



INDIAN COUNCIL OF AGRICULTURAL RESEARCH
ZONAL PROJECT DIRECTORATE - ZONE VIII
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F.No.3-31/ZPD-8/SMS/2010
June 18, 2010

The Programme Coordinators
of KVKs of Zone VIII

Sub: Identification of Bulk SMS Provider for KVKs of Zone VIII – Reg.
Ref : Proposal from Netcore Solutions dated 28th May 2010 and 7th June 2010

Sir,

In continuation of Council's direction and inauguration of **Kisan Mobile advisory Services(KMAS)** by his Excellency Government of Karnataka during recently concluded Regional Committee Meeting of Region VIII at Bangalore, We are pleased to identify "**Netcore Solutions**" as a **Bulk SMS Service Provider** for Krishi Vigyan Kendras(KVKs) of Zone VIII for the period of one year from the date of payment by every KVK for sending SMSs to the farmers with following terms and conditions.

1. KVKs are requested to make payment of Rs.4000/- after receipt of proforma invoice from Netcore Solutions with required instructions for first one lakh SMSs. The additional cost of first and second refill of one lakh SMSs each during this year is Rs.3500/- and Rs.3000/- respectively.
2. The payment by KVKs may be done through DD addressed to "**NETCORE SOLUTIONS PVT. LTD.**" **Payable at Mumbai.**
3. The Netcore Solutions will be creating **unique user ID and Password for login** to KVK soon after receipt of the payment and also **seven SMS sender IDs** (one each for PC and SMS) will be created by Netcore Solutions. This will be informed to Programme Coordinator of KVKs along with necessary instructions for operating the SMS account by Netcore Solutions with a copy to the undersigned.
4. The messages to be sent by KVKs to farmers may be restricted to 160 and 140 characters for GSM and CDMA mobiles respectively. Additional characters will be counted as second SMS. The additional refills of one lakh SMSs may be done after exhausting the available SMSs.
5. The online and onsite demonstrations to one Person for every KVK will be arranged by Netcore Solutions. The venue and date of hands on training will be intimated by Netcore Solutions.

6. The unspent SMSs by the KVKs will be carried forward to next year without additional charges.
7. Sharing of long code for incoming SMS by farmers will be provided by Netcore Solutions without any additional charges.
8. The configuration, installation and support system for SMS will be provided by Netcore Solutions without any additional charges.
9. The rates quoted above are inclusive all taxes and service charges and valid for one year from the date of payment by KVKs.
10. The new rates after expiry of one year will be mutually decided by KVKs and Manager Business Development of Netcore Solutions.
11. Auto generated reply from Netcore Solutions will be provided without any additional charges.
12. The details of KVKs covering Name of Programme Coordinator and correspondence address, telephone, mobile and e-mail will be sent to Netcore Solutions for suitable action.

You are requested to make best use of this facility to serve the farmers of your district by providing instant and appropriate farm advisory services by sending SMSs to the willing farmers. You are also requested to register at least 500 farmers under this Kisan Mobile Advisory Services (KMAS). The expenditure of Rs.4000/- towards KMAS may be met from office contingency of KVK.

In case of any administrative clarifications, you may call **Mr. Yadu Muntha (09632913036)** or **Dr.Mallikarjun B.Hanji (09886512801)**.

Thanking you,

Yours faithfully,

Sd/-
Zonal Project Director