

# Editorial and publishing systems

## DIY at *Dainik Jagran*

BY FAYEZ ALI

At *Dainik Jagran's* Noida office we met Mahipal Singh, Project Manager of the editorial management software who has been with the company since the early stages of its (Do-it Yourself) in-house software development. From the very beginning, *Dainik Jagran* developed its own in house, editorial management system. First they took the help of a local editorial system developer as their technical consultants, and when this did not work out they turned to 4C Plus as their technical consultants. The development work took one and a half years and the implementation began from 2001.

The three major objectives as stated by the top management, which the editorial management system was supposed to achieve, were to firstly make the editorial process completely paperless. Just the saving on paper has made the system development and implementation cost effective. The second aim was to use it as a reporting tool, so that the management could assess their employees and see how much effort was required to bring out certain content. Also part of this objective was to be able to integrate the editorial and advertising processes. The third objective was to remove human errors. Human errors include not adding a headline, spelling mistakes and other nonhuman errors that are difficult to remove such as repeated stories or repeated pictures.

Other benefits of the system were reduced legwork, like the editorial staff did not have to go to the layout desk to see how their content was being placed. Now no one has to go get the pictures scanned

NO	HEADING	TIME	ASSIGNED	FILENAME
1700	अरुणरामानन्दुल्लामाष	16:27		16INT9.D
1699	अरुणरामानन्दुल्लामाष	16:27		16INT10.I
1698	अरुणरामानन्दुल्लामाष	16:27		16INT7.D
1659	IRAN-HARDLINERS	16:19	prashant	16FES98.
1533	PAK-IAEA	16:06	neeral	16FES90.
1437	+ विद्युत्स दौ अंतिम	16:05		16DET36.
	कककक ककक	15:55	News	
	पुसिपा का पर्यटन	15:40	prashant	
	पुसिपा का पर्यटन	15:30	News	
1308	NATO urges Russia to	15:29		L1508515.
869	WRAPUP 1-North	15:29		SE01239.
1371	UPDATE 1-H1N1	15:29		L1191017.
1370	UPDATE 1-Russia's	15:29		L1189006.

Editorial management system interface of *Dainik Jagran*. Photo *Dainik Jagran*

physically. The three main objectives have been achieved with varying degrees of success.

The editorial management system built on *Dainik Jagran's* domain knowledge in consultation with 4C Plus, initially had similarities to that of 4C Plus software. 4C Plus also finetuned their own software development with *Dainik Jagran*. Over the years both the organisation's systems have taken on their own unique look, feel and functionality. *Dainik Jagran's* system has the overall objective to automate and simplify the editorial process and be seamlessly integrated with the MIS software. 4C Plus have helped develop the MIS also as technical consultants.

4C's own objectives have been to develop separate modules into which the editorial and other processes could be divided in order to integrate and sell as many of these modules that newspaper clients need and want. *Dainik Jagran's* editorial management software although it may lack a certain level of branding is designed to provide all the solutions in one window. 4C Plus has been able to inte-

grate and provide the available modular solutions. Overall this relationship has proven to be quite symbiotic for both organisations. The editorial management system team of ten sits in the Noida office while the MIS team based in Kanpur is 35 strong. The Noida team is responsible for the development, implementation and support of the editorial management system the electronic editions of the newspapers and even the internal website for *Dainik Jagran* employees.

They have 32 online editions, and have uploaded as many as 1250 pages in a day which is quite an accomplishment for such a small team. They upload between 3500-4000 local news stories every day. According to Internet marketing research company comScore, *Dainik Jagran* gets 50 lakh (5 million) users every day, of which one fourth are outside India. There are 9 lakh unique visitors and there are 1 lakh regular visitors. These visitors browse through an average of 50 pages per visit. Amazing Internet statistics — perhaps why they have decided to start two ventures to monetise their content — online, and also on mobiles.