



सत्यमेव जयते

Ministry of Communications  
&  
Information Technology,  
Government of India

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मोबाइल सेवा  
Mobile Seva

सी डैक  
CDAC

**The National Mobile Governance Initiative**

# 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>

Ministry Of Electronics & Information Technology

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मोबाइल सेवा  
Mobile Seva

सी डैक  
CDAC

**The National Mobile Governance Initiative**

Home | Support | Feedback | Contact Us

User-Id:

Password:  [Forgot Password?](#)

x n 5 1 9 c

**LOGIN**

Don't have an account ? [Create New Account](#)

  

# Registration Form (Part 1)

User_id:*	<input type="text"/> <small>Note: User Id should be upto 15 characters and not contain any special characters like - , _ # . @ . % ! , =</small>
Password :*	<input type="password"/> <small>Note: Password must include at least one number &amp; one special character - # . @ . % !</small>
Confirm Password:*	<input type="password"/>
<b>Department Information</b>	
Organization type :*	<input type="radio"/> Central Government Department <input type="radio"/> State Government Department <input type="radio"/> PSU
Department Name: *	<input type="text"/> <small>Note: Please enter full name.</small>
Section Name; *	<input type="text"/> <small>Note: Please enter full name.</small>
Address: *	<input type="text"/> <small>Note: Please enter complete Official Address.</small>
State:*	<input type="text" value="-----Select-----"/>
City*	<input type="text"/>
Pincode: *	<input type="text"/>

# Registration Form (Part 2)

Contact Person Details	
Name:*	<input type="text"/>
Designation:*	<input type="text"/>
MobileNo :*	<input type="text"/> <a href="#">Generate OTP click here!</a>
Enter OTP :*	<input type="text"/> <input type="checkbox"/> tick the button to validate entered OTP
AlterMobileNo :	<input type="text"/>
EmailId :*	<input type="text"/> <small>Note: Please provide official Email_id.</small>
Alternate Email Id :*	<input type="text"/> <small>Note: Please provide official Email_id.</small>
Approved by (Head of the Office)	
Name:*	<input type="text"/>
Designation:*	<input type="text"/>
MobileNo :*	<input type="text"/>
EmailId :*	<input type="text"/> <small>Note: Please provide official Email_id. Verification link sent to this email id.</small>



# Registration Form (Part 3)

The image shows a screenshot of a web form titled "Registration Form (Part 3)". The form has a blue header and a light blue body. It contains two checkboxes: "SMSPush" and "SMSPull", both of which are unchecked. Below these checkboxes is a text input field containing the word "fear". To the right of this field is an empty text input field. At the bottom center of the form is a blue "Submit" button.

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>

Commercial  
Communication  
Platform

- Manage Telemarketer Registration
- Manage Enterprise Registration
- Manage Headers & Templates

LOGIN AS  
 Telemarketer  Enterprise

LOGIN ID  
Enter Login ID/Registered Email Id.

PASSWORD  
Enter Password

LOGIN

[NEW USER REGISTRATION](#) | [FORGOT PASSWORD](#) | [HELP PAGE](#) | [TEMPLATE GUIDELINES](#)

To all PE's and TM's,  
Bulk consent data upload feature is now available. Please click on this [link](#) to know more.

# Check the \*Enterprise and \*Government option



Commercial

Communication

Platform

- Manage Telemarketer Registration
- Manage Enterprise Registration
- Manage Headers & Templates

## Entity Registration

Who are you?

Telemarketer  Enterprise

Register as an Enterprise if you want to use commercial communication services for transactional/service/promotional SMS & Calls for your own organization.

Organization Type

Private  Government  SEBI Registered  Public  Others

EMAIL ID\*

abc@xyz.com

This will be your user Login Id.

PROCEED

PAN CARD NUMBER / TAN NUMBER\*

PAN CARD NUMBER / TAN NUMBER

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



Commercial

Communication

Platform

- Manage [Telemarketer Registration](#)
- Manage [Enterprise Registration](#)
- Manage [Headers & Templates](#)

## Entity Registration

Who are you?

Telemarketer  Enterprise

Register as an Enterprise if you want to use commercial communication services for transactional/service/promotional SMS & Calls for your own organization.

Organization Type

Private  Government  SEBI Registered  Public  Others

EMAIL ID\*

mssw.cctns.police@punjab.gov.in

PAN CARD NUMBER / TAN NUMBER\*

AAACP9909LJ

This will be your user Login Id.

PROCEED

# Registration- Part - 1 \*Fill the required fields\*



## Commercial Communication Platform

- Manage Telemarketer Registration
- Manage Enterprise Registration
- Manage Headers & Templates

Who are you?

Telemarketer  Enterprise

Register as an Enterprise if you want to use commercial communication services for transactional/service/promotional SMS & Calls for your own organization.

Organization Type

Private  Government  SEBI Registered  Public  Others

EMAIL ID\*

jc-egs-rd@telangana.gov.in

**This will be your user Login Id.**

MOBILE NUMBER\*

98XXXXXXXX

**This mobile number would be used for further communication.**

Organization Details

NAME OF ORGANIZATION\*

XYZ Dummy

REGISTERED ADDRESS\*

XYZ YXZ

PAN CARD NUMBER / TAN NUMBER\*

HYDS38728E

EXISTING REGISTRATION

NA

STATE\*

Telangana

PIN CODE\*

500080

# Registration Part -2 " Auth person Details"

## Authorized Personnel Details

NAME\*

ABC

CONTACT NUMBER\*

9999999999

EMAIL ID\*

abc@xyz.com

AADHAAR NUMBER

## Type of Commercial Communication

TRANSACTIONAL

SERVICE

PROMOTIONAL

## Mode of Communication

SMS

VOICE

**PROCEED**



OTP will get generated on mail and phone number

# Account Validation

MOBILE OTP

\*\*\*\*\*

EMAIL OTP

\*\*\*\*\*

RESEND OTP

CANCEL

SUBMIT

OTP Sent

A One Time Password (OTP) has been sent to your email Id and mobile number.

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

# Account Validation

MOBILE OTP

\*\*\*\*\*

EMAIL OTP

\*\*\*\*\*

RESEND OTP

CANCEL

SUBMIT

OTP Sent

A One Time Password (OTP) has been sent to your email Id and mobile number.

# Your Airtel reference Id is generated. Click Proceed



Helio jc-egs-rd@telangana.gov.in

HOME  
MANAGE HEADERS  
MANAGE TEMPLATES  
MANAGE CONSENT TEMPLATES  
UPDATE PROFILE  
SAMPLE/HELP DOCUMENTS  
CONTACT US  
LOGOUT

Your request has been submitted.

Your Reference ID is **AIR6033204256**.

Please keep this ID for future communication. To complete the registration process, please click on PROCEED.

For assistance, contact the below spoc(s).

Name	Email Id	Phone No.	Type
Samuel Raj	samuel.sunder@airtel.com	9849011472	SMS
Thirupathi S	thirupathi.s@airtel.com	9849011147	SMS

Bank details for security deposit (NEFT)

Beneficiary Account Number	00030310013826
Beneficiary Account Name	Bharti Airtel Ltd.
IFSC Code	HDFC0000003
MICR Code	11024001
Bank Name	HDFC Bank Ltd
Branch Name	NEW DELHI SURYA KIRAN K G MARG
Branch Add	G-4, GROUND FLOOR SURYA KIRAN BLDG19, KASTURBA GANDHI MARG NEW DELHI NEW DELHI 110 001

PROCEED

Click on the **\*\*Upload Documents\*\***



Hello jc-egs-rd@telangana.gov.in

**HOME**

- MANAGE HEADERS
- MANAGE TEMPLATES
- MANAGE CONSENT TEMPLATES
- UPDATE PROFILE
- SAMPLE/HELP DOCUMENTS
- CONTACT US
- LOGOUT

Welcome to Airtel Commercial Communications

Search Entity Name

Search Reference Id

Search Registration Id

Search Creation Date

Sl. No.	Entity Name	Type	Reference Id	Status	Creation Date	Registration Id	Entity Details
1	Commissioner Panchayat Raj and Rural Development Telangana	ENTERPRISE	AIR6033204256	In Process [ <a href="#">Upload Documents</a> ]	Jan 29, 2020	-	<a href="#">View Entity Details</a>

**Notes:**

1. Upload your KYC documents. Refer document checklist in **Sample/help documents** tab.
2. To download the Registration certificate, it is mandatory to register atleast one SMS header/ telephone number.
3. Refer Airtel Bank details for registration fee and security deposit (NEFT/Cheque/DD) in **Sample/help documents** tab.
4. For any clarifications please write to us at [telemarketer.help@airtel.com](mailto:telemarketer.help@airtel.com).

# Upload Document Part 1

## PROOF OF ENTITY\*

Self certification with Authorized Signatory n

BROWSE

## PROOF OF IDENTITY (OF AUTHORIZED SIGNATORY)\*

Income Tax PAN Card

BROWSE

## PROOF OF ADDRESS\*

Leased Line bill

BROWSE

## CONSENT LETTER \*

Principle Entity's **Consent Letter** for authorizing Telemarketer for commercial communication

BROWSE

## AUTHORIZATION LETTER

[Download Sample Authorization Letter](#). Complete the form and then upload.

BROWSE

## 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)

## REGISTRATION FEE (INR 5,000 + GST)\*

This fee is non-refundable.

Bank Deposit Slip/Receipt

Payment Mode\* [Show Airtel Bank Details](#)

[Waiver of Registration fee-5900.pdf](#) x

By Account Transfer

UTR NUMBER*	UTR DATE*	BANK NAME*	AMOUNT*
00000000001	2020-01-29	Registration Fee Wavied Off	5900

## OTHER DETAILS

[BROWSE](#)

**Note:** Service agreement will be required later once telecom resources will be requested by you

[SUBMIT](#)



## 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

Hello jc-egs-rd@telangana.gov.in

Welcome to Airtel Commercial Communications

Search Entity Name

Search Reference Id

Search Registration Id

Search Creation Date

**HOME**

MANAGE HEADERS

MANAGE TEMPLATES

MANAGE CONSENT TEMPLATES

UPDATE PROFILE

SAMPLE/HELP DOCUMENTS

CONTACT US

LOGOUT

Sl. No.	Entity Name	Type	Reference Id	Status	Creation Date	Registration Id	Entity Details
1	Commissioner Panchayat Raj and Rural Development Telangana	ENTERPRISE	AIR6033204256	Pending for verification	Jan 29, 2020	-	<a href="#">View Entity Details</a>

**Notes:**

## 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](mailto:msdp@cdac.in)*
- ▶ *Phone- 022-26201604*

# After Account get approval go for Header Registration

The screenshot displays the Airtel Commercial Communications web portal. The browser address bar shows the URL: <https://www.airtel.in/business/commercial-communication/auth/entity>. The page features the Airtel logo and a welcome message: "Welcome to Airtel Commercial Communications". Below the welcome message, there are search filters for "Search Entry Name", "Search Reference Id", "Search Registration Id", and "Search Creation Date". A table lists the registered entities, with one entry visible:

Sl. No.	Entity Name	Type	Reference Id	Status	Creation Date	Registration Id	Entity Details
1	JOINT DIRECTOR TECHNICAL EDUCATION REGIONAL OFFICE	ENTERPRISE	AIR0867058315	REGISTERED <a href="#">Download Certificate</a>	Jan 27, 2020	1001190728392688846	<a href="#">View Entity Details</a>

Below the table, there is a "Notes:" section with the following instructions:

1. Upload your KYC documents. Refer document checklist in **Sample/help documents** tab.
2. To download the Registration certificate, it is mandatory to register atleast one SMS header/ telephone number.
3. Refer Airtel Bank details for registration fee and security deposit (NEFT/Cheque/DD) in **Sample/help documents** tab.
4. For any clarifications please write to us at [telemarketer.help@airtel.com](mailto:telemarketer.help@airtel.com).

The left sidebar contains a navigation menu with the following items:

- HOME
- MANAGE HEADERS
- MANAGE TEMPLATES
- UPDATE PROFILE
- SAMPLE/HELP DOCUMENTS
- CONTACT US
- LOGOUT

# Click on Manage Header then Click here to register header

**airtel**

Hello ronashik@dtimaharashtra.gov.in

HOME  
**MANAGE HEADERS**  
MANAGE TEMPLATES  
UPDATE PROFILE  
SAMPLE/HELP DOCUMENTS  
CONTACT US  
LOGOUT

### List of Headers

MODE OF COMMUNICATION\*  SMS/VOICE HEADERS  VOICE REQUESTS

SELECT ENTITY: JOINT DIRECTOR TECHNICAL EDUCATION REGIONAL OFFICE

SELECT BY STATUS: REGISTERED

Search Header: Search DLT Id: Search Comm Mode: Search Comm Type: Search Category:

Sl. No.	Header Value	Header DLT Id	Comm. Mode	Type of Comm.	Category	Status
1	RDTENS	1005200281108193	SMS	Service - Explicit	Communication/Broadcasting/Entertainment/IT	REGISTERED

[Click here to register header](#)

# Select your Entity Name and Click on “SMS”

**airtel**

Hello ronashik@otemaharashtra.gov.in

HOME  
**MANAGE HEADERS**  
MANAGE TEMPLATES  
UPDATE PROFILE  
SAMPLE/HELP DOCUMENTS  
CONTACT US  
LOGOUT

### Header Registration

*This registration is for National SMS only.*

REGISTRATION FOR ENTITY\* JOINT DIRECTOR TECHNICAL EDUCATION REC. ▾

MODE OF COMMUNICATION\*  SMS  Manual

HOW TO MANAGE\*

TYPE OF COMMUNICATION\* SERVICE EXPLICIT ▾ PROMOTIONAL CATEGORY\* COMMUNICATION/BROADCAST/ENTERTAINMENT/IT ▾ HEADER\* HHSDSH

**ADD SMS HEADER**

#### List of Headers

SL.No	Request For	HEADER Value	Type of Comm.	Category	Action
1	sms	HHSDSH	SERVICE EXPLICIT	COMMUNICATION/BROADCAST/ENTERTAINMENT/IT	<b>DELETE</b>

ARE YOU SURE TO SUBMIT?

## Fill all header details

- ▶ Select Header type : **Service Explicit**
- ▶ Enter your Header name  
Example: **MBSEVA**
- ▶ Select organization category  
Example: **Health/Education/Communication/I  
T/ Toursim/Food**
- ▶ Upload undertaking document and submit for approval.
- ▶ After Approval it will show **REGISTERED.**



# After uploading Undertaking then Click on “Submit”

**airtel**

Hello ronashik@dtmaharashtra.gov.in

- HOME
- MANAGE HEADERS**
- MANAGE TEMPLATES
- UPDATE PROFILE
- SAMPLE /HELP DOCUMENTS
- CONTACT US
- LOGOUT

**Header Registration**  
This registration is for National SMS only.

REGISTRATION FOR ENTITY\* JOINT DIRECTOR TECHNICAL EDUCATION REC ✓

MODE OF COMMUNICATION\*  SMS  
 Manual

HOW TO MANAGE\*

TYPE OF COMMUNICATION\* SERVICE EXPLICIT ✓ PROMOTIONAL CATEGORY\* COMMUNICATION/BROADCAST/ENTERTAINMENT/IT ✓ HEADER\* HHDSDH

**ADD SMS HEADER**

List of Headers

SL.No	Request For	HEADER Value	Type of Comm.	Category	Action
1	sms	HHDSDH	SERVICE EXPLICIT	COMMUNICATION/BROADCAST/ENTERTAINMENT/IT	<b>DELETE</b>

**ARE YOU SURE TO SUBMIT?**

**CLI AUTHORIZATION LETTER\***

Undertaking by Department for push SMS Q 4.pdf  
ZL00.Hd [CHANGE or orig here](#)

[click here to download sample authorization letter](#)

**SUBMIT**

# Documents Formats– 1 : For Payment waiver browse option/ Undertaking and Authorization letter ( Click to Download)



Adobe Acrobat  
Document



Microsoft Office  
Word 97 - 2003 Document

## 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



## 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 paise 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.



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



Login to your account

Login

Username

Password

Login

[Forgot password ?](#)

[Don't have an account yet ?](#)

SignUp

[Back to Home](#)

# Click on Apply for exemption



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



Welcome - Kapil Kant Kamal Home All applications Apply for exemption TSPs' DLT reg websites

Account Setting

## Account Details

Login: mobileseva@deity.gov.in  
Mobile: 9833237956

## Organization Details

Organization: CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING  
The organization/entity/agency applying for exemption : by Central Government  
Ministry: MINISTRY OF COMMUNICATION  
Department: DEPARTMENT OF INFORMATION AND TECHNOLOGY  
Address: C-DAC GULMOHAR CROSS ROAD NO :09 JUHU Mumbai Maharashtra 400049

Edit Details

## Nodal Officer Details

Name: Kapil Kant Kamal  
Designation: Joint Director  
Mobile: 9833237956  
Phone: 022 26201604  
Email: mobileseva@deity.gov.in  
OfficeAddress: C-DAC GULMOHAR CROSS ROAD NO :09 JUHU Mumbai Maharashtra 400049

Edit Details



# Select sender id and continue

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

T reg websites

MBSEVA

Header registered with TSPs

AIRTEL  
BSNL  
JIO  
MTNL  
QTL  
TATA  
VM IPL  
VODAFONEIDEA

Continue

# Fill the form and submit

## ONLINE 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: \*   
Principal Entity Registration ID: \*   
Header Registration ID: \*   
Header registered with TSPs: \*  Press Ctrl to select multiple  
Life of Header (valid upto):  Calendar icon  
Exemption sought for header in: \*  Normal cases (Maximum for one year)  Special Cases (for more than one year)  
Exemption sought for header upto: \*  Calendar icon

#### 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: \*

#### List of documents enclosed with application:

Documentary proof of Entity Registration \*  No file chosen  
Documentary proof of Header Registration \*  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 thereto, 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 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

