

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

No. 16-03/2013-AS-III/Part-III/191/ 513

Dated: 05/01/2017

To,
All Access Service Providers

Subject: - Allocation of short code '14444' for Cash Mukh Bharat Abhiyan Helpline-regarding

Ref:- DoT letter No. 16-3/2009-AS.III/344/507 dated 28/12/2016

In continuation of the above referred letter the undersigned is directed to state that:-

1. Toll free SMS may be transmitted over your network to your subscribers in J&K, PUNJAB, HARYANA, HIMACHAL PRADESH, DELHI, UP(W), UP(E), RAJASTHAN, NORTH-EAST, WEST BENGAL, KOLKATA, ODISHA, BIHAR, ASSAM service areas for the "Cash Mukh Bharat Abhiyan Helpline"

2. The text of SMS in English and Hindi version is as mentioned below:

(a) **English version:** "Go Cashless! Dial 14444 toll-free for help with digital payments- Bhim, UPI, mobile wallet, debit card, or USSD (*99#)"

(b) **Hindi version:** "कैश मुक्त बने! डिजिटल भुगतान सहयोग के लिए 14444 निशुल्क डायल करें ! चुनिये भीम/ UPI, मोबाइल वॉलेट, डेबिट कार्ड, या *99# (USSD)".

English and Hindi version may be transmitted on separate dates.

All are directed to take necessary action accordingly.

S. Garg
(Sanchit Kumar Garg)
ADET (AS-III)
Tel No. 011-23036444

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

1. CEO, Niti Aayog, New Delhi
2. Secretary, Meity, New Delhi
3. Secretary, TRAI.
4. Sr. DDG (TERM), DoT HQ, New Delhi.
5. NASSCOM