

## IndianNationalCongress.org – Power Website – Case Study

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### IndianNationalCongress.org – Powerful Web Presence with Content Management Capabilities

*Indian National Congress (INC) – one of the oldest political organizations of India, wanted a dynamic online presence to coordinate its activities including press releases, latest news, and speeches. The aim was to manage content on the Website, proactively, providing latest information over the internet. With these considerations, Icreon developed IndianNationalCongress.org as a dynamic, database driven Website with content management and site administration capabilities. Blending aesthetics with the spirit of INC, we designed the site for high performance and an appealing tempo.*

### Customer Profile

Indian National Congress (INC) is an organization that has governed the political structure of India for as long as the history of independent India goes and also before that. With the legacy of memorable leadership along with its present status, INC stands for its eventful past and current achievements.

### Business Requirement

INC wanted a strong online presence to manage latest news updates, press statements, & other information. They wanted a solution for managing the Web content continuously, following a centralized database-driven approach.

### Solution

#### Benefits

- Database-driven Web Content Management
- Simple & Effective Site Layout for Easy Usage
- Speedy Access & High Performance

#### Technologies Used

- PHP
- JavaScript
- MySQL

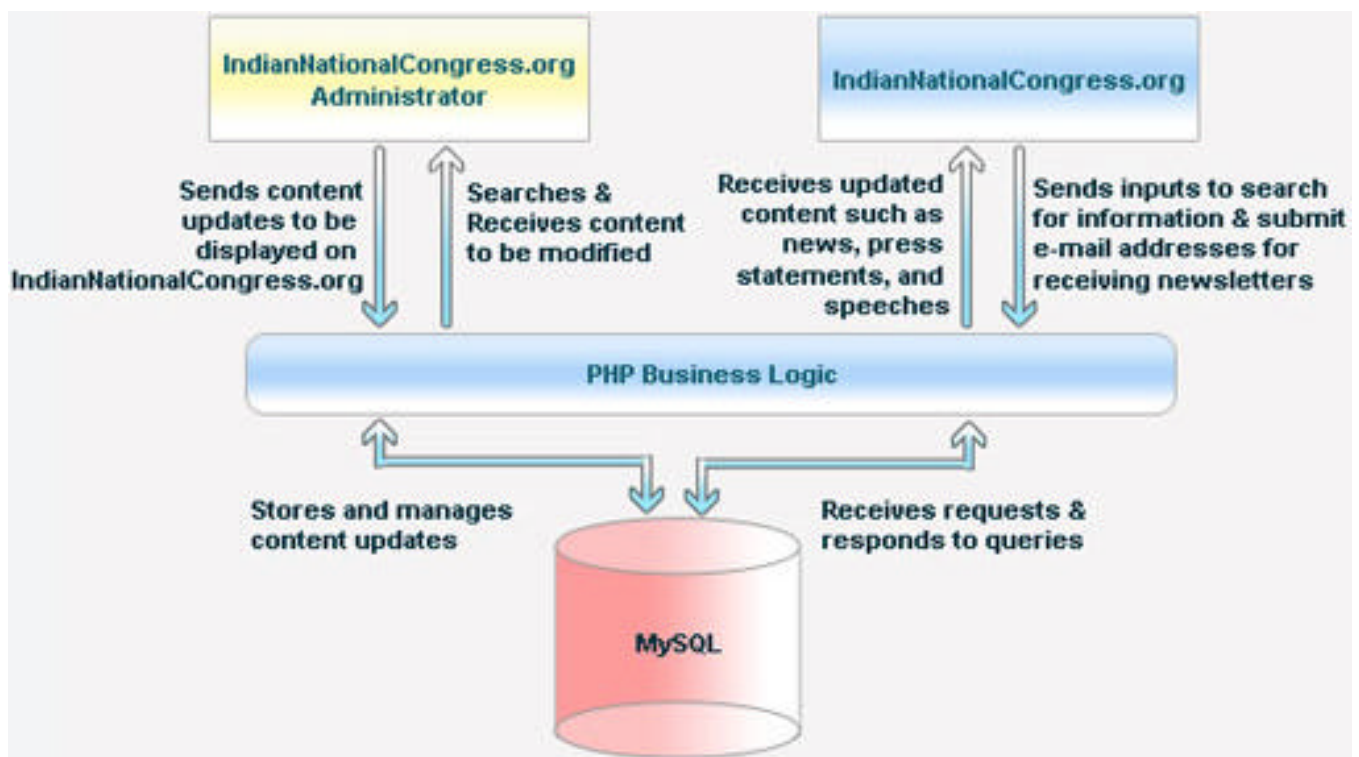
### Requirement

Staying upbeat with the latest events in the political scenario, while coordinating the internal activities, was crucial for INC. The idea was to provide all the members and other interested parties access to the latest happenings and activities in INC. The organization wanted to establish a strong online presence to showcase its activities & latest events, while managing the site content through database-driven administrative interface.

## Dynamic Web Presence with Proactive Content Management

IndianNationalCongress.org is the online public interface for INC. The site has been divided into sections for providing latest news updates, press statements, and speeches. The content for these sections is managed dynamically through the online administrative interface. The administrator needs to login through a user name and password and thereafter, update the required content. The Website provides other features such as powerful internal search using which, contents such as a particular news article or press releases can be searched. Incorporating INC-specific requirements, the site allows users to receive news updates and other literature regularly. The user simply needs to enter the e-mail id on which the newsletter needs to be sent, thereafter the e-mail address is stored in the database, and regular updates are sent.

The site architecture is based on the 3-tier model for increased scalability. The front-end design has been done in HTML & flash and PHP is the business logic layer that manages the request response functionality between the backend database – MySQL and the front-end.



Using the administrator interface, the content updates are managed. The administrator can add or modify news, press statements, and speeches. The updated content is stored on MySQL and displayed on IndianNationalCongress.org.

## Summary

IndianNationalCongress.org is the online interface used by the organization to provide updates on latest events to members and other people interested in knowing about the organization. With centralized database management and continuous content management, the site has helped INC in coordinating activities with its members spanning across the country, while keeping them upbeat on the latest happenings of INC in the political scenario.



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