

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

No.16-3/2013/AS-III (Part III)/138/310/

Dated : 30/08/2016

To,

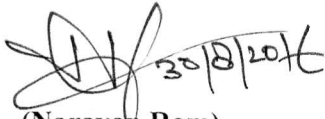
**All Access Service Providers.**

**Subject:- Allocation of short code for Electricity outage information regarding.**

On the subject mentioned above the undersigned is directed to convey the approval of competent authority to allocate short code '14401' as **Urja Mitra Helpline** for **Voice and SMS** to Ministry of Power, Govt. of India to facilitate the Distribution Companies (DISCOMs) across the country to send power outage information to customers.

This short code is issued with following features as under:-

- (i) Category-I service: mandatory service to be provided by all the Access service providers.
  - (ii) Unrestricted accessibility i.e. available on STD also.
  - (iii) Metered: Called party pays.
2. All are requested to take necessary action.

  
(Narayan Ram)  
Section Officer (AS-III)  
Tel.:23036444

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

1. Secretary, TRAI.
2. Joint Secretary, Ministry of Power, Govt. of India, Shram Shakti Bhawan, Rafi Marg, Delhi-1 with reference to your D.O No. 47/05/2016-RE dated 19/07/2016.
3. CMD MTNL/ BSNL.
4. Director (TERM-1), DOT (HQ) with request to circulate the sanction to related TERM Cells.
5. Director (S-1), DoT (HQ).
6. ADG (IT) with request to kindly upload on DoT Website.