

F.No.23(5)/2015-Comp. Cell (E:323743)

Government of India

Ministry of Consumer Affairs, Food & Public Distribution

Department of Food & Public Distribution

Krishi Bhawan, New Delhi

Dated the:02/07/2020

To

Principal Secretary/Secretary
Department of Food & Civil Supplies
All States/UTs

Subject: Delivery of SMS alerts to all ration card holders under NFSA beneficiaries for awareness generation about distribution cycles and issue prices of foodgrains under NFSA &PMGKAY – reg.

Sir/Madam,

The undersigned is directed to convey that, it has been observed that various States/UTs are following different distribution cycles/calendars for the distribution of foodgrains under normal NFSA. Some of the States are also following bi-monthly and six-monthly distribution cycles owing to varied local reasons/rationale. It is also felt, that such variations may also be reason behind incomplete distribution of monthly allocated foodgrains by this Department as some of the beneficiaries are not able to lift their foodgrains as per the respective distribution cycles and timelines of the States/UTs.

2. Thus, it is necessary to carry out an extensive awareness generation through SMS alerts on registered mobile numbers of NFSA ration card holders/beneficiaries (at least one member/HoF) to make them aware about the distribution cycle/calendar of the State/UT (i.e. from date to date), frequency of distribution (i.e. monthly, b-monthly, six-monthly), working timing of FPSs, scale and issue prices of foodgrains, fortified Rice/Atta, etc. so as to achieve timely 100% distribution for every month without spilling over distribution cycles, etc. by minimising the prevailing misperceptions among the beneficiaries.

3. It is, therefore, all States/UTs are requested to immediately initiate wide-scale awareness generation among NFSA beneficiaries in Hindi/Local Language. This would also be helpful in increasing the inter-State/national portability transactions under One Nation One Ration Card. If required, support may be sought from NIC to facilitate the sending out SMSs to NFSA ration card holders through NIC's SMS gateway.

Yours faithfully

(Ashok Kumar)

Under Secretary to the Govt. of India

Tele: 011- 23383942

Copy to: Shri BVC Rao, Dy. Director General, NIC-HQ, New Delhi – for facilitating necessary support to States/UTs as above.