

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

No. 16-02/2023-AS-III/ShortCodes/139

Dated: 14.11.2024

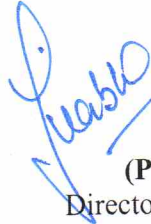
To,

All Access Service Providers.

Subject: -Activation of outbound calls with sender ID '14423' from short code '14423'.

This is in reference to short code '14423' allocated to Ministry of Health and Family Welfare for Kilkari Helpline vide DoT letter dated 09.08.2019 (copy enclosed).

2. In consideration of request of Deputy Director General, Ministry of Health and Family Welfare (MoHFW), Government of India, the undersigned is directed to convey the approval for short code '14423' to be used as Sender ID for outbound calling also (two-way communication) for Kilkari Helpline Programme.
3. Other features will remain the same.
4. All are requested to take necessary action.
5. This is issued with the approval of DDG (AS).


14/11/2024
(Prabha Ji)
Director (AS-III)
Ph 011-23372732

Encl: As above.

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

1. Secretary, TRAI.
2. CMD MTNL/ BSNL.
3. Shri Rakesh Kumar Maurya, Deputy Director General, Ministry of Health and Family Welfare (MoHFW), Nirman Bhawan, New Delhi-110011, with a request to appoint a nodal officer who may contact Spl. DG Telecom/Addl DG Telcom of respective LSA unit, for concerned States/UTs for implementation of the above order.
4. Director (T), DGT HQ (respective LSA field may be asked to coordinate with respective Nodal officers and TSPs for implementation of helpline, as and when approached).
5. A copy for upload on DoT Website.

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/ 13081

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).

S K Garg
(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.