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**Item 13 of the Provisional Agenda**

**Activities relating to the Working Group on Publicity and Funding**

**Promoting the Website of Iranian Committee on the Standardization  
of Geographical Names With a view to strengthening relations in the  
Asia South-West Division  
(other than Arabic)**

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## **In the name of God**

### **Promoting the Website of Iranian Committee on the Standardization of Geographical Names With a view to strengthening relations in the Asia South-West Division (other than Arabic)**

Along with development of public culture for use of geographical and spatial information, application range of geographical names also developed. The promotion of level of public awareness and insight towards the necessity and advantage of using standard geographical names was the origin for emergence of new needs and views in the ground of accessing to geographical names information. Therefore, Iranian National Committee on the Standardization of Geographical Names (ICSGN) decided to promote capabilities of its specialized website to meet part of these new needs.

At first, this website was designed and implemented as a service-based medium and with the main motivation of providing access to Iranian National Geographical Names Data Base (INGNDB). Accordingly, the users used this website more as a user interface and they searched and retrieved the organized information in the names database with defining various criteria. Some of important services with which the users were provided from beginning of launching the website are as follow:

- Search and retrieval of data on the basis of place or feature name.
- Search and retrieval of data on the basis of place or feature coordinates.
- Search and retrieval of data on the basis of units of administrative divisions.
- Search and retrieval of data on the basis of marking on the map

The promotion of website with an informational approach was found to be necessary on the basis of the new approach of ICSGN. As a result, some changes were made in the website in form and structure for fulfilling goals such as institutionalizing correct writing and pronunciation of names of geographical places and features, promoting the application of standard geographical names, and also strengthening and development of relations among custodian institutions and concerning work groups in division countries.

Among the most important modifications and changes made on the website, the following may be pointed:

- Restructuring the site for increasing efficiency (optimal information services to users)
- Improving the site graphic and visual effects for the purpose of increasing effectiveness (more effects on the audiences)
- Revising and updating contents of the site
- Providing a forum for exchanging ideas among users and producers of geographical names
- Providing the possibility for registration of particulars of experts and other juridical or individual persons dealing with geographical names
- Providing the possibility of managing the dedicated spaces to work groups by in charge of every work group. This capability makes it easier for work groups to interact with corresponding groups in other member countries
- Translating the website to English
- Dedicating a space for reflecting international events specially news and reports related to achievements and activities of member countries of Asia South-West Division (other than Arabic) in the area of standardization of geographical names.

At present, it is possible to use the media tools and facilities of the website in both major parts of offering information and services. In information part, while getting familiar with structure of

the organization, goals, and missions of the committee and affiliated work groups, users can access instructions, legislations, reports of meetings and other national, international and regional activities in the area of standardizing geographical names. In services part, users are able to connect to Iranian National Geographical Names Database and retrieve needed geonames information with executing various queries.

It is predicted that with development of regional database, the possibility of search and retrieval of information related to geographical endonyms and exonyms of the divisional member countries also be added to the website services.