

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/ 56

Dated:27.03.2025

To,
All the Access Service Providers

Subject: Change in the mapping of Short Code (14408) of Ministry of Women & Child Development for the Poshan Helpline -Reg.

Considering the request of Ministry of Women & Child Development it has been decided to change the terminating number of short code '14408' (issued by vide DoT letter No. 16-1/2017-AS-III-Vol.1/58/875 dated 05.02.2018) as per follows: -

S. No.	Earlier Mapping	New Mapping	
	Terminating Number	Terminating Number	TSP
1	18001032744	18008891531	RJIO

2. Details of Nodal officer with contact number: Mr. Rishi Bhardwaj & M. No. 9871114783
3. All other features will remain the same.
4. All are requested to take necessary action.
5. This is issued with the approval of DDG (AS).

Digitally signed by
Vaibhav Jain
Date: 27-03-2025
13:57:08
Director (AS-III)
Ph 011-23372488

Encl: As above.

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

1. Secretary, TRAI.
2. Shir Amit Gupta (Sr. Monitoring & Evaluation Expert PMU - Mission Poshan 2.0) Ministry of Women and Child Development, Govt. of India 3rd Floor, Jeevan Vihar Building, Sansad Marg, New Delhi – 110001. The Nodal officer may contact Special DG Telecom/Additional DG Telecom of Delhi LSA.
3. Director (T), DGT HQ, DoT (respective LSA field may be asked to coordinate with TSPs for implementation of helpline)

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

No. 16-1/2017-AS-III-Vol.I/58/375

Dated :9.9/02/2018

To,

All Access Service Providers.

Subject:-Allocation of Short Code 14408 to Ministry of Women & Child Development, Govt. of India regarding.

The undersigned is directed to convey the allocation of Short Code '14408' for both SMS and Voice services, to Ministry of Women & Child Development, Govt. of India for National Nutrition Mission 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) Non-Metered Service.
 - (iv) Short code to be used as Sender Id (two way communication)
2. This is issued with the approval of DDG (AS-1).
 3. All are requested to take necessary action.

S. Garg
05/02/2018
(Sanjeev Kumar Garg)
Assistant Director General (AS-III)
Tel: 011-23372725

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

1. Secretary, TRAI.
2. CMD MTNL /CMD BSNL.
3. Secretary, Ministry of Women & Child Development, Govt. of India, Shastri Bhawan, New Delhi-1, w.r.t your D.O letter no. NNM/14/2018 dated 25-01-18, to appoint a nodal officer to implement the helpline. The Nodal officer may contact DDG (TERM), TERM Cell, Delhi.
4. Director (Policy & North), DGT HQ, DoT (respective TERM Cell 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.