

NATIONAL COUNCIL OF EDUCATIONAL RESEARCH & TRAINING
COMPUTER RESOURCE CENTRE

Date: November 1, 2021

CIRCULAR-2

Subject: Introduction of bulk SMS service provided by NIC - Revised Guidelines.

Reference: Circular of even number dated 20.01.2016

NCERT has subscribed to the facility of bulk SMS service provided by the National Informatics Centre (NIC) which is currently being used by uploading a file containing valid mobile numbers and the messages to be sent to each of the mobile numbers. The Senior System Analyst has been designated as the Authorized Officer to upload the relevant file interactively onto the web portal meant for the purpose.

It is hereby notified that Department/Division/Unit/Section/Branch may now raise the request to send bulk SMSs pertaining to their official work to targeted recipients in addition to or instead of sending printed messages through post. For this purpose the following steps are to be followed -

1. As per the revised guidelines from TRAI, SMSs are to be sent using pre-approved templates only. These templates are approved by third-parties (Telecom Service Providers) like Airtel, JIO etc., and take 2-4 days for approval. A list of pre-approved general templates for use is given in Annexure-II of **Templates Registered - General** on Council's website. All the SMSs must conform to one of the approved templates listed at Annexure-II or new templates are to be registered & got approved.
2. Messages may be prepared according to one of the approved templates by substituting suitable information in {#var#} parts of the Template Description. It is noted that each occurrence of {#var#} may accommodate upto 30 characters/letters (including spaces/special characters etc.).
3. A file in MS Excel (without column headings and with default formatting only) format with valid domestic/national mobile numbers in 1st column, 19-digit applicable DLT-Template ID in the 2nd column and single-line message in English in the 3rd column (conforming to the Template ID mentioned in 2nd column) against each mobile number has to be prepared, even for sending one message to a single recipient.
4. Approval for sending bulk SMSs has to be obtained from competent authority in the **prescribed format**. The responsibility of obtaining such approval lies with the requesting Department/Division/Unit/Section/Branch. The administrative Units/Sections/Branches have to obtain the approval from Secretary, NCERT whereas the academic Departments/Divisions have to obtain approval from Dean, Academic.

5. The completed application form, forwarded by the Head of the requesting Department/ Division/Unit/Section/Branch and duly approved by competent authority has to reach Senior System Analyst in order to process the SMSs contained in the file. The file for upload (in soft copy only) also has to reach Senior System Analyst at nlsrinivas.ncert@nic.in with the subject "**SMS BULK UPLOAD REQUEST**" suffixing the name of Department/Division/Unit/Section/Branch. The application (in hard copy) and the e-mail must reach CRC well-in-time as mentioned in the application form.
6. All the terms and conditions for availing bulk SMS service mentioned on page-2 of the application form must be complied with.

This issues with the approval of competent authority.



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