

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

No. 16-03/2011-AS-III/Vol.II/234/

Dated: 28/07/2020

To,

All Access Service Providers.

Subject: Allotment of short code '14477' as National Helpline to the to the National Health Authority for implementing the National Digital Health Mission (NDHM) -reg.

The undersigned is directed by competent authority to state that short Code '14477' is allocated as helpline number to National Health Authority for implementing the National Digital Health Mission (NDHM) to develop the India's digital health ecosystem which will connect citizens, doctors, and health facilities with following features:

- i. Category-I: Service (i.e. mandatory service to be provided by all the Access Service Providers.
 - ii. Accessibility: Un-restricted i.e. available on STD also.
 - iii. Metering: Called Party Pays.
 - iv. Short code shall be terminated on Toll Free number 1800-11-4477
2. All are requested to take necessary action.
3. This is issued with the approval of competent authority.

Sk Garg
(Sanchit Kumar Garg)
ADG (AS-III)
28.07.2020

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Dr Praveen Gedam, IAS, Additional Chief Executive Officer, National Health Authority, Government of India to appoint the nodal officer to implement the helpline. The Nodal officer may contact Sr. DDG (LSA), LSA Unit, concerned States/UTs.
4. Director (P&N), DoT (HQ), (respective LSA field unit 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.