



**Guru Gobind Singh Indraprastha University**  
**Sec-16C, Dwarka New Delhi-110078**  
**(Public Relations Office)**

No. IPU/PR/BULK SMS/1066

Dated: 24<sup>th</sup> August, 2021

**CIRCULAR**

In order to send bulk message for various promotional activities as well as to run awareness campaigns for the stakeholders of the University or to bring any information/notice to a group of people, Guru Gobind Singh Indraprastha University has registered itself on DLT platform as per updated rules of TRAI w.r.t. sending the promotional or transactional SMS to their customers.

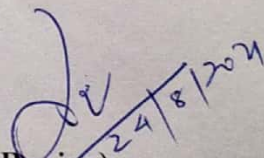
**Public Relations Department has been nominated by the Competent Authority to act as a nodal branch for facilitating such kind of services to the concerned Branch/ Deptt./ School of the University, on receipt of their request.**

If any of the Branch/ Deptt./ School of the University is required to send bulk SMS to various stakeholders of the university w.r.t. different kinds of activities of their Branch/ Deptt./ School, they may send their three (3) sample Sender ID(s) containing six (6) alphabets for further processing for registration so as to avail bulk SMS facility for them.

It may kindly note that out of six (6) alphabets of their sample sender ID(s), first three (3) alphabets are mandatory to be denoted as 'IPU' and rest three alphabets may be chosen, as suitable to them, to suffice to represent their Branch/ Deptt./ School properly. Such as for University works Division, one of the sample for Sender ID may be given 'IPUUWD'.

The concerned Branch/ Deptt./ School may send the sample sender ID(s) to the undersigned **latest by 27<sup>th</sup> August, 2021 positively.**

This issues with the approval of the Competent Authority.

  
(Nalini Ranjan)  
PRO

**Copy to: - As per list enclosed**