Welcome to Mobile Seva

A brief guide to eSMS Gateway

Part 1 – Registration on Mobile Seva Service portal

Part 2 – Registration on DLT portal

Part 3 – How to apply for TRAI Exemption

Part 1 – Registration on Mobile Seva Service portal

https://services.mgov.gov.in/registrationForm.jsp

Registration Form (Part 1)

User_id:*	Note:User Id should be upto 15 characters and not contain any special characters like -,_,#,@,%,!,',=
Password :*	Note: Password must include at least one number & one special character - #,@,%,!
Confirm Password:*	
Department Information	
Organization type :*	○ Central Government Department ○ State Government Department ○ PSU
Department Name: *	Note: Please enter full name.
Section Name: *	Note: Please enter full name.
Address: *	Note: Please enter complete Official Address.
State:*	--------Select--------
City*	
Pincode: *	

Registration Form (Part 2)

Contact Person Details	
Name:*	
Designation:*	
MobileNo :*	Generate OTP click here!
Enter OTP :*	tick the button to validate entered OTP
AlterMobileNo :	
EmailId :*	Note: Please provide official Email_id.
Alternate Email Id :*	Note: Please provide official Email_id.
Approved by (Head of the Office)	
Name:*	
Designation:*	
MobileNo :*	
EmailId :*	Note: Please provide official Email_id. Verification link sent to this email id.

Registration Form (Part 3)

After submission ,CDAC will approve the account and provide you the details of CDAC documentation & DLT Registration process. Department has to follow further steps to register on DLT portal

What is Distributed ledger technology (DLT)

Distributed ledger technology (DLT) is a digital system for keeping and managing the record of sender IDs and template. TRAI has introduced an advanced extension of the Blockchain – Distributed Ledger Technology (DLT) to prevent spam

- **Principal Entity** –It's the organization who's sending SMS to the customers. As per the updated TRAI rules every entity has to be registered with the telecom operators in the DLT platform.
- **Header (Sender ID) registration**: Messages are classified into promotional, transactional which are registered, and every header gets a unique Header ID that is shared across other DLT platforms seamlessly.
- **Content Template Registration**: Entities are required to register all their templates on the DLT system. Every template gets a unique Template ID that is shared across other DLT platforms uniformly.

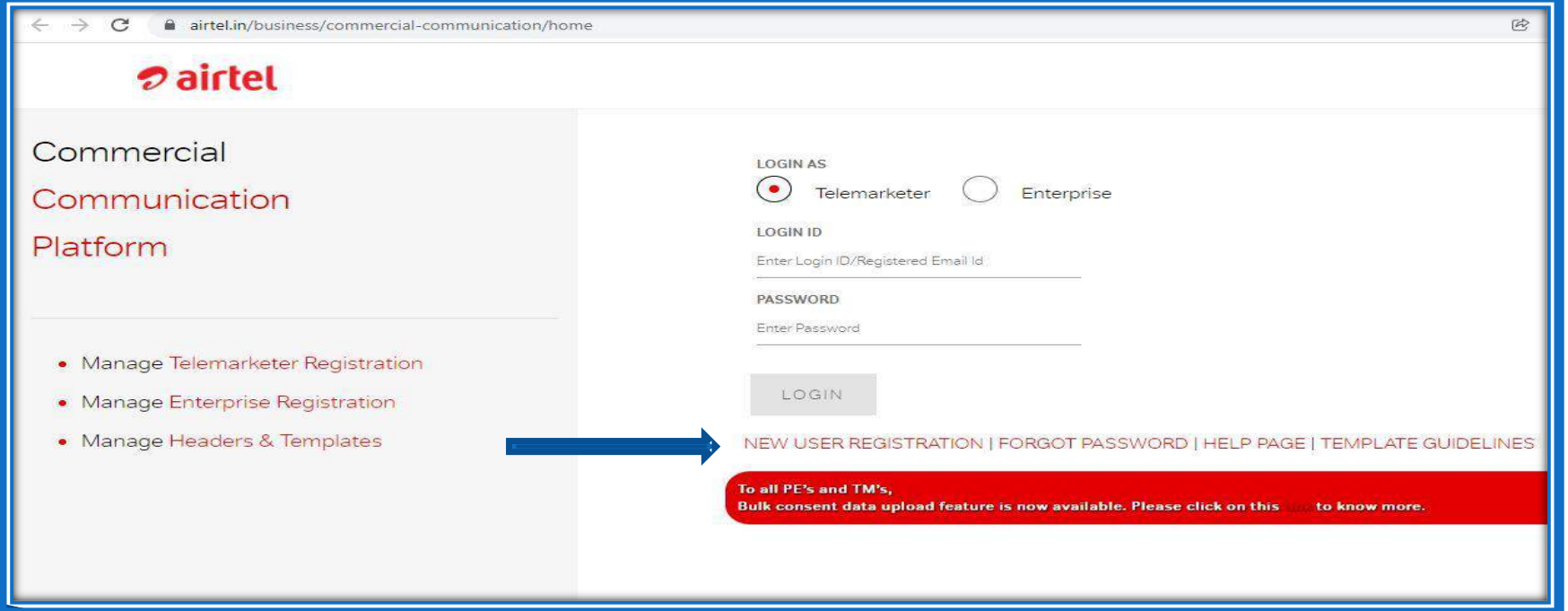
Registration on DLT portal

Please note the CDAC *Telemarketer Id* –

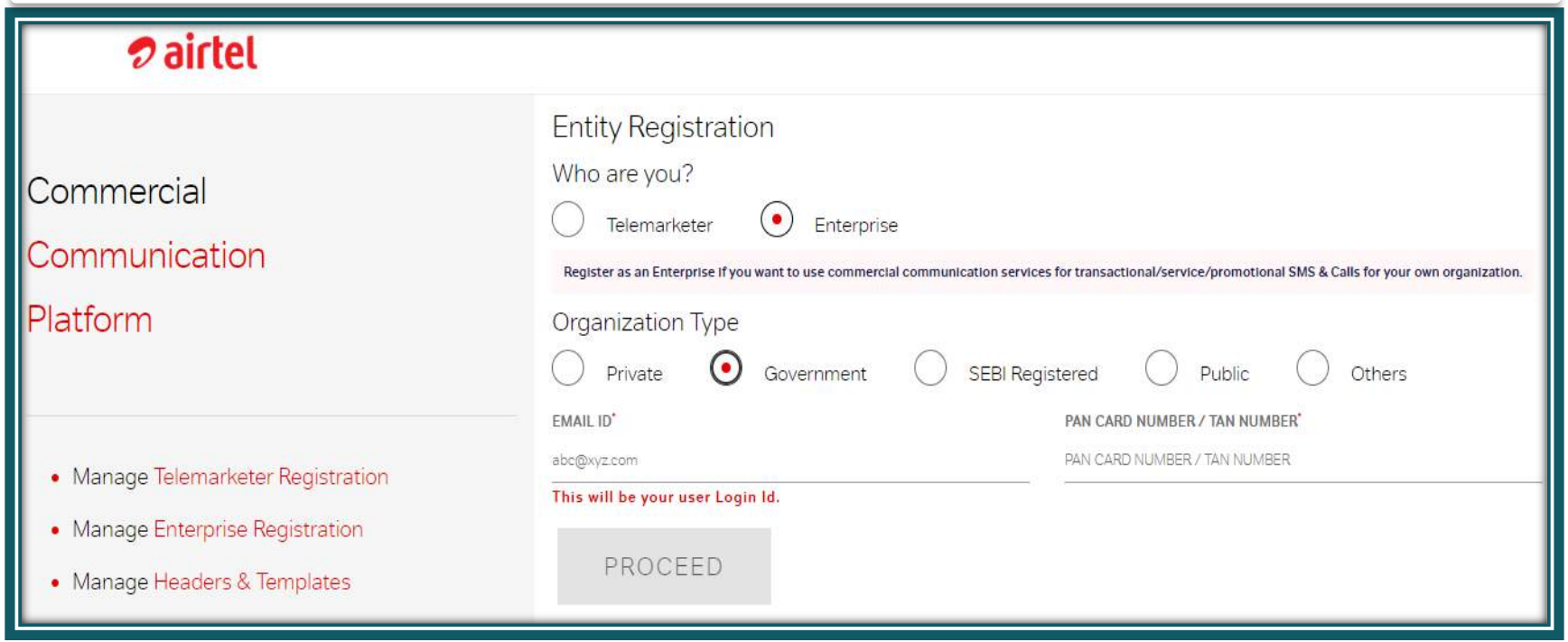
1302156645748113690

Part 2 -Registration on DLT portal

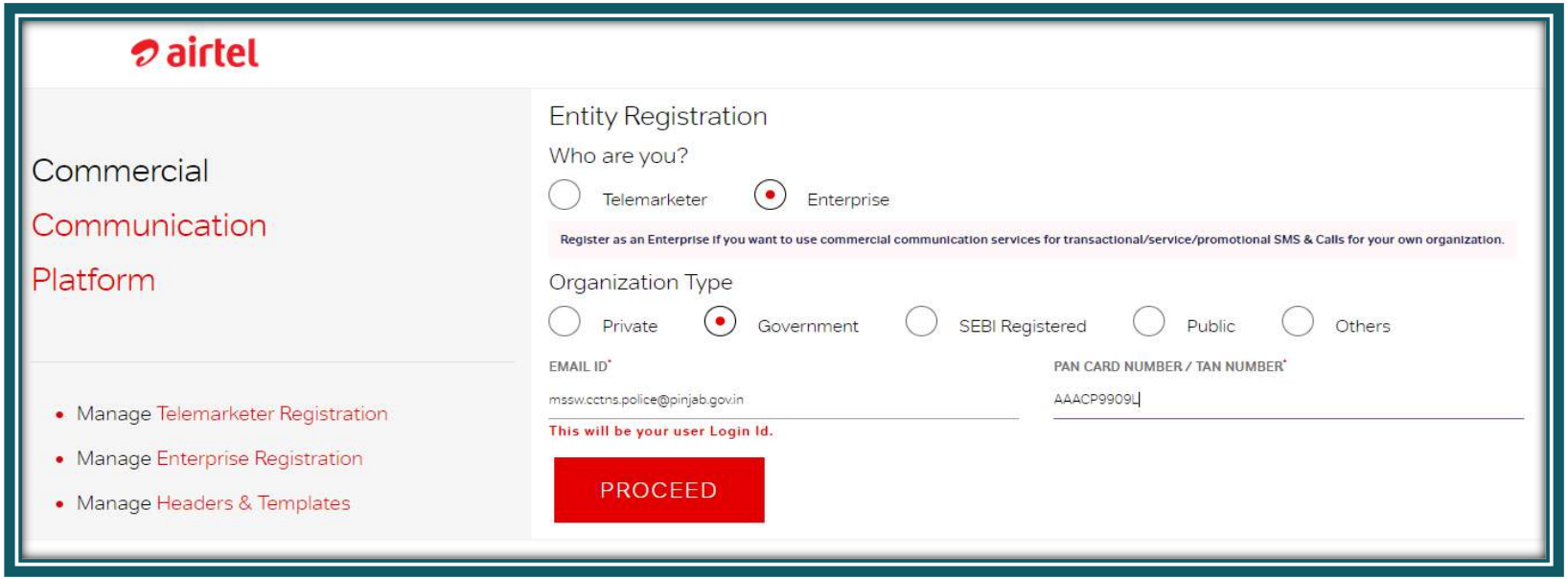
Entity Registration -https://www.airtel.in/business/commercial-communication/home



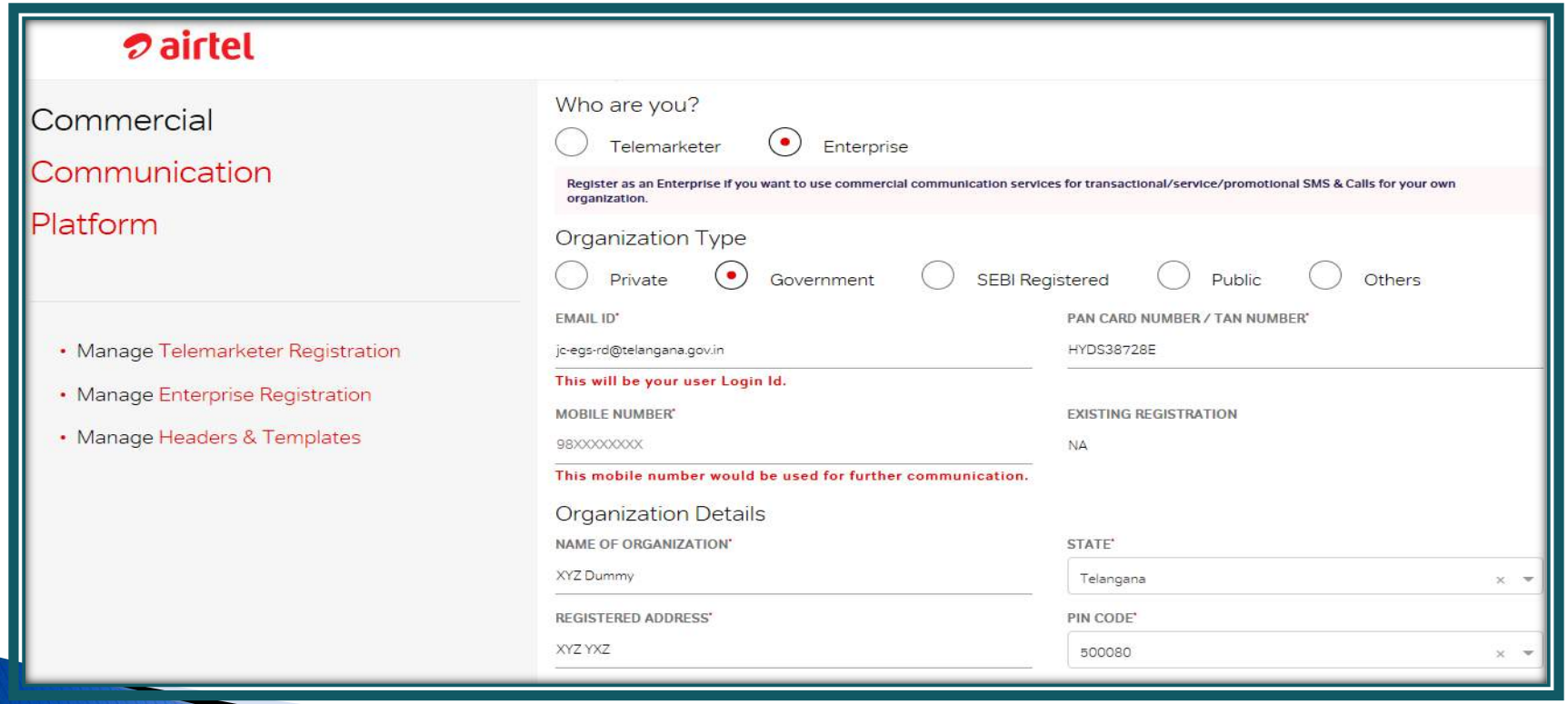
Check the *Enterprise and *Government option



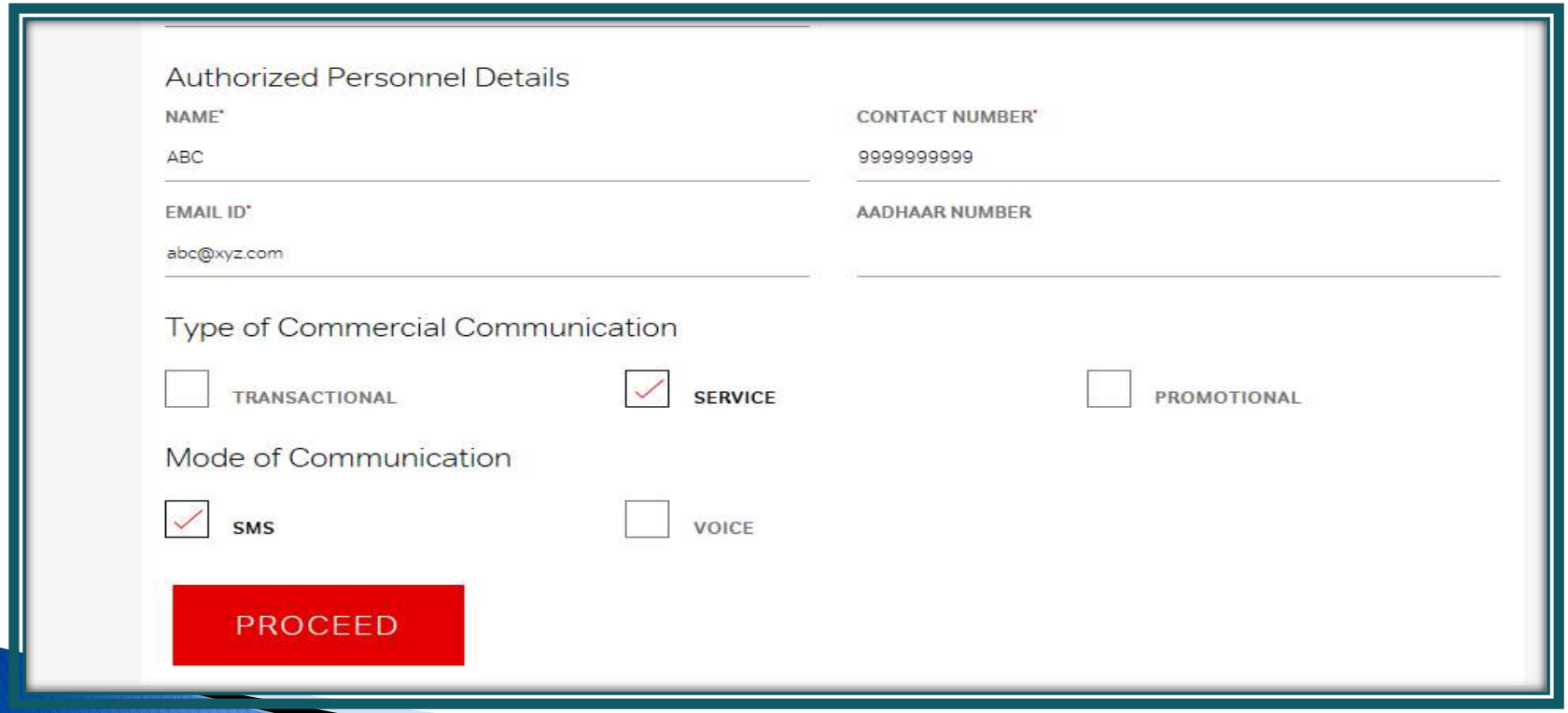
Enter the Mail id and PAN/TAN number and click Proceed



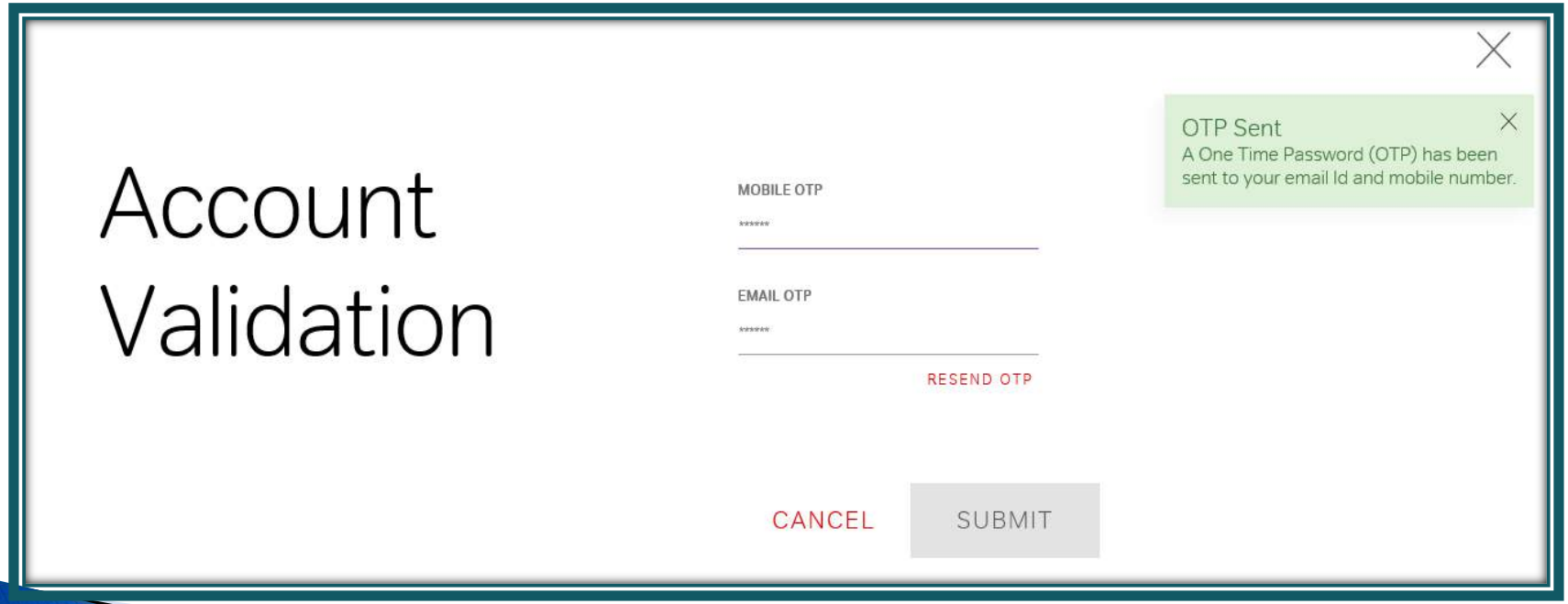
Registration– Part – 1 *Fill the required fields*



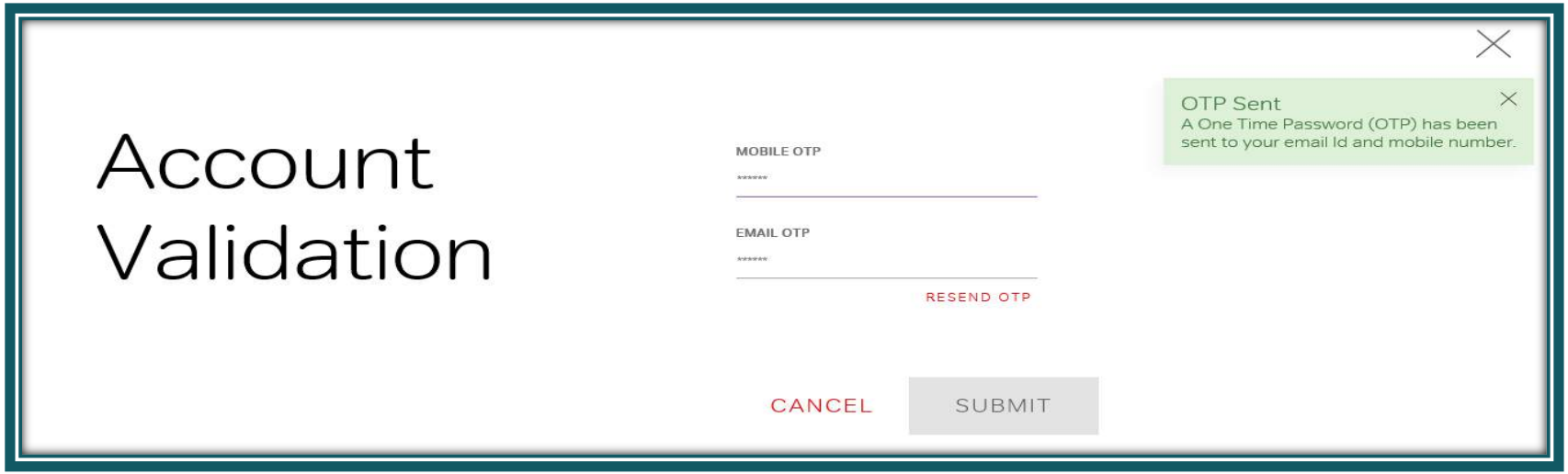
Registration Part –2 " Auth person Details"



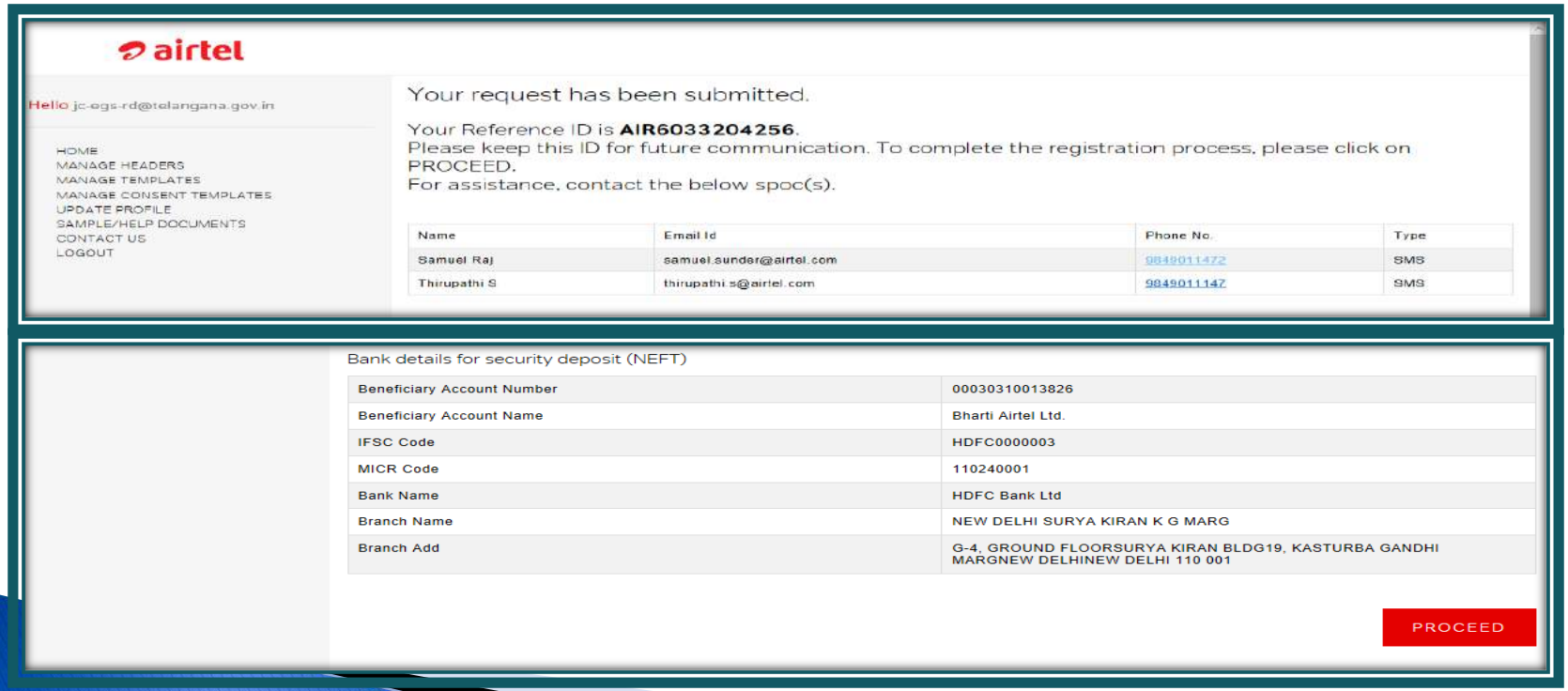
OTP will get generated on mail and phone number



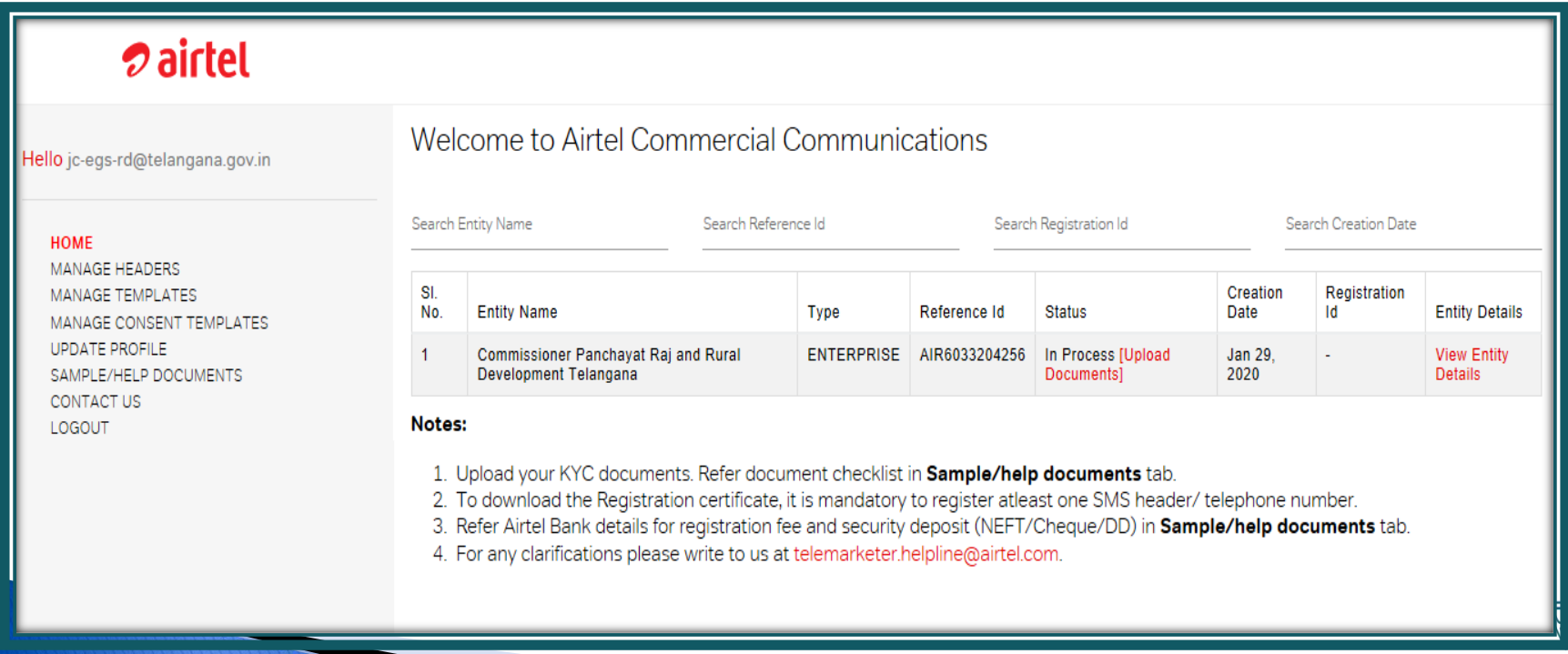
Once you put the OTP it will lead to Password reset . Post which you will receive the registration notification



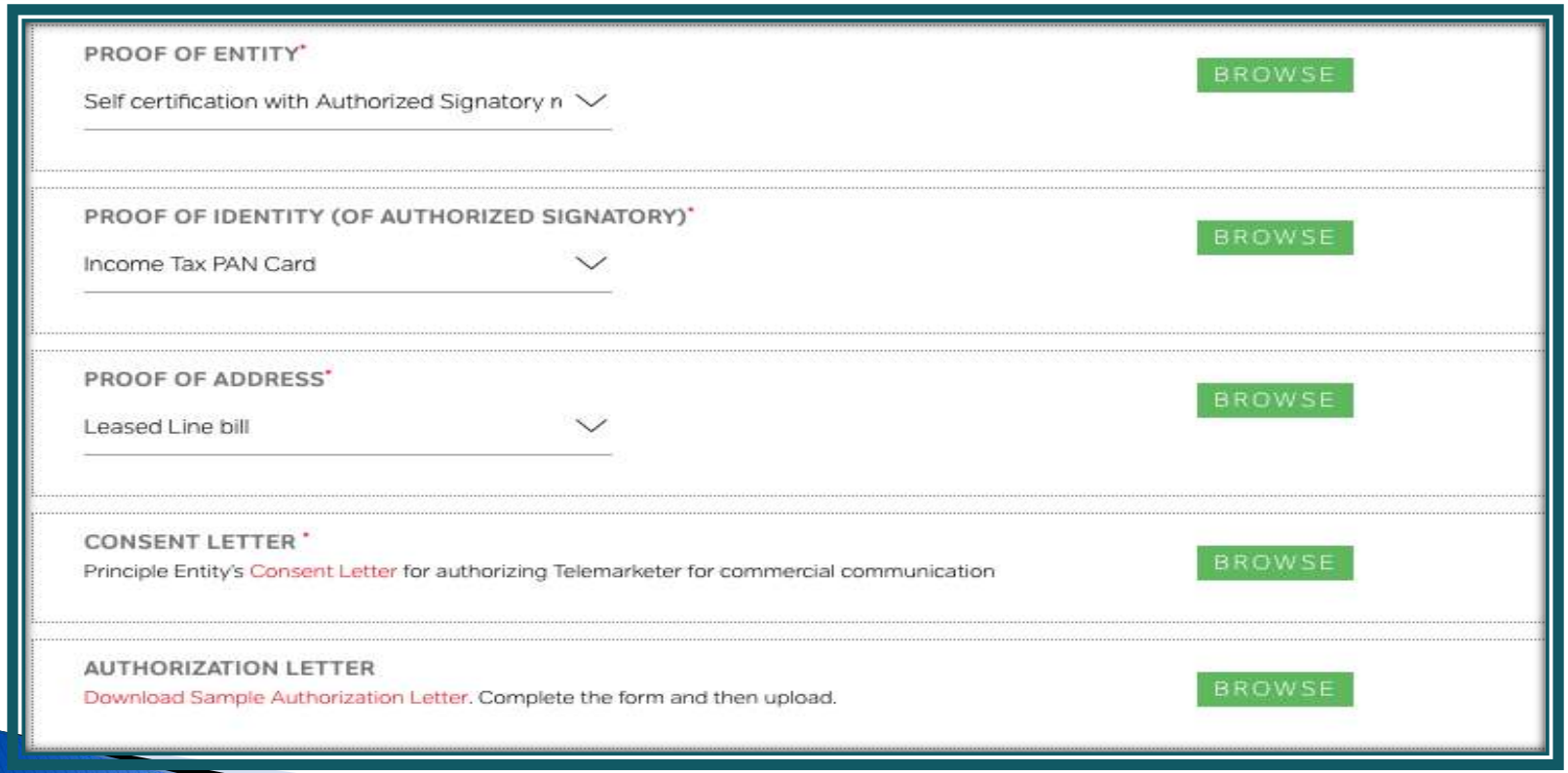
Your Airtel reference Id is generated. Click Proceed



Click on the **Upload Documents**



Upload Document Part 1

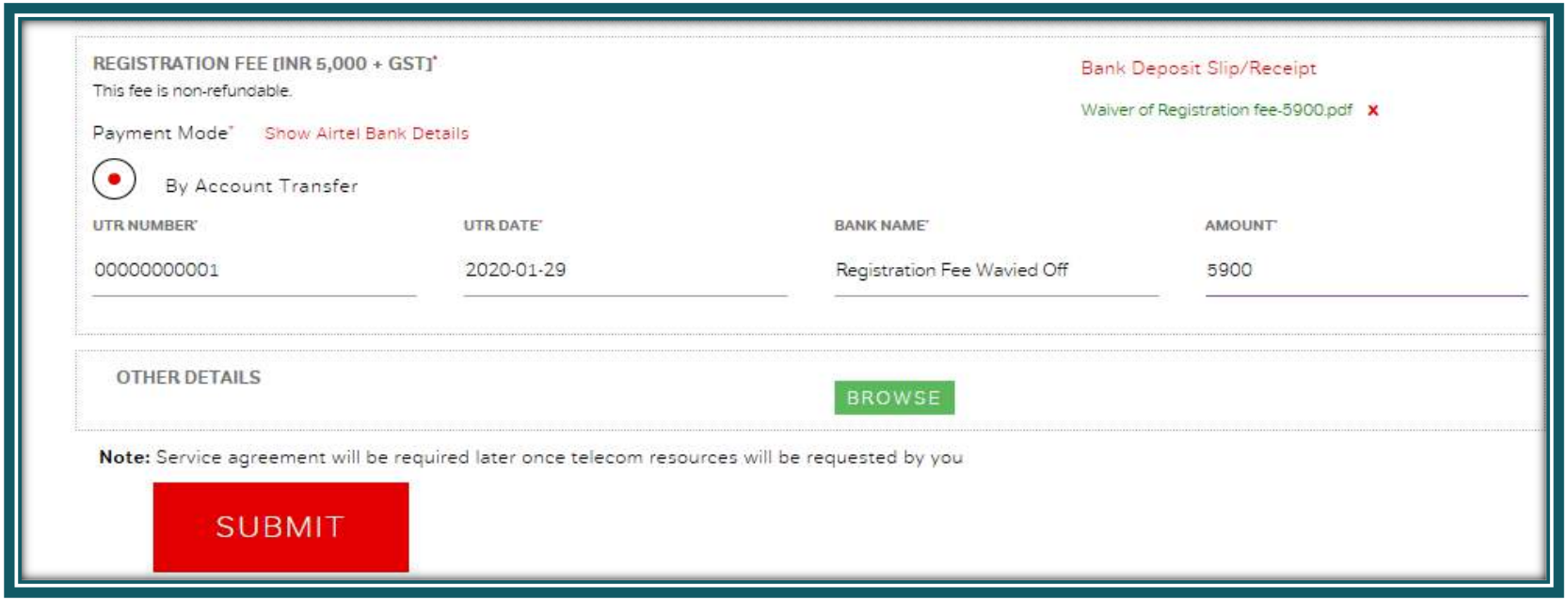


Documents to be loaded

- Proof of Identity : Undertaking Letter. (Format should be shared by C-DAC)
- Proof of Authorization: Pan/Tan
- Proof of Address : Electricity Bill/ Phone Bill/ whomsoever letter on letter head.
- Authorization Letter : Authorization Letter will be shared by C-DAC

Name of the contact person on undertaking and on Authorization Letter should be same.

Document Upload – Part 2 (Payment Details)



Fill the required field by the following:

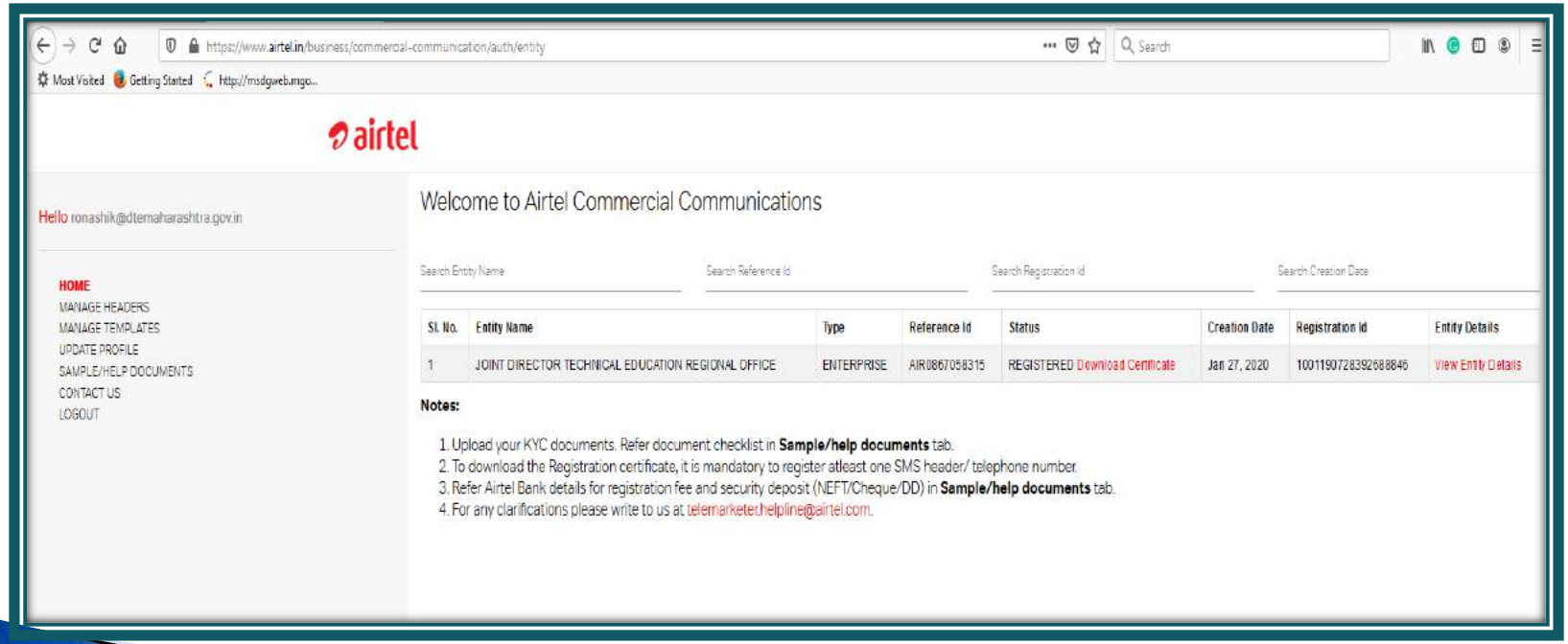
- DD/Cheque no/UTR no. : 000000001
- DD/Cheque date : Current Day Date
- Bank Name : Registration Fee Waived off
- Amount : 5900
- kindly upload attached the PDF file on the Browse option . File attached on the Document slide

Final Window Post submission of Documents

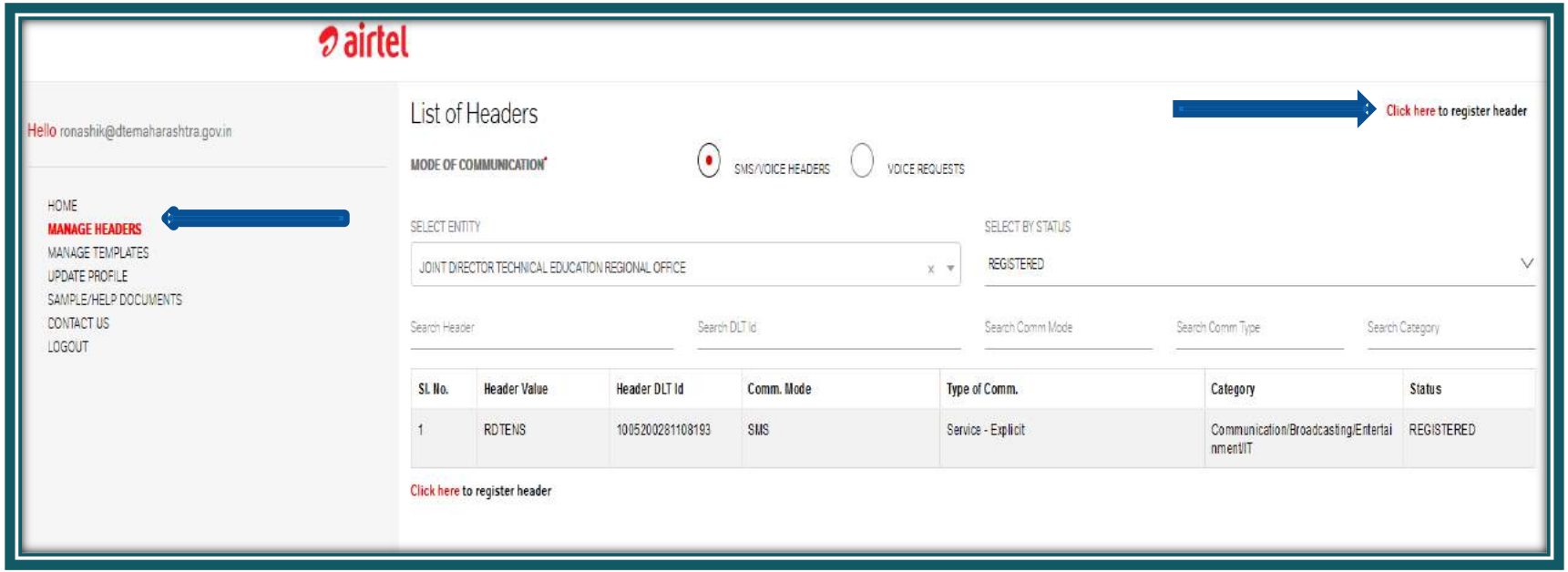
C-DAC requirements

- *Once the Telecom Operator approve the application an Entity ID will get generated on the column "Pending for verification".*
- *Once the ID is generated you are requested to register the "Header" and share the Entity ID along and Header Id with C-DAC along with the documents.*
- *Mail- msdp@cdac.in*
- *Phone- 022-26201604*

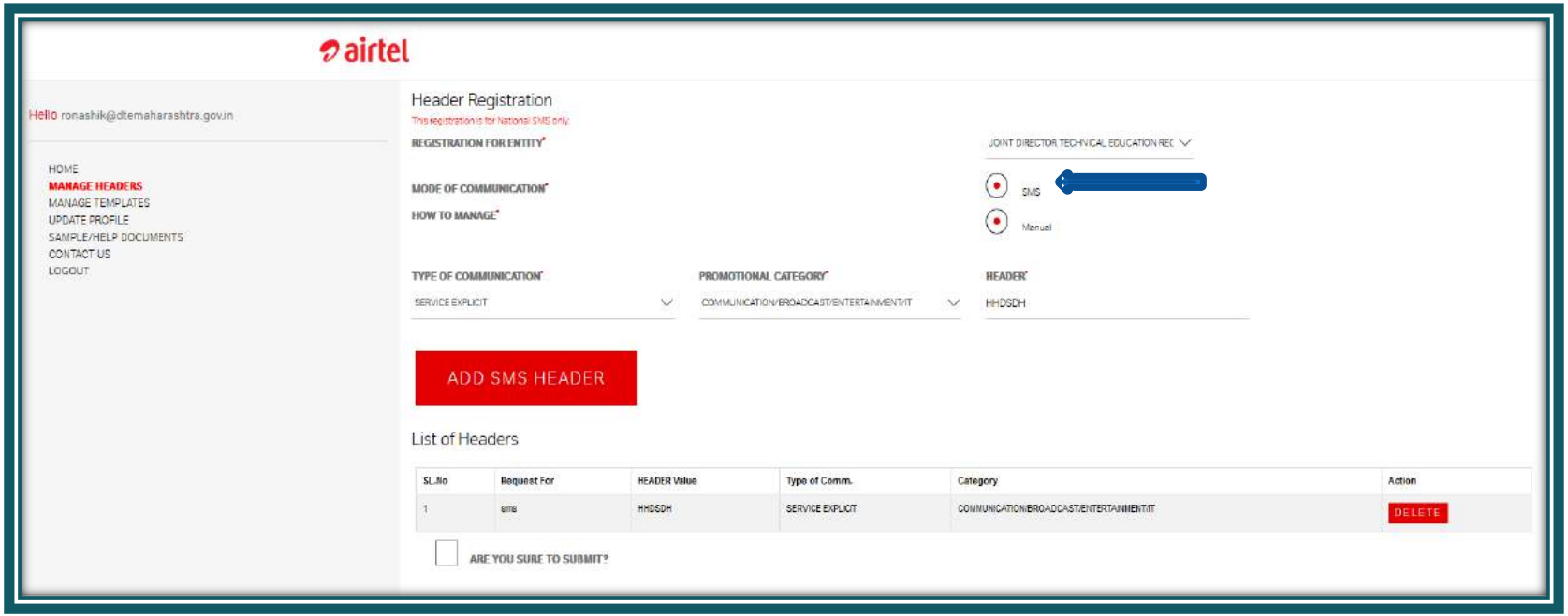
After Account get approval go for Header Registration



Click on Manage Header then Click here to register header



Select your Entity Name and Click on “SMS”



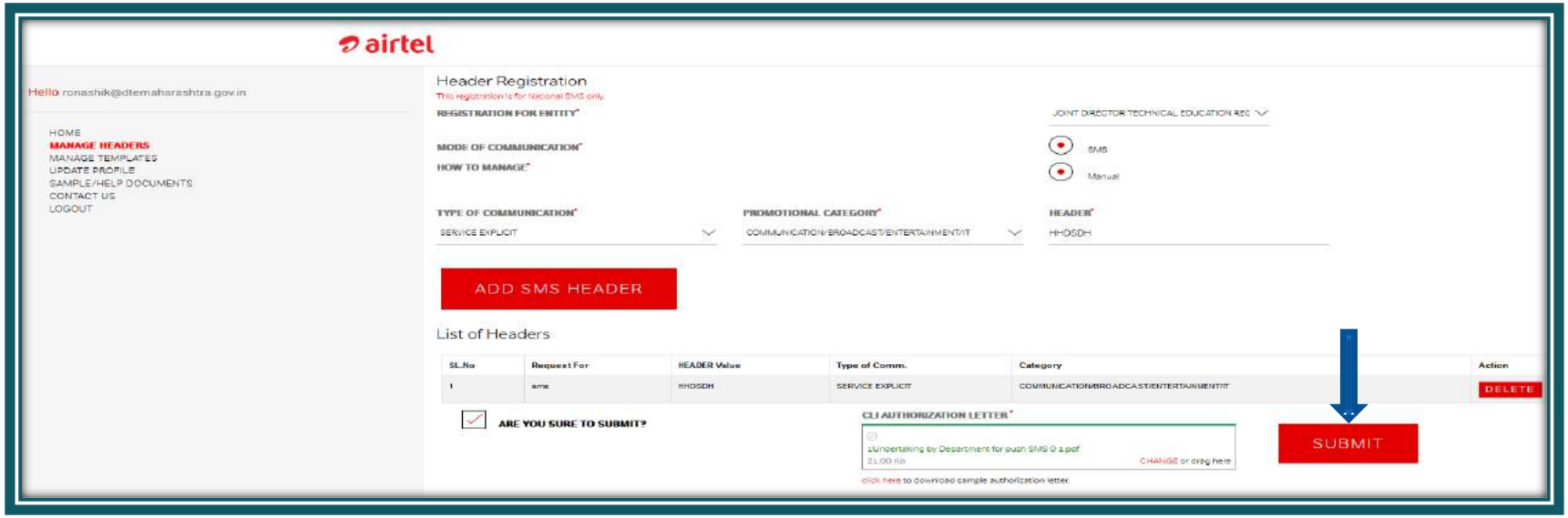
Fill all header details

- Select Header type : **Service Explicit**
- Enter your Header name

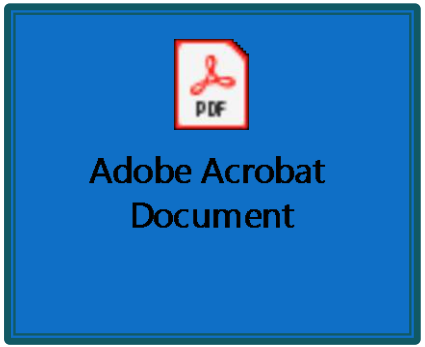
  Example: **MBSEVA**
- Select organization category

  Example:**Health/Education/Communication/IT/ Toursim/Food**
- Upload undertaking document and submit for approval.
- After Approval it will show **REGISTERED.**

After uploading Undertaking then Click on "Submit"



Documents Formats- 1 : For Payment wavier browse option/ Undertaking and Authorization letter (Click to Download)

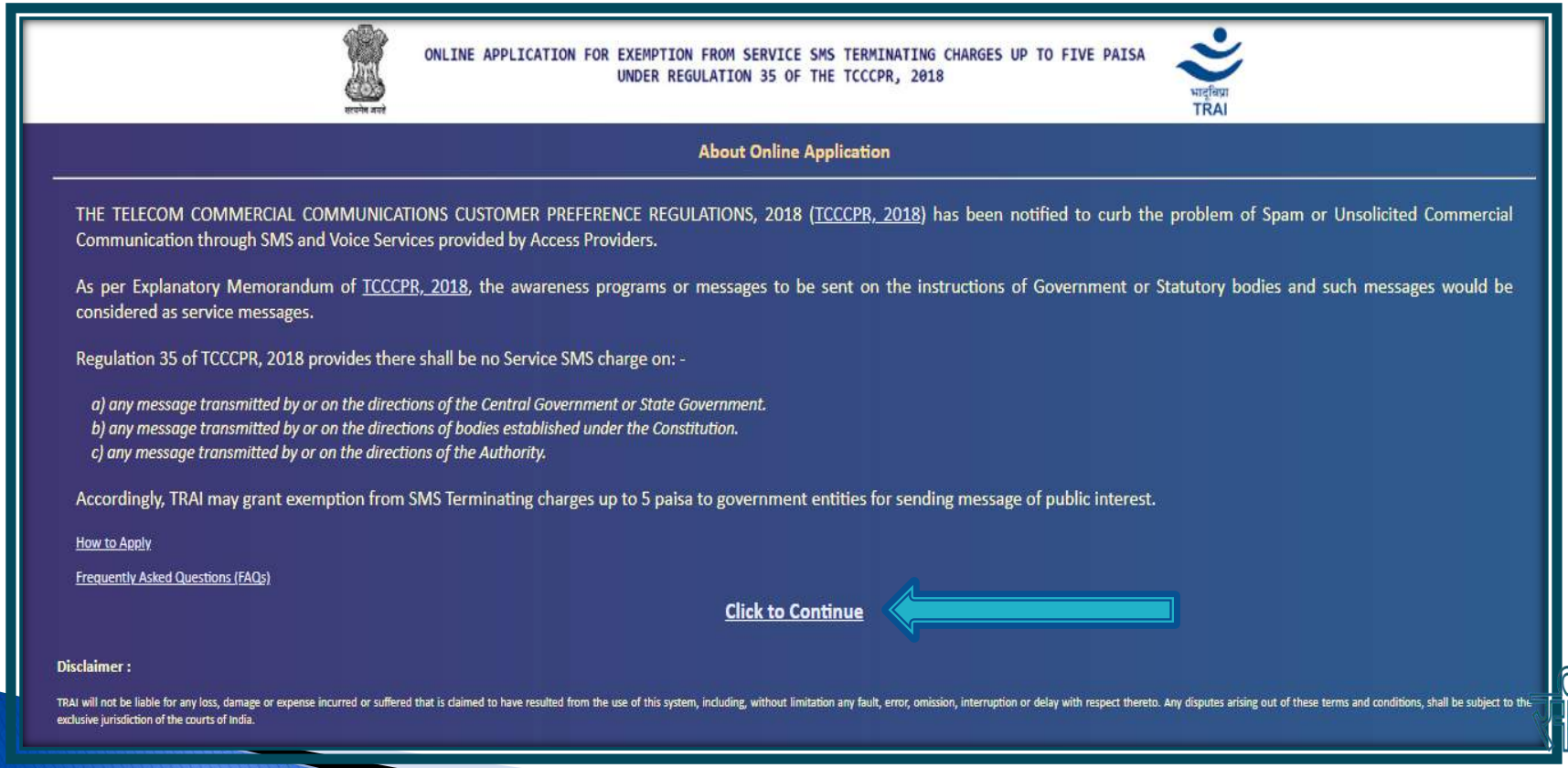


Part 3 – How to apply for TRAI Exemption

https://smsheader.trai.gov.in/exemption

- After completion of DLT process (Header and Template Registration), department may proceed for TRAI application

Click to continue…



ONLINE APPLICATION FOR EXEMPTION FROM SERVICE SMS TERMINATING CHARGES UP TO FIVE PAISA UNDER REGULATION 35 OF THE TCCCPR, 2018

TRAI

About Online Application

THE TELECOM COMMERCIAL COMMUNICATIONS CUSTOMER PREFERENCE REGULATIONS, 2018 (TCCCPR, 2018) has been notified to curb the problem of Spam or Unsolicited Commercial Communication through SMS and Voice Services provided by Access Providers.

As per Explanatory Memorandum of TCCCPR, 2018, the awareness programs or messages to be sent on the instructions of Government or Statutory bodies and such messages would be considered as service messages.

Regulation 35 of TCCCPR, 2018 provides there shall be no Service SMS charge on: -

a) any message transmitted by or on the directions of the Central Government or State Government.
b) any message transmitted by or on the directions of bodies established under the Constitution.
c) any message transmitted by or on the directions of the Authority.

Accordingly, TRAI may grant exemption from SMS Terminating charges up to 5 paisa to government entities for sending message of public interest.

How to Apply

Frequently Asked Questions (FAQs)

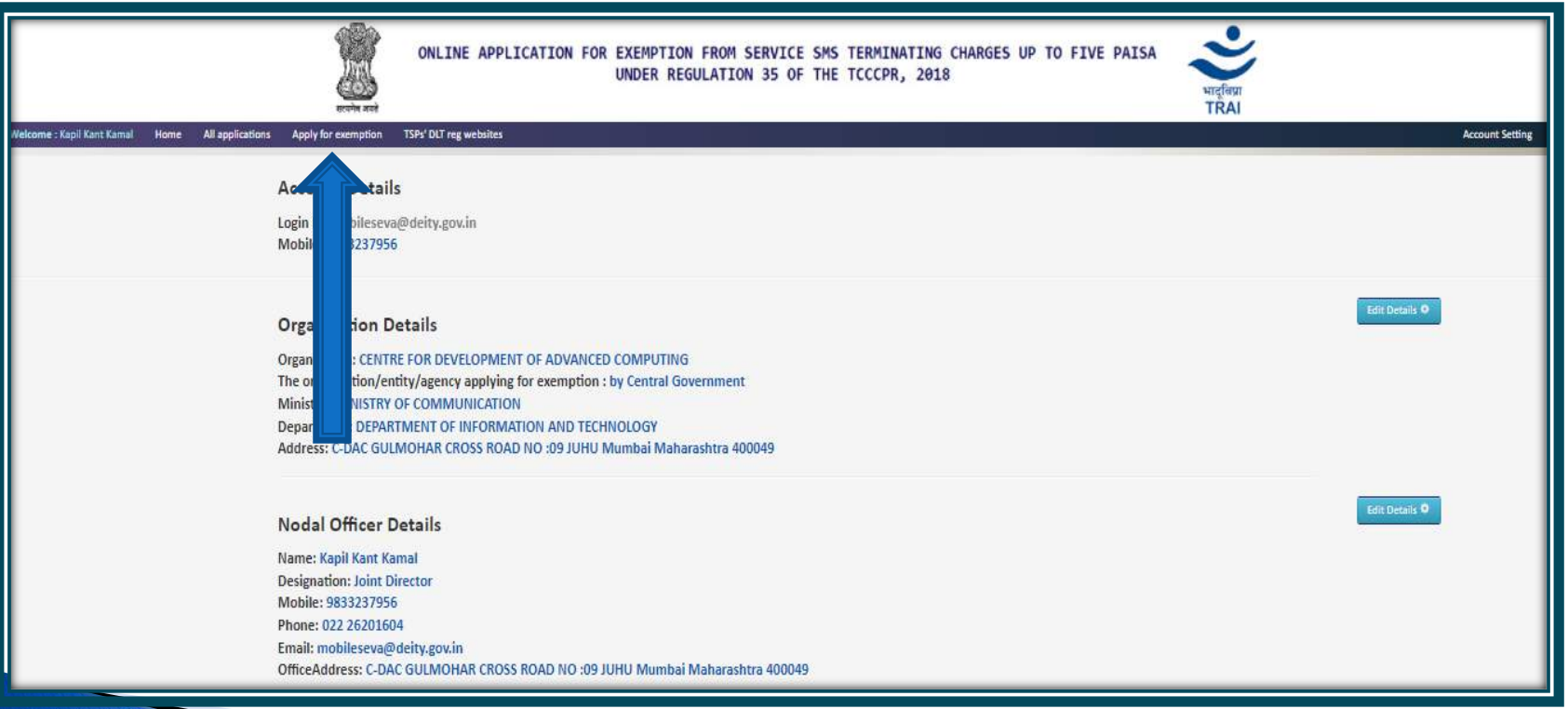
Click to Continue

Disclaimer :

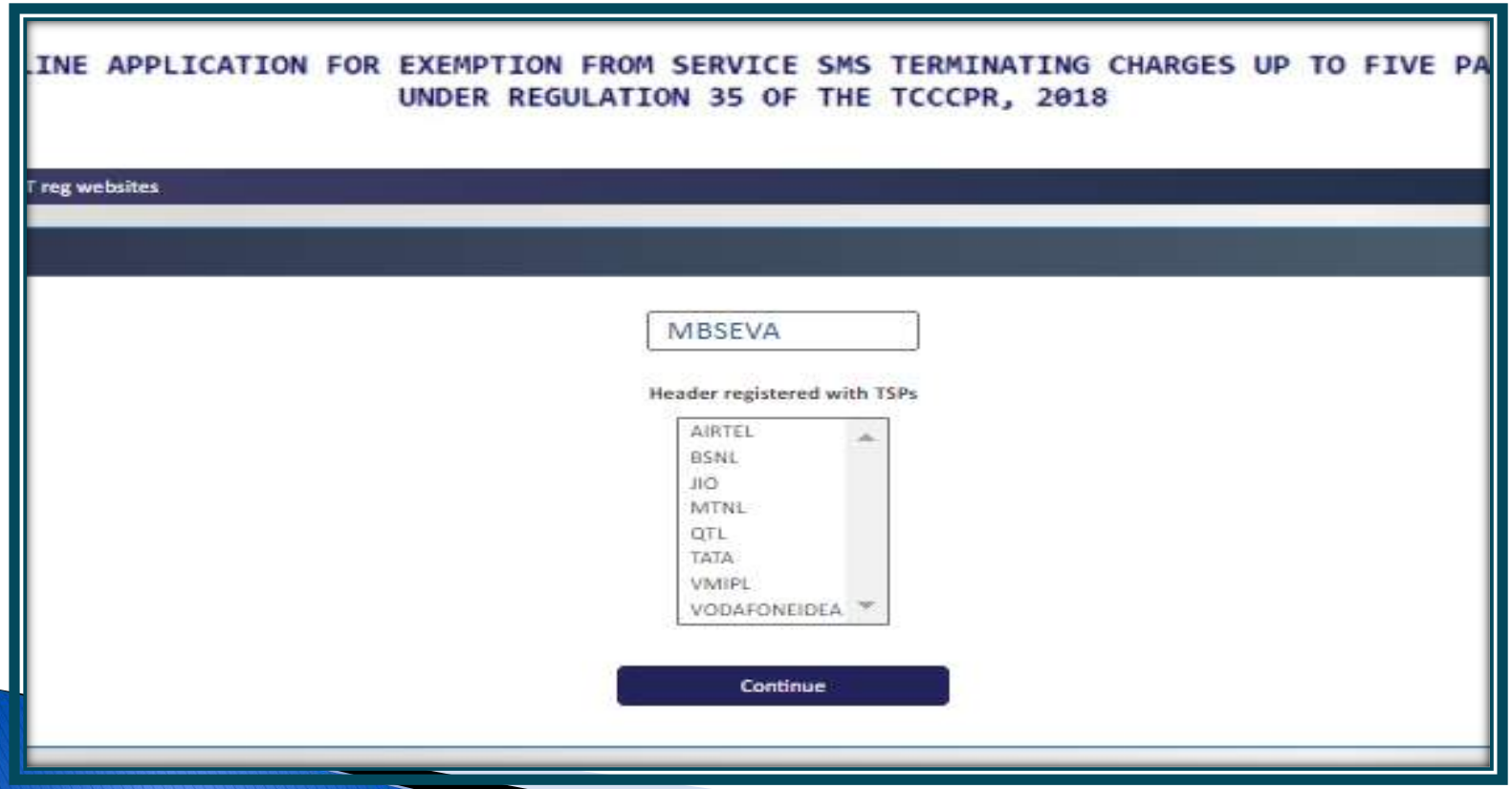
TRAI will not be liable for any loss, damage or expense incurred or suffered that is claimed to have resulted from the use of this system, including, without limitation any fault, error, omission, interruption or delay with respect thereto. Any disputes arising out of these terms and conditions, shall be subject to the exclusive jurisdiction of the courts of India.

SignUp – signup for your department and complete the process.

Click on Apply for exemption



Select sender id and continue



Fill the form and submit

LINE APPLICATION FOR EXEMPTION FROM SERVICE SMS TERMINATING CHARGES UP TO FIVE PAISA UNDER REGULATION 35 OF THE TCCCPR, 2018

New application for exemption

ONLINE APPLICATION FOR EXEMPTION FROM SERVICE SMS TERMINATING CHARGES UP TO FIVE PAISA UNDER REGULATION 35 OF THE TCCCPR, 2018

Please refer the guidelines for filling the proforma

Whether Approval of Head of Department taken for this request: YES NO

Details of registered Header:

Name of Registered Header:* CDACMN

Principal Entity Registration ID:* PE registration id

Header Registration ID:* Header registration id

Header registered with TSPs: * AIRTEL BSNL JIO MTNL (Press Ctrl to select multiple)

Life of Header (valid upto): DD-MM-YYYY

Exemption sought for header in:* Normal cases (Maximum for one year) Special cases (for more than one year)

Exemption sought for header upto: * DD-MM-YYYY

Purpose of sending message against above registered Header:

Citizen Centric Awareness & campaigns
Govt. Employees
Govt project related
Awareness for Govt. Policy
Other

Please provide the details of above cited purpose:*

CDACMN

List of documents enclosed with application:

Documentary proof of Entity Registration * Choose File No file chosen

Documentary proof of Header Registration * Choose File No file chosen

Only jpg files are allowed (Size < 512 KB)

Declaration:

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief and I undertake to inform you of any changes therein, immediately. I may be held liable for it, in case any of the above information is found to be false or untrue or misleading or misrepresenting.

Submit »

Submit the TRAI Form

- After the submission department is requested to take a printout on department letter head and upload the document with seal and sign on the same portal .

- Then TRAI release the TRAI exemption letter if you are eligible for it.

मोबाइल सेवा
Mobile Seva

Thank you