

Government of India
Ministry of Communication & Information Technology
Department of Telecommunications
Access Services Wing
20, Ashoka Road, New Delhi-110001

No. 16-3/2011-AS.III/Vol.III (Short Code)/127/123

Dated 18/12/2014

To

All Access Service Providers

Subject:- Allocation of Short code '10589' for help desk called "Mother and Child Tracking Helpdesk (MCTH)" regarding.

In consideration of request of Chief Medical & Health Officer, District- Panna, Madhya Pradesh vide letter No.जि.स्वा.स./2014/18627 dated 13/11/2014. I am directed to convey the approval of competent authority for allocation of Short Code '10589' for help desk called "Mother and Child Tracking Helpdesk (MCTH)" Helpline to all State Govt./UTs with following features as under:

- (i) Category-I: Service (i.e. mandatory service to be provided by all the Access Service 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. This allocation is made to have uniformity across the Nation. States /UTs may like to use the code for the intended purpose after making necessary arrangements with respect to required infrastructure.
3. All TERM Cells (field units of DoT) shall be nodal offices for co-ordination required, if any, with Telecom Service Providers to implement the help line.


(Narayan Ram)
Section Officer (AS-III)
Tel.:23036444

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

1. All State Govt./UTs Chief Secretaries (It is requested to appoint a Nodal Officer to co-ordinate with Telecom Service Providers of concerned State/UTs who may be directed to contact with TERM Cells for any help, if needed, to implement the helpline).
2. Secretary, TRAI
3. All Telecom Service Providers.
4. Chief Medical & Health Officer, District-Panna (MP) with reference to your letter No जि.स्वा.स./2014/18627 dated 13/11/2014.
5. Director (TERM-I), DoT (HQ). (All TERM Cells may be asked to co-ordinate with respective Nodal Officers and TSPs for implementation of Helpline, as and when approached).
6. ADG (IT) with request to kindly upload on DoT Website.