BY FAX/POST

GOVERNMENT OF ODISHA
FOOD SUPPLIES AND CONSUMER WELFARE DEPARTMENT

No. ___ 209999 ___ dated, Bhubaneswar the 14th December, 2011
PL II P 6/11

From
Sri Madhusudan Padhi, IAS
Commissioner-cum-Secretary to Government

To
All Collectors

Sub:  **Mobile Governance (m-Gov) in Paddy Procurement in the State**

Sir,

I am to inform you that Government of Odisha in FS & CW Department has decided to developing an application of Mobile Governance (m-Gov) where necessary uniqueness are given below:

It is a fact that information on paddy procurement is not reaching the State Headquarter in time. Similarly, the daily functioning of the PPCs is not being monitored at any level as the same information is not available. To overcome the information gap, it is proposed to get the information from each PPC (whether Society or Market Yard) with the help of mobile SMS. The Purchase Officers of Market Yard and Secretaries of Societies will sent SMS regarding paddy delivered to each miller as per Acceptance Note (AC Note) on the day of delivery to Mills. The SMS will be routed through the Mobile Modem set up in the FS&CW Department to the Server and MIS reports will be generated and made available through the website of the FS&CW Department (www.foododisha.in) and OSCSC (www.oscsc.in).

To achieve this, the mobile phone numbers collected through the Society Registration process and Market Yard Registration process would be used. If one Purchase Officer (PO) is operating for more than one Market Yard, then he/she has to give so many mobile numbers as many Market Yards where they are PO so that one Market Yard is identified with one Mobile Phone No. Use of any other mobile other than those registered will not be accepted by the Mobile Modem and the Server. The unique mobile for a Market Yard or a Society is an essential requirement for this m-Gov application.

Please note that an Unique Mobile Number of the Purchase officer of various agencies for a Market Yard is to be used for sending SMS. Please note that:

<table>
<thead>
<tr>
<th>One Purchase Officer</th>
<th>One Market Yard</th>
<th>One Mobile Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Purchase Officer</td>
<td>Two Market Yards</td>
<td>Two Separate Mobile Numbers</td>
</tr>
</tbody>
</table>

If one Purchase Officer is in charge of two Market Yards for an agency, then he/she can use his/her mobile number for one Market Yard and use the mobile of SA-cum-GA attached to
him/her for the 2nd market yard. In such a case, the mobile number of SA-cum-GA is to be assigned as the mobile for 2nd Market Yard while registered the same.

Similarly, Unique Mobile Number is to be used for each Society. For Example:

<table>
<thead>
<tr>
<th>One Secretary</th>
<th>One Society</th>
<th>One Mobile Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Secretary</td>
<td>Two Societies</td>
<td>Two Separate Mobile Numbers</td>
</tr>
<tr>
<td>One Secretary</td>
<td>Three Societies</td>
<td>Three Separate Mobile Numbers</td>
</tr>
</tbody>
</table>

In this regard a Video Conference shall be held on 19.12.2011 at 3.00 PM. CSO, ACSO, DRCS, ARCS, DSWO, EE I/c of Pani Panchayat of your district may be requested to attend the Conference. The District administration will conduct a 2 hour training programme for Purchase Officers of Market Yards and Secretary of Societies engaged in procurement for sending SMS.

The SMS will have the following format:

**PP_DDMMYY_Miller Code Quantity**

(6 digits) (in Quintals)

The SMS is to be sent to the phone number **94370 00359**

The SMS may be like **PP_081211_290101_250.5** ('_' indicates 'space')

081211 indicates 8th December, 2011 i.e. the date of delivery to the miller as per AC Note.

290101 is the rice mill code. This code indicates the first rice mill of Binka Block of Subarnapur District. The 'M' of miller code is to be ignored.

250.5 indicates the quantity of paddy in quintals delivered to the above mill on 8.12.2011.

After the SMS is received, the same will be collated and MIS reports would be generated to know the quantity of paddy procured at each PPC and paddy received by each mill. As the SMS information will be based on the AC Note, miller-wise paddy delivery is to be indicated in the SMS for the particular date. The MIS reports will also indicate the functioning of various PPCs throughout the State. The District Collector & CSO can also use the MIS reports to gear up their procurement machinery.

**How to get Stated:**

**Step – 1**

Share the list of Millers engaged in procurement with their codes with the purchase officers and Secretary of Societies. These codes are to be used in SMS. Only codes of mills assigned to the Market Yard or Society is to be shared to avoid confusion.

**Step – 2**

Inform them of their code i.e. of Market Yard or Society of which they are in charge.
Step – 3
Ask the Purchase Officers / Secretaries who have already stated procurement to update their procurement information as per AC Note through Mobile Phone Number. Please note that **One AC Note = One SMS** i.e. information of one **AC Note** (which will contain the quantity of paddy delivered to a miller on a date) will be sent through one SMS to 94370-00359. Please do not make any voice calls on this number as it is connected to Mobile Modem.

Step – 4
After completing the backlog of procurement entries, ensure that daily SMS regarding AC Note are sent regularly by the Purchase Officers / Secretaries of Societies. This SMS application can be started right away from 19.12.11.

A video demo has been made available on the homepage of the department’s website [www.foododisha.in](http://www.foododisha.in) for helping the officials in sending SMS. This may be used during training.

As this is one of the novel initiatives of the Government, your whole hearted cooperation is necessary for making the initiative a success.

Yours faithfully,

[Signature]

Commissioner-cum-Secretary to Govt.

Memo No 20999 dt 14.12.2011
Copy forwarded to MD O.S.C.S.C for information.

Memo No 21000 dt 14.12.2011
Copy forwarded to all CSOs/ for information and necessary action.

Memo No 21001 dt 14.12.2011
Copy forwarded to GM, FCI, Bhubaneswar/ MD, TDCC, Bhubaneswar/ BM, NAFED, Bhubaneswar/ MD, MARKFED, Bhubaneswar for information and necessary action.
SMS ଗାଇରାଣ ନାମ ଏବଂ ଚିତ୍ରବୃକ୍ତ ରେକେଗାର
(ଚିତ୍ରବୃକ୍ତ ଓ କରିତରୁ SMS ଯୋଗଦାନ ଆଧାର କରି)

ମାରାତ୍ମ୍ୟ କରାଇବା ପ୍ରଶ୍ନଉତ୍ପତି/ନ୍ରମାନ/୨ବାସ୍ତା ଲେଖନ 

ନମ୍ବର ୯୪୩୭୦୦୦୩୫୯ ଯୋଗେକ୍ଷା ନାମ ହେବୁ ନେଇଶି।

ମାରାତ୍ମ୍ୟ କରାଇବା ପ୍ରଶ୍ନଉତ୍ପତି/ନ୍ରମାନ/୨ବାସ୍ତା (Create/Write Message) ଲେଖନ ଲେଖନ।
Write/Text Message ଲେଖନ ଲେଖନ।

କାକିପିନାର ଲାଇକ ଖେଲା ପ୍ରକ୍ରିୟା ଲେଖନ PP ଲେଖନ। ମାରାତ୍ମ୍ୟ ଗାଇରାଣ ନାମ ହେବ ଏବଂ AC Notes ମହିନ୍ଦ୍ରିତ ଜିବନରେ ହେବ ନେଇଶି ଏବଂ (ddmmyy), ମହାକାଲ (ଜରଫ୍ୟଳ ବର୍ଷକୀତ ୦୫ ଜିବନରେ ୨୦୧୧) ଲେଖନ ଲେଖନ। ୦୫୧୨୧। ମାରାତ୍ମ୍ୟ ଗାଇରାଣ ଲେଖ ରେକେଗାର ନାମରେ 
M ବର୍ଣନା ନାମ ହେବ (ବର୍ଣନା ନାମରେ) ଲେଖନ ଲେଖନ। - M010101 ଲେଖନ ଲେଖନ ଲେଖନ ୦୧୦୧ ଲେଖନ। 
ମାରାତ୍ମ୍ୟ ଗାଇରାଣ ଲେଖ ରେକେଗାର ନାମରେ 
M010101 ଲେଖନ ଲେଖନ ୦୧୦୧ ଲେଖନ। 
(୨୫୯୨୫)।

SMS ଲେଖନାରେ ଲେଖନାରେ - PP ୦୫୧୨୧୧ ୦୧୦୧ ଲେଖନ ୨୫୯.୨୫
SMS Based Reporting on Paddy Procurement
(How to Send SMS)

In the mobile phone go to the SMS option.

Select Create Message

Select Text Message

In the text space: Type PP without any space
Then give a space and type the Date on AC note(Acceptance Note) in DD/MM/YY
(For example if the date is 5th of December 2011 then type 051211)
Give a space and type the Miller Code to whom paddy was sold.
The first letter 'M' of miller code should be ignored.
(For example if the miller code is M010101 then type 010101 only, ignoring the first letter 'M').
Give a space and type the quantity of Paddy in quintal
(For example if the quantity is 259.25 quintal then type 259.25)
Then Send the Message to 9437000359

Note: Send the SMS from the mobile which has been recorded in the registration form for Secretary. Do not send the message from any other mobile. If you send the SMS from other mobile the SMS will not be accepted.