

Government of India  
Ministry of Communication & Information Technology  
Department of Telecommunications  
Access Services Wing  
20, Ashoka Road, New Delhi-110001

No.15-7/2013/AS-III /7/165/

Dated 03/06/2016

To

All Access Service Providers.

**Subject:- Allocation of Short Code '155237' 'HELPLINE for Mid-Day Meal scheme for voice and SMS gateway services.**

The undersigned is directed to convey the approval of competent authority to allocate Short Code '155237' 'HELPLINE for Mid-Day Meal scheme for voice and SMS gateway services with following features as under:

- (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 and SMS should terminate on NIC SMS gateway services.
- (iii) Metered Service: Called Party Pays.

2. All are requested to take necessary action.



(Sanchit Kumar Garg)  
ADET (AS-III)  
Tel.:23036444

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

1. Secretary, TRAI
2. Joint Secretary, Ministry of Human Resource Development, Department of School Education & Literacy, Shastri Bhawan, New Delhi-110115 with reference to your D.O. letter No. 7-1/2016 MDM 2-1 dated 16/05/2016.
3. CMD MTNL/ BSNL.
4. Director (TERM-I), DoT (HQ). (All TERM Cells may be asked to co-ordinate with Nodal Officers and TSPs for implementation of Helpline, as and when approached).
5. Dir. (OL), DoT HQ with request to provide Hindi version of this letter to ADG (IT) for uploading on DoT Website.
6. ADG (IT) with request to kindly upload on DoT Website.