



ODISHA STATE DISASTER MANAGEMENT AUTHORITY

(A GOVERNMENT OF ODISHA AGENCY)

Letter No. 1160 /OSDMA Date: 31.03.2020

From

Sri Pradeep Jena, IAS
Additional Chief Secretary &
Managing Director

To

Sri Manoj Kumar Mishra, IRTS
Secretary, E&IT Department
Odisha Computer Application Center
Bhubaneswar

Sub: Development of a Robust Cell Broadcast Protocol for public awareness generation on COVID-19 pandemic – regarding

Sir,

Refer to your discussion with the undersigned on 30th March, 2020 for development of a protocol and arrangement for regular dissemination of cell broadcast based text & voice messages to general public on:

- (a) awareness generation &
- (b) sharing of important information & messages from high Government officials on COVID-19.

In this connection, IT Department may work out a proposal as proposed by you and take it up for massive awareness generation and information sharing on COVID-19. Awareness can induce behavioral change which is so important in containment of COVID-19. In case any support is needed from OSDMA, specific proposals may be submitted.

Yours faithfully,

Additional Chief Secretary &
Managing Director