

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

No.16-10/2018-AS-III/Short code/229/ (1)

Dated: 18/03/2021

To,

All Access Service Providers.

Subject: Allotment of short code '14417' to Directorate of Mid Day Meal & School Sanitation, Vijayawada, Government of Andhra Pradesh.

Short code '14417' is allocated to Directorate of Mid Day Meal & School Sanitation, Vijayawada, Government of Andhra Pradesh to establish integrated call center to receive grievances from ground level for effective implementation of 'Jagnanna Gorumudda (Mid-Day Meal)' and School sanitation with features as:

- (i) Category-I: Service (i.e. mandatory service to be provided by all the Access providers.
 - (ii) Accessibility: Restricted i.e. within local area.
 - (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.
 3. This is issued with the approval of DDG (AS).

Sk Garg
(Sanchit Kumar Garg)
ADG (AS-III)

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Shri B. Rajsekhar, IAS, Principal Secretary to the Government, Department of School Education, A.P. Secretariat, Velagapudi, Amravathi, Andhra Pradesh w.r.t. letter No. ESE02-27021/177/2020-MDM-CSE dated 03.02.2021, 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.