

<http://www.prarang.in>

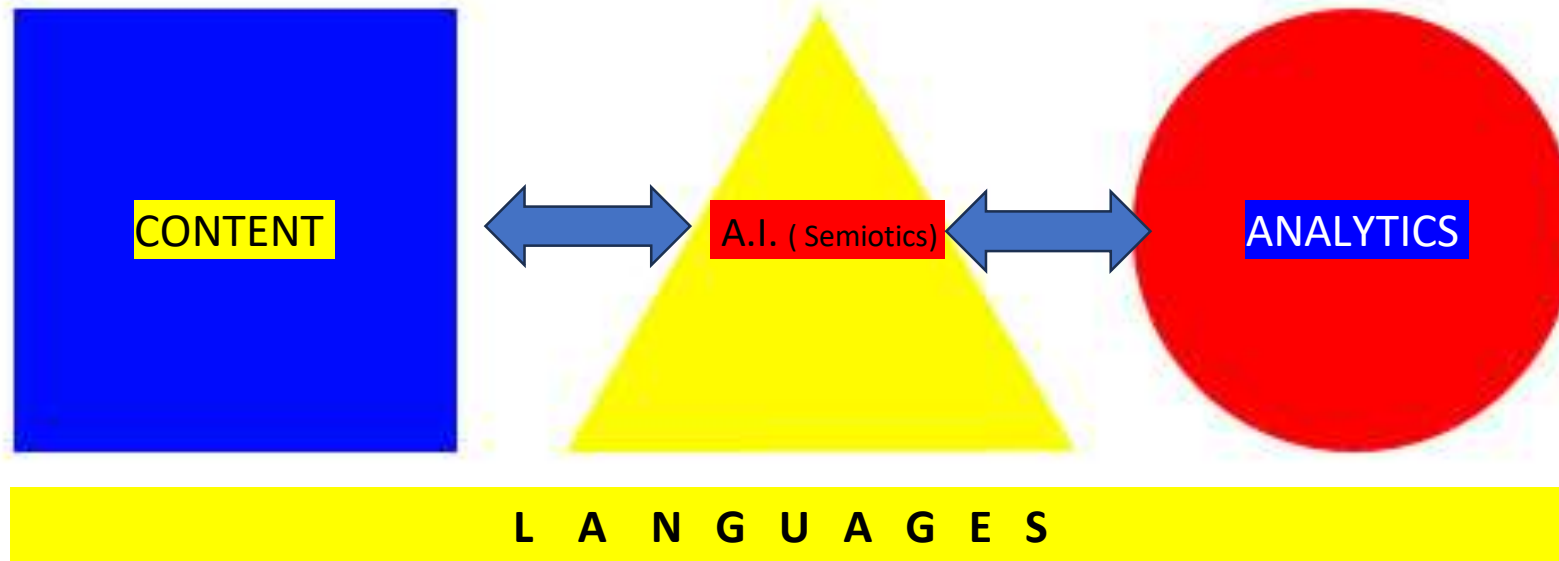
# PRARANG

*Knowledge Webs*



Work Place Citizenship

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



**Jaunpur Hindi Web Portal – For Smarter Citizenship**

<https://www.prarang.in/jaunpur/>

# Presentation – Jaunpur Hindi Web: December 2024

- What is Prarang - Jaunpur 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

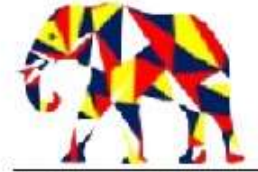
- Jaunpur City Internet Trends

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

- Prarang – Impact & Benefits

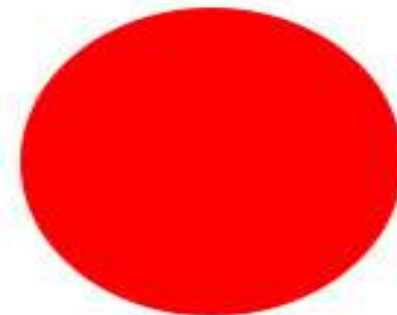
- What does Jaunpur “Like” to read Online ?
- City Mood/ Emotions – Semiotics as AI
- Prarang Jaunpur Hindi Web – Size & Usage

- Questions ?



Work Place Citizenship

# What is Prarang – Jaunpur Hindi Web Portal (प्रारंग क्या है? जौनपुर हिंदी वेब पोर्टल)



Prarang Jaunpur City Portal - <https://www.prarang.in/jaunpur/>

# One Stop Web Address for ALL Jaunpur Digital Needs

## 4. Other Features

- A - City Map
- B - Navigation Menu
- C - Weather Report
- D - Facebook 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

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

## 2. City Business

Yellow Pages and vCards

## 3. Jaunpur District Rank Report

# Jaunpur - Daily Posts

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

जौनपुर में जल की उपलब्धता वाले किसानों को लाभान्वित कर सकते हैं, जलीय पौधे

25-07-2024 09:38 AM  
बागवानी के पोषे (बागव)



- RECENT POST
- जौनपुर में जल की उपलब्धता वाले किसानों को लाभान्वित कर सकते हैं, जलीय पौधे  
बागवानी के पोषे (बागव)  
25-07-2024 09:38 AM
  - कई मानों में अन्न भूमिका निभाते हैं, सुदूरगम जैसे 2024 वन  
मिठास भास  
24-07-2024 09:43 AM
  - यूएन और इटली के पराक्रम विनोदों से क्या सीख सकते हैं, जौनपुर का नूतना इत्र उडारा  
मिठास भास  
23-07-2024 09:26 AM
  - जौनपुर में जल उपलब्धता बढ़ा सकते हैं, कलकत्ता राजधनी का परभाव  
मिठास भास  
22-07-2024 09:11 AM
  - अन्न केवल बागवानी के कुछ घुलने को दूरीन करवा  
मिठास भास  
21-07-2024 09:09 AM



हालिया दिनों में उत्तर प्रदेश राज्य में, मछलीघर यानी एक्वेरियम (aquarium) एवं उनमें उगाने वाले जलीय पौधों के प्रति आकर्षण बढ़ता हुआ नजर आ रहा है। यहाँ तक कि हमारे अपने शहर जौनपुर के शिवको फैंसी फिश (Shivo Fancy Fish), बहरी पौंड (Bahori Pond) और शुभ फिश एक्वेरियम (Shubh Fish Aquanum) जैसे अन्य एक्वेरियम तथा जलीय पौधों के डीलरों के व्यापार में भी वृद्धि देखी गई है। लेकिन अगर आप भी अपने घर में एक्वेरियम या जलीय पौधों को लाना चाहते हैं, तो आपको विविध प्रकार

- संदर्भ
- <https://tinyurl.com/25ru9foa>
  - <https://tinyurl.com/29d9xssy>
  - <https://tinyurl.com/2bcx7b78>
  - <https://tinyurl.com/22dsxjce>

- चित्र संदर्भ
- जल के भीतर से जलीय पौधों को दर्शाता चित्रण (PickPik)
  - एक सुंदर जलीय पुष्प की दर्शाता चित्रण (PickPik)
  - जलमग्न पौधों को संदर्भित करता एक चित्रण (Freerange Stock)
  - उभरते पौधों को संदर्भित करता एक चित्रण (wikimedia)
  - तेरते जलीय पौधों को संदर्भित करता एक चित्रण (PixaHive)
  - पौवाला को संदर्भित करता एक चित्रण (wikimedia)
  - मस्कग्रास को संदर्भित करता एक चित्रण (wikimedia)
  - कोरला रीफ को दर्शाता चित्रण (wikimedia)
  - ग्रीन सी एनीमोन को दर्शाता चित्रण (wikimedia)
  - रेड सी क्रिप को दर्शाता चित्रण (wikimedia)
  - सफ़ेद पंखा वाले एनीमोन को दर्शाता चित्रण (wikimedia)
  - कमल के निकट साँप को दर्शाता चित्रण (PickPik)

बागवानी के पोषे (बागव)

Daily Post

	<h2>संस्कृति</h2> <p>1781</p>		<h2>प्रकृति</h2> <p>668</p>
	<h3>समयसीमा</h3> <p>210</p>		<h3>भूगोल</h3> <p>217</p>
	<h3>मानव व उनकी इन्द्रियाँ</h3> <p>301</p>		<h3>जीव - जन्तु</h3> <p>260</p>
	<h3>मानव व उसके आविष्कार</h3> <p>678</p>		<h3>वनस्पति</h3> <p>191</p>

60 Point Culture Nature Grid

# Knowledge Web – All Subjects



संस्कृति



प्रकृति

## समयसीमा

## मानव व उनकी इन्द्रियाँ

## मानव व उसके आविष्कार

## भूगोल

## जीव जंतु

## वनस्पति

### समयसीमा

- शुरुआत: 4 अरब ईसापूर्व से 0.2 करोड़ ईसापूर्व तक
- जन- 40000 ईसापूर्व से 10000 ईसापूर्व तक
- सभ्यता: 10000 ईसापूर्व से 2000 ईसापूर्व
- उद्वरण: 2000 ईसापूर्व से 860 ईसापूर्व तक
- धर्म का उदय: 600 ईसापूर्व से 300 ईस्वी तक
- छोटे राज्य 300 ईस्वी से 1000 ईस्वी तक
- सभ्यता के पहले : 1000 ईस्वी से 1450 ईस्वी तक
- सभ्यता 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
- दृश्य 1- संश्लेषक उत्तरना
- दृश्य 2- अभिन्न कला
- दृश्य 3 कला व सौन्दर्य
- चिन्तन 1 - धर्म (मिथक / अनुष्ठान)
- चिन्तन 2 दर्शनशास्त्र, गणित व दया

### मानव व उसके आविष्कार

- सिद्धांत 1- कौंच व आभूषण
- सिद्धांत 2- खिलौने
- जातघट और व्यायाम व व्यायामशास्त्र
- संचार एवं संचार यन्त्र
- घर- आन्तरिक शान्त राज्या, कुर्सियाँ तथा दरिघा
- वास्तुकला 1- वाद्य भवन
- वास्तुकला 2- कार्यालय व कार्यप्रणाली
- नगरीकरण- शहर व शक्ति
- सिद्धांत 1- अवधारणा माप उपकरण (कागज/घड़ी)
- सिद्धांत 2- व्यक्ति की पहचान

### भूगोल

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

### जीव-जंतु

- शारीरिक
- ज्वरकारिक
- नियंत्रण स्थल
- कोशिका के आधार पर
- जीवजंतु
- रतनधारी
- पंखी
- तितलियाँ व कीड़े
- रंगने वाले जीव
- मछलियाँ व उभयचर

### वनस्पति

- शारीरिक
- ज्वरकारिक
- नियंत्रण स्थल
- कोशिका के आधार पर
- जीवजंतु
- पेड़, झाड़ियाँ, बेल व लताएँ
- बागवानी के पौधे (बागान)
- राग-सम्बन्धियाँ
- कोटापु, एक कोशीय जीव, कोमिस्टा, व रोबाल
- कपूर, कुकुरमुत्ता

# City Business – Yellow Pages and vCards

Self Help, Self Service – Enablement of Local Business Web

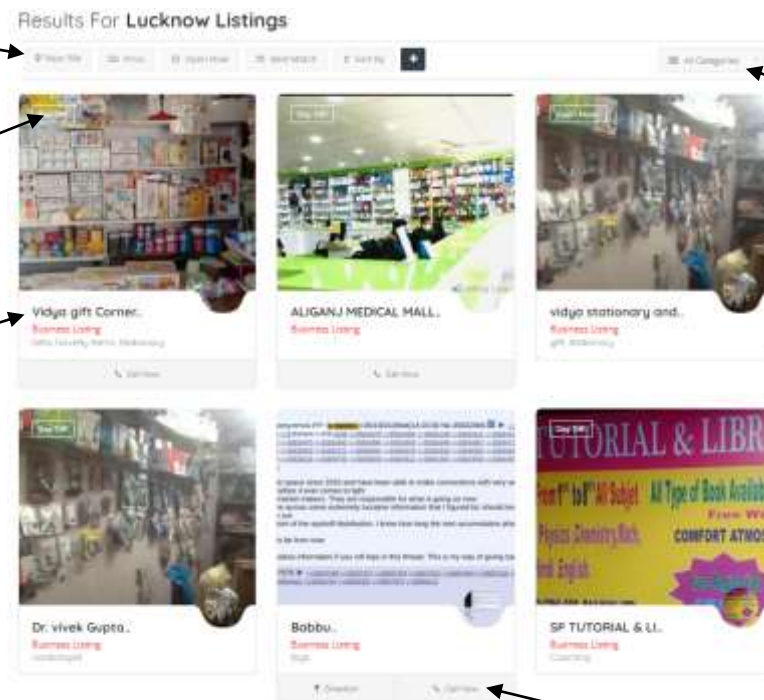


Get Your Digital Business Card by Clicking 'Get V-Card'

Get Your Business Online by Clicking on 'Add Listing'



Get the best results using filters like 'Near Me', 'Open Now', etc

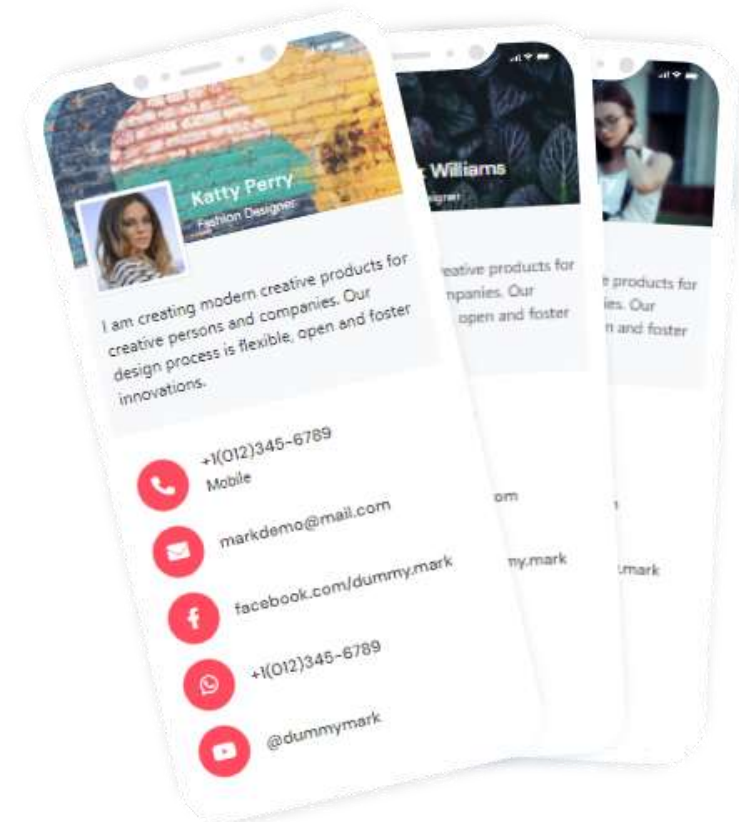


Shop Opening and Closing Status

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 Clicking on 'Call Now'



**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

# Jaunpur Metrics : District Rank Report

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

संस्कृति

प्रकृति

स्वास्थ्य

धन

शिक्षा

कार्य

मीडिया

शहरीकरण

शासन

इंटरनेट

भाषाएँ

जनसांख्यिकी



# Jaunpur : AI for Governance City Metrics

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

## Jaunpur Highlights

## Jaunpur District Rank vis-à-vis 768 India Districts

For Eg - **Languages**

Sr.	Fields	India Average	Rank out of 768	City / District Data
-----	--------	---------------	-----------------	----------------------

**Better than India Average-**

1	Devnagri Script (Hindi)	137058	112 <sup>th</sup>	195,927
---	-------------------------	--------	-------------------	---------

For Eg - **Education**

**Better than India Average-**

1	Number of ITIS seats(No,AISHE 2020)	4706	141 <sup>st</sup>	5,294
2	Number of UG Enrolments - Arts (No,AISHE 2020)	9152	106 <sup>th</sup>	12,964

For Eg - **Urbanization**

**Worse than India Average-**

1	Number of households having latrine facility within the premises	153026	32 <sup>nd</sup>	131,376
2	# of Households that use LPG/PNG as fuel for Cooking	93956	80 <sup>th</sup>	56,399
3	# of Households with Main source of Lighting as Electricity	217194	37 <sup>th</sup>	180,476
4	Urban Population (Number , Census 2011)	495956	65 <sup>th</sup>	346,580

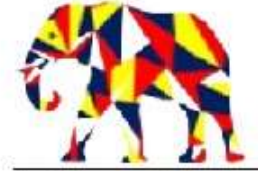
**Better than India Average-**

1. Jaunpur is the 6<sup>th</sup> highest ranked in Number of Panchayats(Number , Census 2011) out of 768 city/districts of India. This indicates that this district has more decentralized governance as compare to other districts.
2. The average Number of Inhabited Villages(Number , Census 2011) of Indian city (district capitals)/districts is 747. Jaunpur is the 6<sup>th</sup> highest ranked city out of 768 city/districts. This indicates that the government has paid more attention to development in this district compare to other districts.
3. Out of 768 District Capitals/Districts of India, Jaunpur is the 21<sup>st</sup> highest ranked in Number of of Schools(No, UDISE 2021) . This implies that this district is more urbanized and/or has a better-developed educational infrastructure compared to other districts.
4. Out of 768 District Capitals/Districts of India Jaunpur is the 140<sup>th</sup> best ranked in Number of Households with No Lighting(Number , Census 2011) . This implies that the government has placed a greater emphasis on power distribution in this district compared to other districts.

**Worse than India Average-**

1. Jaunpur is the 59<sup>th</sup> worst ranked in Number of Cyber Crimes (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 IPC Crimes (NO, IPC 2020) of Indian City (District Capitals)/Districts is Jaunpur is the 130<sup>th</sup> 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, Jaunpur is the 152<sup>nd</sup> worst ranked in Number of Murders (NO, IPC 2020) . This indicates a safer district as compared to other districts.
4. Out of 768 District Capitals/Districts of India, Jaunpur is the 606<sup>th</sup> worst ranked in Bank Loans/Household (Lakhs, RBI SCB 2023) .This indicates that economic condition of people in this district is better compared to people in other districts.
5. Jaunpur is the 387<sup>th</sup> highest ranked in GDP per Capita ('000', RBI SCB 2023) out of 768 City/Districts of India.This implies that this district is highly urbanised / high GDP top 40 metropolis.
6. The Average Bank Deposit/Household (Lakhs, RBI SCB 2023) of Indian City(District Capitals)/Districts is 51. Jaunpur is the 370<sup>th</sup> highest ranked City out of 768 City/Districts.This implies that financial activities in this district is more compared to other districts.

# Jaunpur City Internet Trends (जौनपुर शहर की इंटरनेट दिशा)



Work Place Citizenship



**PRARANG**



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Work Place Citizenship

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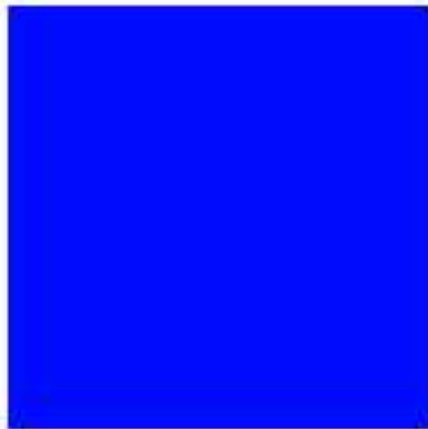
Semiotics

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# How to Access Jaunpur'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 Jaunpur

**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

# Jaunpur City Internet Key Metrics

## City Netizens



## Prarang Subscribers



Metric	#
City Population (2011 Census)	180,362
City Hindi + Urdu Speaking Population (2011 Census)	164,071 + 15,890
City Internet Users Population (June 2024)	269438
City Facebook Users Count (November 2024)	750000
City LinkedIn Users Count (November 2024)	41000
City X Users Count (November 2024)	134000

Metric	#
Prarang Hyperlocal Hindi Subscribers (November 2024)	9979
Prarang Hyperlocal Subscribers Monthly Reach (November 2024)(FB+App)	63754
Prarang Hyperlocal Subscribers Daily Reach (November 2024)(FB+App)	2125

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

# Prarang : Top 3 Posts and Readers of November 2024

## Your Favourite Posts



19  
35  
35  
Bata  
Prarang

एक छोटे कारखाने से शुरू होकर, आज बाटा बन गया है. जूतों की दुनिया में एक महत्वपूर्ण ब्रांड

**View Count:** 2403



HD  
HINDI DUBBED  
LAWLESS  
Prarang

आइए, नज़र डालें, अमेरिकी ड्रामा फ़िल्म, 'लॉलेस' पर

**View Count:** 2203



Prarang

जौनपुर में, दिवाली के अगले दिन श्रद्धा के साथ मनाई जाती है. गोवर्धन पूजा

**View Count:** 2168

## Our Most Dedicated Readers

1. Gulshan Gupta

Post Likes: 21

[Profile Link](#)



2. Mohan Lal Mohan Lal

Post Likes: 21

[Profile Link](#)



3. Shalikram Upadhayay

Post Likes: 21

[Profile Link](#)



# Internet Jaunpur Trends – What is Jaunpur Google Searching On ?

Key Themes – *Weather, Restaurant, News, Court*

November 2024

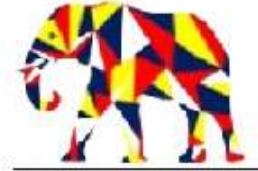


- Temperature in Jaunpur
- Jaunpur temperature today
- Jaunpur judge
- Jaunpur court
- Tadka restaurant Jaunpur
- Tandoori darbar Jaunpur
- Rita kaushik judge jaunpur news
- Jaunpur family court judge
- Jaunpur news Today

October 2024

- Kerakat Jaunpur pin code
- Kerakat Jaunpur pin code
- Tandoori darbar Jaunpur
- Bhadohi news
- Tadka restaurant Jaunpur
- Red chilli restaurant Jaunpur
- Jaunpur News
- Jaunpur news Today
- Shahi qila Jaunpur

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



Work Place Citizenship

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



**PRARANG**



Knowledge Webs

Work Place Citizenship



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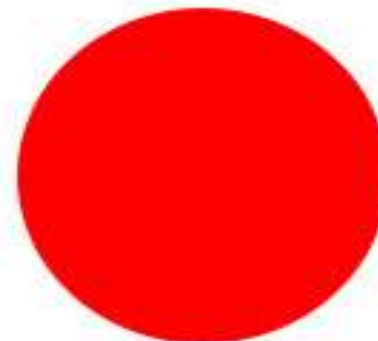
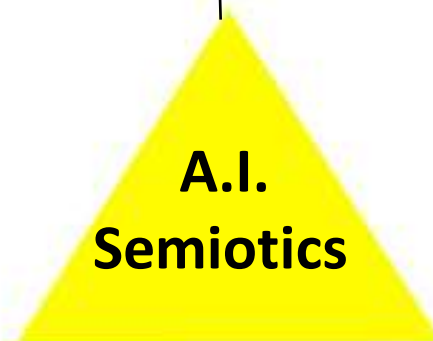
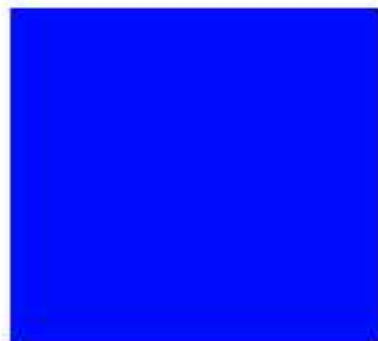
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# सांकेतिकता (Semiotics) क्या है और हमारे लिए क्यों आवश्यक है ?

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, जौनपुर को किन विषयों में रुचि 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

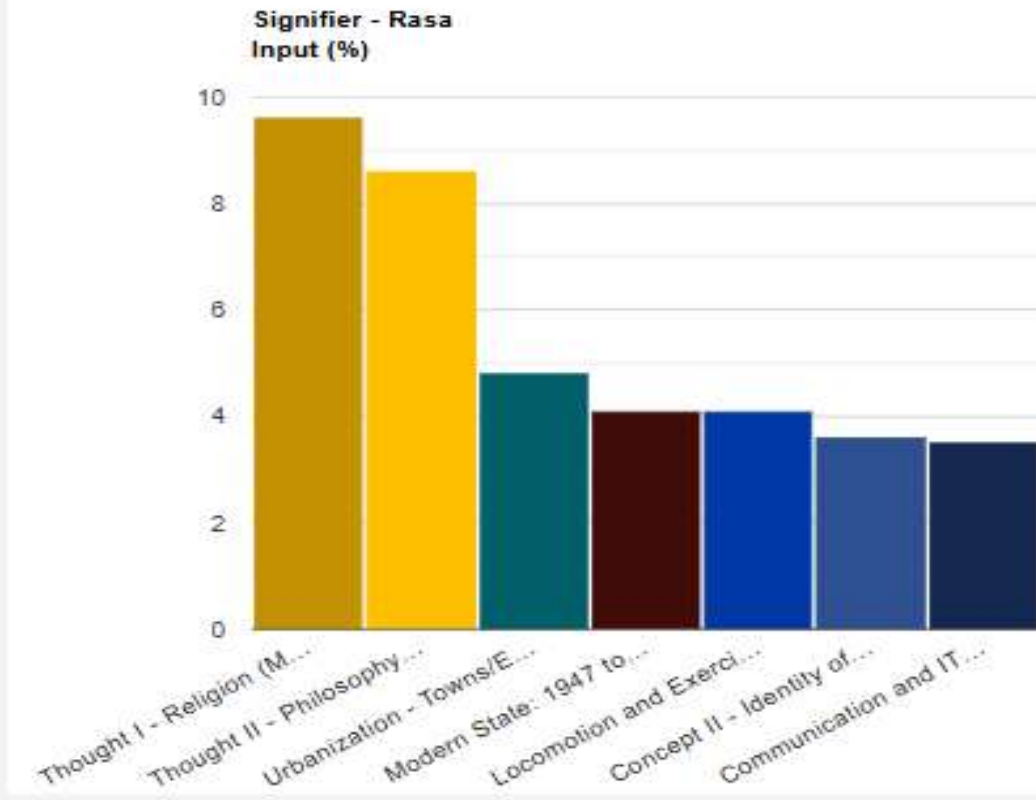
**Step 3:** Under the live city Semiotics section, click on Jaunpur



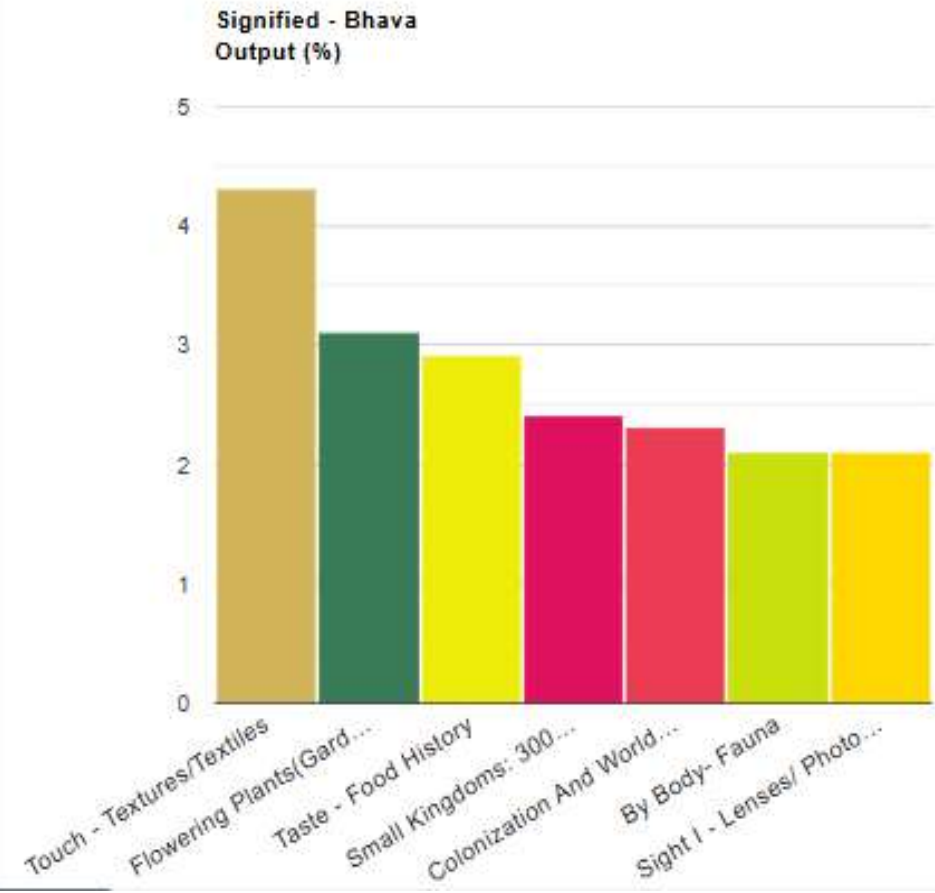
# Prarang Jaunpur Trends – जौनपुर के लोग, क्या पढ़ना पसंद करते हैं ?

Culture - Nature: (01 July 2022 – 1 December 2024)

## Prarang's Daily Posts



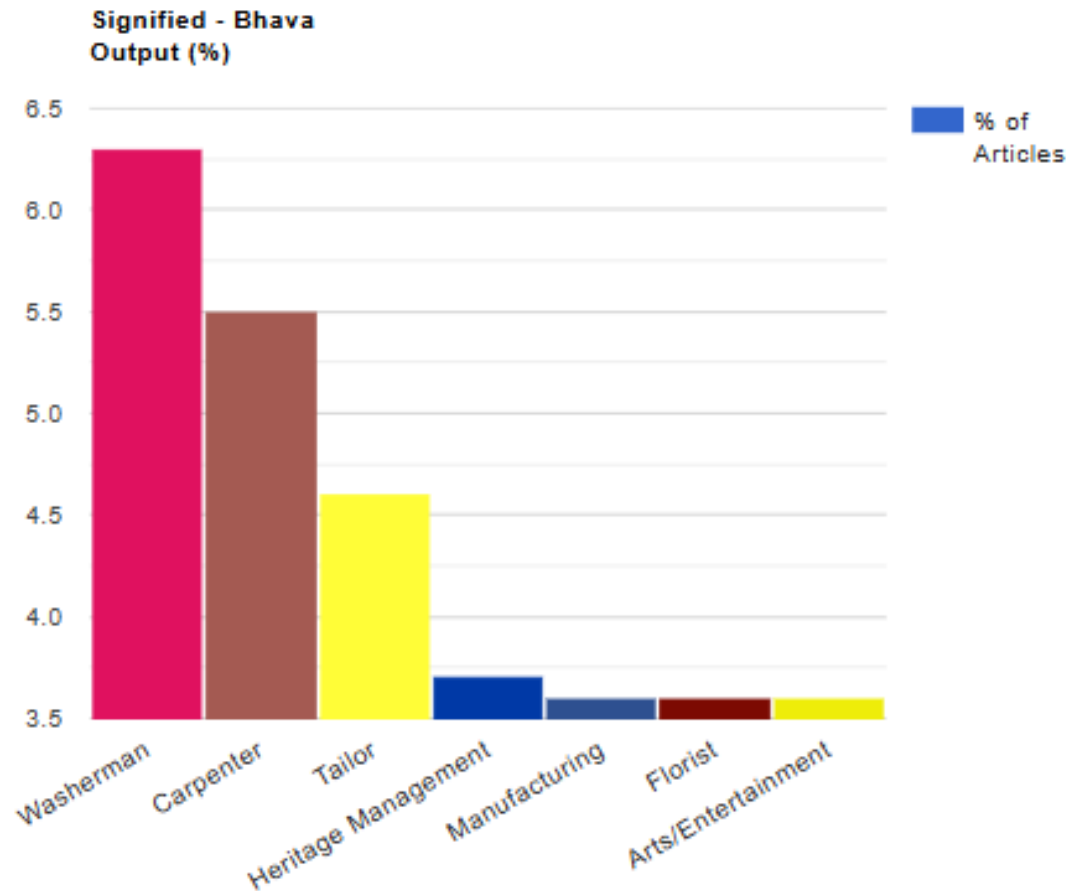
## Jaunpur Reader's Choice



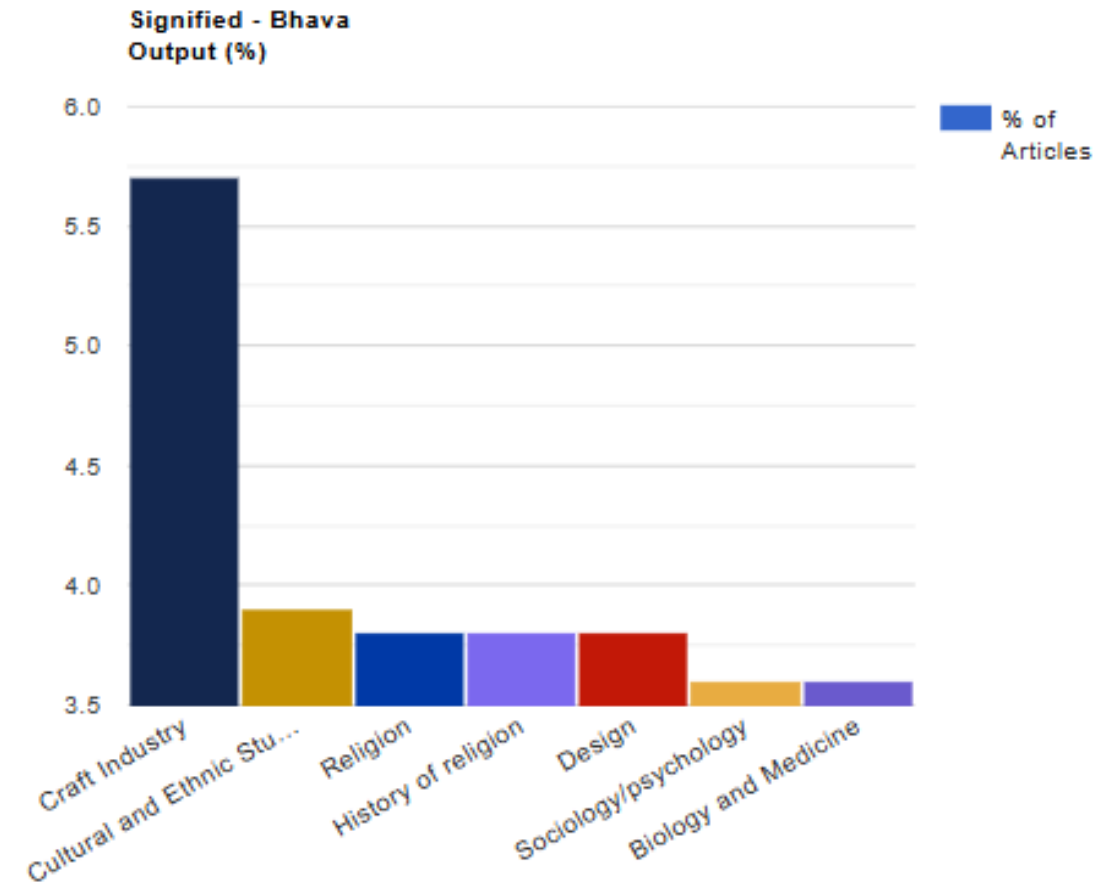
# जानें, जौनपुर किन व्यवसायों और शिक्षा के माध्यमों को पढ़ना पसंद करता है

Date Range: (01 July 2022 – 1 December 2024)

## Work



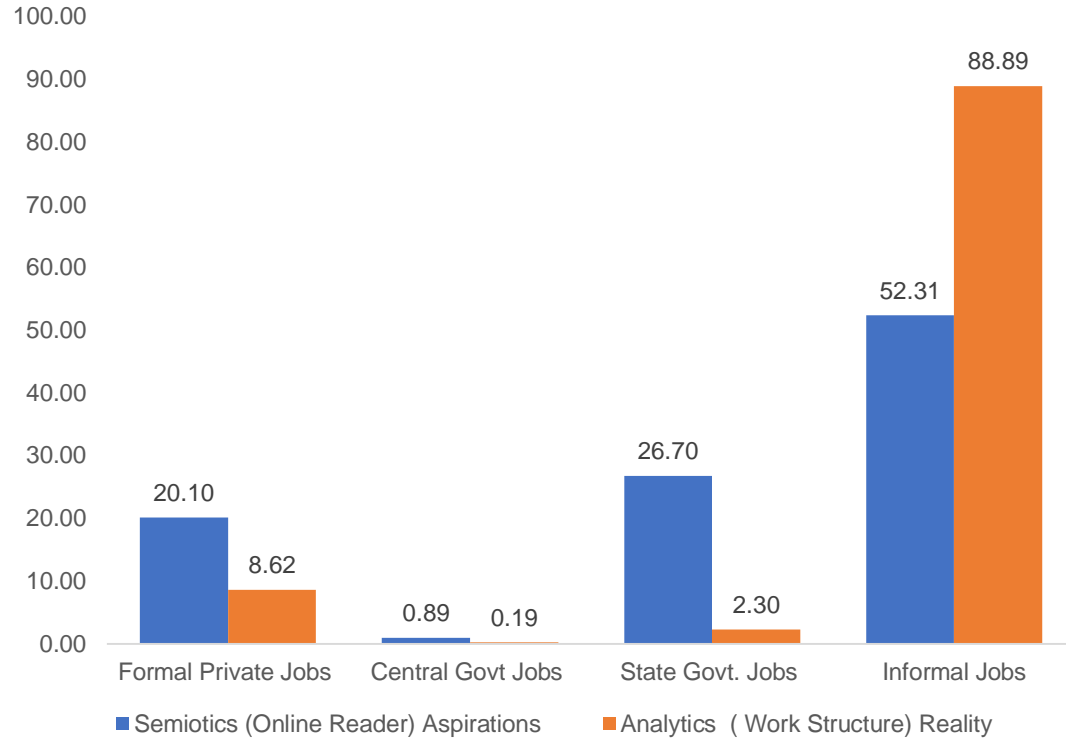
## Education



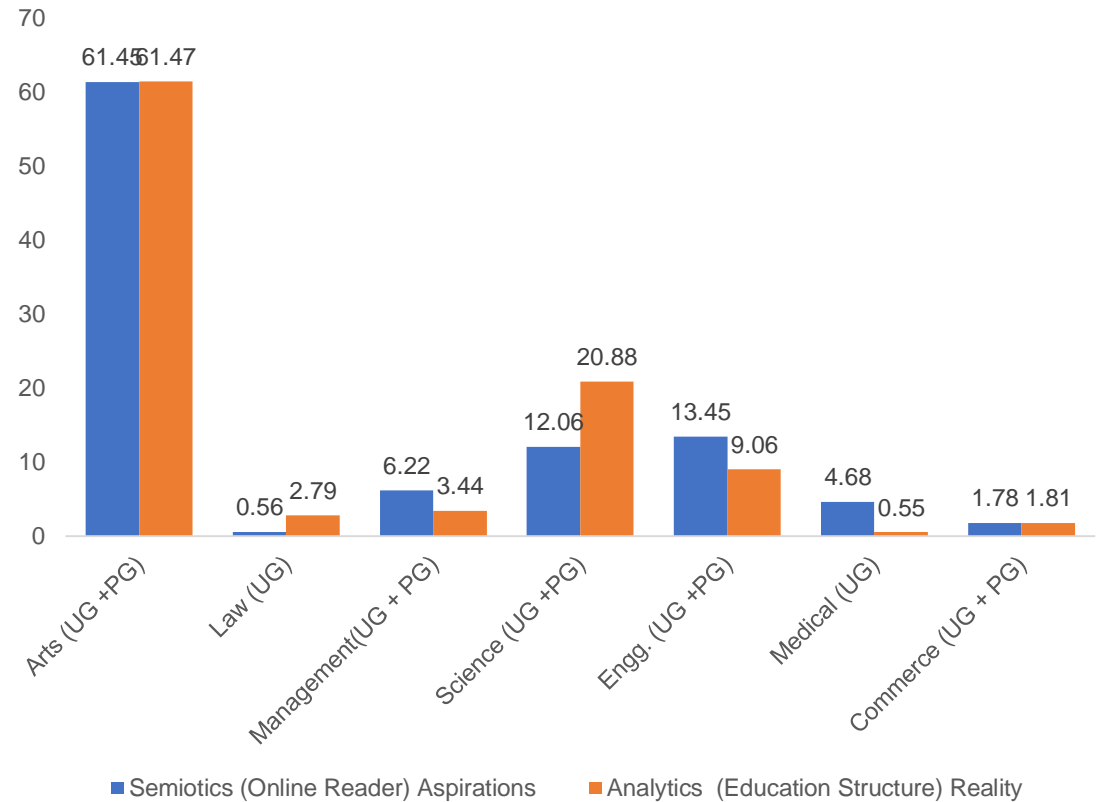
# Comparison Between Semiotics (Online Reader) Aspirations Vs Analytics (Work & Education Structure) Reality for Jaunpur

Date Range: (01 August 2022 – 1 December 2024)

## Work



## 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

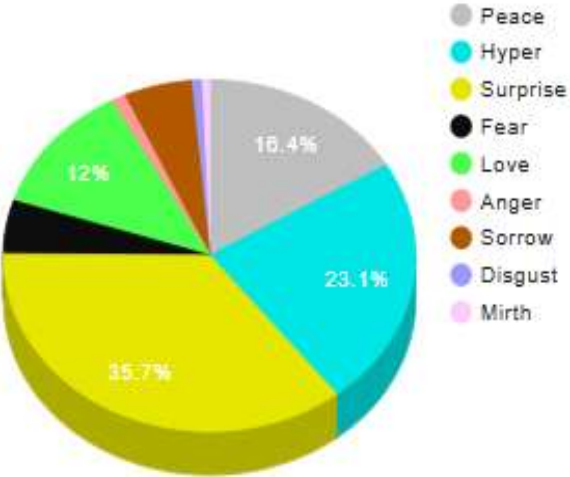
**Info Source :** (No, AISHE 2020)

# Semiotics: Mood (Emotions) of Jaunpur Internet Readers

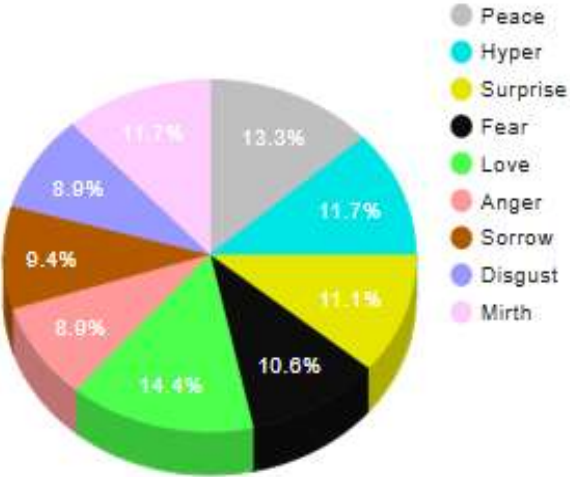
Start Date: 07/01/2022  End Date: 12/01/2024  Submit

## City's Mood

Signifier - Rasa  
Writer's Emotion



Signified - Bhava  
Reader's Emotion



City Semiotics –

Automated Measure of Likes/Dislikes of Reading/Browsing by Jaunpur Prarang Hindi Web Users

# Prarang Jaunpur - Current Status

- Daily Posts - Started **October 2017** – 2,556 Posts in 2,556 Days ( 80 Months+)
- Jaunpur Knowledge Web – **1,884 Culture** ( History 232+Art 938+Science 714) & **709 Nature** (Geo 233 + Fauna 272+ Flora 204)
- City Business – Jaunpur Yellow Pages # 6 ( English Tested) + V-Cards #309
- Jaunpur City Metrics – **11 Categories** – **125 Metrics** from **42 Public Sources** –  
( Demography 3; Internet 6; Language 14; Education 28; Work 10; Health 7; Urbanisation 21; Governance 8; Media 3; Culture 3; Wealth 22
- Jaunpur Subscribers – **9979** (November 24)
- Jaunpur Daily Reach (Avg) – **2125** (November 24)

# Prarang Jaunpur - Smarter Citizenship

- Knowledge Content ( Local & Customized Global) – 10-15 mts Daily Reading – Non-News/Politics, Positive, Useful Information – For ALL Age Groups
- Jaunpur Portal – Hyperlocal - Biggest Website of Jaunpur. Biggest Website for Jaunpur.
- 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
- Jaunpur Netizen Portal – Big Data - All useful “ Data Metrics” in One Place – Updated & Unbiased, for easy Reference for Students, Business, Research & Governance
- Jaunpur District Rank System – A.I. for Governance – Jaunpur 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 Jaunpur’s Wants ( Likes/Dislikes) with Jaunpur’s Needs

# Prarang Beyond Jaunpur : 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  
(143 COUNTRIES)



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 ?**  
(आपके सवाल)

**<https://www.prarang.in/jaunpur/>**