



**KAMARAJ IAS ACADEMY**  
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# India Launches Cell Broadcast System for Disaster Communication

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The Government of India has launched an indigenous Cell Broadcast System (CBS) to strengthen emergency communication and enhance public safety during disasters.

## What is Cell Broadcast System (CBS)?

Cell Broadcast System is a technology that enables authorities to send instant, geo-targeted alert messages to mobile users during emergencies.

Sends messages to multiple users simultaneously

Does not depend on SMS network congestion

Works even during high network traffic situations

Can deliver alerts within seconds across large populations

## Key Features of the System:

Indigenous Technology: Developed by the Centre for Development of Telematics (C-DOT) under the Department of Telecommunications

## Institutional Collaboration: Implemented with support from

National Disaster Management Authority (NDMA)

Ministry of Home Affairs

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### **Geo-targeting: Alerts can be sent to specific affected areas**

Multi-language Support: Messages in English, Hindi, and regional languages

Automatic Delivery: No subscription required by users

### **How the System Works**

Uses mobile network cells to broadcast messages to all devices in a defined area

Alerts appear with a distinct sound and vibration, even on silent mode

Can be used for natural disasters (cyclones, floods, earthquakes) and man-made emergencies

Based on Common Alerting Protocol (CAP) for standardized warning dissemination

### **Significance of CBS:**

Enhances disaster preparedness and response time

Ensures last-mile connectivity for warnings

Reduces loss of life and property

Strengthens India's digital public infrastructure for disaster management

Supports real-time communication in crisis situations

### **Recent Developments / Testing:**

Nationwide testing conducted with "Extremely Severe Alert" messages sent to mobile users

Test messages clarified that no action was required, indicating system validation phase

Aimed at assessing reach, efficiency, and reliability of the system