

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

16-1/2017-AS-III-Vol.I(ShortCodes)/54/ 867/ Dated : 30/01/2018

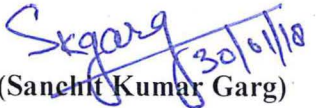
To,

All Access Service Providers.

Subject:- Allocation of Short Code 155330 to Kudumbashree, Kerala regarding.

The undersigned is directed to convey the allocation of Short Code '155330' to **Kudumbashree - State Poverty Eradication Mission Helpline, Kerala** for its **National Urban Livelihood Mission (NULM) Helpline** in Kerala 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) Metered Service: Calling Party Pays.
2. This is issued with the approval of DDG (AS-1).
 3. All are requested to take necessary action.


(Sanjit 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. Executive Director, Kudumbashree, 2nd Floor, TRIDA Rehabilitation Building, Medical College P.O,Thiruvananthapuram -695011, Kerala w.r.t your letter No. 1302(1)/P2015/ KSHO dated 12-12-17. You are requested to appoint a nodal officer to implement the helpline. The Nodal officer may contact DDG (TERM), TERM Cell, Kerala.
4. Director (IT & South), DoT (HQ) (respective TERM Cell-Kerala 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.