



GOVERNMENT OF ASSAM
OFFICE OF THE DISTRICT COMMISSIONER & CHAIRMAN
(DISTRICT DISASTER MANAGEMENT AUTHORITY::: SRIBHUMI)

E-mail: ddmakarimganj@gmail.com

Phone No. 03843-280000

No. KDDMA.21/2026-27/NC/Pt-III/ 64

ated, Sribhumi the 09th June, 2026.

To,

1. The Circle Officer, Sribhumi Sadar/Badarpur/Nilambazar/Patharkandi/R.K.Nagar Revenue Circle.

2. All Heads of Departments, Sribhumi District.

Sub: Wide publicity and awareness regarding implementation of Cell Broadcasting System (CBS).

Ref:- Govt. Letter vide ECF No. 653601/153, dtd. 04-06-2026 & its enclosures (copy enclosed).

Sir/Madam,

With reference to the subject cited above & enclosing herewith the copy of the Govt. Letter vide No. ECF 653601/153 dated 04-06-2026 alongwith its enclosures received from the Addl. Secretary & Addl. C.E.O., Assam State Disaster Management Authority (ASDMA), Dispur, Ghy-6, regarding implementation of the Cell Broadcasting System (CBS) for information and necessary action.

The Cell Broadcasting System (CBS) is an emergency alert dissemination platform developed for transmitting disaster-related warning messages directly to mobile users. During testing and operational phases, citizens may receive emergency alert messages accompanied by a distinctive alarm sound on their mobile devices.

In this regard, all concerned are requested to undertake wide publicity and awareness activities in their respective jurisdictions through suitable means such as public announcements, meetings, social media platforms, notice boards and other available communication channels so as to ensure public awareness and prevent any misunderstanding or panic among the citizens.

Action Taken Report (ATR) on the awareness activities conducted may be intimated to this Office for onward submission to ASDMA.

Yours faithfully,

Encl: As stated above.
(04 pages).


District Commissioner & Chairman,

D.D.M.A., Sribhumi

Dated, Sribhumi the 09th June, 2026.

Memo No.KDDMA.21/2026-27/NC/Pt-III/ 64 -A,
Copy to:

1. The Chief Executive Officer, ASDMA, Dispur, Guwahati-781006 for favour of information.
2. The Superintendent of Police, Sribhumi for information and necessary action.
3. The District Information & Public Relations Officer (DIPRO), Sribhumi for information & wide publicity through print, electronic and other social media platforms.
4. The SDO, BSNL, Sribhumi for information & necessary action.
5. The D.I.O., N.I.C., for information & with a request to upload the same on the District website.


District Commissioner & Chairman,

D.D.M.A., Sribhumi

09/06/2026

GOVT. OF ASSAM
ASSAM STATE DISASTER MANAGEMENT AUTHORITY
ASSAM SACHIVALAYA:: ANCILLARY BLOCK:: DISPUR::
GUWAHATI-06

ECF No. 653601/153

Dated:04-06-2026

From: Parag Kumar Kakaty, ACS
Addl. Secy. & Addl. CEO,
Assam State Disaster Management Authority
Dispur, Guwahati-781006

To: The District Commissioner & Chairperson
District Disaster Management Authority
All Districts, Assam.

Sub: Regarding wide publicity on implementation of NDMA's newly launched Cell Broadcasting Solution in Assam

Ref: (i). CDOT email regarding implementation of Cell broadcasting system in Assam dated 14 May, 2026.

Sir/Madam,

With reference to the subject and communications cited above, I am directed to inform you that the Hon'ble Union Minister of Communications, Govt. of India had recently launched the Cell Broadcasting System (CBS) developed indigenously under the guidance of Hon'ble Union Home Minister at the recently concluded Annual Conference of Relief Commissioners held at NIDM, New Delhi on May 2, 2026.

The Cell Broadcasting System (CBS) has been made available for PAN India implementation including Assam. The Cell broadcasting System involves dissemination of critical and time sensitive messages for disaster management to all mobile devices within a designated geographical area, irrespective of whether the recipients are residents or visitors.

During the implementation of the said Cell Broadcasting System (CBS), citizens may receive emergency alerts on their mobile devices pertaining disasters. The CBS alerts are **highly sensitive, which trigger a loud audio alarm/notification on mobile handsets for approximately 30 seconds.**

Henceforth, to avoid panic and confusion among the public it is requested to aware the community about the said information.

In view of above, I am directed to request you to kindly do the needful for carrying out an intensive campaign for at-least 10 days w.e.f. receipt of this correspondence in the district as well as in the Revenue Circles in collaboration with the district line departments. Additionally, the District Administration may also utilise respective social media handles for the aforesaid purpose. Further, it is to be mentioned that no

separate fund will be released by ASDMA to the districts for the aforesaid purpose.

**This has the approval of the Hon'ble Chief Minister, Assam.
The matter may be treated as MOST URGENT.**

Yours faithfully
Digitally signed by

PARAG KUMAR KAKATY
ADDITIONAL SECRETARY

Memo No. ECF. 6536017155-A Date: 04-06-2026 Dated:04-06-2026
17:34:39

Copy to:

1. The CEO, ASDMA for kind information.
2. The PPS to the Hon'ble Chief Minister Assam for appraisal of Hon'ble Chief Minister Assam.
3. The Director (Technology), DoT, Gol, Guwahati Office, Panbazar, Ghy for kind information.
4. The Advisor (Ops & Comm.), NDMA, New Delhi for kind information.
5. The SO to the Chief Secretary to the Govt. of Assam for kind appraisal of Chief Secretary Assam.

(e-signed)

ADDITIONAL SECRETARY

GOVERNMENT OF ASSAM
ASSAM STATE DISASTER MANAGEMENT AUTHORITY
ANCILLARY BLOCK, ASSAM SECRETARIAT, DISPUR, GUWAHATI-781006
Phone: 0361-2237221 (O), Fax- 0361- 2237010; E-mail: sdma-assam@gov.in

PRESS RELEASE

ASDMA to implement the Cell Broadcast System across the State

Guwahati, June 3, 2026: The Cell Broadcast System (CBS), a state-of-the-art indigenous public warning system launched by the Government of India on May 2, 2026, is now fully operational across the State through Assam State Disaster Management Authority (ASDMA). Developed by C-DOT under the Department of Telecommunications in collaboration with the National Disaster Management Authority (NDMA) and Ministry of Home Affairs, this system enables authorities to send instant, geo-targeted emergency alerts directly to all mobile phones in a specific area.

The CBS has been made available for PAN India implementation including Assam. A nationwide test was conducted on 2nd May 2026, and the system has already proven effective during real disasters in several states. However in the states including Assam wherein, Model Code of Conduct was in force, the test was excluded. Hence now, the Government of Assam is planning to implement the activity across the State as instructed by the Government of India.

The CBS involves dissemination of critical and time sensitive messages for impending disaster to all mobile devices within a designated geographical area, irrespective of whether the recipients are residents or visitors. **During the implementation of the said CBS, the citizens may receive emergency alerts on their mobile devices pertaining to disasters. The CBS alerts are highly sensitive, which trigger a loud audio alarm/notification on mobile handsets for approximately 30 seconds whenever received.**

Hence, to avoid panic situation and confusion among the public, the citizens are requested to be calm regarding the alerts and not to panic. These alerts are official messages issued only by authorized government agencies during genuine emergencies such as extreme weather conditions like storms, heavy rain, lightning, cyclones, floods, flash floods, or other disasters such as gas leaks. The alert would appear as a pop-up message on one's mobile phone accompanied by a distinctive loud tone and vibration. On supported handsets, the message would also be read aloud.

The CBS system is far more reliable than traditional SMS alerts. It works even during network congestion, reaches all mobile users in the targeted area (including roaming users). It supports messages in multiple languages and is functional across 2G, 3G, 4G, and 5G networks. Further, the citizens are also requested to share this information with family members, especially the elderly and those living in remote areas, so that everyone understands the purpose of these alerts.

অসম চৰকাৰ

অসম ৰাজ্যিক দুৰ্যোগ ব্যৱস্থাপনা প্ৰাধিকৰণ

আনুষংগিক খণ্ড, অসম সচিবালয়, দিছপুৰ, গুৱাহাটী-৭৮১০০৬

ফোন: ০৩৬১-২২৩৭২২১ (O), ফেক্স: ০৩৬১-২২৩৭০১০; ই-মেইল: sdma-assam@gov.in

প্ৰেছ বিজ্ঞপ্তি

ASDMA' ৰ দ্বাৰা সমগ্ৰ ৰাজ্যত চেল ব্ৰডকাষ্ট চিষ্টেম (Cell Broadcast System)-ৰ কাৰ্যকৰীকৰণ

গুৱাহাটী, ৩ জুন, ২০২৬: ভাৰত চৰকাৰে ২০২৬ চনৰ ২ মে'ত মুকলি কৰা এক অত্যাধুনিক খলুৱা ৰাজহুৱা সতৰ্কবাণী ব্যৱস্থা 'চেল ব্ৰডকাষ্ট চিষ্টেম' (CBS), এতিয়া অসম ৰাজ্যিক দুৰ্যোগ ব্যৱস্থাপনা প্ৰাধিকৰণ (ASDMA)ৰ জৰিয়তে সমগ্ৰ ৰাজ্যতে সম্পূৰ্ণৰূপে কাৰ্যক্ষম কৰি তোলা হৈছে। দুৰসংযোগ বিভাগৰ অধীনস্থ 'চি-ডট' (C-DOT)ৰ দ্বাৰা ৰাষ্ট্ৰীয় দুৰ্যোগ ব্যৱস্থাপনা প্ৰাধিকৰণ (NDMA) আৰু গৃহ পৰিক্ৰমা মন্ত্ৰালয়ৰ যৌথ সহযোগত বিকশিত কৰা এই ব্যৱস্থাটোৰ জৰিয়তে কৰ্তৃপক্ষই যিকোনো নিৰ্দিষ্ট এলেকাৰ সকলো ম'বাইল ফোনলৈ পোনপটীয়া আৰু তাৎক্ষণিকভাৱে ভৌগোলিকভাৱে লক্ষ্য-নিৰ্ধাৰিত জৰুৰীকালীন সতৰ্কবাণী প্ৰেৰণ কৰিব পাৰিব।

অসমকে ধৰি সমগ্ৰ দেশজুৰি (PAN India) কাৰ্যকৰী কৰাৰ বাবে এই CBS ব্যৱস্থা উপলব্ধ কৰা হৈছে। যোৱা ২ মে', ২০২৬ তাৰিখে ইয়াৰ এটা ৰাষ্ট্ৰজোৰা পৰীক্ষণ সম্পন্ন কৰা হৈছিল আৰু ইতিমধ্যে কেইবাখনো ৰাজ্যত প্ৰকৃত দুৰ্যোগৰ সময়ত এই ব্যৱস্থা অত্যন্ত ফলপ্ৰসূ প্ৰমাণিত হৈছে। অৱশ্যে, অসমকে ধৰি যিবোৰ ৰাজ্যত সেই সময়ত নিৰ্বাচনী আচৰণ বিধি (Model Code of Conduct) বলবৎ আছিল, সেইবোৰ ৰাজ্যক উক্ত পৰীক্ষণৰ পৰা বিৰত ৰখা হৈছিল। গতিকে বৰ্তমান ভাৰত চৰকাৰৰ নিৰ্দেশনা অনুসৰি Govt. of Assam-এ সমগ্ৰ ৰাজ্যতে এই কাৰ্যসূচী ৰূপায়ণৰ পৰিকল্পনা কৰিছে।

এই CBS ব্যৱস্থাৰ জৰিয়তে এক নিৰ্দিষ্ট ভৌগোলিক পৰিসীমাৰ ভিতৰত থকা সকলো ম'বাইল ডিভাইচলৈ আগন্তুক দুৰ্যোগ সম্পৰ্কীয় অত্যন্ত গুৰুত্বপূৰ্ণ আৰু সময়-সংবেদনশীল বাৰ্তা প্ৰেৰণ কৰা হয়— ইয়াৰ গ্ৰাহকসকল সেই অঞ্চলৰ স্থায়ী বাসিন্দা নে সাময়িক ভ্ৰমণকাৰী, সেয়া বিবেচনা কৰা নহয়। উক্ত CBS ব্যৱস্থা কাৰ্যকৰীকৰণৰ সময়ছোৱাত নাগৰিকসকলে নিজৰ ম'বাইল ডিভাইচসমূহত দুৰ্যোগ সম্পৰ্কীয় জৰুৰীকালীন সতৰ্কবাণী লাভ কৰিব পাৰে। এই CBS সতৰ্কবাণীসমূহ অত্যন্ত সংবেদনশীল, যাৰ ফলত বাৰ্তা লাভ কৰাৰ লগে লগে ম'বাইল হেণ্ডছেটসমূহত প্ৰায় ৩০ চেকেণ্ডৰ বাবে এটা তীব্ৰ শব্দৰ অডিঅ' এলাৰ্ম/নটীফিকেশ্যন বাজি উঠিব।

গতিকে, জনসাধাৰণৰ মাজত কোনো ধৰণৰ আতংকময় পৰিস্থিতি অথবা বিভ্ৰান্তিৰ সৃষ্টি নহ'বলৈ নাগৰিকসকলক এই সতৰ্কবাণীসমূহক লৈ ধীৰ-স্থিৰ হৈ থাকিবলৈ আৰু আতংকিত নহ'বলৈ অনুৰোধ জনোৱা হ'ল। এই সতৰ্কবাণীসমূহ কেৱল প্ৰকৃত জৰুৰীকালীন অৱস্থা, যেনে— ধুমুহা, প্ৰবল বৰষুণ, বজ্ৰপাত, ঘূৰ্ণীবতাহ, বানপানী, আকস্মিক বানপানী (flash floods) আদি চৰম বতৰৰ পৰিস্থিতি অথবা গেছ লিক হোৱাৰ দৰে অন্যান্য দুৰ্যোগৰ সময়ত কেৱল কৰ্তৃপক্ষৰ চৰকাৰী সংস্থাসমূহে জাৰি কৰা চৰকাৰী বাৰ্তাহে। এই সতৰ্কবাণীটো সংশ্লিষ্ট ব্যক্তিজনৰ ম'বাইল ফোনত এটা পপ-আপ (pop-up) বাৰ্তা হিচাপে দৃশ্যমান হ'ব আৰু ইয়াৰ সৈতে এটা সুকীয়া তীব্ৰ শব্দ আৰু কম্পন (vibration) অনুভৱ হ'ব। প্ৰণালী-সমৰ্থিত (supported) হেণ্ডছেটসমূহত এই বাৰ্তাটো স্বয়ংক্ৰিয়ভাৱে ডাঙৰকৈ পঢ়িও দিয়া হ'ব।

পৰম্পৰাগত SMS সতৰ্কবাণীতকৈ CBS ব্যৱস্থা বহু পৰিমাণে নিৰ্ভৰযোগ্য। নেটৱৰ্কৰ অতিৰিক্ত ভিৰ বা সমস্য (network congestion) থকাৰ সময়তো ই সঠিকভাৱে কাম কৰে আৰু লক্ষ্য-নিৰ্ধাৰিত অঞ্চলটোত থকা সকলো ম'বাইল ব্যৱহাৰকাৰীৰ (ৰোমিং সেৱাত থকা ব্যক্তিসকলো অন্তৰ্ভুক্ত) ওচৰত গৈ পায়। ই বিভিন্ন ভাষাত বাৰ্তা প্ৰেৰণ সমৰ্থন কৰে আৰু 2G, 3G, 4G তথা 5G নেটৱৰ্কত সমানে কাৰ্যক্ষম। তদুপৰি, এই তথ্যসমূহ নিজৰ পৰিয়ালৰ সদস্য, বিশেষকৈ জ্যেষ্ঠ নাগৰিক আৰু দুৰ্গম অঞ্চলত বাস কৰা লোকসকলৰ সৈতে শ্বেয়াৰ কৰিবলৈ নাগৰিকসকলক অনুৰোধ জনোৱা হ'ল, যাতে সকলোৱে এই সতৰ্কবাণীসমূহৰ প্ৰকৃত উদ্দেশ্য আৰু প্ৰয়োজনীয়তা বুজি উঠিব পাৰে।
