

F.No.16-3/2011-AS-III/Vol.I 1564
Government of India
Ministry of Communications & I.T.
Department of Telecommunications
(Licensing Cell (AS-III Section))

Sanchar Bhawan, 20, Ashoka Road,
New Delhi-110001, Dated: 20th May, 2013

To,

All Access Service Providers

Subject- Short code for Multi-lingual help desk called "Mother and Child Tracking Helpdesk (MCTH)."

With reference to subject mentioned above , I am directed to convey the approval of competent authority for allocation of **short code 10588** to as Multi-lingual help desk, called Mother and Child Tracking helpdesk (MCTH) at National Institute of Health & Family Welfare (NIHFW), Delhi.

2. The features of the Helpline are as stated below:

- (i) Category- I Service, (i.e. mandatory services to be provided by all the Access Services Providers)
- (ii) Unrestricted i.e. accessible from anywhere, national or International and
- (iii) Metered (Called Party pays)

Yours faithfully,



(Narayan Ram)

Section Officer (AS-III)

Tel: Fax :23710488/23036444

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

1. Secretary, TRAI
2. Secretary, Ministry of Health & Family Welfare, Nirman Bhawan, New Delhi-110108.
3. Sr. DDG (TEC)
4. CMD, MTNL
5. CMD, BSNL.
6. Director (S-I), DoT (HQ), with a request to circulate the sanction to TERM Cells.
7. Dir,(IT), DoT for to uploading on DoT Website.