

# Government of Rajasthan

## Local Government first in India to employ digital signage as integral part of state-wide communications strategy

With almost 70 million people, Rajasthan is India's largest state by area located in the north western side of India. It's capital city, Jaipur, is the tenth largest city in the country and is approximately 200 miles from the capital city New Dehli.

Communicating directly with a dispersed and disparate population at a local level is an ongoing challenge for the region's Government where many people may not have easy access to newspapers, websites or television. These communication platforms often don't provide the reach for local information.

Appointed in 2013, one of the key objectives for the new Chief Minister was how to overcome this challenge of communicating specifically with all sectors of the population in the first major Government-driven communications project in the country. Critically, they wanted to ensure people could easily access relevant and meaningful Government information relating to their personal and social welfare, such as state-sponsored vaccination programmes, education, housing and so forth.

In 2015, the Chief Minister initiated a project to install digital signage initially on 350 screens at key high-traffic points across the whole of the Rajasthan state where they would be visible to the highest volumes of people – predominantly at roundabouts, intersections and roadsides in cities, towns and villages.

### Centralized content management and reliability

Following a rigorous tendering, and evaluation process ONELAN and Delta Electronics were selected as DoIT's (Department of information and Technology) preferred suppliers for digital signage and for high resolution LED screens, with ONELAN's Indian channel partner Seven Degrees based in New Delhi, awarded the order.

As the screens from Delta were installed outside in potentially bright conditions and viewed from wide angles, LEDs were a key requirement to ensure content would be clearly visible from different viewing positions.



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ONELAN was selected for digital signage with a significant factor being the ability of its CMS to manage content across multiple end points simultaneously from one central location. Each screen is driven by a ONELAN Net-Top-Box (NTB) HD1 and with many screens situated in remote locations, ONELAN's built-in Linux reliability was an additional important differentiator in avoiding valuable time and expense for any servicing.

Content across the initial 350 screens is managed from the DoIT in Jaipur where a small team is responsible for designing and managing the content which they change daily, weekly or monthly. As well as social welfare information, the screens can also be used to deliver live tv – a vital communications channel for occasional broadcasts from the Chief Minister, ensuring her messages are received by as many people as possible.

## Project Success

Following the initial install, a further 150 screens were installed, a testament to the success of the first stage of the project and how well it was received by both the Government and the local population.



The whole project was given the final sign off and handed over to the Rajasthan Government in February 2018.

Hugh Coghill-Smith, ONELAN's Chief Commercial Officer commented; "The Rajasthan Government had clear objectives as to what they needed to achieve through implementing digital signage and the power of our CMS has helped them achieve enhanced communication across the region to the people who really need it. We're proud to be part of that success."

Sumeet Chaudhry, Seven Degrees Director added. "ONELAN has a strong reputation within the industry and both their product and the support they were able to provide hasn't disappointed. We were delighted to work with them and look forward to future projects with them."



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