

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

No.16-1/2017/AS-III/Short codes/441/ 210

Dated: 13/12/2021

To,  
All Access Service Providers.

**Subject: Permission of Calling Line Identification (CLI) for calls made from 14555 call centre.**

This is in partial modification to earlier DoT letter No. 16-1/2017-AS-III/Short Codes/1554 dated 03.08.2020 (copy enclosed) through which short code '14555' was allocated for PM-JAY Helpline to all State/UTs.

2. Now, it is decided that CLI for PM-JAY Helpline shall be transmitted as '14555' for outbound calls in addition to the features mentioned vide DoT letter dated 03.08.2020.

3. The 'DIDs' provided for the call centre partner are 911166107002, 918035216694, 918035216970, 918035216979, 918035216978, 918035216977, 918035216976, 918035216975, 918035216974, 918035216973, 918035216972 and 918035216971.

4. All are requested to take necessary action.

Encl: As above.

*SK Garg*  
(Sanchit Kumar Garg)  
ADG(AS-III)  
13.12.2021

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Dr. Vipul Aggarwal, IPS, Deputy Chief Executive Officer, National Health Authority, 3<sup>rd</sup>, 7<sup>th</sup> & 9<sup>th</sup> Floor, Tower-1, Jeevan Bharati Building, Connaught Place, New Delhi-110001 w.r.t. letter No. S-12017/115/2021-NHA dated 03.12.2021 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 (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.

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**Ministry of Communications**  
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**20, Ashoka Road, New Delhi-110001**

No. 16-1/2017-AS-III/Short Codes/1654

Dated: 03/08/2020

To,

All Access Service Providers.

Subject: Allotment of short code '14555' as PM-JAY Helpline to all State/UTs--reg.

This is in continuation to DoT letter No. 16-3/2011-AS-III/Vol.II/140/948 dated 12.04.2018 allocating short code '14555' as NHPS helpline to Ministry of Health & Family Welfare, Govt of India (copy enclosed as Annexure-I). In this regard, the undersigned is directed by competent authority to state that short Code '14555' is allocated as PM-JAY Helpline to all State/UTs with following features:

- i. Category-I: Service (i.e. mandatory service to be provided by all the Access providers).
- ii. Accessibility: Un-restricted i.e. available with STD code also.
- iii. Metered Service: Called Party Pays
- iv. The Helpline number will be terminated on each State/UT Toll-Free number as enclosed as Annexure-II.

2. All are requested to take necessary action.

3. This is issued with the approval of competent authority.

  
 (R.K. Soni)  
 Director (AS-III)

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL,
3. Dr. Vipul Aggarwal, IPS, Deputy Chief Executive Officer, National Health Authority w.r.t letter No. S-12017/68/2020-NHA dated 29.07.2020. Kindly 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.