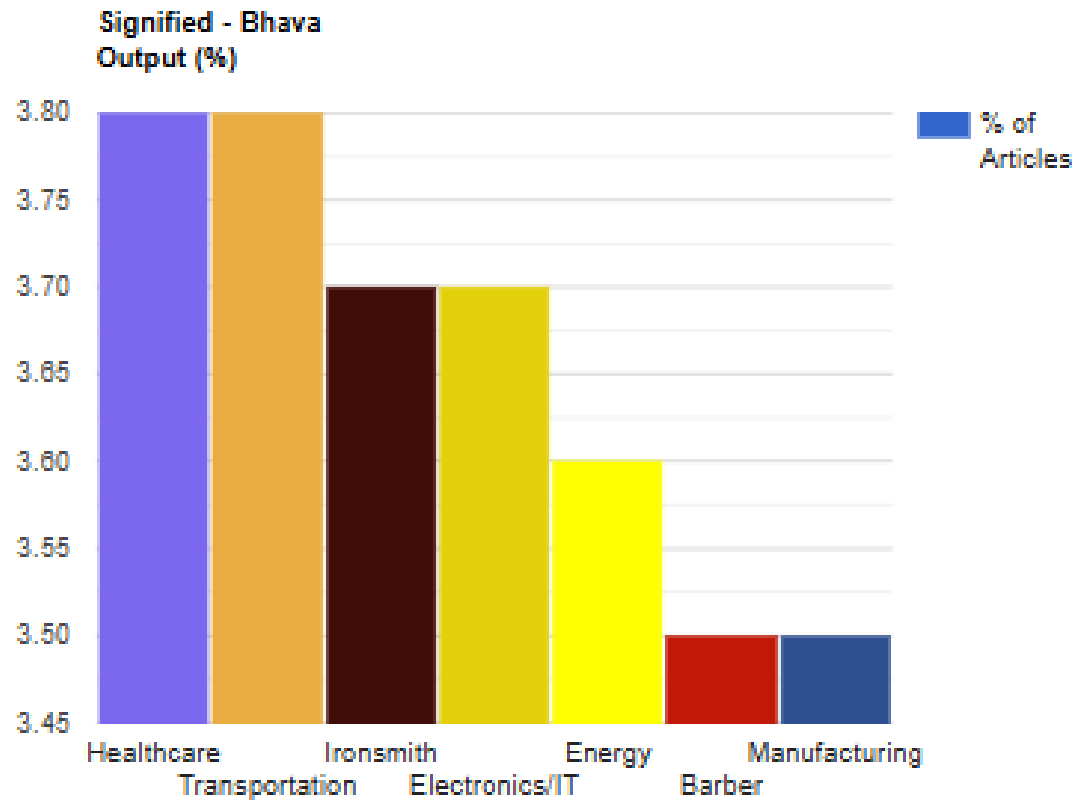
Meerut Reader's Choice



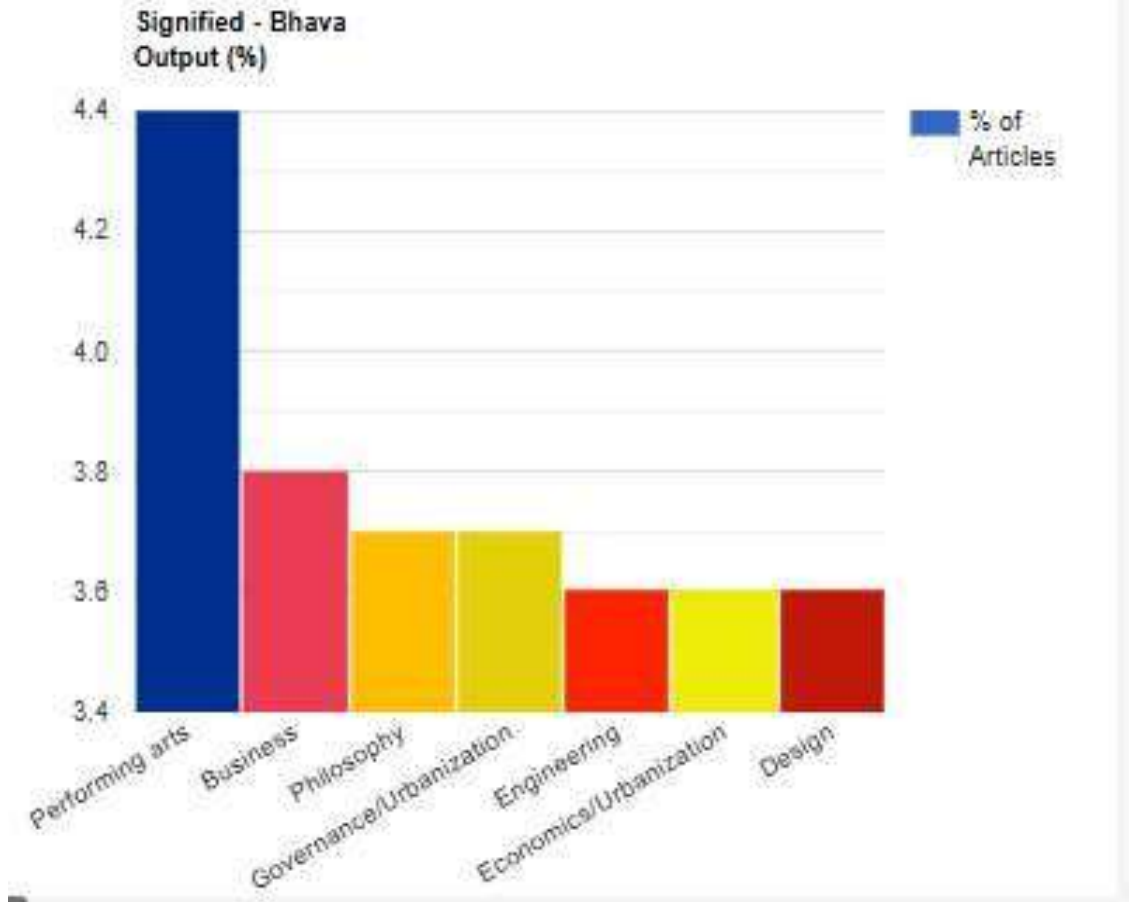
Prarang Meerut Trends: Readership Patterns on Jobs and Education

Date Range: (01 July 2022 – 1 February 2025)

Work



Education

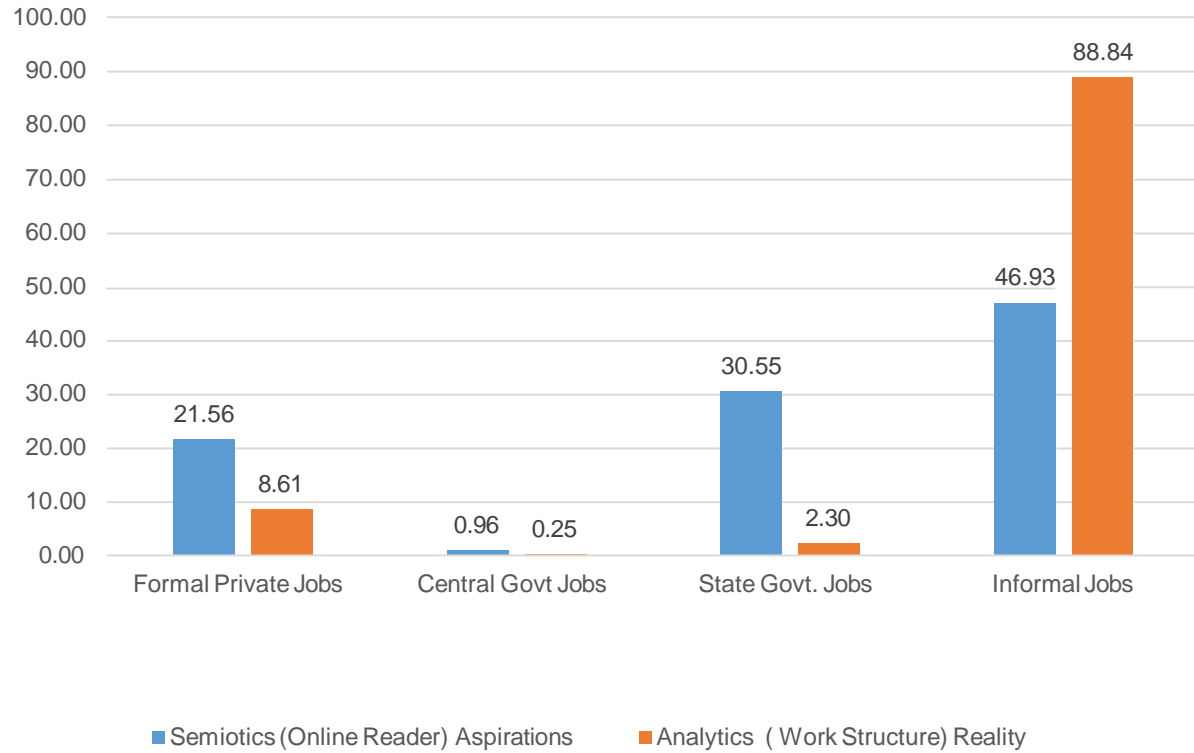


Comparison Between Semiotics (Online Reader) Aspirations Vs Analytics (Work & Education Structure) Reality For Meerut

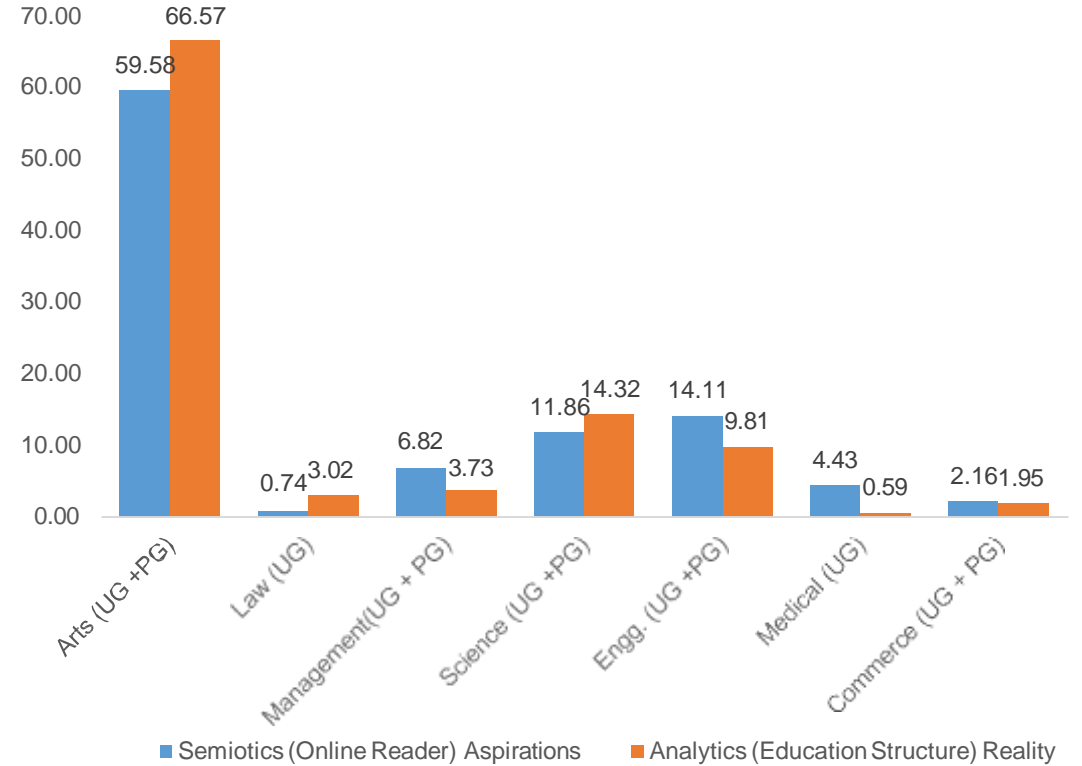
Date Range: (01 July 2022 – 1 February 2025)

Work

Chart Title



Education



Info Source :

- 1) Number, Labour Ministry Quarterly employment Survey 2022
- 2) Number, DOE Annual Report 2018
- 3) Number, Labour Ministry Quarterly employment Survey 2022 and Sengupta committee

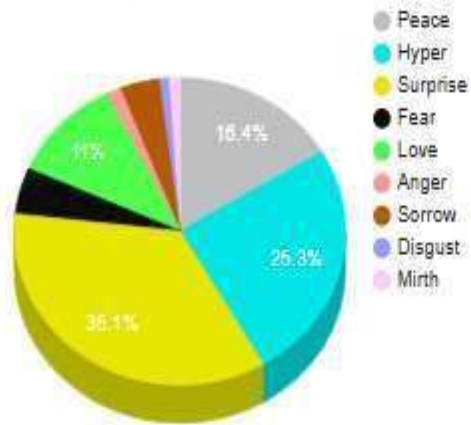
Info Source : (No, AISHE 2020)

Semiotics: Mood (Emotions) of Meerut Internet Readers

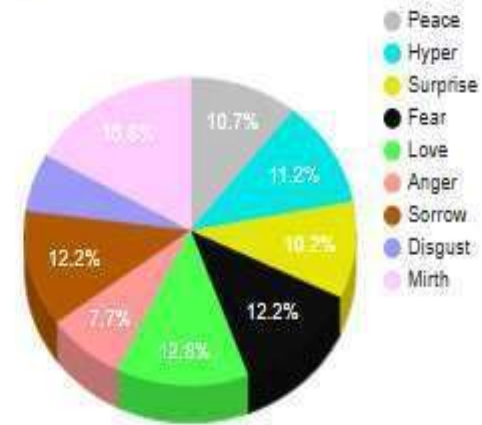
Start Date: 07/01/2022 End Date: 02/01/2025 Submit

City's Mood

Signifier - Rasa
Writer's Emotion



Signified - Bhava
Reader's Emotion



City Semiotics –
Automated Measure of Likes/Dislikes of Reading/Browsing by Meerut Prarang Hindi Web Users

Prarang Meerut - Current Status

- Daily Posts - Started **October 2017** – 2,635 Posts in 2,635 Days (80 Months+)
- Meerut Knowledge Web – **1947 Culture** (History 247+Art 949+Science 751) & **688 Nature** (Geo 219+Fauna 275+ Flora 194)
- City Business – Meerut Yellow Pages # 13 (English Tested) + V-Cards #309
- Meerut City Metrics – **12 Categories** – **126 Metrics** from **42 Public Sources** – (Demography 3; Internet 6; Language 17; Education 28; Work 10; Health 8; Urbanization 13; Governance 9; Media 3; Culture 4; Nature 2, Wealth 23.
- Meerut Subscribers – **12904** (January 2025)
- Meerut Daily Reach (Avg) – **4647** (January 2025)

Prarang Meerut - Smarter Citizenship

- Knowledge Content (Local & Customized Global) – 10-15 mts Daily Reading – Non-News/Politics, Positive, Useful Information – For ALL Age Groups
- Meerut Portal – Hyperlocal - Biggest Website of Meerut. Biggest Website for Meerut
- Hindi Content – Total Hindi Content for 4 Cities – Approx 9800 Hindi Contextualized Articles (1000 words & 3 Photos, each) in 6.5 Years – Approx 1/15 Size of “ Wikipedia Hindi Web” in 24 Years
- Meerut Netizen Portal – Big Data - All useful “ Data Metrics” in One Place – Updated & Unbiased, for easy Reference for Students, Business, Research & Governance
- Meerut District Rank System – A.I. for Governance – Meerut comparison (All India 768 Districts) & governance tool for improvement
- Yellow Pages & e-Cards – Local (Small/ Micro) Business & Local Digitization facilitation
- World’s First “City Semiotics” – Measure Meerut’s Wants (Likes/Dislikes) with Meerut’s Needs

Prarang Beyond Meerut : 923 Indian & 2428 Global Webs Target

4 Live – Hindi Webs

LUCKNOW

MEERUT

RAMPUR

JAUNPUR

India - 919 More Webs (526 Cities) – 13 Scripts (of 22 Languages)

Hindi - 299 Webs			
Telugu - 68 Webs	Marathi - 45 Webs	Tamil - 45 Webs	Gujarati - 41 Webs
Bengali - 40 Webs	Gurumukhi - 40 Webs	Kannada - 35 Webs	Odia - 22 Webs
Malayalam - 20 Webs	Assamese - 15 Webs	English - 197 Webs	Urdu - 52 Webs



Rest of the World (194 Countries) - 2428 Webs (2259 Cities) – 104 Scripts (of 178 Languages)

Rest of the World



2428 WEBS



4090
Towns and
Cities



- Prarang India Criteria – 30K + Literate in One Script in any District Capital
- Prarang Rest of the World Criteria – 30K+ Literate in One Script in any City with 100K+ Population



Thank You

QUESTIONS ?

<https://prarang.in/meerut/>