

<http://www.prarang.in>

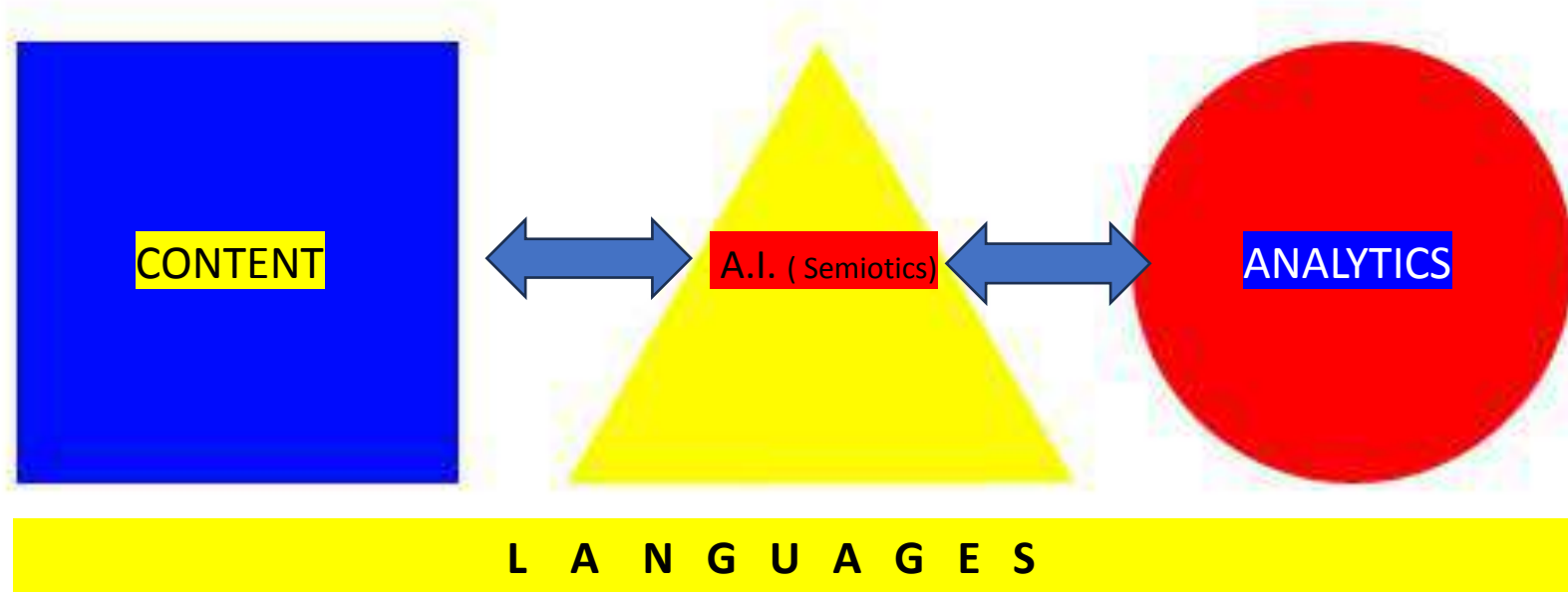
# PRARANG

*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: November 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)

CONTENT

**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 पौधे (बागवानी)



## RECENT POST

- जौनपुर में जल की उपलब्धता वाले किसानों को लाभान्वित कर सकते हैं, जलीय पौधे  
बागवानी के पौधे (बागवानी)  
25-07-2024 09:38 AM
- झूई माछानो में अहुम भूमिका निभाले है, सुजवनन वेसे मेरावे बन  
नियरा सहर  
24-07-2024 08:40 AM
- शानू और हुरली के प्रगल्भ निगलओ से क्या सोच सकता है, जौनपुर का नूबवा ह्व उद्योग!  
गंध, खुशबू व इत  
23-07-2024 09:28 AM
- जबतपुर में प्रायः मिलालेव क्या करते है, कलचुरी राजवश का प्रस्नान  
मच्छाल के पयले: 1000 ईसवी से 1450 ईसवी तक  
22-07-2024 09:31 AM
- शहर देखे, वारपसको के कुछ पुराने और दुर्लभ दृश्य  
दिश 1 संकलनो उजलन  
21-07-2024 08:49 AM



संस्कृति 1781	प्रकृति 668
समयसीमा 110	भूगोल 117
मानव व उनकी इन्द्रियाँ 901	जीव-जन्तु 260
मानव व उसके आविष्कार 670	वनस्पति 191

हालिया दिनों में उत्तर प्रदेश राज्य में, मछलीघर यानी एक्वेरियम (aquarium) एवं उनमें उगने वाले जलीय पौधों के प्रति आकर्षण बढ़ता हुआ नजर आ रहा है। यहाँ तक कि हमारे अपने शहर जौनपुर के शिवको फैंसी फिश (Shivko Fancy Fish), बहोरी पॉण्ड (Bahori Pond) और शुभ फिश एक्वेरियम (Shubh Fish Aquarium) 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 को दर्शाता चित्रण (PickPik)
  - जलमय पौधों को संदर्भित करता एक चित्रण (Freerange Stock)
  - उभरते पौधों को संदर्भित करता एक चित्रण (wikimedia)
  - तेरते जलीय पौधों को संदर्भित करता एक चित्रण (FixaHive)
  - शैवाल को संदर्भित करता एक चित्रण (wikimedia)
  - मस्कग्रास को संदर्भित करता एक चित्रण (wikimedia)
  - कोरल रीफ को दर्शाता चित्रण (wikimedia)
  - ग्रीन सी एनीमोन को दर्शाता चित्रण (wikimedia)
  - रेड सी व्हिप को दर्शाता चित्रण (wikimedia)
  - सफ़ेद पंख वाले एनीमोन को दर्शाता चित्रण (wikimedia)
  - कमल के निकट साँप को दर्शाता चित्रण (PickPik)

बागवानी के पौधे (बागवानी)

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**

- सुरुआत: 4 अरब ईसापूर्व से 0.2 करोड़ ईसापूर्व तक
- जन: 40000 ईसापूर्व से 10000 ईसापूर्व तक
- सभ्यता: 10000 ईसापूर्व से 2000 ईसापूर्व
- दस्तावेज: 2000 ईसापूर्व से 600 ईसापूर्व तक
- धर्म का उदय: 600 ईसापूर्व से 300 ईसापूर्व तक
- छोटे राज्य: 300 ईसापूर्व से 1000 ईसापूर्व तक
- मध्यकाल के पहलें: 1000 ईसापूर्व से 1450 ईसापूर्व तक
- मध्यकाल: 1450 ईसापूर्व से 1780 ईसापूर्व तक
- उपनिवेश व विश्वयुद्ध: 1780 ईसापूर्व से 1947 ईसापूर्व तक
- आधुनिक राज्य: 1947 से अब तक

**मानव व उनकी इन्द्रियाँ**

- ध्वनि 1- स्रवन्दन से ध्वनि
- ध्वनि 2- भाषाएँ
- गंध- खुशबू व इत्र
- स्पर्श- रचना से कपड़े
- स्वाद- खाद्य का इतिहास
- दृश्य 1- लेंस/तन्वीय उत्तरना
- दृश्य 2- अभिनय कला
- दृश्य 3- कला व स्त्रोन्दर्ष
- चिन्तन 1 - धर्म (मिथिक / अनुष्ठान)
- चिन्तन 2- दर्शनशास्त्र, गणित व दवा

**मानव व उसके आविष्कार**

- सिद्धभाषण से कान व आभूषण
- सधिया व खिलौने
- प्रातःपत्र और व्यायाम व व्यायामशास्त्र
- संचार एवं संचार यन्त्र
- घर- आन्तरिक शान्त राज्या, कुर्सियाँ तथा शरिर्यो
- वास्तुकला 1- पाण्डु भवन
- वास्तुकला 2- कार्यालय 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 (खेतिहर व बंजर)
- उष्णमि
- खादान
- जलवायु व ऋतु

**जीव-जंतु**

- शारीरिक
- व्यवहारिक
- निवास स्थान
- कोशिका के आधार पर
- जीवना
- स्वतन्त्री
- पंखीय
- तितलियाँ व कीड़े
- रेगने वाले जीव
- मछलियाँ व उभयचर

**वनस्पति**

- शारीरिक
- व्यवहारिक
- निवास स्थान
- कोशिका के आधार पर
- जीवन
- पेड़, झाड़ियाँ, बेल व लताएँ
- बागवानी के पौधे (बागान)
- खान-सम्बन्धियाँ
- कीटाणु एक कोशिकीय जीव, कोमिष्टा, व मोषाल
- कफूद, कुकुरमुत्ता

# City Business – Yellow Pages and vCards

Self Help, Self Service – Enablement of Local Business Web



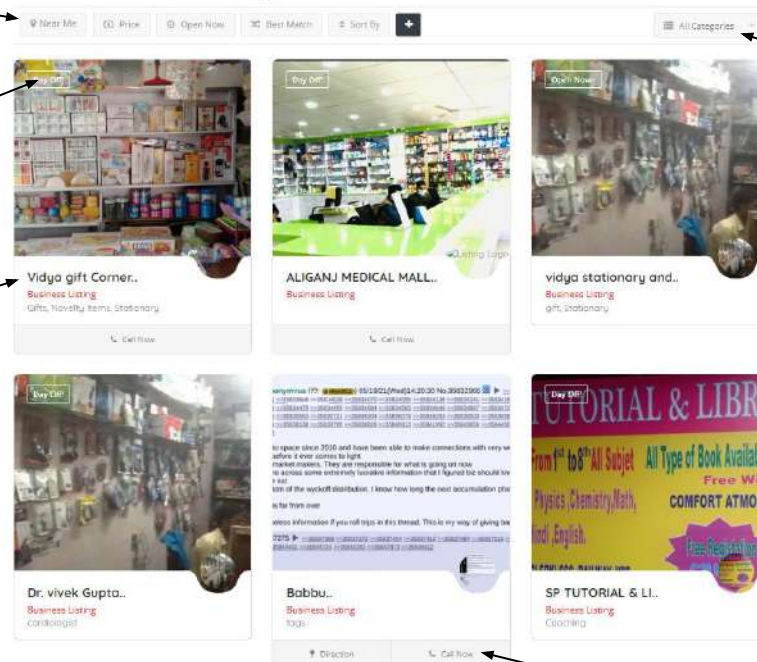
Get Your Digital Business Card by Clicking 'Get V-Card'

Get Your Business Online by Clicking on 'Add Listing'



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

Results For Lucknow Listings

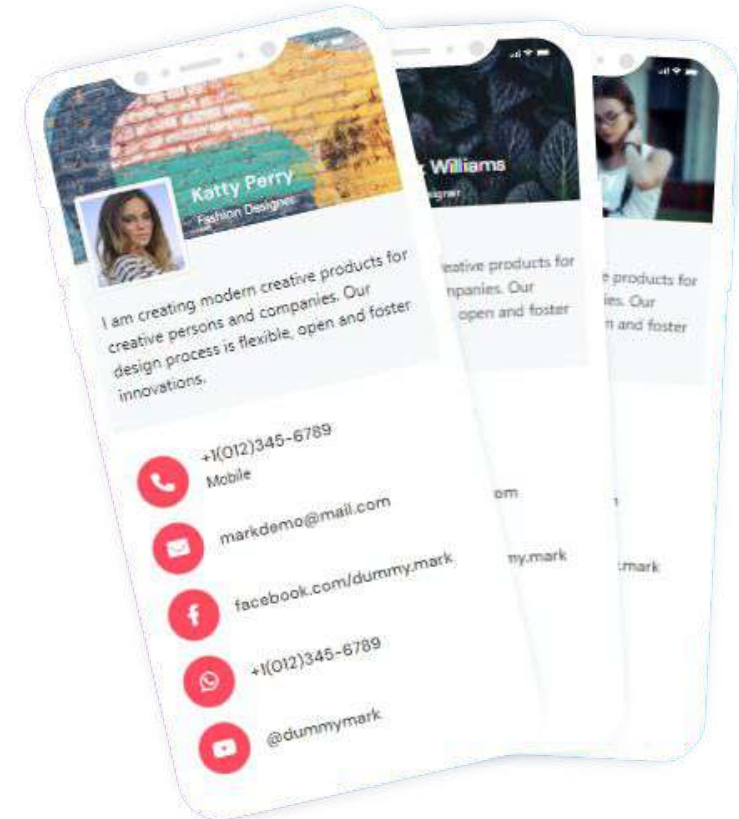


Shop Opening and Closing Status

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 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

# Portal - Other Useful Features



PLACE  
स्थान

WORK  
कार्य

CITIZENSHIP  
नागरिकता

- 1.) City [Map](#)
- 2.) [Weather](#) Report
- 3.) City [News](#) in Local Languages
- 4.) City Services [Info](#) like Banks, ATMs, Hospitals, Chemists and Post Offices
- 5.) Links to Smart City [Digital Services](#) like Employment Platforms, Bill Payment, Bus Tickets Booking and Online Shopping
- 6.) [Live Cricket](#) Scores



# Jaunpur Metrics : District Rank Report

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

Culture						
Nature						
Health	Wealth	Education	Work	Media	Urbanization	Governance
Internet						
Languages						
Demography						

# 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

### Better than India Average-

1. Jaunpur is the 6<sup>th</sup> highest ranked in Number of Panchayats(Number , Census 2011) i 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) i 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) i. 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) i. 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) i 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) i 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) i. 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) i. 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) i 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) i 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 District Rank vis-à-vis 768 India Districts

For Eg - Languages

Sr.	Fields	India Average	Rank out of 768	City / District Data
1	Devnagri Script (Hindi) <span>i</span>	137058	112 <sup>th</sup>	195,927

For Eg - Education

### Better than India Average-

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

For Eg - Urbanization

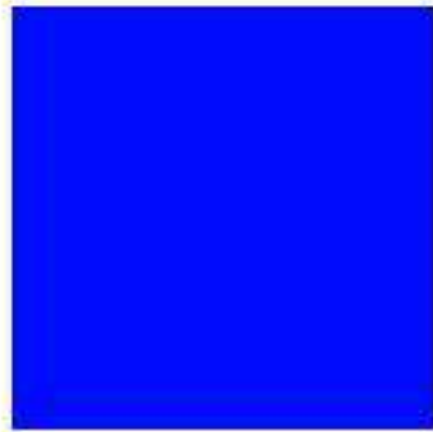
### Worse than India Average-

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



Work Place Citizenship

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



# Jaunpur City Internet Key Metrics

## City Netizens

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 (October 2024)	700000
City LinkedIn Users Count (October 2024)	41000
City X Users Count (October 2024)	134000



## Prarang Subscribers



Metric	#
Prarang Hyperlocal Hindi Subscribers (October 2024)	6834
Prarang Hyperlocal Subscribers Monthly Reach (October 2024)(FB+App)	93846
Prarang Hyperlocal Subscribers Daily Reach (October 2024)(FB+App)	3027

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

# Prarang : Top 3 Posts and Readers for October 2024

## Your Favourite Posts



आइए, जाने, कथाओं और इतिहास से भरे शहर, 'इम्फो' के बारे में

View Count: 18973

[दृश्य 1 लेस/तस्वीर उतारना](#)



आइए, भारतीय यात्रियों के सफ़र में, ट्रेनों के महत्त्व को समझें

View Count: 2601

[सातायात और व्यायाम व व्यायामशाला](#)



आइए देखें, कैसे बनती है चीज़

View Count: 2402

[वास्तुकला 2 कार्यालय व कार्यप्रणाली](#)

## Our Most Dedicated Readers

1. Guddu Seth

Post Likes: 13

[Profile Link](#)



2. Saurabh Saurabh

Post Likes: 13

[Profile Link](#)



3. Bablu Sonkar

Post Likes: 12

[Profile Link](#)



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

Key Themes – *Universities, Restaurant, Places, News, Court*

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



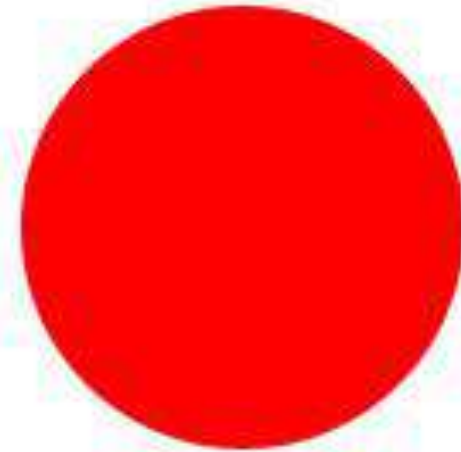
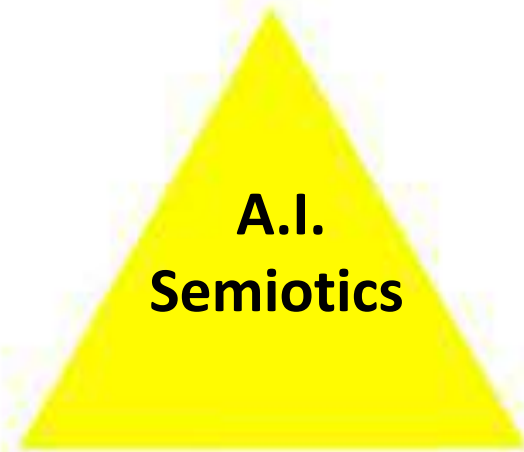
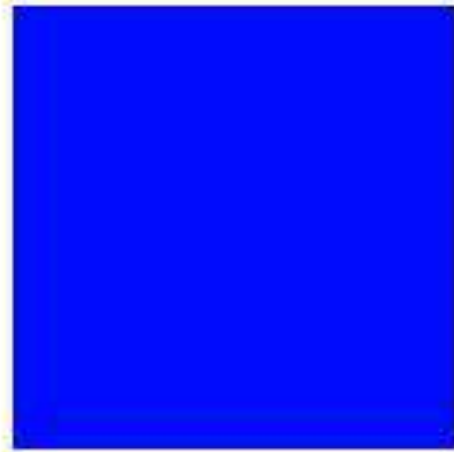
September 2024

- Jaunpur weather today rain
  - Weather today at my location
  - Weather Varanasi
  - Excessive heat
  - Diwani court
  - District court Jaunpur
  - District and session court
  - College Jaunpur
  - VBSPU jaunpur pin code
    - Veer bahadur singh purvanchal university jaunpur pin code

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



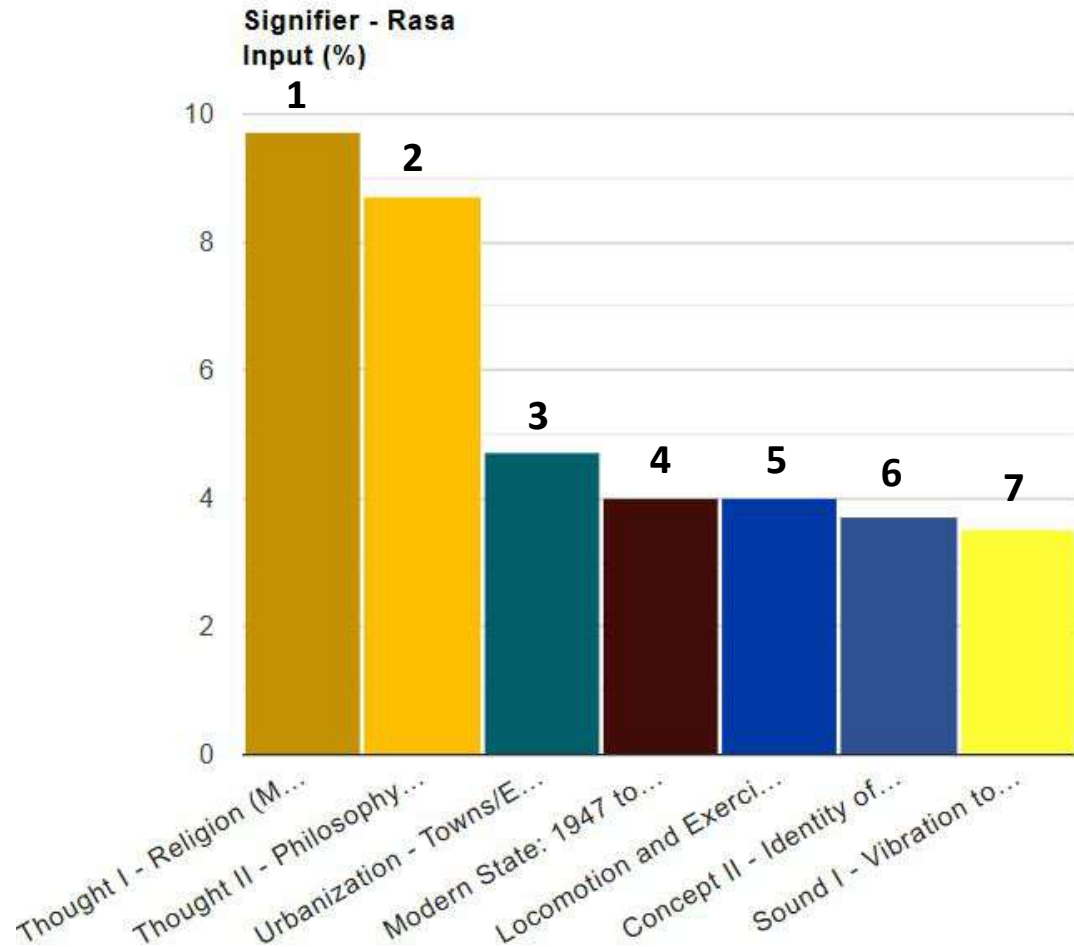
# Prarang – Impact & Benefits (प्रारंग - प्रभाव और लाभ )



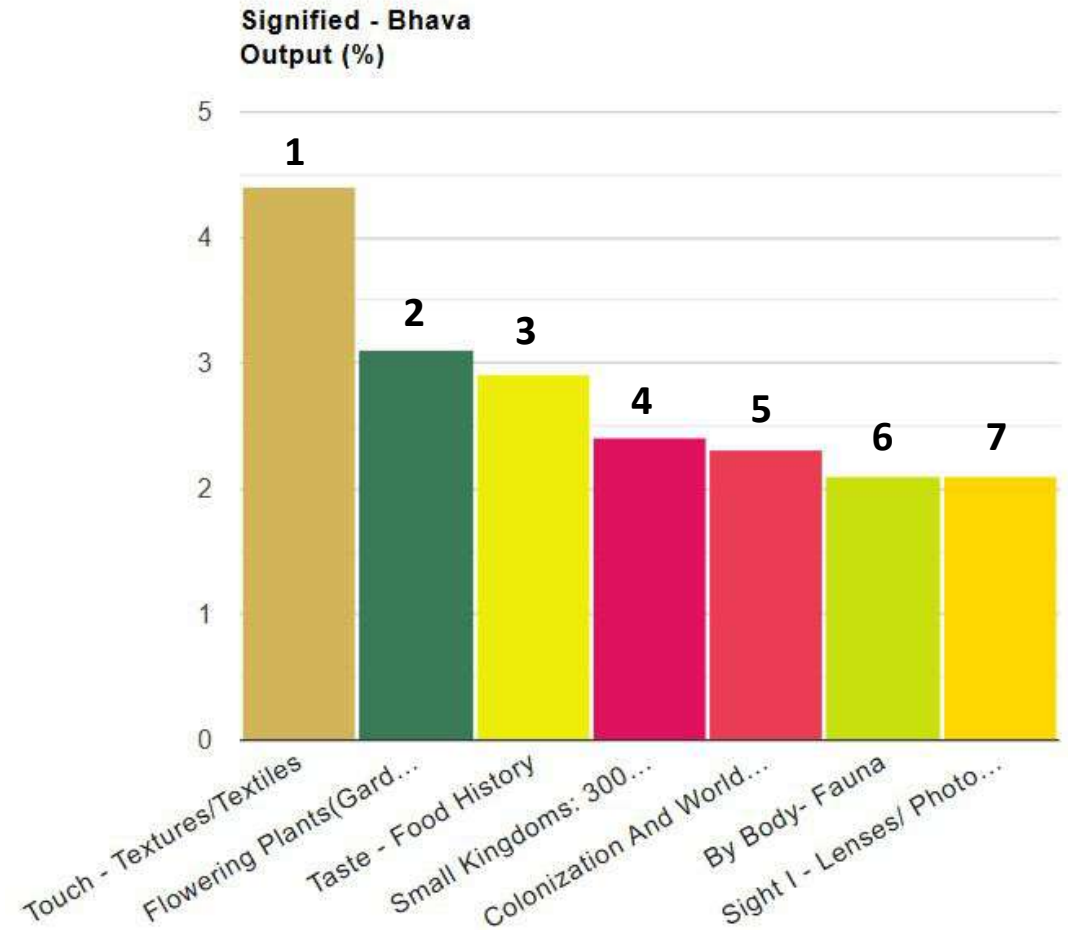
# Prarang Jaunpur Trends – What does Jaunpur Like to Read ?

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

## Prarang's Daily Posts



## Jaunpur Reader's Choice

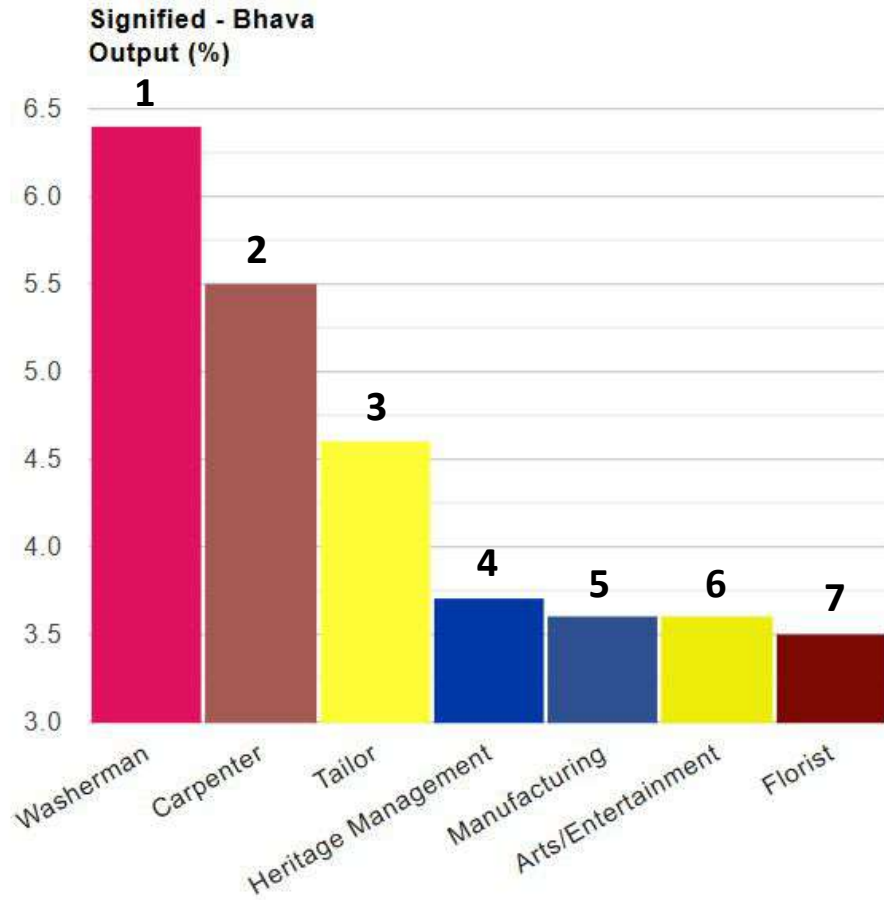




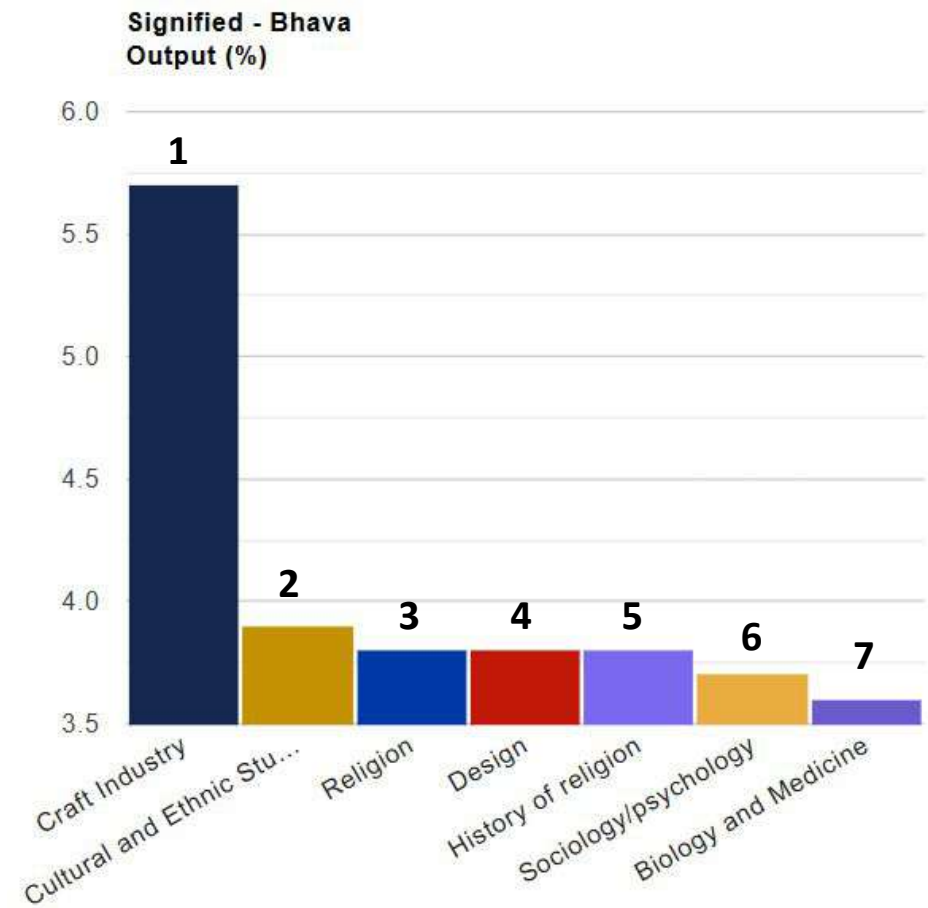
# Prarang Jaunpur Trends: Readership Patterns on Jobs and Education

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

## Work



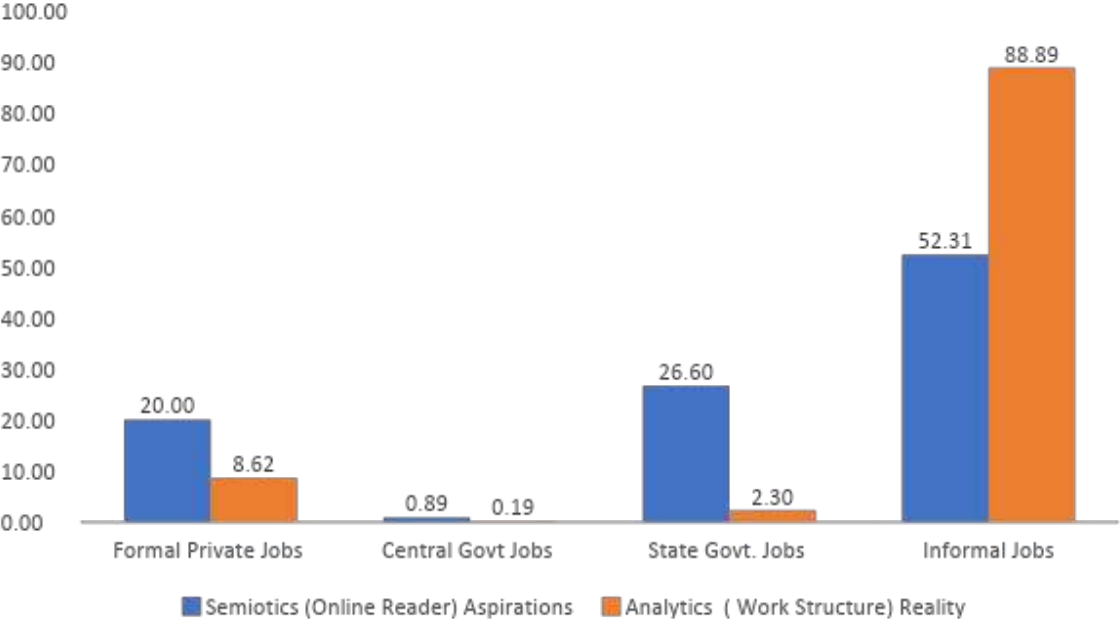
## Education



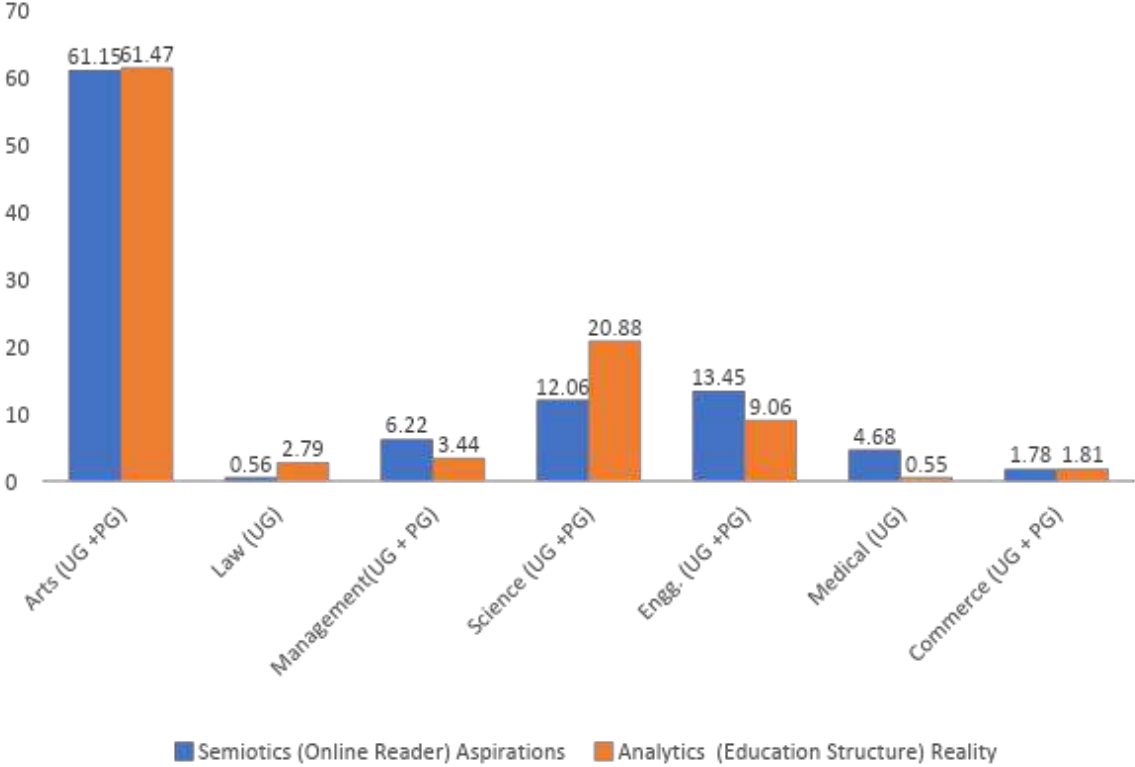
# Comparison Between Semiotics (Online Reader) Aspirations Vs Analytics (Work & Education Structure) Reality for Jaunpur

Date Range: (01 August 2022 – 1 November 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

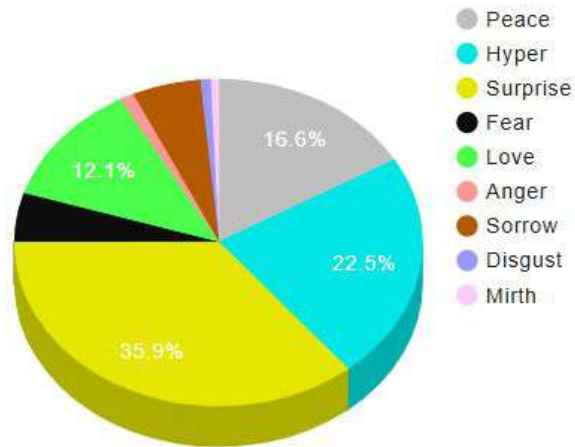
**Info Source :** (No, AISHE 2020)

# Semiotics: Mood (Emotions) of Jaunpur Internet Readers

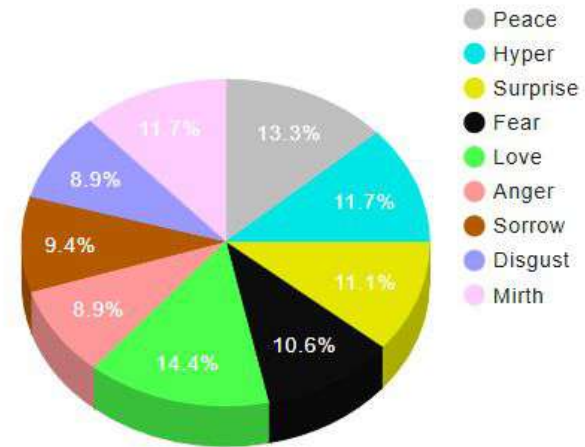
Start Date: 01-07-2022  End Date: 01-11-2024

## 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 – **1,853 Culture** ( History 225+Art 926+Science 702) & **703 Nature** (Geo 231+Fauna 270+ Flora 202)
- 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 – **6834** (October 24)
- Jaunpur Daily Reach (Avg) – **3027** (October 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 Lucknow : 923 Indian & 2428 Global Webs Target

4 Live – Hindi Webs

LUCKNOW

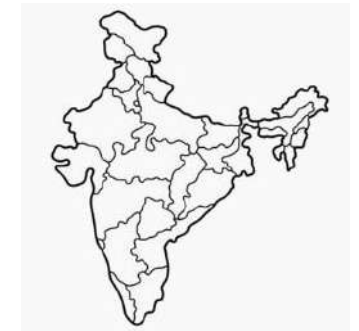
MEERUT

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)

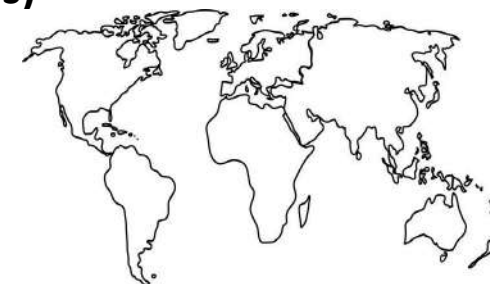
Rest of the World



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/jaunpur/>**