



ଓଡ଼ିଶା ସରକାର
ରାଜସ୍ୱ ଓ ବିପର୍ଯ୍ୟୟ ପରିଚାଳନା ବିଭାଗ
(ବିପର୍ଯ୍ୟୟ ପରିଚାଳନା)

GOVERNMENT OF ODISHA
REVENUE & DISASTER MANAGEMENT DEPARTMENT
(DISASTER MANAGEMENT)

By Fax/e-mail/P

ରାଜୀବ ଭବନ, ଭୁବନେଶ୍ୱର-୭୫୧୦୦୧
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No. 2029 /R&DM(DM)

Date: 27-03-2020

From

Pradeep Jena, IAS
Special Relief Commissioner &
Additional Chief Secretary to Govt.
(Disaster Management)

To

1. The Chief General Manager, BSNL, Odisha Telecom Circle
2. Chief Operating Officer, Bharti Airtel Limited, Odisha, Bhubaneswar
3. Vice President & CTO, Odisha, Reliance JioInfocom Ltd, Bhubaneswar
4. Circle Head, Vodafone Mobile Services Limited, Odisha, Bhubaneswar

Sub: Dissemination of Covid-19- Mass Alerting Messages concerning Public emergency

Sir,

As you are aware that outbreak of Covid-19 pandemic has been declared as 'notified disaster' by Central Government and State Government as well. The State Disaster Management Authority has been authorised to take such action under the Disaster Management Act-2005 as may be required for management of the said disaster. Dissemination of information and advisories to public is one of the most important activity which requires technological intervention for speedy delivery. An arrangement has been agreed in the meeting with all Telecom Service Provides (TSPs) held on 16th March 2019 in office of SRC, Odisha that all TSPs will disseminate COVID-19 advisories to their subscribers through SMS.

The existing arrangement of sending SMS is time taking process. It is understood that the telecom operators have the capability to invoke interactive **Cell Broadcast** which can be effectively used by the State Disaster Management Authority to communicate with Public with feedback arrangement regarding assistance required. The Authority intends to send bulk messages as Emergency Public Utility Service without attributing any commercial charges to the Government or Public.

Therefore, it is requested that interactive **Cell Broadcast** be implemented by each Telecom Service Provider so as to assist necessary support to State Government during the period of Disaster. It shall be appreciated to intimate our readiness to operate Cell Broadcast and implement the same at the earliest. For any further information, please contact Sri Shyamal Kumar Das, OAS, Nodal officer, Office of Special Relief Commissioner, Rajiv Bhawan, Bhubaneswar (Mob: 9437111705, Landline No. 0674-2534177, Email-srcodishagov@gmail.com).

Yours faithfully,

27.03.2020

Special Relief Commissioner &
Additional Chief Secretary to Govt.
(Disaster Management)

Memo No. 2030 /R&DM(DM)

Date: 27-03-2020

Copy forwarded to the DDG(DM), Department of Telecom, Sanchar Bhawan, New Delhi-1/ Deputy Director General (Technology), Department of Telecommunication (DoT), Government of India at Bhubaneswar for information and necessary action.

27.03.

Special Relief Commissioner &
Additional Chief Secretary to Govt.
(Disaster Management)