

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

No. 16-03/2009-AS-III/Part/392/ 886 /

Dated: 16/02/2018

To,

All Access Service Providers.

CORRIGENDUM

Subject: Approval of Two-way communication on the short code 14444-regarding.

This is in suppression to earlier DoT Letter No. 16-03/2011-AS-III/Part II/288/709 dated 13.06.2017(copy enclosed) through which short code '14444' was allocated to MeitY for its Helpline for promotion of Digital Payments Transactions across India, operational on both SMS and Voice. In this regard, the undersigned is directed by the competent authority to allocate short code '14444' for the two-way communication i.e outbound calls having sender ID '14444', for its promotion of Digital Payments Transactions across India. The NIC SMS gateway shall be used for the same. In this campaign, SMS's would be pushed from the Sender ID-14444 to the end user and the end user will be able to reply back on the same message. Further, multiple two-way interactions can be done between the user and MeitY on the same message thread. This two-way interaction will also allow the Ministry to share digital payments related alerts from MeitY.

2. The features for the two way communication shall be:
 - (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) Metered Service: It may be taken as Called party pays or calling party pays depending upon the separate intimation, to this effect, issued from the agency to which short code is allocated).
3. All are requested to take necessary action.
4. This is issued with the approval of DDG (AS-I).

Encl:as above

S K Garg
16/02/2018
Sanchit Kumar Garg,
ADG (AS-III), DoT
011-23372725

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

1. Secretary, TRAI.
2. O/o Joint Secretary MeitY, Electronics Niketan, 6, CGO Complex, New Delhi-110003 w.r.t your D.O letter no.1(2)/2018-JS(GS) dated 19-01-18 to appoint a nodal officer to implement the helpline.
3. CMD MTNL/ BSNL.
4. Director (P&N), DoT (HQ) (LSAs 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.

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

No. 16-03/2011-AS-III/Part II/288/709

Dated:13/06/2017

To,

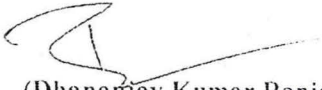
All Access Service Providers.

Subject:- Allotment of short code '14444' to MeiTY regarding.

The undersigned is directed by competent authority to convey that short Code '14444' issued as 'Cash Mukh Bharat Abhiyan Helpline' to NASSCOM is now withdrawn with immediate effect. Furthermore, '14444' is now issued to MeiTY (Ministry of Electronics & Information Technology), Govt. of India for its Helpline for promotion of Digital Payments Transactions across India, operational on both SMS and Voice 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.

2. All are requested to take necessary action.
3. This is issued with the approval of Sr. DDG (AS).


(Dhananjay Kumar Ranjan)

Director (AS-III)

Tel: 011-23036387

E-Mail: diras3-dot@nic.in

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

1. Secretary, TRAI.
2. Secretary, MeiTY w.r. t your D.O letter no. 3(8)/2017 EG-II dated 05/05/2017. You are requested to appoint a nodal officer to implement the helpline. The Nodal officer may contact DDG (TERM), DoT HQ.
3. NASSCOM.
4. CMD MTNL/BSNL.
5. Director (TERM-I), DoT (HQ) (TERM Cells may be asked to co-ordinate with respective Nodal Officers and TSPs for implementation of Helpline, as and when approached).
6. A copy for upload on DoT Website.