

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

No. 16-1/2017-AS-III/Short Code/ 72

Dated:23.04.2025

To,

All Access Service Providers.

Subject: -Allocation of short code '14473' to Ministry of Social Justice and Empowerment for the National Helpline of "NAMASTE Scheme".

The undersigned is directed to convey the allocation of short code '14473' to Ministry of Social Justice and Empowerment for the National Helpline of "NAMASTE Scheme" (National Action for mechanized Sanitation Ecosystem Scheme) for socioeconomic upliftment and empowerment of sanitation workers and waste pickers, with following features: -

- i. Category-I: Service (i.e. mandatory service to be provided by all the Access service providers).
- ii. Accessibility: Unrestricted
- iii. Metered Service: Calling party pays.
- iv. To terminate Short Code at: -0120-6978806
- v. Details and contact number of Nodal Person: Sh. Rajender Singh, contact number- 011-24369844 E-mail: rajinder.singh73@nic.in

2. All are requested to take necessary action.
3. This is issued with the approval of DDG (AS).

Digitally signed by
Vaibhav Jain
Date: 23-04-2025
16:45:38
Director (AS-III)
Ph 011-23372488

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

1. Secretary, TRAI.
2. Shri Vinesh Pachnanda (Deputy Secretary), B-2, Ground Floor, Pt. Deendayal Antodaya Bhavan, CGO Complex, New Delhi 110003. The Nodal officer may contact Special DG Telecom of Delhi LSA at advisor.del-dgt-dot@gov.in.
3. Director (T), DGT HQ, DoT (respective LSA field may be asked to coordinate with TSPs for implementation of helpline).
4. A copy for upload on DoT Website.