

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

No. 16-10/2018-AS-III/ShortCodes/12/.1169/

Dated .11./12/2018


To,

All Access Service Providers.

Subject: Allocation of short code 14412 for Women Entrepreneurship Platform (WEP) to NITI Aayog regarding.

The undersigned is directed to convey the approval for allocation of short code '14412' to NITI Aayog for Women Entrepreneurship Platform (WEP) with features as follows:

- (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 and it should terminate on NIC gateway.
 - (iii) Metered service: (It may be taken as Called Party Pays or Calling Party Pays depending on intimation, to this effect, issued by the agency to which this short code is allocated in furtherance to this DoT instruction).
2. All are requested to take necessary action.
 3. This is issued with the approval of DDG (AS).


11.12.18
Dhananjay Kumar Ranjan
Director (AS-III)
Tel. No:011-23036387

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Ms. Anna Roy, Advisor, NITI Aayog, NITI Aayog, Sansad Marg, Sansad Marg Area, New Delhi-1, email:annaroy@nic.in w.r.t your email dated 30-11-2018, with a request to appoint a nodal officer to implement the helpline. The Nodal officer may contact Sr. DDG (LSA), LSA Unit, Delhi.
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.