

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

No.16-1/2017/AS-III/Vol.I(Short Codes)/81/ 103

Dated: 30/07/2021

To,

All Access Service Providers.

Subject: Allotment of short code '14426' to Indian Council of Agricultural Research, Department of Agriculture Research and Education, Ministry of Agriculture and Farmers Welfare for Kisan-Sarathi.

Short code '14426' is allocated as IVRS based ICT multimedia advisory platform for agriculture named as Kisan-Sarathi to Indian Council of Agricultural Research, Department of Agriculture Research and Education, Ministry of Agriculture and Farmers Welfare. The short code shall have following features:

- (i) Category-I: Service (i.e. mandatory service to be provided by all the Access Providers).
- (ii) Accessibility: Un - Restricted.
- (iii) Metered Service: Called Party Pays.
- (iv) The short code shall be mapped on toll free number 1800-123-2175.

2. All are requested to take necessary action.

Sk Garg
(Sanchit Kumar Garg)
ADG (AS-III)
30.07.2021

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Shri A.K. Singh, Deputy Director General (Agricultural Extension), Indian Council of Agricultural Research, Krishi Anusandhan Bhawan, Pusa, New Delhi-110012 w.r.t. letter No. Nil dated 23.07.2021 with a request to appoint a nodal officer to implement the helpline. The contact details are 011-25843277 and email id is ddg-extn.icar@gov.in. 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.