

सूचना प्रौद्योगिकी सेवा विभाग

हमारा संदर्भ: ITS/9:1 (E-42456)

दिनांक:06.09.2024


विषय: बीआईएस बिजनेस व्हाट्सएप प्लेटफॉर्म पर संदेश प्रकाशित करने के लिए दिशानिर्देश
Subject: Guidelines for publishing message on BIS Business Whatsapp platform

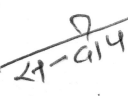
With the advent of new ways of communication, Whatsapp has now cemented its place as one of the most preferred and liked mode of communication. Whatsapp supports sending and receiving a variety of media: text, photos, videos, documents and location. Further, it offers cheaper and convenient mechanism to send and receive messages than SMS across the world.

In order to use the benefits of the Whatsapp platform, BIS has now been on-boarded on Whatsapp platform as a Business entity. BIS has engaged an agency to avail services of having a business account for sending messages to stakeholders through Whatsapp.

It is now imperative to have well-framed guidelines to manage the usage of the platform. Accordingly, the duly approved guidelines are enclosed.

These guidelines shall be applicable with immediate effect.


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प्रमुख (आईटीएसडी)  21-014/06-09-2024

Circulated to:

1. ROs/BOs/Labs/Deptts at HQ and NITS through Intranet.

GUIDELINES

1. Usage

The platform shall be used for sending only very important messages. Example of such messages can be:

- a) Message related to invitation to stakeholders for attending important events/celebrations such as World Standards Day celebration, etc.
- b) Message related to launch of new schemes, implementation of new policies/guidelines, etc.
- c) Message related to launch of new Standards, services, portals, etc.
- d) Message related to important trainings.
- e) Message regarding dissemination of important information.
- f) Feedback campaigns.
- g) Messages as per the directions of DG-BIS.

Regular communication such as following* should not be sent through WhatsApp platform unless deemed necessary by the concerned department:

- a) One-to-one communication with the stakeholders.
- b) Wide circulation drafts.
- c) Meeting notices/schedules
- d) Festival greetings/wishes

*The list is only indicative.

2. Procedure

BOs/ROs/Labs/Deptts at HQ or NITS should send the final draft of the message through their respective HoD, to ITSD along-with the target stakeholder(s) to whom the message is to be sent.

If the message contains any document or multimedia content, then the document/content should also be forwarded to ITSD.

The message, including the document/multimedia content, will be sent to Meta for approval. Once the message is approved, it will be sent to 1-2 users of the department on Whatsapp for final go-ahead (contact details for testing purpose shall be provided by the department concerned).

Once final go-ahead is given by the department, the message will be triggered to the target stakeholder base.

A summary report along-with list of delivered and failed numbers will be shared with the department for their reference.

Note:- ITSD will not make any change in the text and content of the message on its own unless deemed necessary to comply with the Meta guidelines. Any

correction/change required/made in the text/content of the message shall be communicated to the department.

3. **Contact list for sending message**

Department should inform ITSD the target stakeholder base to whom the message is to be sent. If the contacts list is not available with ITSD, then the same shall be provided by the concerned department in the form of an excel sheet. The excel sheet must have a column containing mobile numbers of the stakeholder base.

4. **Message Format**

A message is in the form of an optional **header**, a **body** and an optional **footer**.

Header – can be a text not more than 60 characters or an image (jpg, jpeg or png format), or a video (mp4 format), or a document (pdf).

Body – text not more than 1024 characters

Footer – text not more than 60 characters.

Note:

1. Departments shall ensure that the message shared by them complies with the above format and constraints.
2. Departments shall also ensure that the message content is not such that it can hurt religious beliefs, are derogatory in nature, in violation of applicable laws or regulations, etc.

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