

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

No. 16-3/2009-AS.III/346 | 559 |

Dated : 03/02/2017

To,  
All Access Service Providers.

**Subject:- Subject: Allocation of Short Code regarding.**

The undersigned is directed to convey the allocation of Short Code '14442' to NPCI for its grievance redressal mechanism to customers of all digital platforms 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.
  - (iii) Metered Service: Non-Metered Service.
2. All are requested to take necessary action.
  3. This is issued with the approval of competent authority Sr. DDG (AS).

*Skgarg*  
*03/02/2017*  
(Sanchit Kumar Garg)  
Assistant Divisional Engineer Telecom (AS-III)  
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Copy forwarded for information and necessary action to, if any, to:

1. Cabinet Secretary, Cabinet Secretariat, Govt. of India. (please refer to your letter no. 216/2/1/2016-CA.1V dated 30/01/2017 regarding promotion of digital payments).
2. Secretary, TRAI.
3. CMD MTNL /CMD BSNL.
4. MD & CEO, NPCI (please refer to Cabinet Secretariat letter no. 216/2/1/2016-CA.1V dated 30/01/2017 regarding promotion of digital payments. You are requested to appoint a nodal officer to implement the helpline).
5. Sr. DDG (TERM-HQ), DoT.
6. Director (TERM-I), DoT (HQ) (All TERM Cells may be asked to co-ordinate with respective Nodal Officers and TSPs for implementation of Helpline, as and when approached).