

### **Website Monitoring policy (clause 10.3)**

Being a dynamic medium of catering to the need for information and services to the stakeholders, changes in terms of technologies, access devices and even the requirements and expectation levels of visitors happen fairly frequently. Keeping this in mind, Tea Board India has a website monitoring policy in place. The official Website of Tea Board India is being monitored regularly in accordance with the plan to address and fix the quality and compatibility issues around the following parameters:

- a. **Availability:** Mechanisms have been put in place to ensure the availability of the website. A dedicated team is continuously monitoring the availability of the website by utilizing some network tools and monitoring software.
- b. **Performance:** Site download time is optimized for a variety of network connections as well as devices. All important pages of the website are tested for this.
- c. **Functionality:** All modules of the website have gone through tests for their functionality.
- d. **Broken Links:** The website is thoroughly reviewed to rule out the presence of any broken links or errors. A number of free tools and techniques are being utilized to detect the broken links in this website.
- e. **Traffic Analysis:** The site traffic is regularly monitored to analyze the usage patterns as well as visitors' profile and preferences. Traffic Analysis tools also give reports on broken links.
- f. **Feedback:** Feedback form is available in the website. Visitors to the websites can submit their respective feedback through FEEDBACK page. The site will forward the visitor's feedback to Secretary's email at **secretary.tbi-wb@gov.in** from sender ID: **support.tb@gov.in**.

Tea Board uses CMS based on ASP.NET technology. The admin users of CMS, authorized by the WIM, publish and modify the contents in the website after receiving approval/communication through e-Mail from the respecting user Section/Department.