

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

No. 16-3/2013-AS-III/421/1205

Dated: 08-01-2019

To,  
All Access Service Providers.

**Subject: - Allocation of Short Code 155368 to AB-NHPM, Uttar Pradesh for PMJAY regarding.**

The undersigned is directed to convey the allocation of short code '155368' to AB-NHPM, Uttar Pradesh for PMJAY for Uttar Pradesh with features as below:

- (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: (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).

*S. K. Garg*  
(Sanchit Kumar Garg)  
ADG (AS-III)  
08/02/2019

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

1. Secretary, TRAI.
2. CMD MTNL /CMD BSNL.
3. CEO, AB-NHPM, 4<sup>th</sup> floor, Navchetna Kendra, 10 Ashok Marg, Hazratganj, Lucknow with reference to your letter no. RSBY/File-221/2018-19/51 dated 16-01-19 to appoint a nodal officer to implement the helpline. (The Nodal officer may contact Sr. DDG (LSA), LSA, UP-East).
4. Director (P&N), DoT (HQ) (concerned LSA field units 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.