

**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competent authority to convey that short Code '14444' issued as 'Cash MukT Bharat Abhiyan Helpline' to NASSCOM is now withdrawn with immediate effect.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](mailto: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.