

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

No.16-1/2017/AS-III/Short Code/544/21

Dated: 14-02-2023

To,
All Access Service Providers.

Subject: Allocation of Short Code '155343' to Micro, Small and Medium Enterprises Department, Government of Tamil Nadu.

Short code '155343' is allocated as Helpline to Micro, Small and Medium Enterprises Department, Government of Tamil Nadu for setting up a Startup TN call Centre for addressing grievances redressal of the Startups and stakeholders with following features as:

- (i) Category-I: Service (i.e. mandatory service to be provided by all the Access providers).
 - (ii) Accessibility: Restricted i.e. within state.
 - (iii) Metered Service: Called Party Pays.
 - (iv) The Short code shall be terminated on 044-22256789.
2. All are requested to take necessary action.
 3. This is issued with the approval of competent authority.

**Signed by Sanchit Kumar
Garg**

**Date: (Sanchit Kumar Garg)
14-02-2023 12:59:22
ADG (AS-III)**

Ph: 011-.....

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Shri V. Arun Roy, Secretary, Micro, Small and Medium Enterprises Department, w.r.t. letter No.625/TANSIM-Startup TN Call Centre/2022 dated 23.01.2023 with request to appoint a nodal officer to implement the helpline. The Nodal Officer may please contact Sr. DDG, TN LSA, Chennai.
4. Director (NT), DGT (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. Director (IT), DoT HQ for uploading on DoT Website.