

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/103/1446

Dated: 16/12/2019


To,

All Access Service Providers.

Subject: - Allotment of short code '1907' as helpline number to the Agricultural Marketing Department, A.P. for interaction with the farmers about the welfare schemes.

The undersigned is directed by competent authority to allocate short Code '1907' as helpline number to the Agricultural Marketing Department, Government of Andhra Pradesh for interaction with the farmers to impart various welfare programs to farmers, 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)
16.12.2019

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

1. Secretary, TRAI.
2. Chief Secretary, A.P. Secretariat, Velagopudi, Guntur Distt, Amravati, Govt of Andhra Pradesh-522238 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.
3. CMD BSNL, CMD MTNL
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.