

Dear Brothers

Sai Ram

In continuation of our meeting in Prashanthi Nilayam, we had met in Chennai in a small group with the All India President. At that meeting several decisions were taken in respect of the digital connectivity and other related issues. One of them was in relation to the use of the bulk SMS for our organisation purpose. I have to request you to my email on the subject sent to you earlier.

Brother Vishnuvardhan Rao has taken great pains to put the use of SMS in action.

The following trail mail has all the instructions. Kindly go thru the same and use the bulk messaging service and give your feed back to brother Vishnu. Each of you have been allotted a sender I'd and a login and user name as indicated below.

If you have any questions, please revert on mail to brother Vishnu on his email I'd.

Regards

Nimish Pandya

All India Vice President

Sri Sathya Seva Organisations

India

Respected Sai brothers, Loving Sairam and Greetings!

After the approval of All India President and Vice-Presidents the Bulk SMS facility has been launched and to start with AIP Sir and then subsequently it has been decided by All India President to give this facility to all the State Presidents so as to reach to every corner of the state with information. Information leads to Transformation.

1,50,000 SMS have been procured from <http://smsstriker.com> with a reasonable price (9 sms/one rupee) and log-in id and senders have been created for all the states and details are given below.

Log-in Facility has already been given to AIP Sir, National Vice-Presidents.

State Presidents

S No	STATE	LOG-IN USER	SENDER ID	SMS
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		NAME		ALLOTTED
1	AP & TELANGANA	SSOAPTS	SSSOSP	5000
2	ASSAM	SSOASM	SSSOSP	3000
3	BIHAR	SSOBIHAR	SSSOSP	5000
4	DELHI	SSODELHI	SSSOSP	5000
5	GUJARAT	SSOGUJ	SSSOSP	5000
6	HARYANA	SSOHRN	SSSOSP	5000
7	HIMACHAL PRADESH	SSSOHP	SSSOSP	5000
8	J & K	SSSOJK	SSSOSP	5000
9	KARNATAKA	SSOKRNT	SSSOSP	5000
10	KERALA	SSOKERALA	SSSOSP	5000
11	MADHYA PRADESH	SSSOMP	SSSOSP	5000
12	MAHRASHTRA & GOA	SSSOMH	SSSOSP	5000
13	MANIPUR	SSOMANIPUR	SSSOSP	3000
14	ODISHA	SSOODISHA	SSSOSP	5000
15	PUNJAB	SSOPUNJ	SSSOSP	5000
16	RAJASTAN	SSSORJ	SSSOSP	5000
17	SIKKIM	SSOSIKKIM	SSSOSP	5000
18	TAMIL NADU	SSSOTN	SSSOSP	5000
19	UP & UK	SSSOUP	SSSOSP	5000
20	WEST BENGAL	SSSOWB	SSSOSP	5000

State Vice-Presidents

S No	STATE	LOG-IN USER NAME	SENDER ID	SMS ALLOTTED
1	BIHAR	SSOBIHARVP	SSSOVP	2000
2	GUJARAT	SSOGUJVP	SSSOVP	2000
3	HARYANA	SSOHRNVP	SSSOVP	2000
4	HIMACHAL PRADESH	SSOHPVP	SSSOVP	2000
5	MADHYA PRADESH	SSOMPVP	SSSOVP	2000
6	ODISHA	SSOODISHAVP	SSSOVP	2000
7	PUNJAB	SSOPUNJVP	SSSOVP	2000
8	RAJASTAN	SSORJVP	SSSOVP	2000
9	SIKKIM	SSOSIKKIMVP	SSSOVP	2000
10	TAMIL NADU	SSOTNVP	SSSOVP	2000
11	UP & UK	SSOUPVP	SSSOVP	2000
12	WEST BENGAL	SSOWBVP	SSSOVP	2000

Your log-in password will be sent to your mobile and kindly reply to this mail with your mobile.

dvvrao@yahoo.com

Why Bulk SMS:

- 1) You cannot make 100 phone calls even if you want but you can reach not 100 but 1000 people within a minute with your message which is documented and stored and can be read at any time.
- 2) Using available technology we can extend our beloved Bhagawan's message to any number of people in a professional way.
- 3) Bulk sms can be effectively used in our organisation
- 4) This is a very convenient and easy way of communicating with our beloved sevadal brothers and sisters.
- 5) This can reach to the remote corners of Bhajan mandalis and Samithi within minutes.
- 6) Sevadal/devotes **having no internet access** and no laptops and no knowledge of computers etc can be contacted through this system.
- 7) **This is the fastest communication** and for example a message from a State President/district president/Samithi convener can be delivered to the mobiles of the recipients within minutes (to thousands of people) with a click.
- 8) The person sending the message needs computer/laptop with net or this can be done by a net centre.

The system works in the following way.

- 1) Prepare an excel sheet of mobile numbers and keep it ready on the desktop
- 2) Log-in into the bulk sms site <http://smsstriker.com>
- 3) Type or copy, paste the message (160 characters form one message) in the message box-Please DO NOT COPY message from other web pages.
- 4) Select sender ID and check 'remove duplicate numbers'
- 5) Click 'send' and the message has gone
- 6) We can see in the sms campaign reports-our message and can check whether the message has been delivered to how many numbers or not in range numbers etc
- 7) We can even send different messages to different mobile numbers by selecting variable sms option.
- 8) There is no limit to the number of mobile nos to be included in the excel sheet.

- 1) **Presently the facility has been extended free of cost as the cost is nominal.**
- 2) **Bulk sms can be used (we are using).**
- 3) Meeting venues and time & date etc
- 4) Bhajan/Satsang details etc
- 5) Information about PN services, dates and batches etc
- 6) Reminders about the PN services
- 7) Wishes and Greetings
- 8) Thanks after seva performance
- 9) Circulars and web site updates etc

Procedure after Log-In

<http://smsstriker.com>

Common to Normal & File SMS,

- 1) **Campaign Name (box):** Type short form of the intended message like meeting at Sundaram, Bhajan at Sivam, Service in PN etc
- 2) **SMS Text (box):** Type or copy & paste from a word document or notepad (Pl do not copy other net pages or directly from web sites). 160 characters are counted as one sms and one sms will be deducted. If one letter is excess two sms will be deducted. Short and sweet messages are better and people would read fully otherwise long messages would consume more sms but if really required to convey important points message can go up to 320 characters (two sms will be deducted).
- 3) **Sender (box):** Select your sender –see the arrow
- 4) **Normal SMS**-this page opens when we log-in
You can write the cell numbers in the cell number box or copy & paste the numbers from an excel sheet.- **Do NOT write 0 or 91**
XXXXXXXX
XXXXXXXX
XXXXXXXX
- 5) **File SMS**- From the left side panel select File SMS and fill all the boxes like explained above and attach excel sheet (model is attached for your

reference). **Excel sheet is to be prepared with one mobile number in each row only.**

- 6) **Variable Sms** –Select Variable SMS from the left side panel and attaché the file. No need to fill any boxes and Need to specify the column (model is attached). This is not normally required unless you have different messages to different numbers/different people.

Again Common to Normal & File SMS: Check **Remove Duplicates**

You can schedule the message delivery time and date (click the schedule) and select time and you can plan your messages in advance and automatically the message will be delivered.

Messages in Regional languages: The recipients' cell phones must be regional languages software enabled otherwise they get message like????? (All question marks). Latest phones are software enabled so we can utilise the regional languages.

Any doubts please revert back and I am at your service.

Thanks and Regards
D Vishnu Vardhan Rao
for National Team
dvvrao@yahoo.com
info@gramaseva.com
+91 9440896720