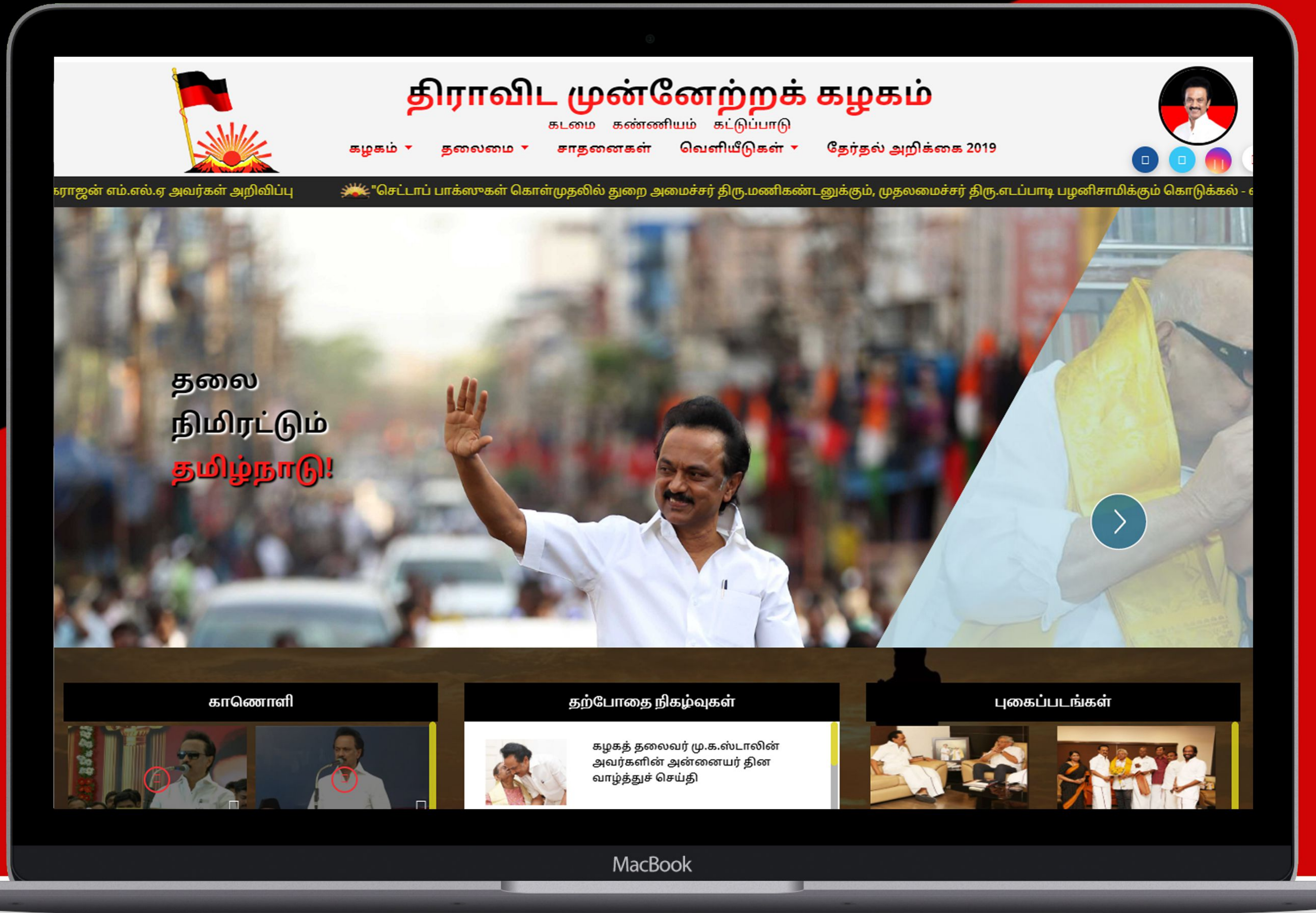




CaseStudy DMK Website Development



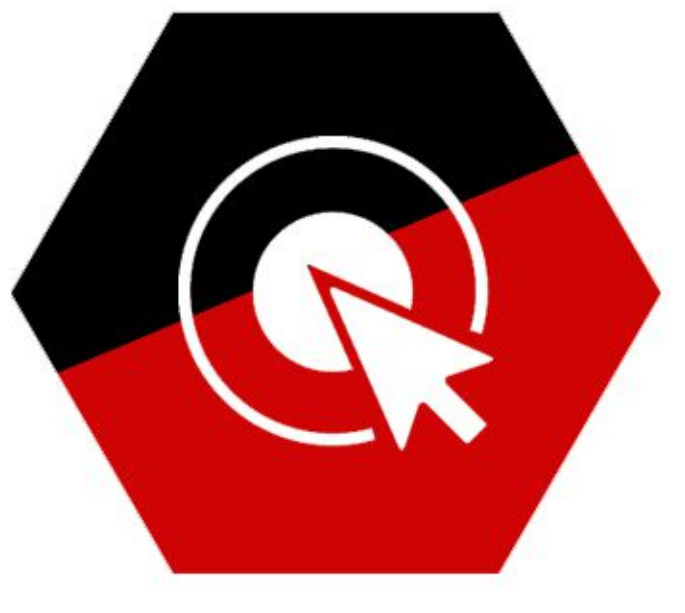
The Client

Dravida Munnetra Kazhagam is an Indian state political party in the state of Tamil Nadu and Union Territory of Puducherry. Dravida Munnetra Kazhagam formerly called as DMK in India was led by late Dr.Kalaignar Karunanithi. DMK is one of the most dominant ruling parties in South India for the past several decades. DMK is now lead by Mr.M.K.Stalin.



The Challenge

- Our first challenge was to handle huge amount of data which needs to be processed across different modules.
- Manage the contents in the regional language with proper alignment of the contents through the website.
- Since this is a political website, there is a need to provide an admin panel to keep the content updated easily without any hassle.
- Since DMK is a leading political party, providing a design should be professional.



Overview

In Tamilnadu, DMK is one of the huge leading political party. DMP party, decided to make their presence in the Internet as a method to communicate with constituents and as a way to humanize their public personas.



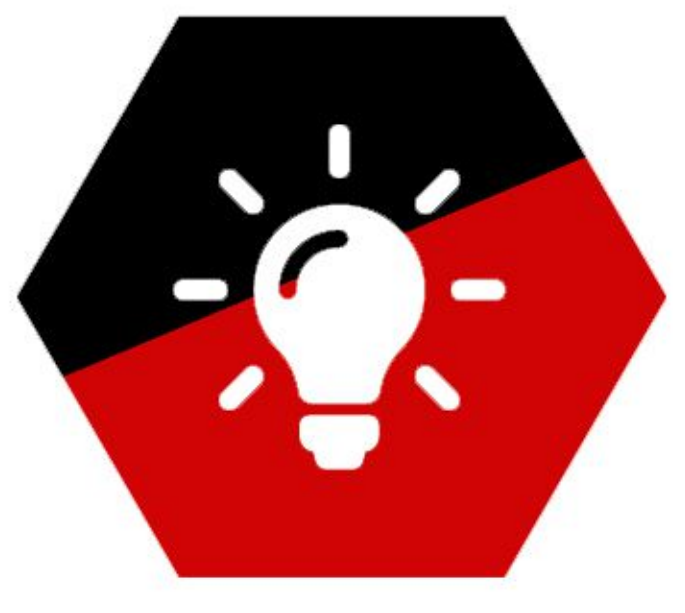
Requirement

Soon after the emergence of the Internet, politicians discovered its potential to inform and communicate with the general public, and made use of it in diverse forms, such as the common construction of a personal Web site or the occasional participation in sharing information to the public.

DMK party planned to develop an informational website to provide information about,

- DMK party leaders
- Events
- Photos
- News
- Videos
- Latest News, etc.

As we know DMK is a leading party in Tamilnadu, DMK wanted to present all the contents of the website in the regional language (Tamil) so that the information will be reached to the public.



Proposed Solutions

Design Phase

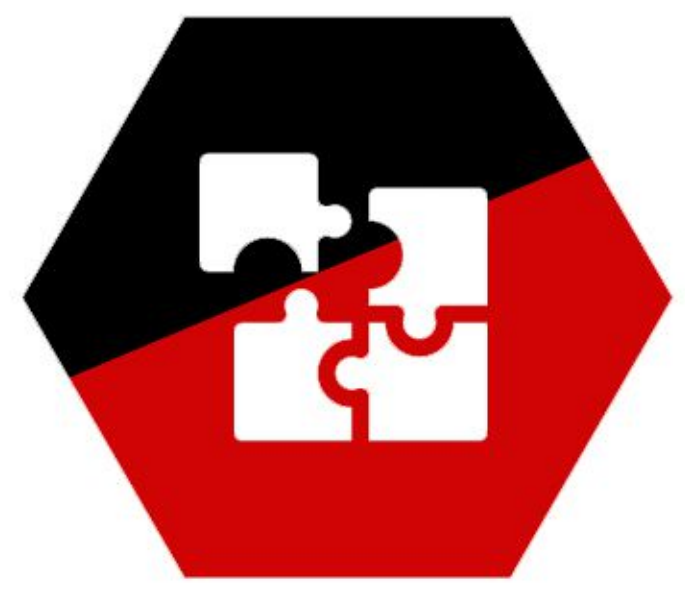
In this phase DCI designers understood the need of DMK party and provided with a professional design. DCI ensured that the designs of every screen was made after approval from the client.

Development

The development platform was decided when the design phase is on. DCI decided to go with Laravel as the development platform to provide a better website without lags.

Back End

A secured admin panel was developed to provide the admin to manage and update the contents in a swift manner.



Results

DMK Party is happy to join hands with DCI development team in developing the website which acts a medium of communication between the public and the DMK party. A platform to keep their supporters to know all the information, activities and events of the party.