

Z-11018/13/2015-IT FTS: 6510
Government of India
Ministry of Agriculture and Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
Digital Agriculture Division

Krishi Bhawan, New Delhi
Dated the July, 2020

Office Memorandum

Subject: Policy for sending SMS advisories using m-Kisan Portal of DAC & FW.

The undersigned is directed to this Division letters No. 9-11/2006-MM/Extn dated 27.10.2015, No. 1(3)/2014 EG II dated 12.05.2016 and Z-11018/13/2015-IT dated 01.06.2018 on the above subject and to convey the approval of the Competent Authority to make the following modification in the present mKisan SMS Policy:

i) Existing monthly threshold limits / quotas for sending SMS, for different entities are as under:

Sl No.	Departments	SMS Quota (%)	No. of SMS can be send in a month	50% quota
1	ICAR	15	81255000	40627500
2	IMD	35	189595000	94797500
3	DAC	7.5	40627500	20313750
4	DAHDF	7.5	40627500	20313750
5	State Level	28.5	154384500	77192250
6	Ksewa+nowcast+OTP	6.5	35210500	17605250
	Total	100	54,17,00,000	27,08,50,000

*State wise quota is as per Annexure

ii) In phase-I, from 1st August 2020, all agencies shall be given 50% target of monthly quota assigned. The concerned agency shall plan SMS accordingly and if they have very special reason for more SMS they need to send with the justification of enhanced quota.

iii) As messages are for Farmers, no SMS **repeat No SMS** should be send in English language from 1st August 2020 and should only be in regional language.

iv) For any State of North Eastern Region (NER), if there is justification of sending SMS

in English language, the reason should be put up for allowing the same.

v) Also agencies especially IMD are directed that routine SMSs should not be send and every message should have purpose if there is any variation.

vi) Digital Agriculture Division in the Department should work towards system so that from 1st September, 2020 most messages are not on PUSH system but on PULL System.

2. It is requested this Policy may be brought to the notice of all registered users of mkisan for compliance.

Encl: As Above.

Yours faithfully

(Vijay Rajmohan)
Director (IT)

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To

1. Secretary, M/o Earth Sciences
2. Secretary, D/o Animal Husbandry and Dairying
3. Secretary, D/o Fisheries
4. DG, ICAR
5. DG, IMD
6. DG, NIC
7. Spl. Secretary & FA
8. All Additional Secretaries/ ESA/ Agriculture Commissioner/ Joint secretaries and equivalent officers/ Horticulture Commissioner, DAC&FW
9. Principal Secretary/ Secretary (Agri.)/ Director (Agriculture) of All States and UTs

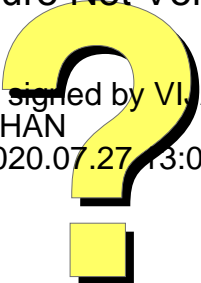
Copy to:

1. PPS to Secretary (AC & FW)
2. PPS to Jt. Secretary (IT), DAC&FW
3. Director (IT), DAC&FW

4. Sr. Consultant (IT), DCA&FW

Signature Not Verified

Digitally signed by VIJAY
RAJMOHAN
Date: 2020.07.27 13:01:25 IST



Annexure

Sl No.	State	SMS Quota(%)	SMS that can be sent in a month	50% Quota
1	A and N Islands	0.01	54170	27085
2	Andhra Pradesh	3.33	18038610	9019305
3	Arunachal Pradesh	0.01	54170	27085
4	Assam	0.05	270850	135425
5	Bihar	0.82	4441940	2220970
6	Chandigarh	0	0	0.0
7	Chhattisgarh	1.42	7692140	3846070
8	Dadra and Nagar Haveli	0	0	0.0
9	Daman and Diu	0	0	0.0
10	Delhi	0.02	108340	54170
11	Goa	0.02	108340	54170
12	Gujarat	0.78	4225260	2112630
13	Haryana	0.28	1516760	758380
14	Himachal Pradesh	0.68	3683560	1841780
15	Jammu and Kashmir	0.05	270850	135425
16	Jharkhand	0.65	3521050	1760525
17	Karnataka	0.4	2166800	1083400
18	Kerala	0.62	3358540	1679270
19	Lakshadweep	0	0	0.0
20	Ladakh	0.01	54170	27085
21	Madhya Pradesh	1.09	5904530	2952265
22	Maharashtra	4.9	26543300	13271650
23	Manipur	0.02	108340	54170
24	Meghalaya	0.02	108340	54170
25	Mizoram	0.02	108340	54170
26	Nagaland	0.01	54170	27085
27	Odhisha	2.41	13054970	6527485
28	Puducherry	0.01	54170	27085
29	Punjab	0.26	1408420	704210
30	Rajasthan	0.81	4387770	2193885
31	Sikkim	0.02	108340	54170
32	Tamil Nadu	1.19	6446230	3223115
33	Telangana	0.39	2112630	1056315
34	Tripura	0.02	108340	54170
35	Uttar Pradesh	7.21	39056570	19528285
36	Uttarakhand	0.09	487530	243765
37	West Bengal	0.88	4766960	2383480
		28.5	154384500	77192250