

Jagran New Media collaborates with Google News Initiative to Strengthen the Content Management System to Increase Efficiency

Dec 22, 2023, New Delhi: Jagran New Media (JNM) is proud to collaborate with Google News Initiative, aimed at empowering content creation by developing a Smart Content Management System (CMS). This partnership will unify and enhance JNM's editorial efficacy in the existing CMS systems, creating a single source of truth and facilitating cross-platform content optimization. The CMS, with its advanced AI/ML and NLP capabilities, significantly improves content creation and summarization, user experience, SEO optimization, and operational efficiency.

Rajesh Upadhyay, Editor-in-Chief, of Jagran New Media, emphasized the editorial benefits of the CMS collaboration, "The CMS's AI/ML and NLP capabilities have upgraded JNM's content creation, not just with automated content processes but also in increased content volume, streamlined operations, and the elimination of reliance on external tools for paraphrasing, spell checking, and grammar verification. With time, it will continue to increase the efficiency and productivity of the editorial team as it allows for more focus on strategic and creative aspects of content development."

Excited about this innovative partnership, Gaurav Arora, COO of Jagran New Media said, "We're thrilled to build a cutting-edge Smart Content Management System (CMS) and it has already had a transformative impact on JNM's content creation. We're confident it will streamline internal processes, foster efficiency and agility, and facilitate cross-platform synergy. In essence, the Smart CMS is not just a technological upgrade but a strategic enabler aligning with JNM's commitment to delivering impactful content experiences."

Through automated generation and summarization, the CMS system amplifies the volume of content produced, reduces the reliance on third-party tools, and streamlines the content creation process while ensuring internal stakeholder management, enabling the creation of immersive articles that captivate the audience. For SEO optimization, the CMS has helped with JNM's performance in search engine rankings with the automatic generation of SEO scores and tags, catchy headlines, moderating video content according to Google's guidelines, calculating readability scores, and suggesting SEO-friendly keywords. The platform manages planned and spontaneous articles, allowing for automatic reflection of backend changes to the frontend, ensuring a cohesive and consistent user experience. It has also accelerated application rollouts and simplified the management of new property launches.

This collaboration signifies a significant leap forward in content management technology, and we are excited about its transformative impact on the digital landscape.

About Jagran New Media:

Jagran New Media has a reach of over 73.2 million users (*Comscore MMX Multi-Platform; October 2023) and has consolidated its position amongst the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos in a day.

JNM is committed to producing factual & credible content that empowers New India with Knowledge, Information, and voice towards an Inclusive and progressive Society. The company has dedicated websites covering National & Hyperlocal news, which include www.jagran.com, www.naidunia.com,

www.inextlive.com, www.punjabijagran.com, www.gujaratijagran.com, and english.jagran.com. A leading health website in 3 languages, www.onlymyhealth.com; women focus portal, www.herzindagi.com, in 3 languages; and a focused website for education, www.jagranjosh.com. A leading fact-checking website, www.vishvasnews.com, in 12 languages, and a gaming vertical, www.jagranplay.com, an in-house production house, [Rocketship Films](#), also contribute to the offering.

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