

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

No. 16-3/2011-AS.III/Vol.II (Part) /110/528/

Dated : 17/01/2017

To,

All Access Service Providers.

**Subject:- Allocation of Short Code to the Prohibition & Excise Deptt., Gujarat State.**

The undersigned is directed to convey the allocation of Short Code '15545' as Prohibition Helpline to Prohibition & Excise Deptt., Gujarat State 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: (It may be taken as Called Party Pays or Calling Party Pays depending on a separate intimation, to this effect, issued from the agency to which this short code is allocated in furtherance to this DoT instruction
2. All are requested to take necessary action.

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

*S. Garg*  
(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. Secretary, TRAI
2. CMD MTNL /CMD BSNL.
3. Director, Prohibition & Excise Deptt., Gujarat State. O 2, New Mental Hospital Building, Asarwa, Ahmedabad w.r.t you letter No. EST. 9-3/2017/EST-3/09 dated 04/01/2017 to appoint a nodal officer to implement the helpline. The Nodal officer may contact DDG (TERM), TERM Cell, Gujarat.
4. 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).

o/c