

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

No. 16-05/2019-AS-III/Short Code/5/1308/

Dated: 09/08/2019

To,

All Access Service Providers.

Subject: - Allotment of short code '14423' as Kilkari Helpline to Ministry of Health and Family Welfare.

The undersigned is directed by competent authority to allocate short Code '14423' as Kilkari Helpline to deliver free, weekly, time-appropriate audio messages about pregnancy, child birth and child rate directly to mobile phones of families to Ministry of Health and Family Welfare on PAN-India basis 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) 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).


(Sanchit Kumar Garg)
ADG (AS-III)
Tel.:011-23372725

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Ms. Seema Joshi, ISS, Deputy Director, Mission Mode Project Cell, RCH Division, MoHFW, New Delhi 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.

g/c