

**CASE STUDY:**

**Website for BiJhar (Bihar Jharkhand), Singapore**

**Overview:**

“BiJhar” is a cultural association in Singapore that aims to promote the rich cultural heritage of Bihar and Jharkhand, two states in India. The association organizes various events, offers membership programs, and provides information about its activities and cultural significance. The goal was to develop a creative website for BiJhar community that would serve as a central hub for all its activities, engage members, and attract new members. This project was assigned to us by one of our associate Mrs. Nisha Jain Gupta, owner of “TecPhygit – IT & Marketing Solutions” (located in Bengaluru, Karnataka, India).

**Challenges:**

Challenges for the execution of successful Website Development for BiJhar, Sinagppore :

- Encouraging members to use the new website and its features.
- Ensuring a continuous flow of fresh and relevant content.
- Handling technical challenges related to website performance and security.
- Representing cultural content accurately and respectfully.

**Technologies:**

WordPress, Elementor, MySQL, AWS Server etc.

**Benefits Achieved:**

- A single platform for all BiJhar-related activities and information.
- Improved User Engagement.
- Simplified membership management.
- Reduced administrative burden on BiJhar official staff.
- Greater visibility for BiJhar activities and events.
- Attracted new members and increased participation in community activities.
- Easy-to-use online forms for membership applications and renewals.
- Seamless multiple API integrations.
- Promoted Indian culture and heritage in Singapore.
- Fostered a sense of belonging among the Indian community.

**Requirements of the project:**

- Provide a comprehensive platform for all BiJhar-related information.
- Enable users to view, register, and participate in events organized by BiJhar.
- Simplify the process of becoming a member and managing membership details.
- Increase user engagement

**Approach:**

Approach for the execution of successful Website Development for BiJhar, Singapore:

The solution involved developing a creative website (as advised).

- Conducted meetings with BiJhar representatives to understand their needs and expectations.
- Identified key features and functionalities required for the website.
- Deployed the website on a reliable hosting platform.

