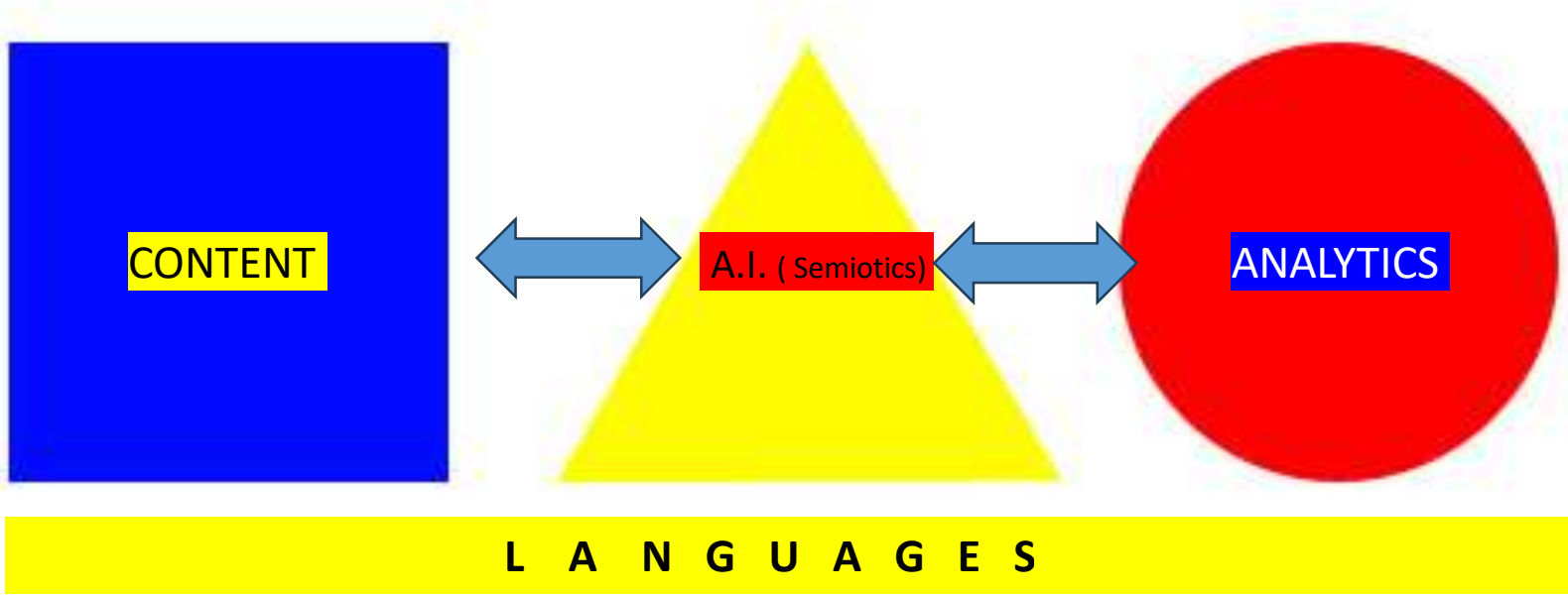
http://www.prarang.in

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/

Meet our Prarang Team

VIVEK
Technology Manager

KARTIKEYA
Finance

HASSAN
City Manager

NEHA
Analyst

HARENDRA
Content

VARSHA
Analyst

POOJA
Content

PATIL
Content Manager

ABHISHEK
Analyst

KALPESH
Content

MONIKA
Content

DIKSHA
Content

SANGEETA
Management

RATNESH
Management

Research & Management Center –
#25, 11th Floor, A Block, The iThum, A 40,
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Presentation – Meerut Hindi Web: June 2024

- 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 हिंदी वेब पोर्टल)

Prarang Meerut City Portal - https://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

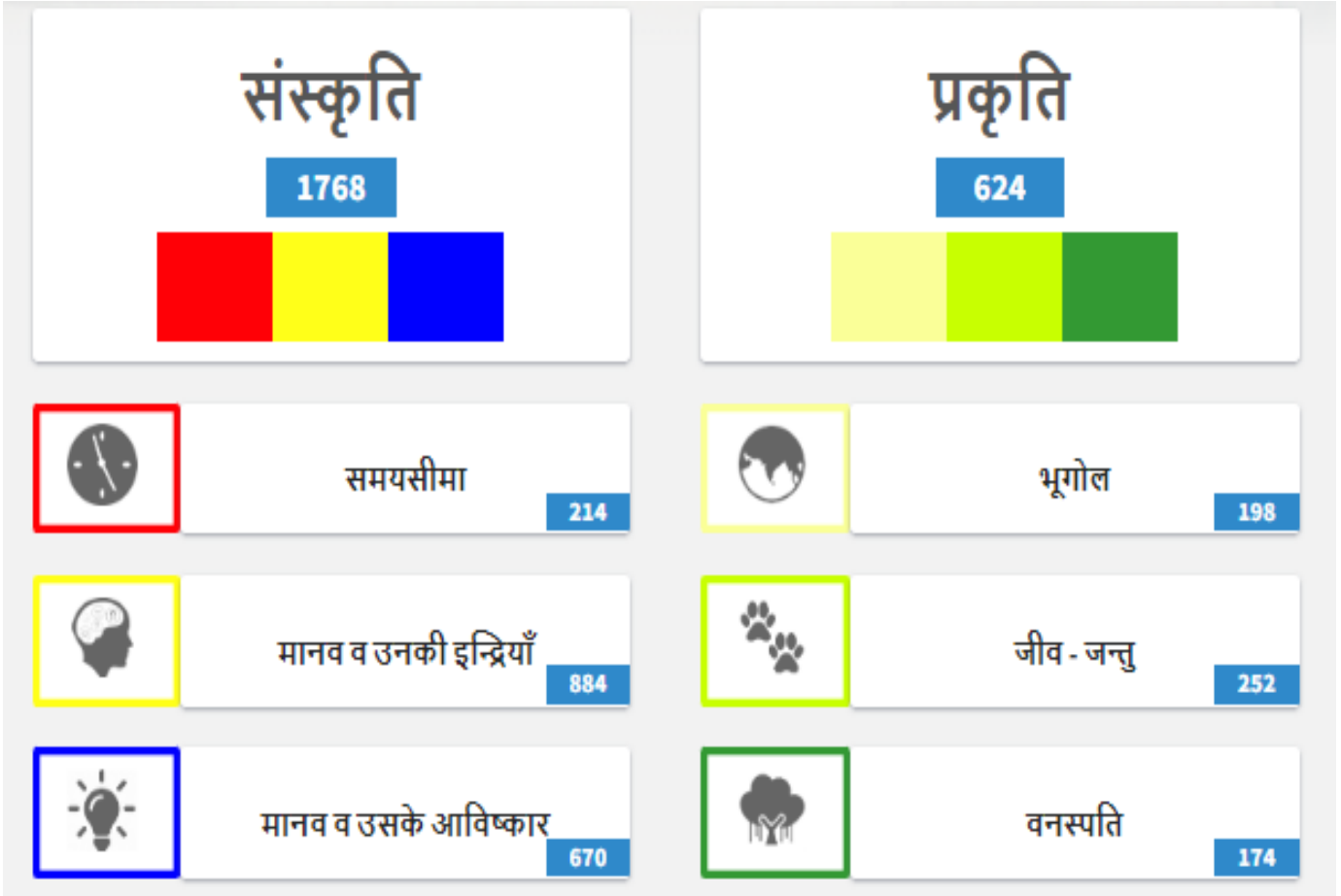
Yellow Pages and vCards

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

Culture

Timelines

- Origin: 4 Bn BCE TO 0.2 Mn BCE
- People-40000 BCE to 10000 BCE
- Civilization : 10000 BCE to 2000 BCE
- Settlements : 2000 BCE to 600 BCE
- Age of Religion : 600 BCE to 300 CE
- Small Kigdom:300 CE to 1000 CE
- Early Medieval: 1000 CE to 1450 CE
- Medieval : 1450CE to 1780 CE
- Colonization And World Wars :1780 CE to 1947 CE
- Modern State :1947 to Now

Man and its Senses

- Sound I – Vibration to Music
- Sound II - Languages
- Smell – Odours/Perfume
- Touch – Texture/Textile
- Taste- Food History
- Sight I – Lenses /Photography
- Sight II – Performing Arts
- Sight III – Art/ Beauty
- Thought I – Religion
- Thought II – Philosophy /Maths/ Medicine

Man and its Inventions

- Pottery to Glass to Jewellery
- Weapons and Toys
- Locomotion and Exercise/ Gyms
- Communication and IT Gadgets
- Homes- Interior/Chair/Carpets
- Architecture I- Exterior Buildings
- Architecture II- Office /Work - Tools
- Urbanization- Town/Energy
- Concept 1 measurement Tools (Paper/Watch)
- Concept II- Identity of Citizen

Nature

Geography

- Mountain ,Hills and Plateau
- Desert
- Rivers and Canals
- Oceans
- Marine Resources
- Forests
- Land type and Soil type: Agricultural Barren Plan
- Minerals
- Mines
- Climate and Weather

Fauna

- By Body
- By Behaviour
- By Habitat
- By Cell Type
- By DNA
- Mammals
- Birds
- Butterfly and Insects
- Reptiles
- Fishes and Amphibians

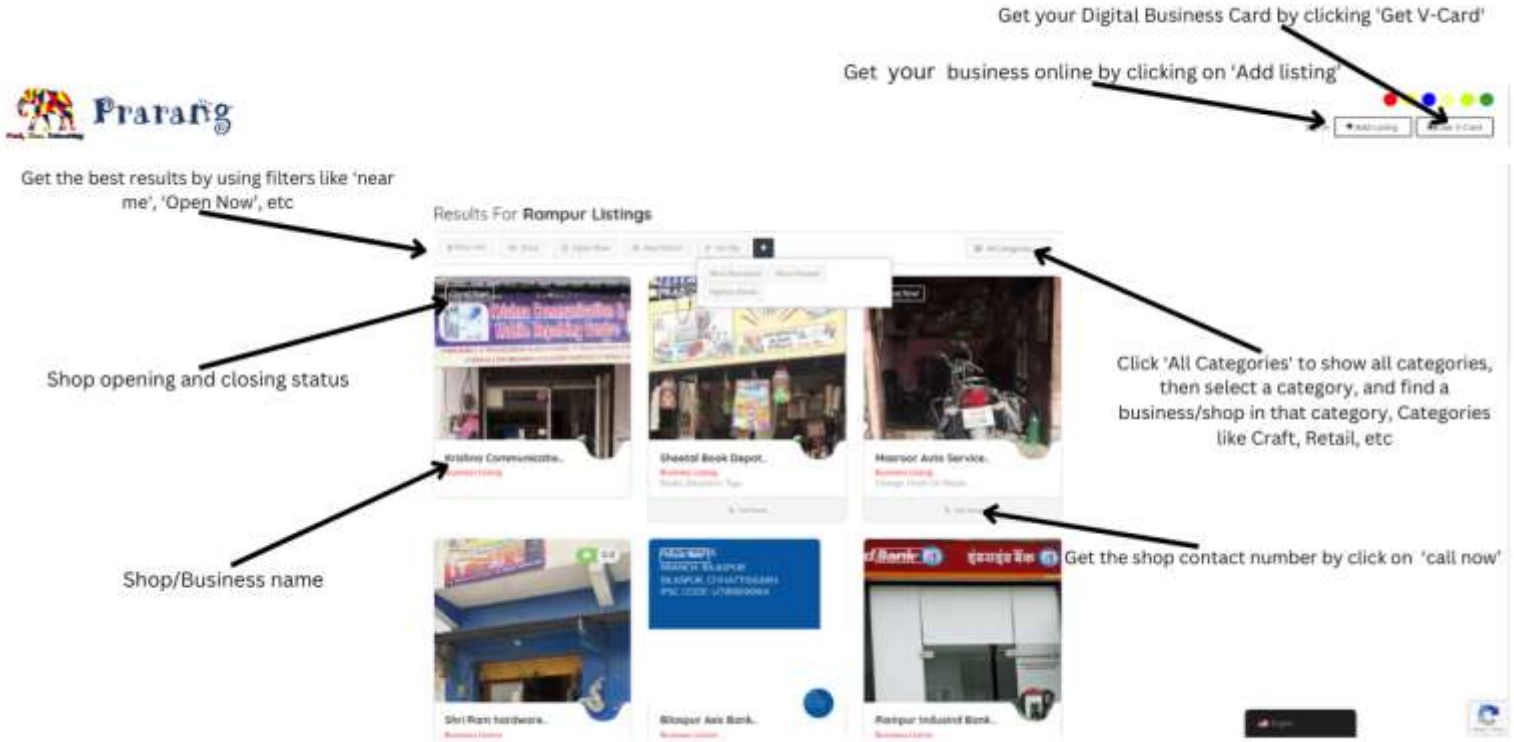
Flora

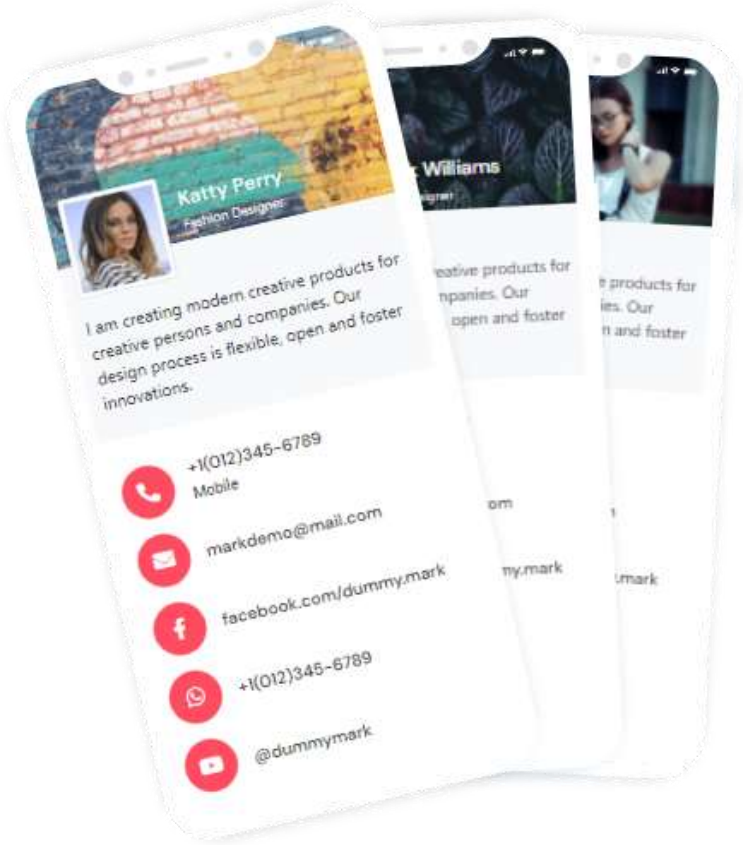
- By Body
- By Behaviour
- By Habitat
- By Cell type
- By D.N.A
- Trees, Shrubs, Creepers
- Flowering Plants
- Vegetables and Fruits
- Bacteria, Protozoa, Chromista and Algae
- Fungi, Mushrooms

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

City Business – Yellow Pages and vCards

Self Help, Self Service – Enablement of Local Business Web





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

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

Meerut Metrics : District Rank Report

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

Culture

Nature

Health	Wealth	Education	Work	Media	Urbanization	Governance

Internet

Languages

Demography

also...
India's 1st
A.I. for
Governance

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 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 2021) out of 768 city/districts of India. This indicates a safer district as compared to other districts.
2. The Average Number of Households that use cowdung cake as fuel for Cooking (Number , Census 2011) of Indian City (District Capitals)/Districts is Meerut is the 15th worst ranked City out of 768 City/Districts.
3. Out of 768 District Capitals/Districts of India, Meerut is the 19th worst ranked in Number of Cyber Crimes(NO, IPC 2021) .This indicates a safer district as 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	Number of ITIS seats(No,AISHE 2020)		4706	15th	38,317
2	Number of UG Enrolments - Arts (No,AISHE 2020)		9152	15th	93,830
3	Number of PG Enrolments - Arts(No,AISHE 2020)		1087	15th	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 2021)		25	10th	113
2	Number of Households that use cowdung cake as fuel for Cooking (Number , Census 2011)		24839	15th	238,593
3	Number of Cyber Crimes(NO, IPC 2021)		25	19th	153

Work Place Citizenship

Meerut City Internet Trends
(मेरठ शहर की इंटरनेट दिशा)

Meerut City Internet Key Metrics

City Netizens

Metric	#
City Population (2011 Census)	1,305,429
City Hindi Speaking Population (2011 Census)	1,096,316
City Internet Users Population (Dec 2023)	1,883,547
City Facebook Users Count (May 2024)	2,301,251
City LinkedIn Users Count (Oct 2023)	299,642
City X Users Count (Aug-Oct 2023)	389,535

Prarang Subscribers

Work Place Citizenship

Metric	#
Prarang Hyperlocal Hindi Subscribers(May 2024)	12,466
Prarang Hyperlocal Subscribers Monthly Reach(May 2024)(FB+App)	107,368
Prarang Hyperlocal Subscribers Daily Reach (May 2024)(FB+App)	3,464

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

Prarang : Top 3 Posts and Readers for May 2024

Your Favourite Posts

तैराकी सीखने पर आपका शरीर और दिमाग़ दोनों तेज़ चलने लगेंगे!

View Count: 5366

ग़ातायात और व्यायाम व व्यायामशाला

आइए देखे 1945 में बर्लिन के पतन के बाद के दृश्य

View Count: 4806

उपनिवेश व विश्वयुद्ध 1780 ईस्वी से 1947 ईस्वी तक

1960 में आज ही के दिन बंबई राज्य से अलग हो कर बना था गुजरात और महाराष्ट्र

View Count: 4551

आधुनिक राज्य: 1947 से अब तक

Our Most Dedicated Readers

1. Ratan Prakash Sharma
Post Likes: 19
Profile Link

2. Drsushil Gupta
Post Likes: 12
Profile Link

3. Ashutosh Sharma
Post Likes: 10
Profile Link

Internet Meerut Trends – What is Meerut Google Searching On ?

Key Themes – ***Exams, Jobs, Cricket, Tax Filing***

May 2024

- Class 12 Exam results
- Meerut Job vacancies 2024
- Meerut schools admission 2024
- IPL 2024 lives score
- IPL highlights 2024
- Meerut property rates 2024
- Meerut metro updates
- AI tools for small businesses 2024

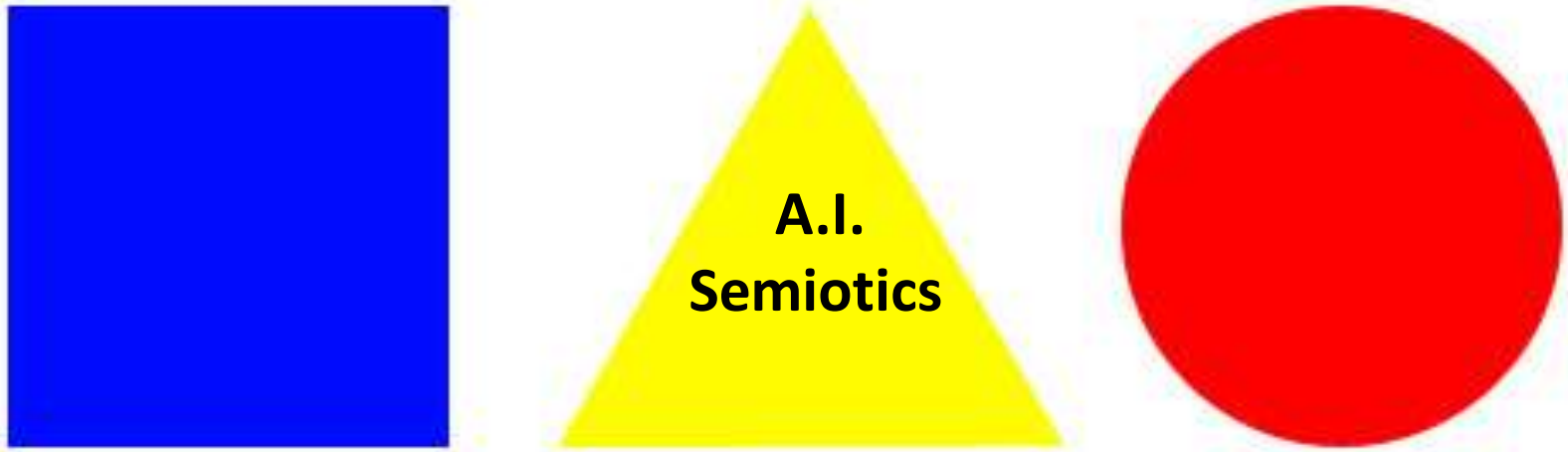
April 2024

- JEE Main 2024 answer key
- JEE Main 2024 results date
- Meerut University exam results 2024
- IPL 2024 schedule
- Cricket World Cup 2024 schedule
- Meerut metro news April 2024
- Amazon Great Indian Sale April 2024
- Tax filing deadline India 2024

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

Work Place Citizenship

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

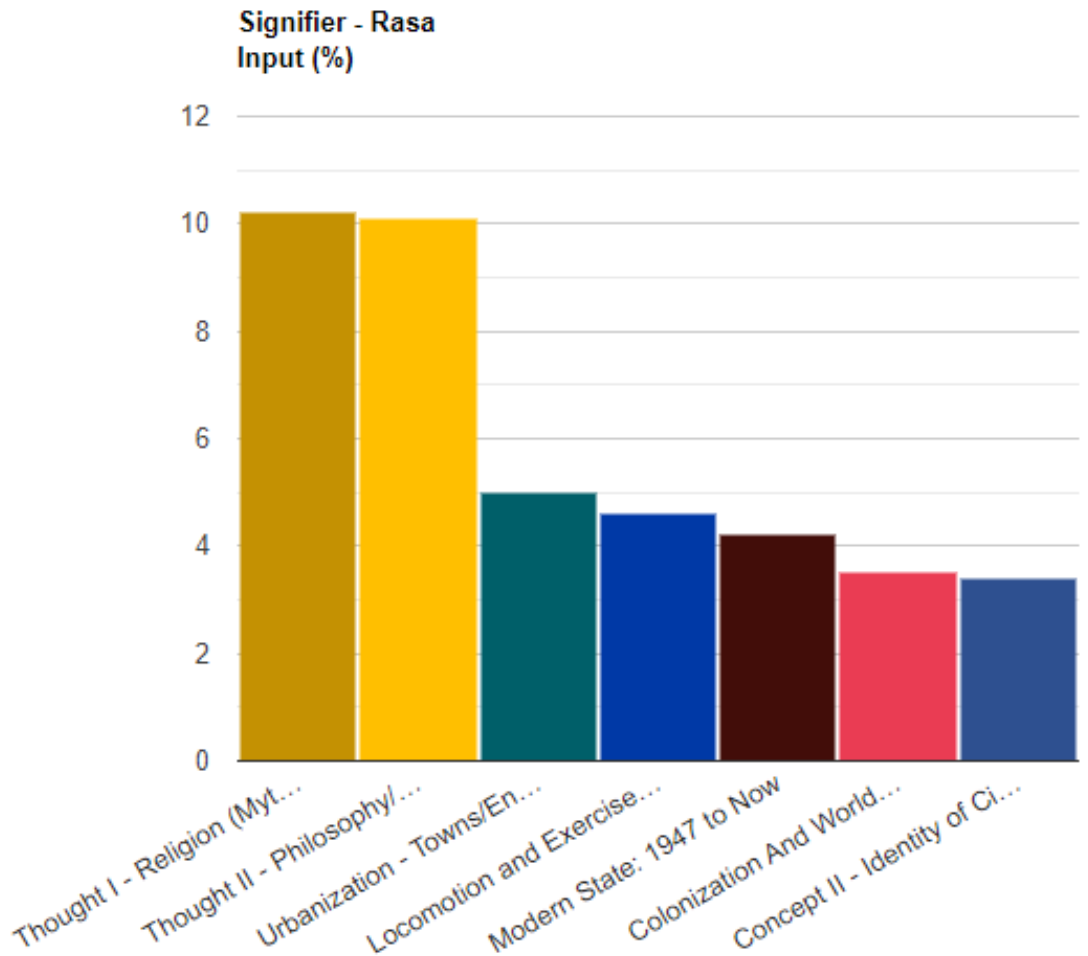


World's 1st City-Semiotics

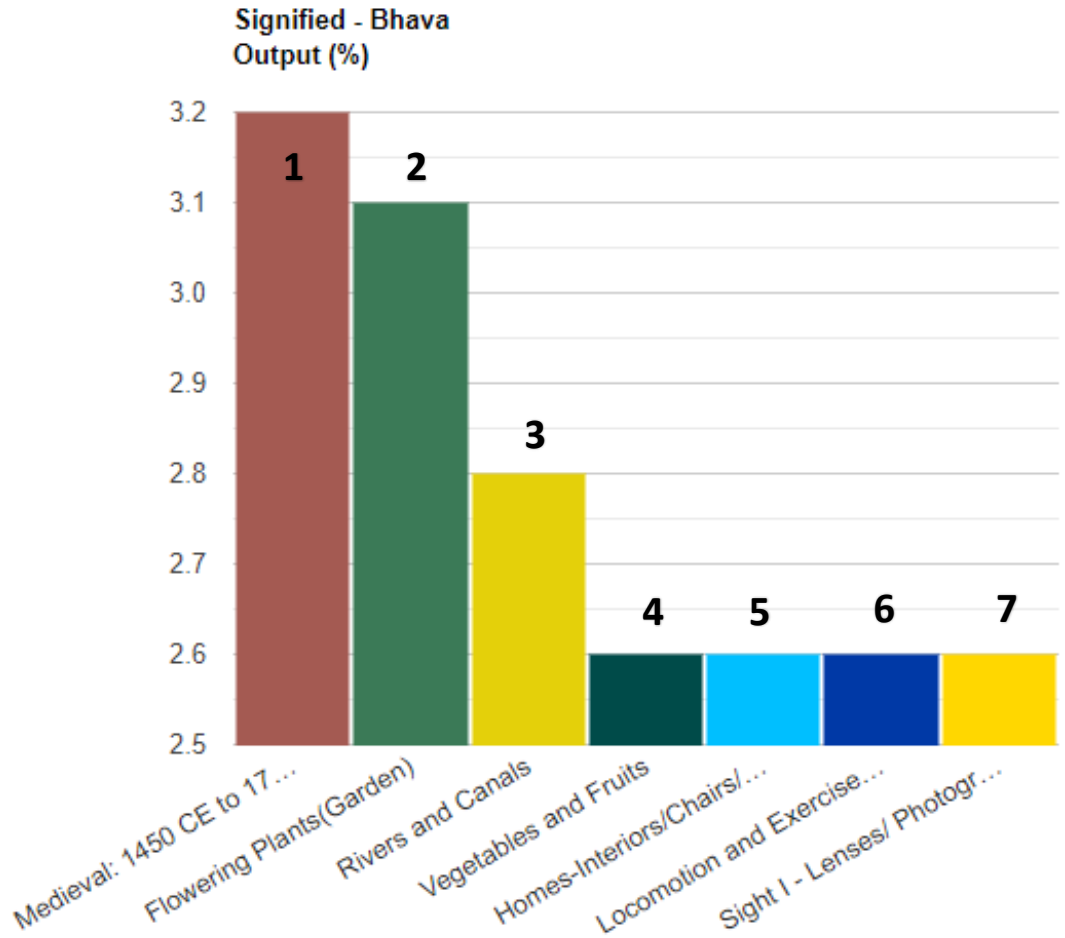
Prarang Meerut Trends – What does Meerut Like to Read ?

Culture - Nature: (01 July 2022 – 17 June 2024)

Prarang's Daily Posts



Meerut Reader's Choice

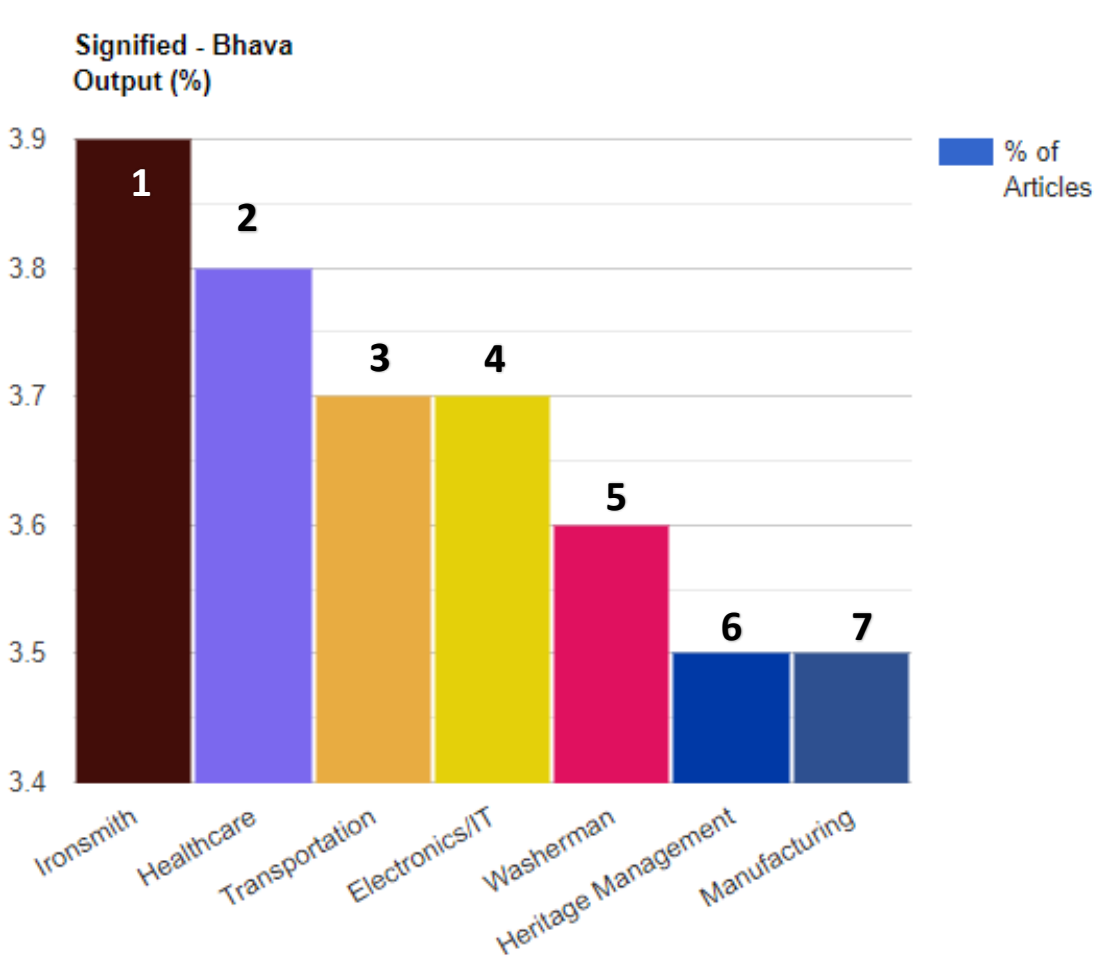


World's 1st City-Semiotics

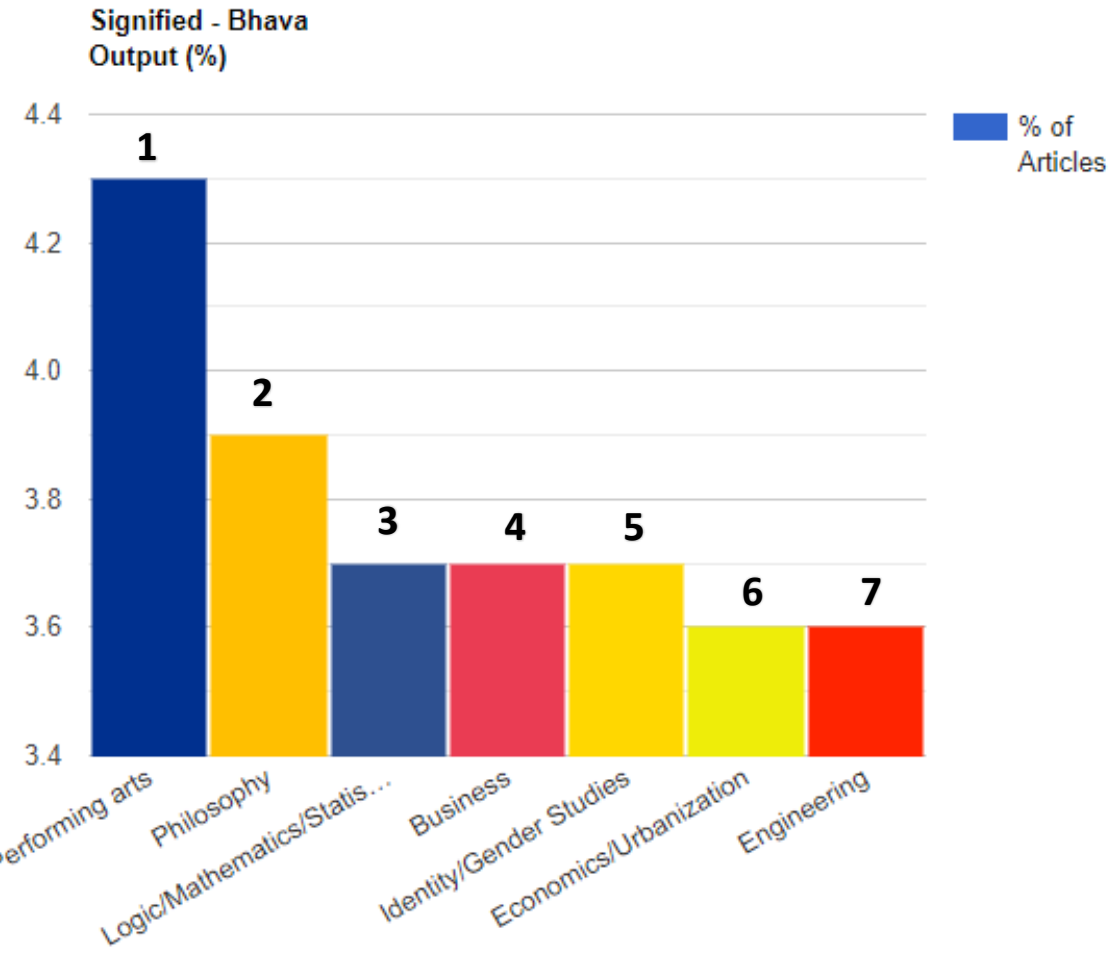
Prarang Meerut Trends: Readership Patterns on Jobs and Education

Date Range: (01 July 2022 – 17 June 2024)

Work



Education



World's 1st City-Semiotics

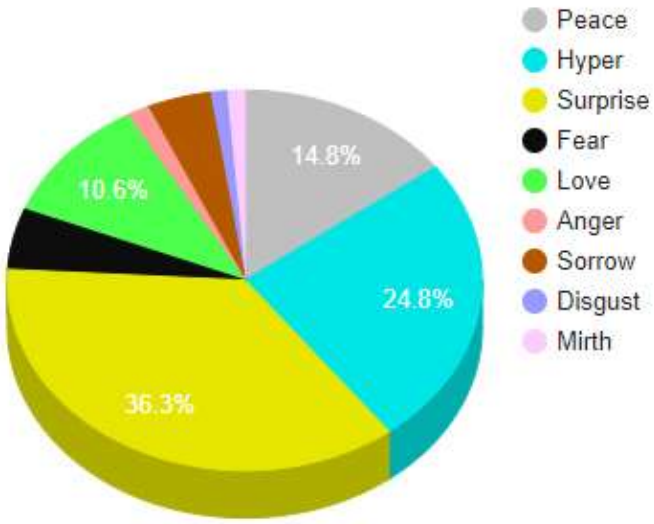
Semiotics: Mood (Emotions) of Meerut Internet Readers

Meerut City Semiotics

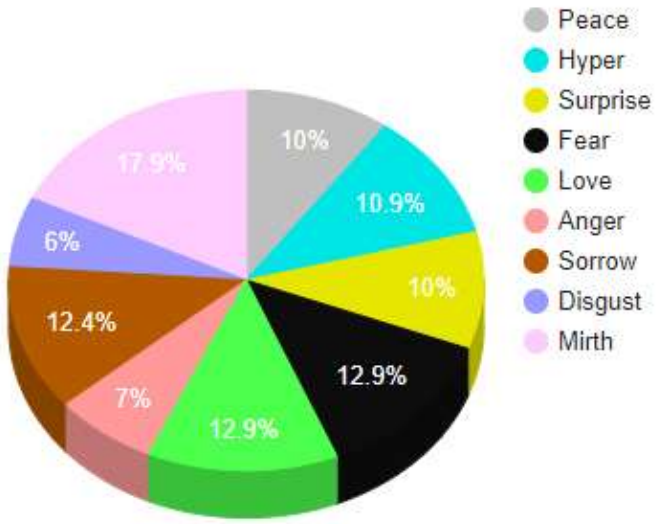
Start Date: 07/01/2022 End Date: 06/13/2024

City's Mood

Signifier - Rasa
Writer's Emotion



Signified - Bhava
Reader's Emotion



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

Prarang Meerut - Current Status

- Daily Posts - Started October 2017 – 2,398 Posts in 2,398 Days (80 Months+)
- Meerut Knowledge Web – 1,771 Culture (History 214+Art 886+Science 671) & 627 Nature (Geo 200+Fauna 253+ Flora 174)
- City Business – Meerut Yellow Pages # 13 (English Tested) + V-Cards #309
- Meerut City Metrics – 12 Categories – 135 Metrics from 42 Public Sources – (Demography 3; Internet 6; Language 17; Education 28; Work 10; Health 7; Urbanisation 20; Governance 8; Media 3; Culture 4; Nature 6)
- Meerut Subscribers – 12,466 (May 24)
- Meerut Daily Reach (Avg) – 3,464 (May 24)

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

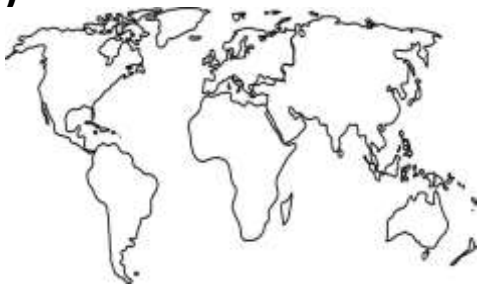
LUCKNOW | MEERUT | RAMPUR | JAUNPUR

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 (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

Work Place Citizenship

Thank You

QUESTIONS ?
(आपके सवाल)

https://prarang.in/meerut/