

Government of India
Department of Telecommunications
Access Services Wing
20, Ashoka Road, New Delhi-110001

No. 16-1/2017-AS-III-Vol.I/58/875

Dated :05/02/2018

To,

All Access Service Providers.

Subject:-Allocation of Short Code 14408 to Ministry of Women & Child Development, Govt. of India regarding.

The undersigned is directed to convey the allocation of Short Code '14408' for both SMS and Voice services, to Ministry of Women & Child Development, Govt. of India for National Nutrition Mission with following features:

- (i) Category-I Service (i.e. mandatory service to be provided by all the Access providers).
 - (ii) Accessibility: Un-restricted i.e. available on STD also.
 - (iii) Non-Metered Service.
 - (iv) Short code to be used as Sender Id (two way communication)
2. This is issued with the approval of DDG (AS-1).
 3. All are requested to take necessary action.

S. Garg
(Sanchit Kumar Garg)
Assistant Director General (AS-III)
Tel: 011-23372725

Copy forwarded for information and necessary action to, if any, to:

1. Secretary, TRAI.
2. CMD MTNL /CMD BSNL.
3. Secretary, Ministry of Women & Child Development, Govt. of India, Shastri Bhawan, New Delhi-1, w.r.t your D.O letter no. NNM/14/2018 dated 25-01-18, to appoint a nodal officer to implement the helpline. The Nodal officer may contact DDG (TERM), TERM Cell, Delhi.
4. Director (Policy & North), DGT HQ, DoT (respective TERM Cell may be asked to co-ordinate with respective Nodal Officers and TSPs for implementation of Helpline, as and when approached).
5. A copy for upload on DoT Website.