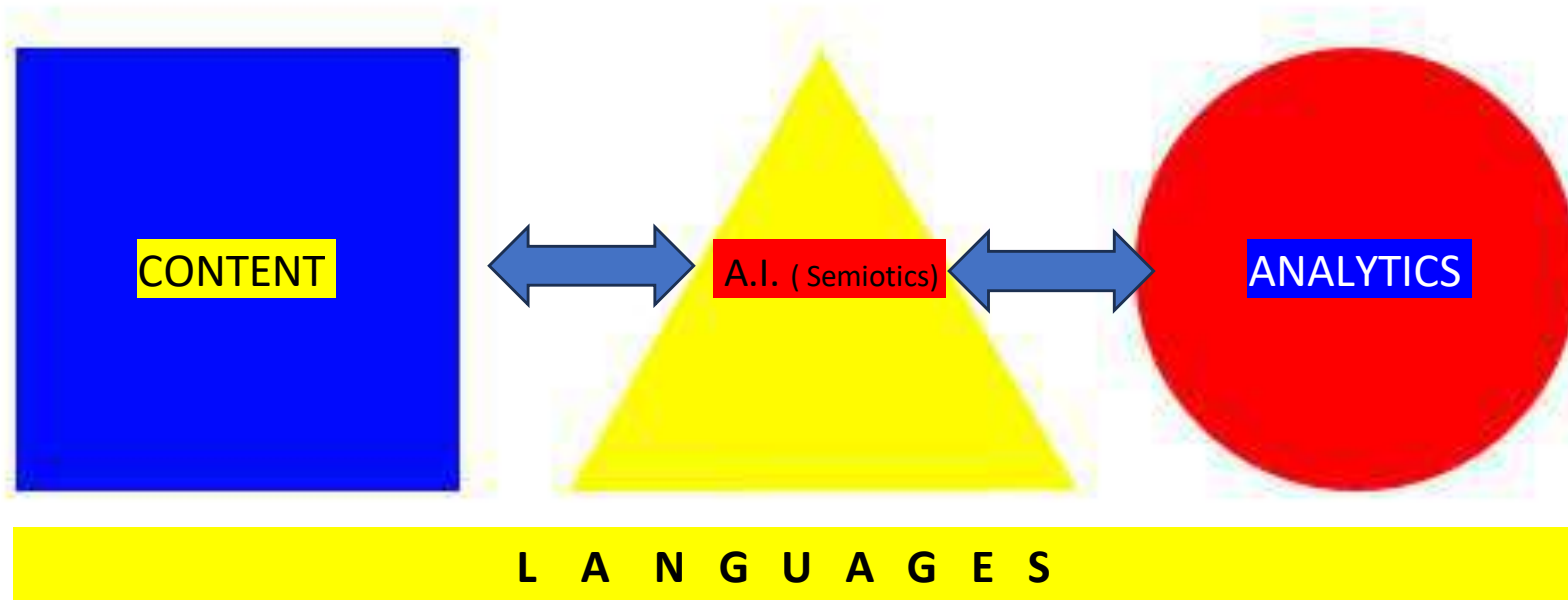




Our Mission: To create **Smarter Citizens** through digital education curated **City** by City, in its local Language.



Lucknow Hindi Web Portal – For Smarter Citizenship

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

Presentation – Lucknow Hindi Web: February 2025

- What is Prarang - Lucknow 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

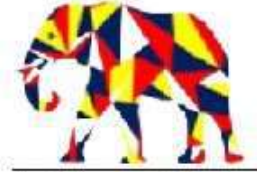
- Lucknow City Internet Trends

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

- Prarang – Impact & Benefits

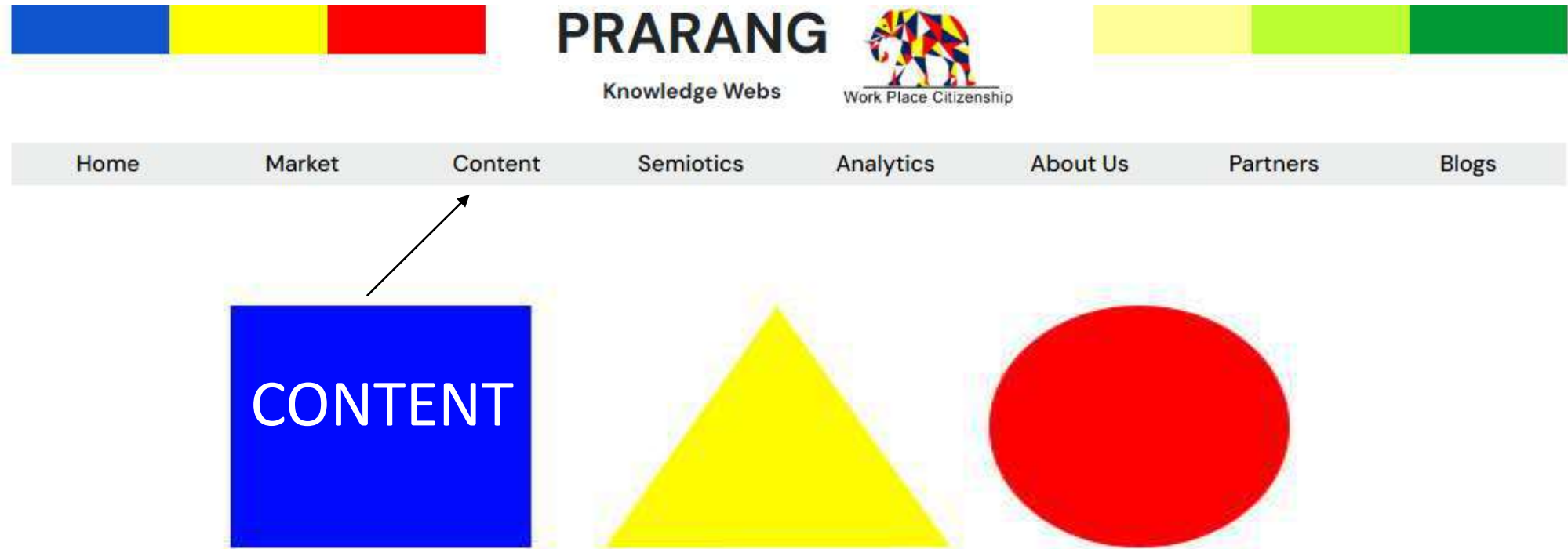
- What does Lucknow “Like” to read Online ?
- City Mood/ Emotions – Semiotics as AI
- Prarang Lucknow Hindi Web – Size & Usage

- Questions ?



Work Place Citizenship

What is Prarang – Lucknow Hindi Web Portal (प्रारंग क्या है? लखनऊ हिंदी वेब पोर्टल)



Prarang Lucknow City Portal - <https://www.prarang.in/lucknow/>

One Stop Web Address for ALL Lucknow 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. Lucknow District Rank Report

Lucknow - Daily Posts

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

पृथ्वीराज चौहान के चाहमान राजवंश के सभी बहादुर शासक अपनी अंतिम सांस तक लड़े थे!

22-07-2024 06:40 AM
समय के साथ - 1000 ईपू में 1400 ईपू तक



संबन्ध

अधुनिक भारत में चाहे ही कोई ऐसा व्यक्ति होगा, जिसने पृथ्वीराज चौहान का संघर्ष मन मुटा ही उनकी बहादुरी के बिना भारत के बचे-बचे को डूब डुबानी पार ही। पृथ्वीराज चौहान जिस चाहमान राजवंश का हिस्सा थे, उसके सभी शासकों ने भारतीय इतिहास में बहुत बड़ा योगदान दिया है। इस लेख में हम अजमेर और राजस्थान के चाहमान राजवंश के बारे में विस्तार से जानेंगे। इसके अलावा आज हम चाहमान वंश के महत्वापूर्ण राजाओं के बारे में भी जानेंगे।

संदर्भ

<https://inyuri.com/2953a7n9>
<https://inyuri.com/2db0qwl>
<https://inyuri.com/24v7nbko>

विश्व संदर्भ

1. पृथ्वीराज चौहान को दर्शाता चित्रण (wikimedia)
2. लगभग 1150-1164 ई के अजमेर शासक विप्लवराज क्षत्रिय के चाहमान सिक्के को संदर्भित करता एक चित्रण (wikimedia)
3. राजस्थान के बारे में संदर्भित करता एक चित्रण (wikimedia)
4. लगभग पृथ्वीराज चौहान को संदर्भित करता एक चित्रण (wikimedia)
5. मोहम्मद गौरी को संदर्भित करता एक चित्रण (wikimedia)
6. राजस्थान के बारे में दर्शाता चित्रण (wikimedia)

समय के साथ - 1000 ईपू में 1400 ईपू तक

RECENT POST

समय के साथ - 1000 ईपू में 1400 ईपू तक









अजमेर के शासक अजमेर की राजधानी बनाने का प्रयास करने में सफल हुए।

पृथ्वीराज चौहान के चाहमान राजवंश के सभी बहादुर शासक अपनी अंतिम सांस तक लड़े थे।

अजमेर के शासक अजमेर की राजधानी बनाने का प्रयास करने में सफल हुए।

अजमेर के शासक अजमेर की राजधानी बनाने का प्रयास करने में सफल हुए।



 <p>संस्कृति</p> <p>1820</p>	 <p>प्रकृति</p> <p>615</p>
 <p>समयसीमा</p> <p>205</p>	 <p>भूगोल</p> <p>192</p>
 <p>मानव व उनकी इन्द्रियाँ</p> <p>915</p>	 <p>जीव - जन्तु</p> <p>259</p>
 <p>मानव व उसके आविष्कार</p> <p>700</p>	 <p>वनस्पति</p> <p>164</p>

Daily Post

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
- सहराज: 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- सन्धन से ध्वनि
- ध्वनि 2- भाषाएँ
- गंध- शुक्राबू व इत
- स्पर्श- रचना व कपड़े
- स्वाद- खाद्य का इतिहास
- दृश्य 1- संज्ञा/तस्वीर उत्तरना
- दृश्य 2- अभिनय कला
- दृश्य 3 कला व सौन्दर्य
- सिंचन 1 - धर्म (मिथक / अनुष्ठान)
- सिंचन 2 दर्शनशास्त्र, गणित व दया

मानव व उसके आविष्कार

- सिद्धांत 1- कौशिल्य व आभूषण
- सिंचन 1- सिलोने
- ज्ञानस्यत और व्यापार व व्यापारशास्त्र
- 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 (खेतिहर व वन्य)
- खनिज
- खदान
- जलवायु व ऋतु

जीव-जंतु

- भारीरिक
- ज्वरहारीक
- निवास स्थान
- कोशिका के आधार पर
- जीवजंतु
- रतनधारी
- पंछीय
- तितलियाँ व कीड़े
- रेगने वाले जीव
- मछलियाँ व उभयचर

वनस्पति

- भारीरिक
- ज्वरहारीक
- निवास स्थान
- कोशिका के आधार पर
- जीवजंतु
- पेड़, झाड़ियाँ, बेल व रतायें
- सागवानी के पौधे (बागान)
- साग-सम्बन्धियाँ
- कीटाणु, एक कोशीय जीव, कोमिस्टा, व सौव्यत
- कपूच, कुकुरमुत्ता

City Business – Yellow Pages and vCards

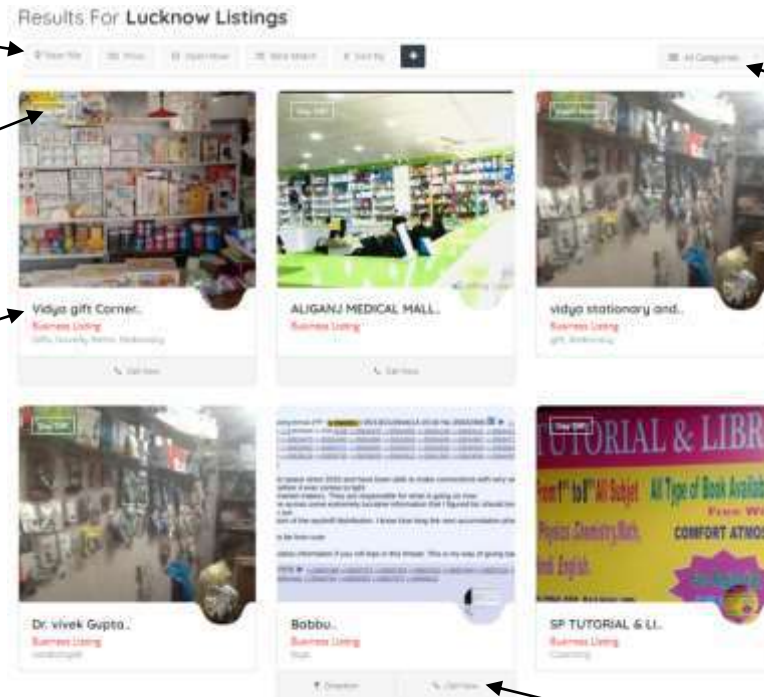
Self Help, Self Service – Enablement of Local Business Web

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

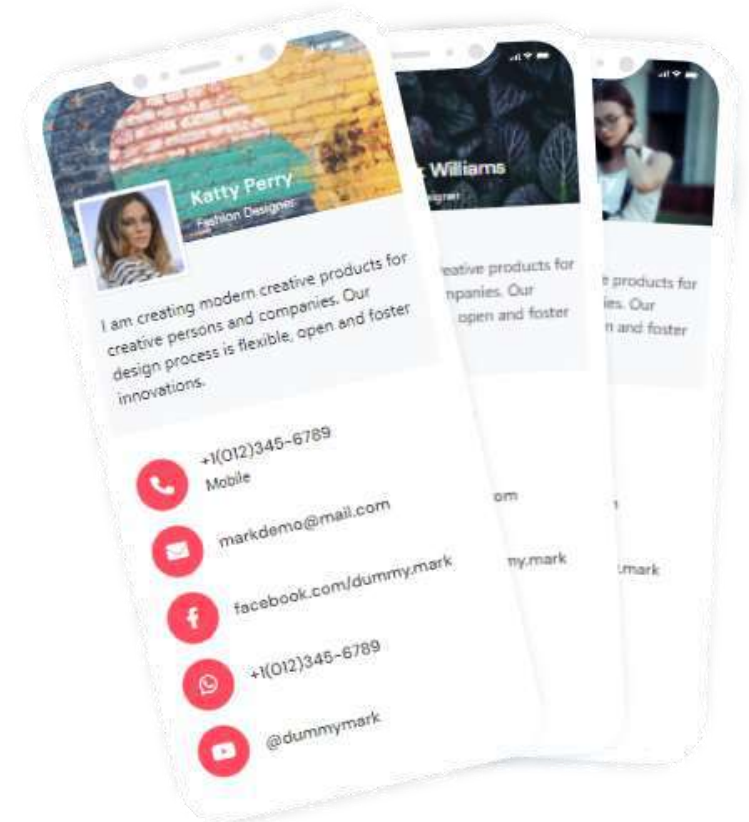


Shop Opening and Closing Status

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

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



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

चरण 2: "Content" पर क्लिक करें

चरण 3: लखनऊ पोर्टल का चयन करें

चरण 4: "Yellow Pages" सेक्शन पर क्लिक करें

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

चरण 6: अपना खुद का व्यवसाय सूचीबद्ध करने के लिए अपने 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

Lucknow Metrics : District Rank Report

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

संस्कृति

प्रकृति

स्वास्थ्य

धन

शिक्षा

कार्य

मीडिया

शहरीकरण

शासन

इंटरनेट

भाषाएँ

जनसांख्यिकी

Lucknow : AI for Governance City Metrics

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

Lucknow Highlights

Lucknow 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	2 nd	3,374,675
---	-------------------------	--------	-----------------	-----------

For Eg - Education

Better than India Average-

1	Number of ITIS seats(No,AISHE 2020)	4706	3 rd	82,688
2	Number of UG Enrolments - Arts (No,AISHE 2020)	9152	3 rd	202,484

For Eg - Urbanization

1	Number of Uninhabited Villages(Number , Census 2011)	54	335 th	4
---	--	----	-------------------	---

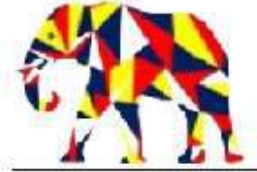
Better than India Average-

- Lucknow is the 2nd highest ranked in Devnagri Script (Hindi) out of 768 city/districts of India. This indicates a high pool of literate hindi population compared to other cities.
- The average Central Govt Jobs(Formal),2023 of Indian city (district capitals)/districts is 6,050. Lucknow is the 2nd highest ranked city out of 768 city/districts. This means that this district has higher attractiveness for migrant workers.
- Out of 768 District Capitals/Districts of India. Lucknow is the 3rd highest ranked in # of ITIS seats (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-

- Lucknow is the 335th worst ranked in # of Uninhabited Villages out of 768 city/districts of India.
- The Average District Area (Sq Km) of Indian City (District Capitals)/Districts is Lucknow is the 229th worst ranked City out of 768 City/Districts.This implies that this district has a higher access to natural resources compared to other districts.
- Out of 768 District Capitals/Districts of India, Lucknow is the 210th worst ranked in Urban Internet Pop/City Pop (% , TRAI June 2023) .This indicates higher number of state urban internet users as reported in TRAI quarterly report vis a vis other state's urban internet users.

Lucknow City Internet Trends (लखनऊ शहर की इंटरनेट दिशा)



Work Place Citizenship



PRARANG

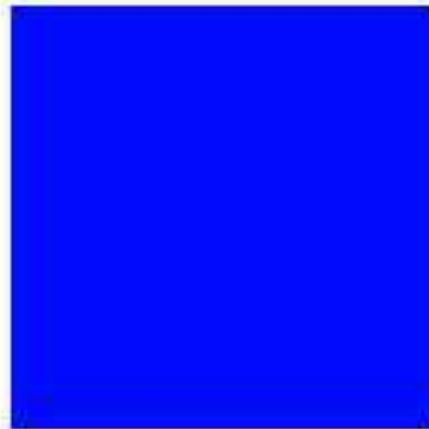


Work Place Citizenship



Knowledge Webs

Home Market Content Semiotics Analytics About Us Partners Blogs



How to Access Lucknow'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 Lucknow

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

Lucknow City Internet Key Metrics

City Netizens

Prarang Subscribers



Metric	#
City Population (2011 Census)	2,817,105
City Hindi + Urdu Speaking Population (2011 Census)	2,483,432 + 289,002
City Internet Users Population (September 2024)	4237523
City Facebook Users Count (Janaury 2025)	1700000
City LinkedIn Users Count (Janaury 2025)	3005000
City X Users Count (Janaury 2025)	14,100,000

Metric	#
Prarang Hyperlocal Hindi Subscribers (January 2025)	9363
Prarang Hyperlocal Subscribers Monthly Reach (Janaury 2025)(FB+App)	104832
Prarang Hyperlocal Subscribers Daily Reach (Janaury 2025)(FB+App)	3381

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

Prarang : Top 3 Posts and Readers for January 2025

Your Favourite Posts



स्वदेशी तालों के निर्माण से आज तक सुरक्षित है गौदरेज द्वारा स्थापित आत्म निर्भरता की मिसाल

वास्तुकला 2 कार्यालय व कार्यप्रणाली

View Count: 2842



सबसे जीवन एवं नियमित प्रजनन के वाकजूद, तुप्तप्राय माने जाते हैं, हरे समुद्री कछुए

रेंगने वाले जीव

View Count: 2708



कई विधियों के माध्यम से, प्रजनन करते हैं पौधे

शारीरिक

View Count: 2582

Our Most Dedicated Readers

1. Bablu Sonkar
Post Likes: 10



[Profile Link](#)

2. Pankaj Yadav
Post Likes: 5



[Profile Link](#)

3. Jitendra Kumar Yadav
Post Likes: 5



[Profile Link](#)

Internet Lucknow Trends – What is Lucknow Google Searching On ?

Key Themes – *Universities, Airport, Weather, Courts*

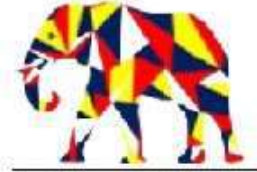
January 2025

- lucknow university admit card 2024-25
- airports near prayagraj
- harmony park lucknow
- nearest airport to prayagraj
- bangalore to prayagraj
- bangalore to prayagraj flight
- lucknow to prayagraj distance by road
- lucknow university btech fees
- national pg college
- bhu online
- University of Lucknow
- high court lucknow case search by name
- high court lucknow official website
- hc allahabad



December 2024

- lucknow university admit card 2024-25
- lucknow university admit card
- lucknow university admit card 2024
- lucknow ka temperature
- kanpur temperature
- lucknow temperature now
- earthquake lucknow
- Lucknow weather today
- dm order for school in lucknow
- dm order for winter vacation
- dm order for school holiday in lucknow



Work Place Citizenship

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



PRARANG



Knowledge Webs

Work Place Citizenship

Home

Market

Content

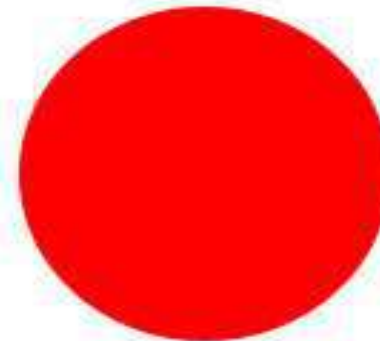
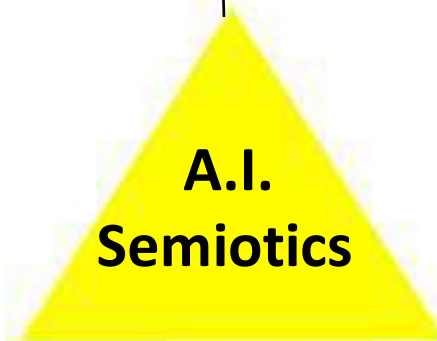
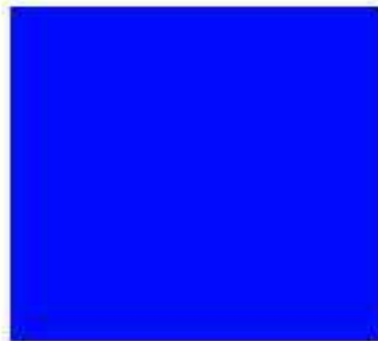
Semiotics

Analytics

About Us

Partners

Blogs



**A.I.
Semiotics**

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, लखनऊ 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

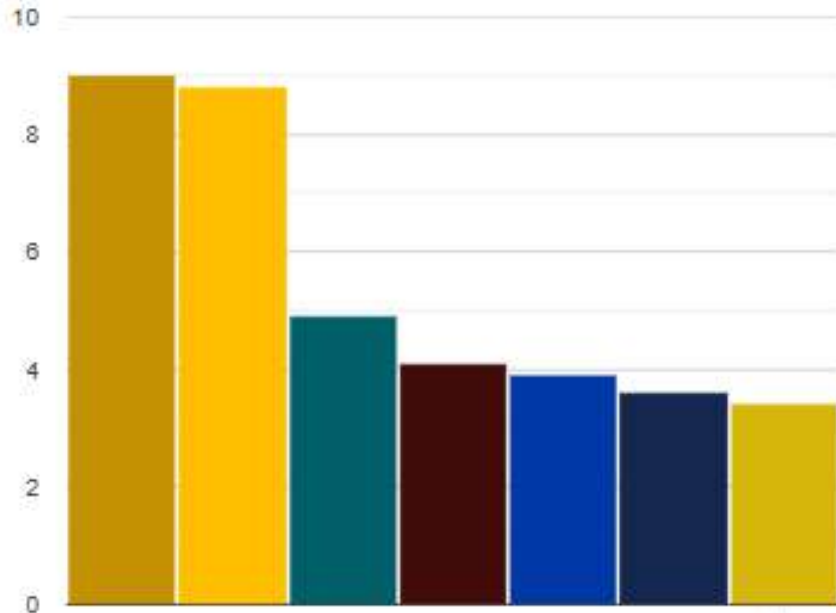
Step 3: Under the live city Semiotics section, click on Lucknow

Prarang Lucknow Trends – What does Lucknow Like to Read ?

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

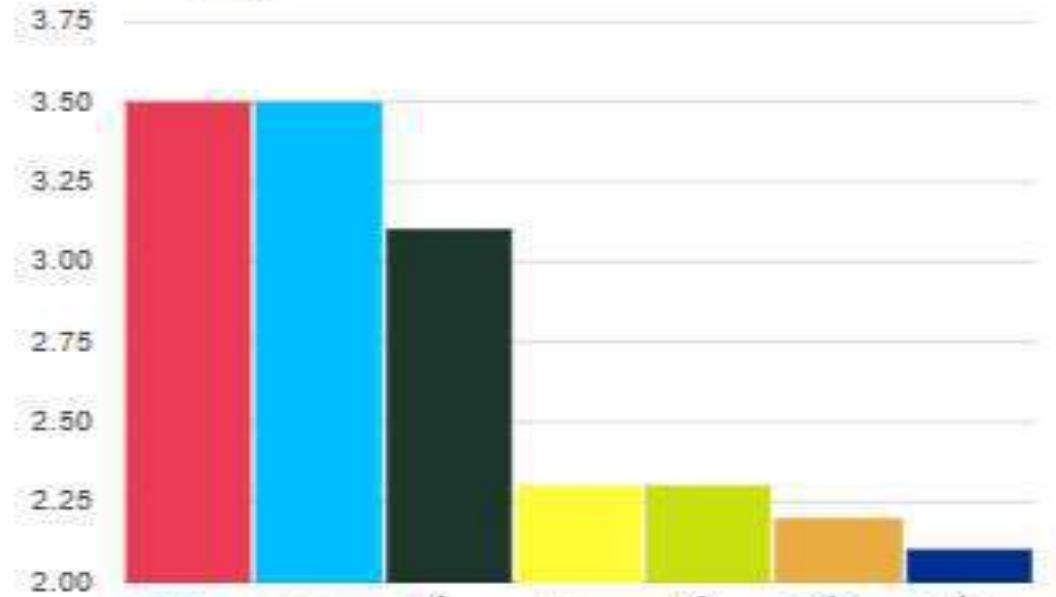
Prarang's Daily Posts

Signifier - Rasa
Input (%)



Lucknow Reader's Choice

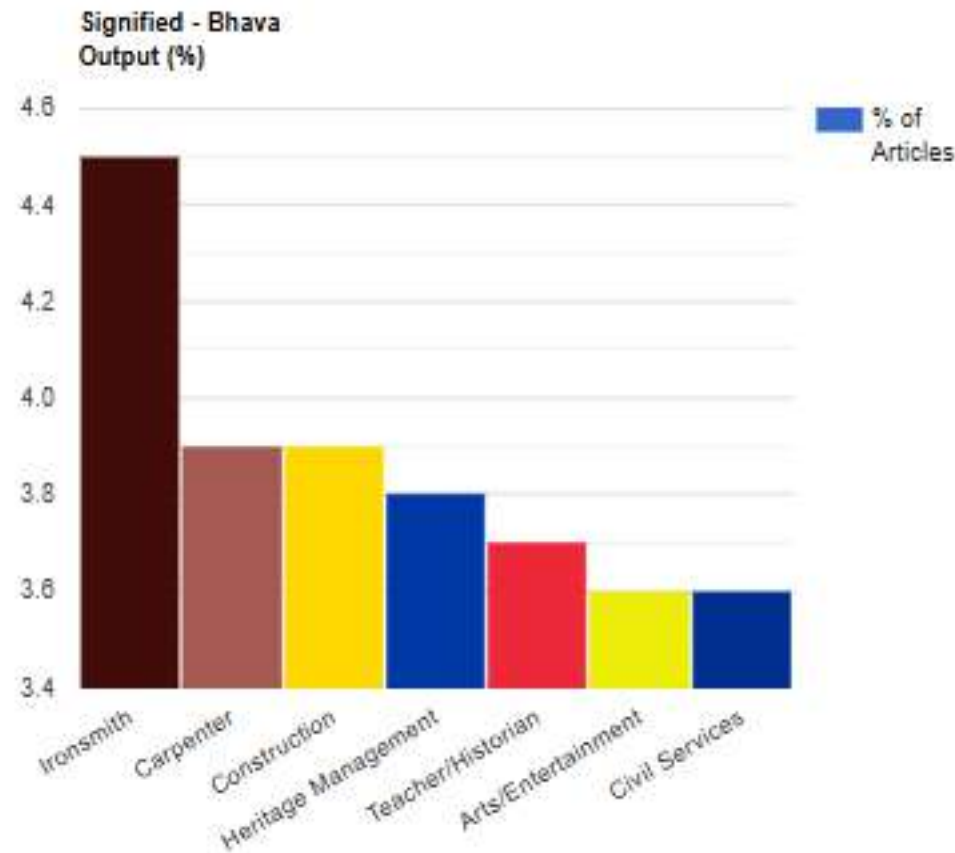
Signified - Bhava
Output (%)



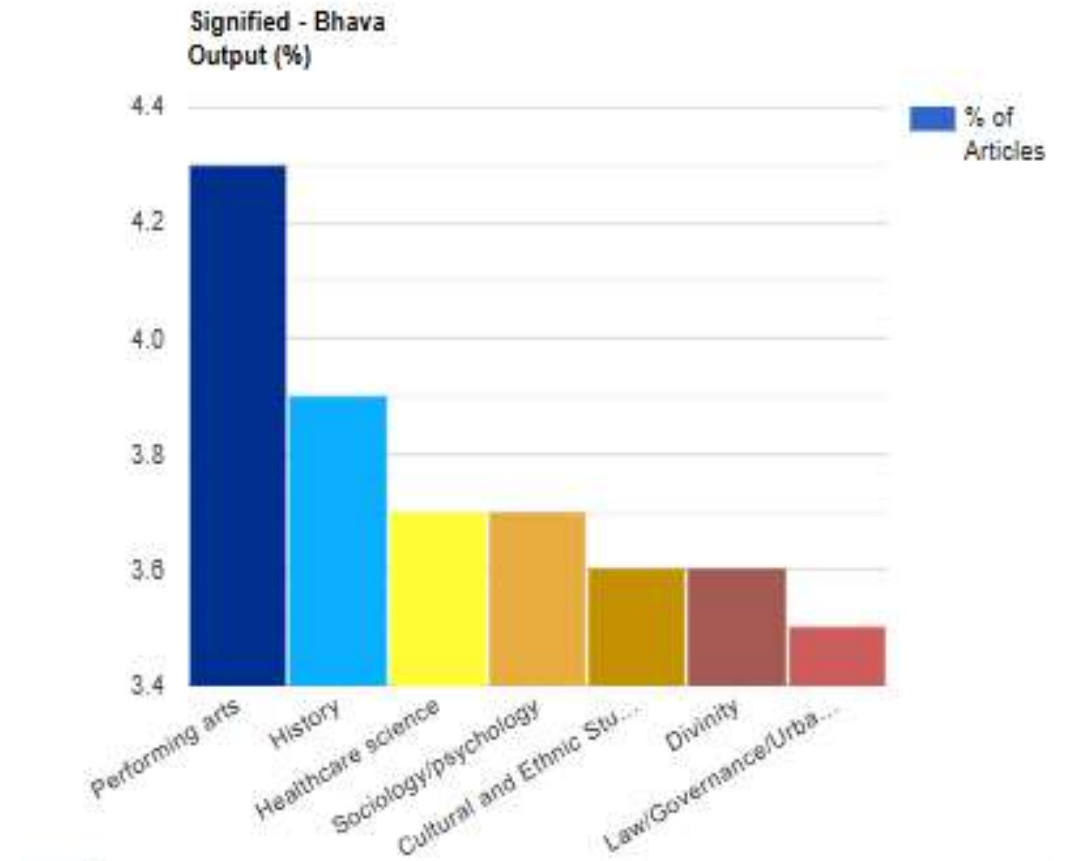
Prarang Lucknow Trends: Readership Patterns on Jobs and Education

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

Work

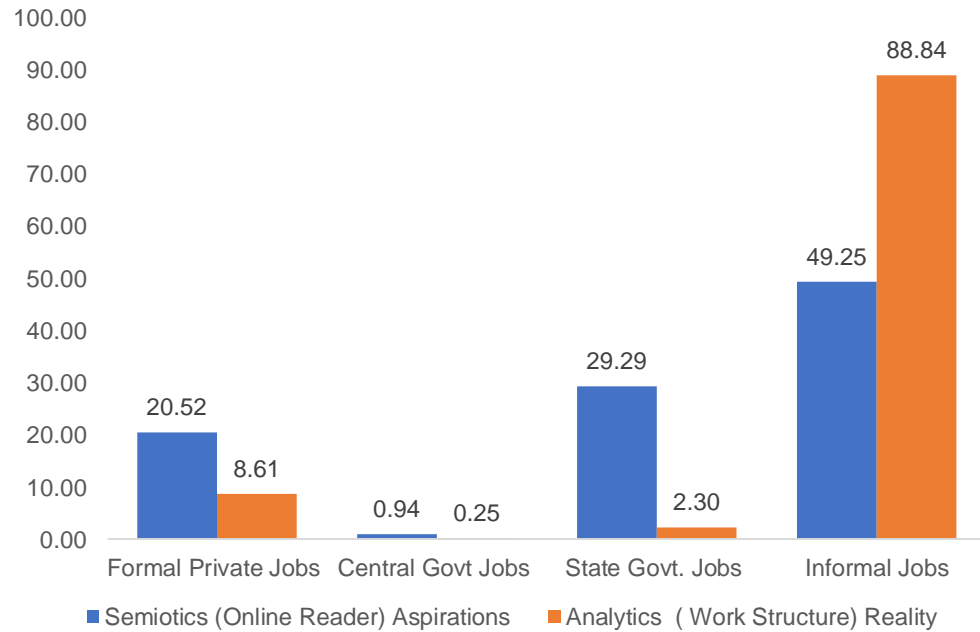


Education

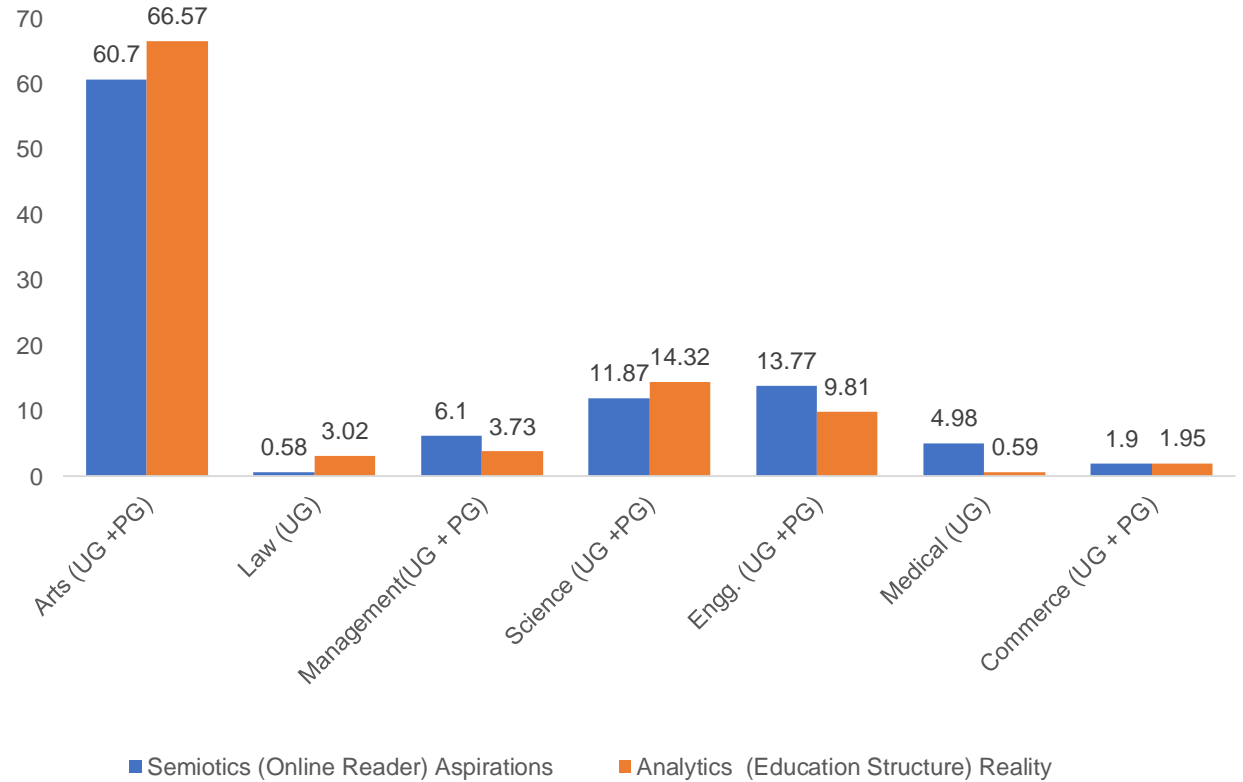


Comparison Between Semiotics (Online Reader) Aspirations Vs Analytics (Work & Education Structure) Reality for Lucknow Date Range: (01 July 2022 – 1 February 2025)

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

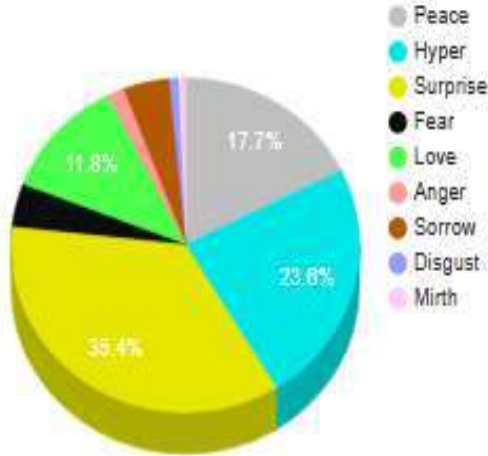
Info Source : (No, AISHE 2020)

Semiotics: Mood (Emotions) of Lucknow Internet Readers

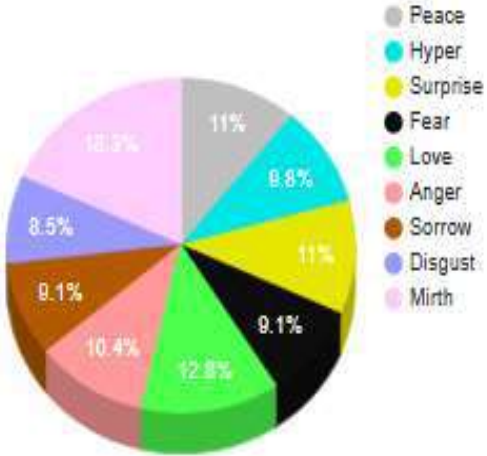
Start Date: 07/01/2022 End Date: 02/01/2025 Submit

City's Mood

Signifier - Rasa
Writer's Emotion



Signified - Bhava
Reader's Emotion



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

Prarang Lucknow - Current Status

- Daily Posts - Started **October 2017** – 2,639 Posts in 2,639 Days (80 Months+)
- Lucknow Knowledge Web – **1967 Culture** (History 231 + Art 970 + Science 766) & **672 Nature** (Geo 213 +Fauna 276 + Flora 183)
- City Business – Lucknow Yellow Pages # 39 (English Tested) + V-Cards #309
- Lucknow City Metrics – **12 Categories** – **127 Metrics** from **42 Public Sources** –
(Demography 3; Internet 6; Language 17; Education 28; Work 10; Health 8; Urbanization 13; Governance 9; Media 3; Culture 6; Wealth 23,Nature 1
- Lucknow Subscribers – **9363** (January 2025)
- Lucknow Daily Reach (Avg) – **3381** (Janaury 2025)

Prarang Lucknow - Smarter Citizenship

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

Prarang Beyond Lucknow : 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)

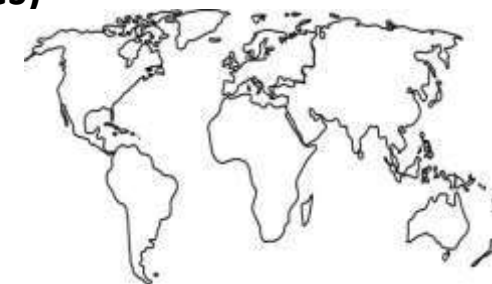
Rest of the World



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/lucknow/>