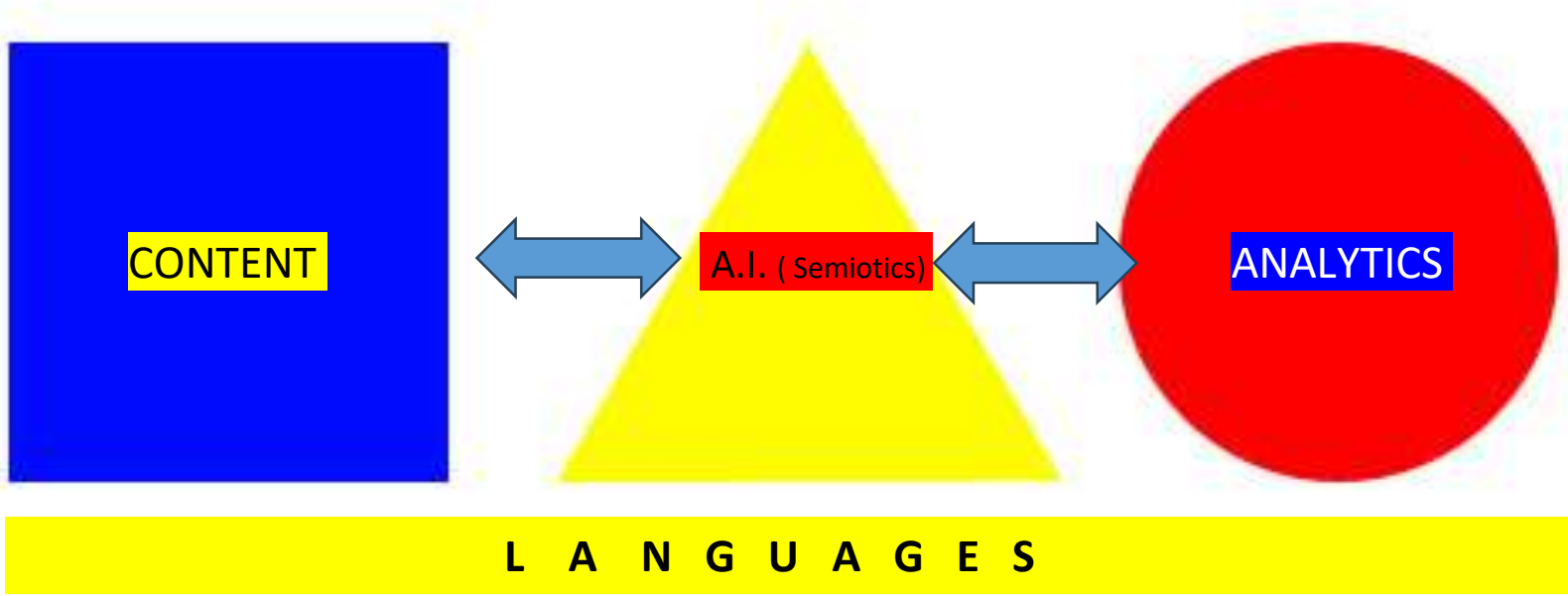
http://www.prarang.in

PRARANG

Knowledge Webs

Work Place Citizenship

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



MEERUT Hindi Web Portal – For Smarter Citizenship

https://prarang.in/meerut/

Presentation – Meerut Hindi Web: March 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 ?

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

Work Place Citizenship

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

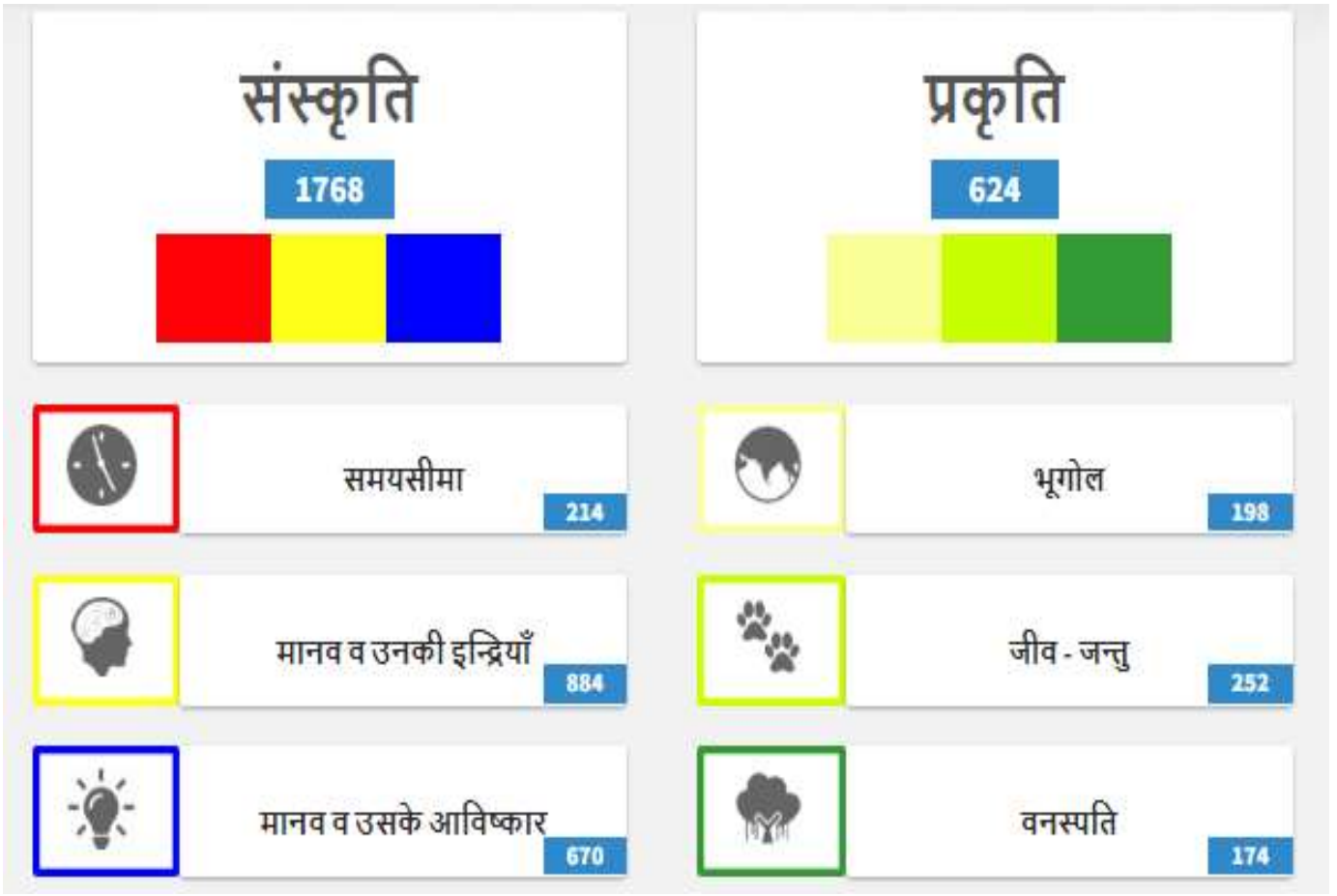
Yellow Pages and vCards

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

Daily Post



60 Point Culture Nature Grid

Knowledge Web – All Subjects

संस्कृति

प्रकृति

समयसीमा

मानव व उनकी इन्द्रियाँ

मानव व उसके आविष्कार

भूगोल

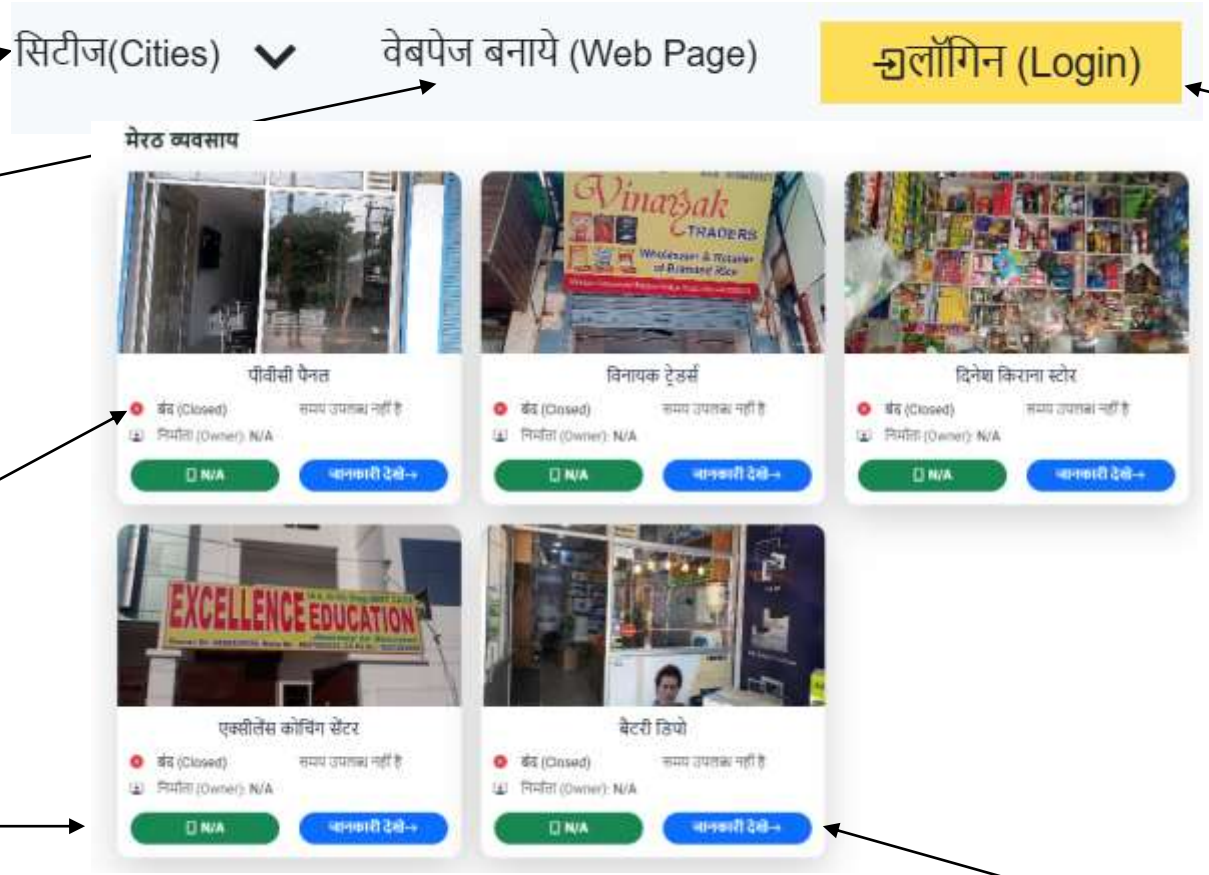
जीव जंतु

वनस्पति

Core 2*3*10 Model - Foundation of Prarang Research & City Daily Posts

City Business – India's First Hindi Yellow Pages

Self Help, Self Service – Enablement of Local Business Web



Select City for Browsing Yellow Pages

Create Your Own Business Webpage Here by Registering with Your Name, Phone Number and Password

Login Here With Your Phone Number and Password

Shop Opening and Closing Status

Shop/Business Name

Get the Shop Contact Number Here

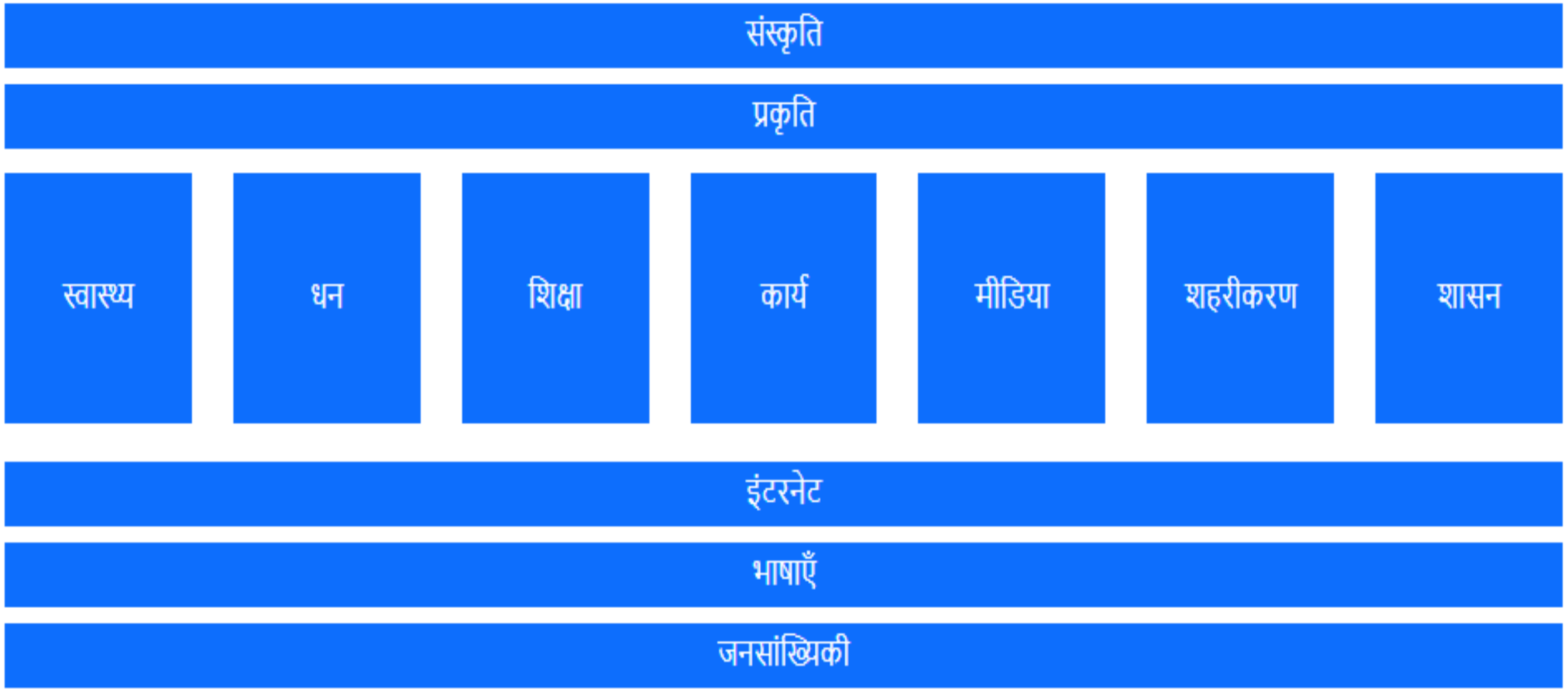
Yellow Pages: Free browsing of City retail, businesses, government offices & entrepreneurs. Integrated city employment listing & related product/services listing.

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: मेरठ पोर्टल का चयन करें
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, अपने नाम, फ़ोन नंबर और पासवर्ड के साथ पंजीकरण करें
चरण 7: “Login" पर क्लिक करें और 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



Meerut City Internet Trends
(मेरठ शहर की इंटरनेट दिशा)

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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

Better than India Average-

1. Meerut is the 12th highest ranked in # of UG Enrolments - Law (No, AISHE 2021) 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 # of ITIS seats (No, AISHE 2021) of Indian city (district capitals)/districts is 4,319. Meerut is the 14th 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 Perso-Arabic Script (Urdu) . This indicates a high pool of muslim population compared to other cities.
4. Out of 768 District Capitals/Districts of India Meerut is the 513th best ranked in Number of Missing Persons (NO, IPC 2020) . This indicates a safer district as compared to other districts.

Worse than India Average-

1. Meerut is the 9th worst ranked in Number of Murders (NO, IPC 2020) out of 768 city/districts of India. This implies lesser effectiveness of law and order in this district 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 implies lesser effectiveness of law and order in this district 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 implies lesser effectiveness of law and order in this district compared to other districts.
4. Out of 768 District Capitals/Districts of India, Meerut is the 676th worst ranked in Number of Theatres (No, BOC 2020) .This implies that this district is less urbanised compared to other districts

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	# of UG Enrolments - Law (No, AISHE 2021)		593	12th	6,676
2	# of ITIS seats (No, AISHE 2021)		4319	14th	38,321
3	# of Enrolment in Private and Government Colleges (No, AISHE 2021)		39460	20th	270,729

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	9th	113
2	Number of Cyber Crimes (NO, IPC 2020)		25	19th	153
3	Number of IPC Crimes (NO, IPC 2020)		2801	31st	9,924
4	Murder/Lakh Pop (Ratio, IPC 2020)		1	71st	3

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

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)	1,963,642
City Facebook Users Count (February 2025)	698,100
City LinkedIn Users Count (January 2025)	622,000
City X Users Count (January 2025)	325,000

Prarang Subscribers

Work Place Citizenship

Metric	#
Prarang Hyperlocal Hindi Subscribers(February 2025)	12,707
Prarang Hyperlocal Subscribers Monthly Reach(February 2025)(FB+App)	131,303
Prarang Hyperlocal Subscribers Daily Reach (February 2025)	4,689

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

Prarang : Top 3 Posts and Readers of February 2024

Your Favourite Posts

पैसिफ़िक ऑक्टोपस, जंगली कुत्ते और सेक्रेटरी पक्षी जैसे जानवर, करते हैं अपने शिकार का पीछा

View Count: 3541 व्यवहारिक

मेरठ की धारदार कैंचियों का भविष्य, कितना टिकाऊ है ?

View Count: 3524 वास्तुकला 2 कार्यालय व कार्यप्रणाली

2000 साल पुरानी मेइती भाषा, समय के साथ कैसे विकसित हुई ?

View Count: 3450 ध्वनि 2- भाषायें

Our Most Dedicated Readers

1. Ratan Prakash Sharma

Post Likes: 20

Profile Link

2. Drsushil Gupta

Post Likes: 19

Profile Link

3. Shubham Sharma

Post Likes: 19

Profile Link

Internet Meerut Trends – What is Meerut Google Searching On ?

Key Themes – Ramzan, Earthquake, Gold Rate, Metro, Temperature, Mahakumbh

February 2025

- iftar time meerut
- sehri time meerut
- earthquake in meerut
- earthquake today meerut
- silver price today meerut
- today gold rate delhi
- wave cinema meerut
- meerut city satta king bhagya rekha
- rapid train delhi to meerut stations
- meerut gold rate

January 2025

- meerut mahotsav 2024
- meerut mahotsav
- new ashok nagar to meerut metro route
- meerut to prayagraj distance
- namo bharat rrts delhi meerut
- meerut to prayagraj
- meerut to prayagraj train
- meerut temperature now
- current temperature meerut

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

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

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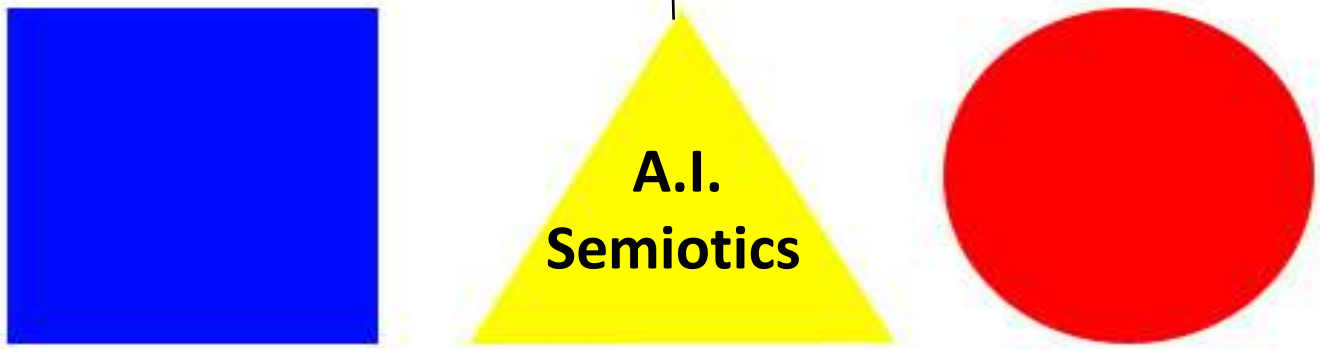


सांकेतिकता (Semiotics) क्या है और हमारे लिए क्यों आवश्यक है ?

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, मेरठ को किन विषयों में रुचि है:

Live City Semiotics –

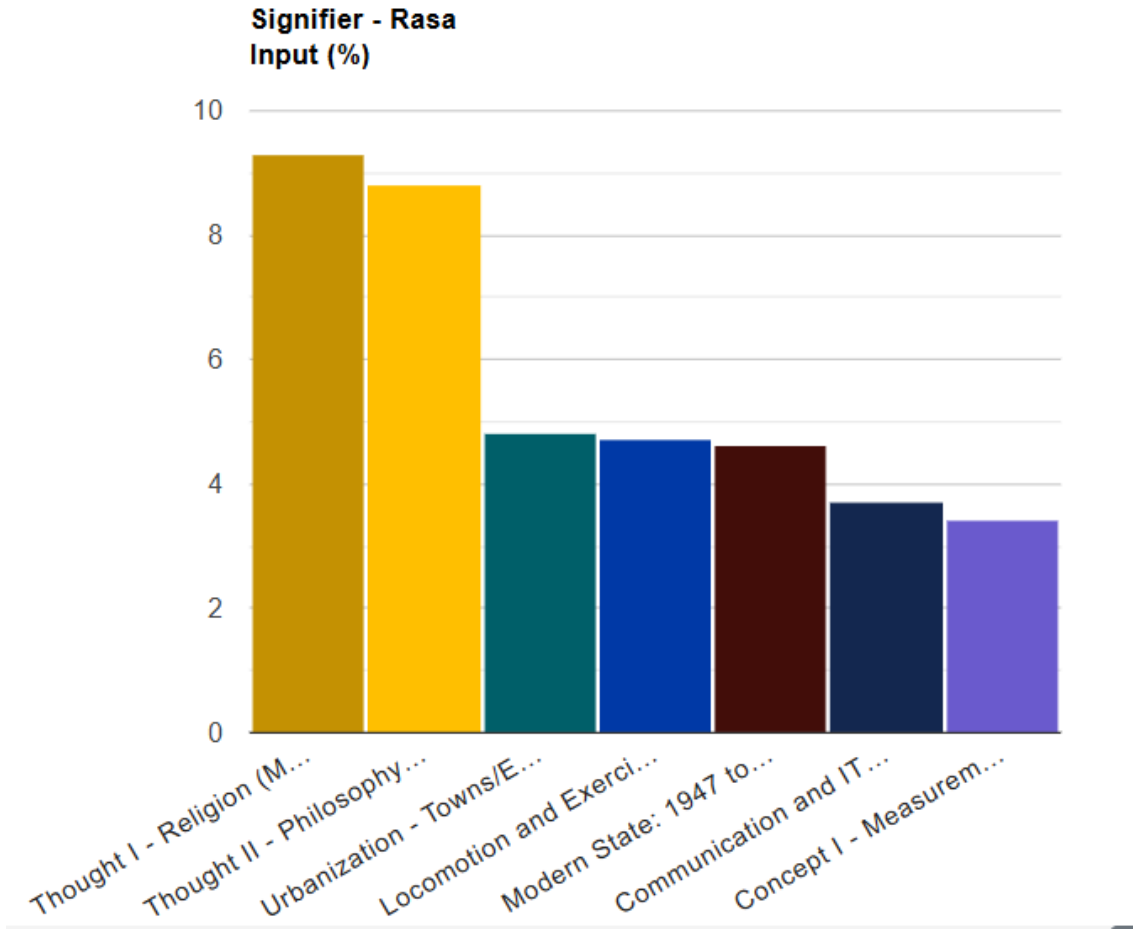
Lucknow , U.P | Rampur , U.P | Meerut , U.P | Jaunpur , U.P

Step 1: Go to https://www.prarang.in/
Step 2: Click on Semiotics
Step 3: Under the live city Semiotics section, click on Meerut

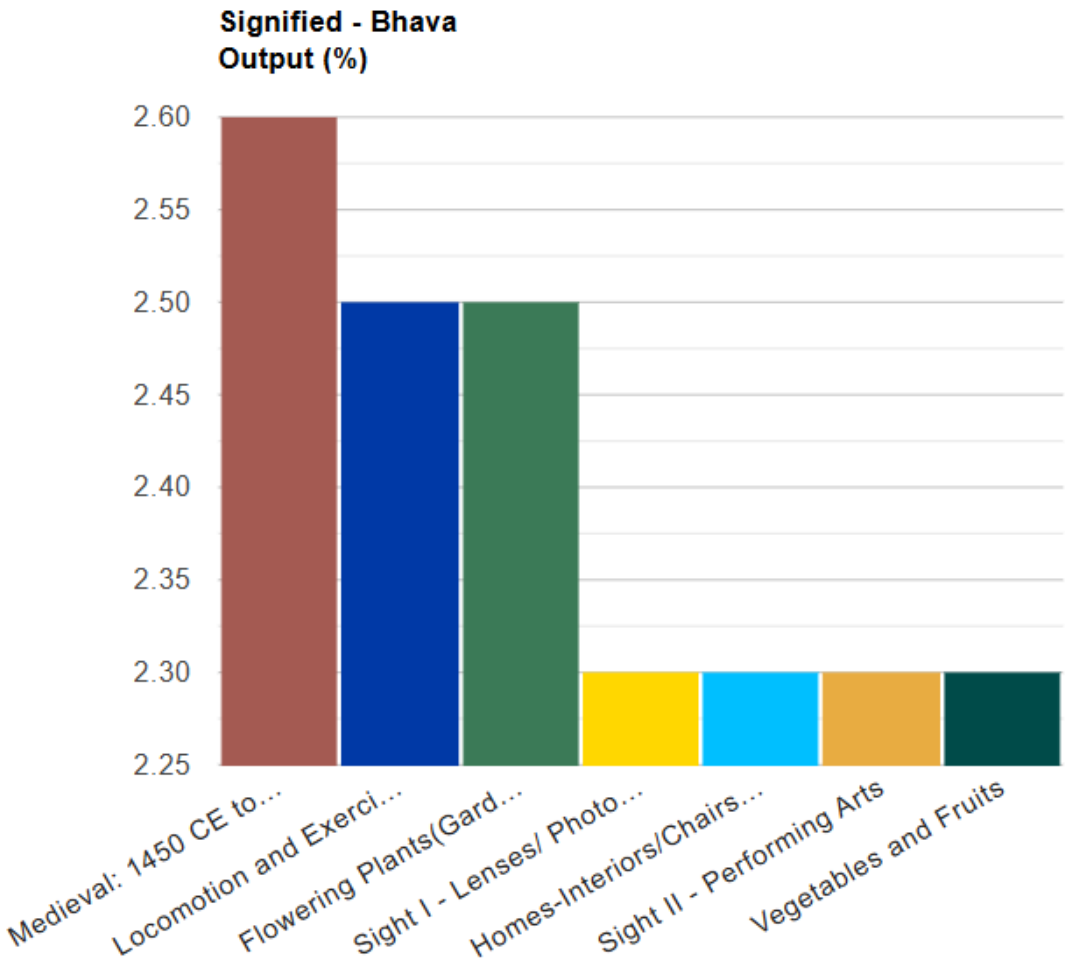
Prarang Meerut Trends – मेरठ के लोग, क्या पढ़ना पसंद करते हैं ?

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

Prarang's Daily Posts



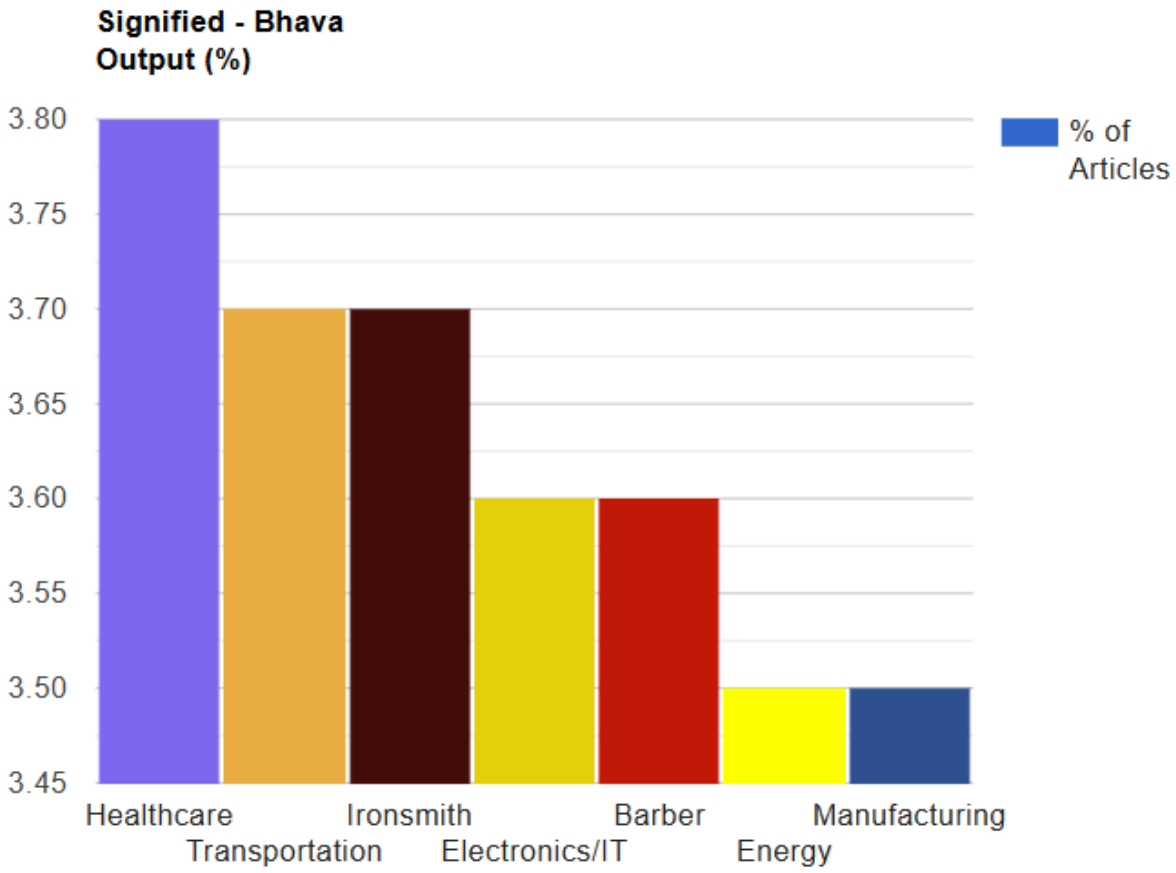
Meerut Reader's Choice



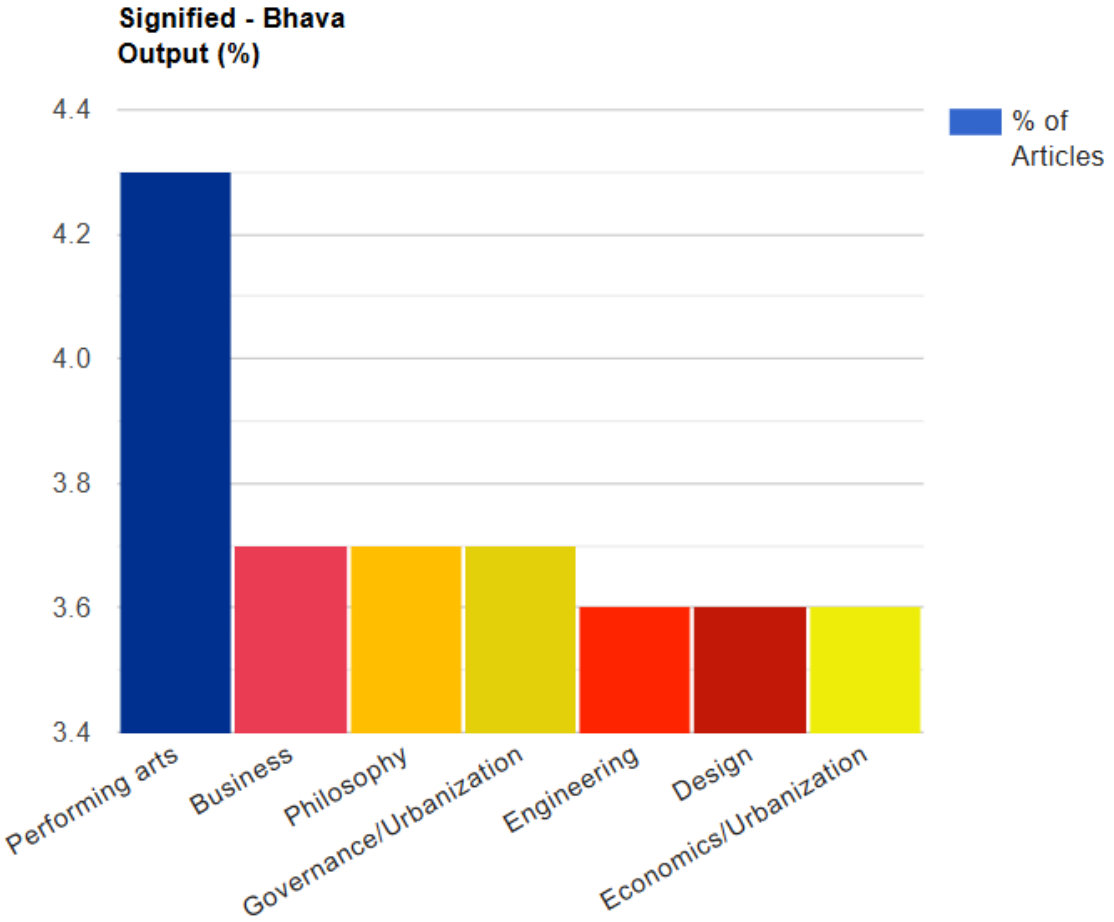
जानें, मेरठ किन व्यवसायों और शिक्षा के माध्यमों को पढ़ना पसंद करता है

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

Work



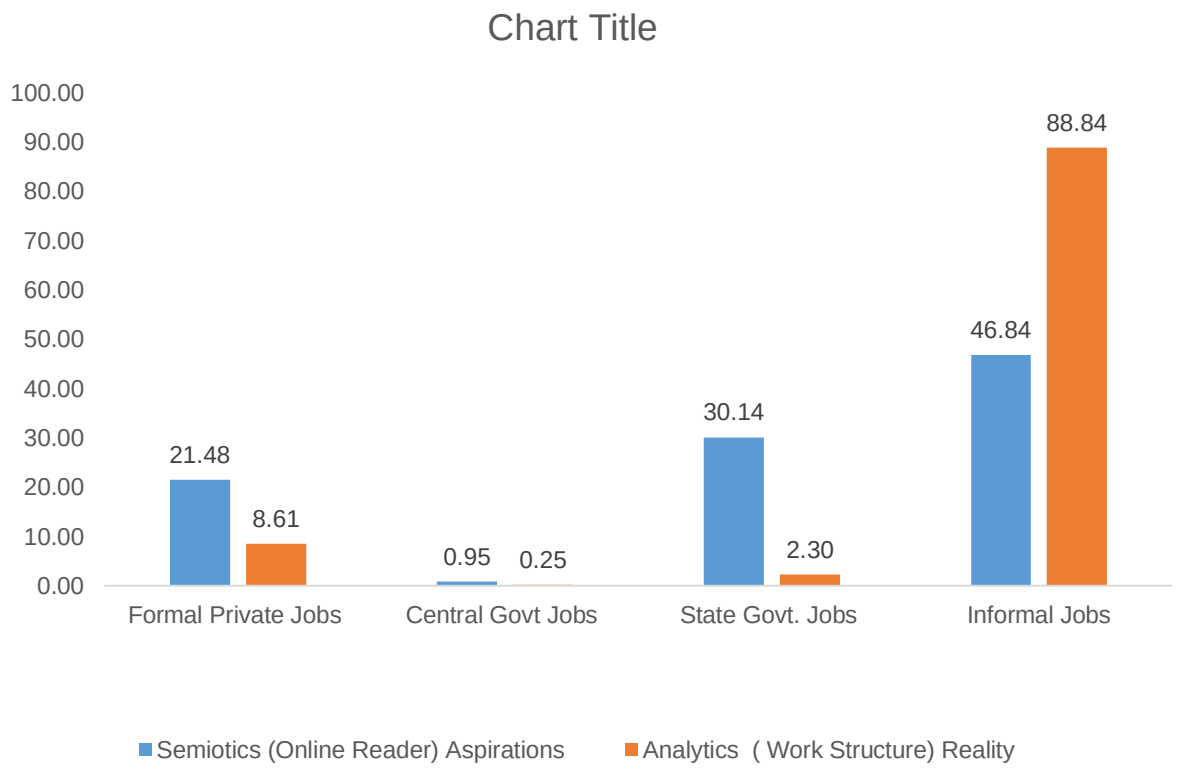
Education



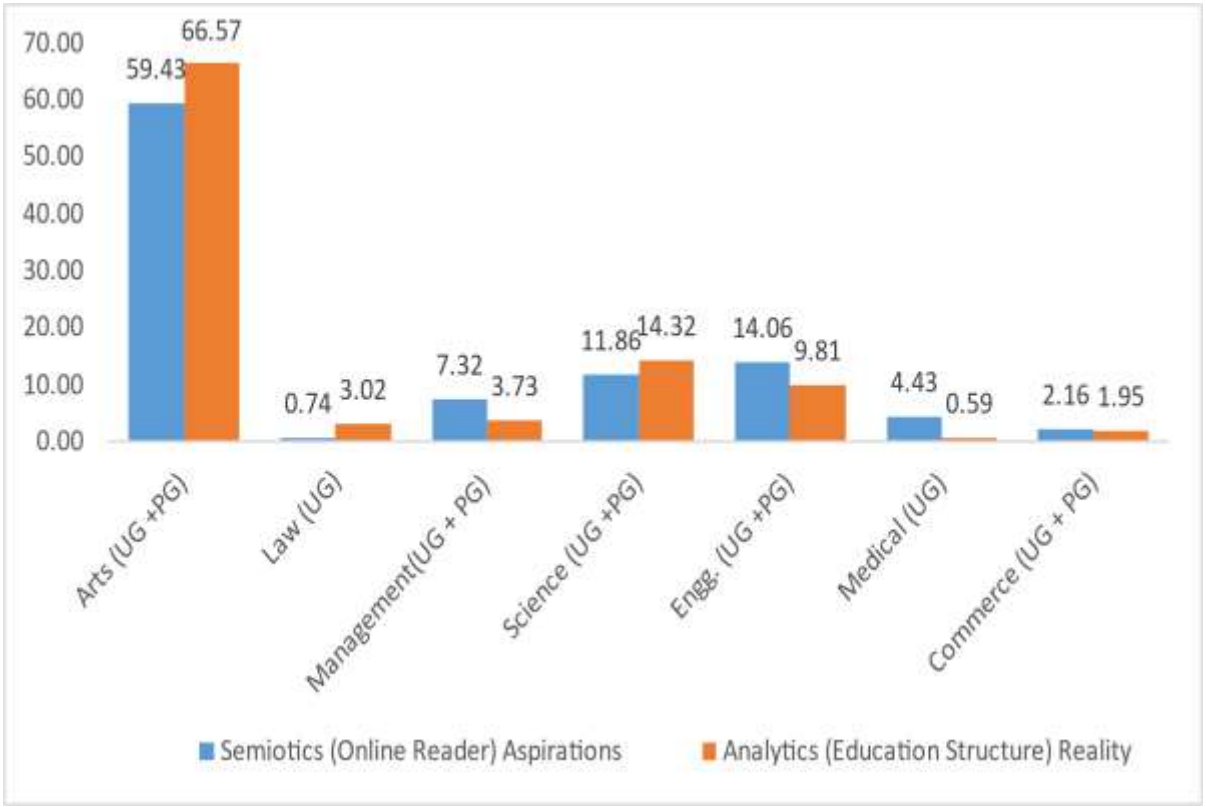
Comparison Between Semiotics (Online Reader) Aspirations Vs Analytics (Work & Education Structure) Reality For Meerut

Date Range: (01 July 2022 – 1 March 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 :

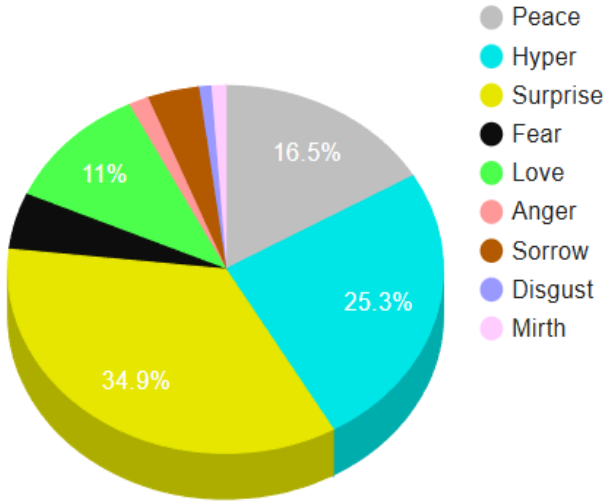
(No, AISHE 2020)

Semiotics: Mood (Emotions) of Meerut Internet Readers

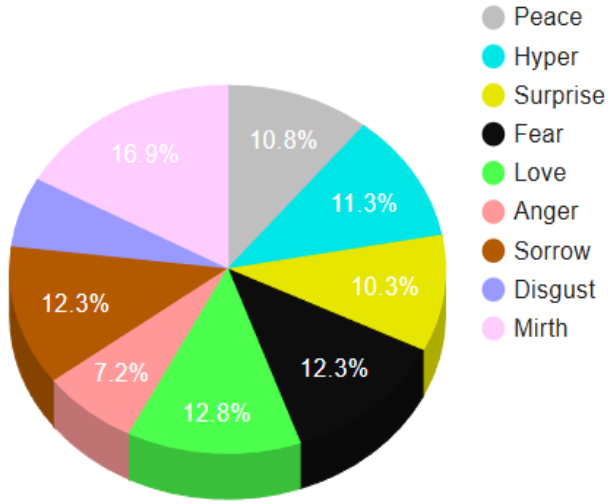
Start Date: 01-07-2022 End Date: 01-03-2025 Submit

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 – 2,659 Posts in 2,659 Days (80 Months+)
- Meerut Knowledge Web – 1966 Culture (History 252 + Art 957 +Science 757) & 693 Nature (Geo 221 + Fauna 276 + Flora 196)
- Meerut City Metrics – 12 Categories – 126 Metrics from 42 Public Sources – ((Demography 3; Internet 6; Language 17; Education 28; Work 10; Health 8; Urbanisation 13; Governance 9; Media 3; Culture 4; Nature 2; Wealth 23)
- Meerut Subscribers – 12707 (February 2025)
- Meerut Daily Reach (Avg) – 4689 (February 2025)

प्रारंग मेरठ - स्मार्ट नागरिकता

- Knowledge Content (Local & Customized Global) – 10-15 मिनट की दैनिक पढ़ाई – समाचार/राजनीति से मुक्त, सकारात्मक, उपयोगी जानकारी – सभी आयु समूहों के लिए
- Meerut Portal – Hyperlocal - मेरठ की सबसे बड़ी वेबसाइट। मेरठ के लिए सबसे बड़ी वेबसाइट
- Hindi Content – Total Hindi Content for 4 Cities – लगभग 10000 हिंदी संदर्भित लेख (प्रत्येक में 1000 शब्द और 3 तस्वीरें) 7 वर्षों में – लगभग 24 वर्षों में "विकिपीडिया हिंदी वेब" का 1/15 आकार
- Meerut Netizen Portal – Big Data - सभी उपयोगी "डेटा मेट्रिक्स" एक ही स्थान पर – अद्यतन और निष्पक्ष, छात्रों, व्यवसाय, शोध और शासन के आसान संदर्भ के लिए
- Meerut District Rank System – A.I. for Governance – मेरठ तुलना (भारत के सभी 768 ज़िलों) और सुधार के लिए शासन उपकरण
- Yellow Pages & e-Cards – स्थानीय (छोटे/सूक्ष्म) व्यवसाय और स्थानीय डिजिटलीकरण सुविधा
- World's First "City Semiotics – मेरठ की इच्छाओं (पसंद/नापसंद) को मेरठ की आवश्यकताओं से मापना

Meerut’s Digital Transformation – February 2025 Insights

✓ **12,707** Subscribers | **4,689** Daily Readers
✓ 28 Knowledge Posts Published – Culture, Nature, Work & Education
✓ **Most Read Topics:** Languages, Animal Behaviour, Local Governance, and Handicrafts
✓ **Top Internet Searches:** Weather, Business, Legal Queries, and Entertainment
✓ **AI for City Insights**: Prarang’s Semiotics analyzed Meerut' online behaviours, bridging gaps between aspirations and ground realities
✓ **AI for Governance** : District Rank Report tracking Meerut’s progress across 12 metrics influencing governance and community engagement.
✓**Business Enablement**: India’s first **Yellow Pages & vCards** in Hindi helped local businesses in Meerut gain visibility and access digital opportunities.

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Thank You

QUESTIONS ?

https://prarang.in/meerut/