

On-Boarding Procedure for utilizing the NICSIs SMS Gateway

For the purpose of availing the NICSIs SMS Gateway, Punjab State e-Governance Society (PSeGS), under the aegis of Department of Governance Reforms, has signed a Memorandum of Understanding with National Informatics Centre Services Incorporated (NICSIs), New Delhi on behalf of the State of Punjab. The MoU can be seen at https://dgrpg.punjab.gov.in/wp-content/uploads/2020/01/NIC_SMS_gateway_MoU.pdf. Any Government body under the Punjab Government can utilize the SMS Gateway service of NICSIs by following the below mentioned procedure: -

1. Identify a Single Point of Contact (SPoC) or Nodal officer which is to be informed to NICSIs.
2. Generate an online request for availing SMS Gateway service at <https://eforms.nic.in/> using NIC/GOV email address. The account will be created after approvals at various levels. For more details please refer user manual at https://eforms.nic.in/download_11.
3. White listing of IP Addresses, from where the account is to be accessed, may be required. If the department is on Punjab Wide Area Network (PAWAN), they may contact PAWAN representative to know your IP Address.
4. Write the letter for Requisition of Service and Payment Undertaking as per the reference format at Annexure-I.
5. If the Government body wants to create a Telecom Regulatory Authority of India (TRAI) exempted Sender ID (rates are lower for TRAI exempted IDs), a letter has to be written for Sender ID White-Listing to TRAI as per the reference format at Annexure-II.
6. If the Government body wants to use existing TRAI approved sender id 'PBGovT', a letter has to be written for using 'PBGovT' to Department of Governance Reforms with copy to NICSIs as per the reference format at Annexure-III.
7. The rates of the SMS Gateway services of NICSIs as per MoU are placed at Annexure-IV. The services will be charged as per NICSIs rates and if there is revision of rates services will be charged as per revised rates.

Contact Details:-

NICSIs	PSeGS/DGR
Helpdesk - 011 22902457 Email - smssupport@gov.in Mr. Taha, Technical Director, Scientist/E - 011 24305996	Mr. Anwar Mohammad, Assistant Manager- 9888819150 Email-anwar@punjab.gov.in PAWAN Representative: Mr. Arun Mittal, Security Admin- 9466851914 Email - seac1.snc.pawan@punjab.gov.in

Letter for Requisition of Services

[This letter may be issued on department letter head and duly signed and stamped by SPoC as identified under this MoU]

Letter No:

To
MD, NICS I Bhikaji
Cama Place New
Delhi

Dated:

Subject: Requisition for SMS/OBD service Sir

You are requested to direct NIC SMS team to provide SMS/OBD service as per following details:-

Account Name:

Sr. No.	Item Description	Quantity	Effective Date
1	SMS		
2	OBD		

NICS I may issue PO in the project no: . The department undertakes to settle all the payment against the services mentioned in the above table within 30 days of this request.

Thanks
Sign and Seal of SPoC

[The scanned copy of letter needs to be sent to smssupport@gov.in. The team will provide service and forward the same to billing department in NICS I]

Letter for Sender ID White-Listing

<PLS PRINT IT ON OFFICIAL LETTER HEAD>

To

Secretary, Telecom Regulatory Authority of India (TRAI)

Mahanagar Dhoor sanchar Bhawan, Jawaharlal Nehru Marg,

Old Minto Road, New Delhi 110001

Subject: Approval of Sender ID on NIC SMS Gateway Dear Sir,

The <department name>, under ministry of <ministry name> wishes to use Transactional SMS's, in citizen interest to deliver citizen centric messages as well as critical information without any commercial/promotional content. The end user shall not be charged for this SMS service. The NIC SMS gateway shall be used for the same.

With reference to TRAI notification No.: 311-23/2013-QoS dated 24th May 2013 w.r.t. the Telecommunication Customers Preferences Regulations, 2010; we would like to request for providing 5 paisa exemption to broadcast bulk SMS by approving the below sender id.

We are using following Sender ID's.

1. <Sender IDs><It should be exactly 6 character word like NICSMS, BSFSMS etc; special character and numeric not allowed>
2. <Project Description...here mention in detail about the project, why SMS is required, how SMS will benefit the common citizen or the government. You can also include any other artifacts related to this like decision taken to go for SMS service and any other justifications

We hereby request you to approve the same.

Sincerely,

(Signed with stamp)

Form for using TRAI Approved Sender Id (PBGOVТ)

(All fields are mandatory)

1. Department Name:
2. Section/Branch Name:
3. Department Address:
4. City:
5. Pincode:
6. Application Name & Details:
7. NICSІ User Id:
8. Contact person details:
 - a. Name:
 - b. Designation:
 - c. Mobile number:
 - d. Email Id:
9. Sender Id: PBGOVT

We want to use the TRAI approved Sender id -'PBGOVТ' for sending push SMS for the application as mentioned above.

We hereby undertake that we wish to use Transactional SMSs, in citizen interest to deliver citizen centric messages as well as critical information without any commercial/promotional content. The end user shall not be charged for this SMS service.

Authorized signatory with
stamp Full name:
Designation:
Date:

Note:

The form must be signed by HOD or head of office as the case may be, scanned and sent via email to anwar@punjab.gov.in with copy to owais@gov.in.

3	PULL SMS [on short code]	When SMS is sent by mobile subscriber using a short code to the application. Short code can be of 2 types 1. Calling Party Pays: The SMS sender pays for the SMS 2. Called Party Pays: The application owner pays for the SMS.
4	OBD [Out Bound Dialling]	Application can make voice call to subscriber and play voice clip. Application can also capture keypress from user handset. The service is utilised for conducting surveys, getting feedbacks or delivering confidential information.
5	Miss Call	User can give miss call on a well defined number. The caller's number can be captured for further processing and analytics. This service is used primarily for user discovery, application registration, service requisition or call back etc.

2. Rate Contract

SIM	Particulars	Unit Price (INR)*	Extras	
1	Push SMS (<90 crore SMS/month)	TRAI exempted Sender ID	0.0247	7%NICSI Operating Margin + Other govt levies.
		TRAI unexempted Sender ID	0.0594	
	Push SMS (>90 crore SMS/month)	TRAI exempted Sender ID	0.0247	7%NICSI Operating Margin + Other govt levies.
		TRAI unexempted Sender ID	0.0494	



2	Pull SMS to 10-digit VMN (here subscriber will be charged as per their tariff plan)		NO CHARGE	NO CHARGE
	Pull SMS on short code (when calling part pays)		0.5	NA
	Pull SMS on short code (when called part pays)		0.07	7% NICS Operating Margin + Other govt levies.
3	Missed Call		NO CHARGE	NO CHARGE
4	OBD	< 5 crore OBD/month	0.0051/second	7% NICS Operating Margin + Other govt levies.
		5 - 10 crore OBD/month	0.0050 /second	
5	Dedicated Long Code		10,000 (onetime)	7% NICS Operating Margin + Other govt levies

*These are current rates and can be revised as per the prevailing market rates and approval of competent authority. Necessary intimation would be given by the NIC/NICS to the user in this regard.

V. Variation off Rates

The referred empanelment in para III/2 above, has incorporated rate negotiation clause. In case there is revision of rates, the GoP shall accept the same. The services would be charged as per the prevailing rate since the date of revision of rates. As per the T&C of the empanelment, the revised rates shall always be less than the current rates. To view the current prevailing rates, refer to the link: <http://nicsi.com/offering/miscellaneous-services>.