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 Mukt Bharat Abhiyan Helpline-regarding  


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 Mukt 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! चुलिये 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.  

(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