

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

No. 16-03/2009-AS-III/342/468

Dated:05/12/2016

To,

All Access Service Providers.

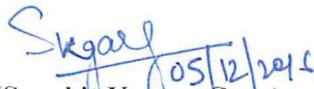
**Subject:- Allotment of short code '14444' for Cash MukT Bharat Abhiyan Helpline regarding.**

The undersigned is directed by competent authority to allocate short Code '14444' as CASH MUKT BHARAT ABHIYAN HELPLINE" 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 on STD also.
- (iii) Non-Metered Service:

2. NASSCOM will provide locations and telephone numbers for routing and termination of calls to above mentioned short code.

This is issued with the approval of Sr. DDG (AS).

  
(Sanchit Kumar Garg)  
ADET (AS-III)  
Tel.:23036444

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

1. Secretary, TRAI.
2. NASSCOM
3. Shri Ashok Jhunjhunwala, Advisor to Hon'ble Minister of State (I/C) for Power.
4. CMD MTNL/ BSNL.
5. 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).
6. ADG (IT) with request to kindly upload on DoT Website.