

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

No.16-02/2023/AS-III/Short Codes/30/26 Dated: 10-07-2023

To,

**All Access Service Providers.**

**Subject: Permission of Calling Line Identification (CLI) for calls made from short code 14477 for outbound activities.**

This is in partial modification to earlier DoT letter No.16-03/2011-AS-III/Vol.II/234 dated 28.07.2020 (copy enclosed) through which short code '14477' was allocated for Ayushman Bharat Digital Mission (ABDM) Helpline to all State/UTs.

2. Now, it is decided that CLI for ABDM Helpline shall be transmitted as '14477' for outbound calls in addition to the features mentioned vide DoT letter dated 28.07.2020 from DID numbers "918035216973, 918069808138, 918069808133 and 918035216977".

3. All are requested to take necessary action.

Encl: As above.

  
10/7/2023

(Meenakshi)  
Section Officer(AS-III)

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Shri Vikram Pagaria IRS, Joint Director (NDHM), 3<sup>rd</sup> 4<sup>th</sup>, 7<sup>th</sup>, 9<sup>th</sup> floor Tower-I Jeevan Bharati Building Connaught Place New Delhi-01 w.r.t. letter No.S-12021/168/2023-ABDM(Coord) dated 21.06.2023 with a request to appoint a nodal officer to implement the helpline. The Nodal officer may contact Sr. DDG (LSA), LSA Unit, concerned States/UTs.
4. Director (NT), DGT (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.

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

No. 16-03/2011-AS-III/VolII/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*  
28.07.2020  
(Sanchit Kumar Garg)  
ADG (AS-III)

**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.