

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

No.16-10/2018/AS-III/Short Codes/410/99

Dated: 12-08-2022

To, —
All Access Service Providers.

Subject: Allocation of Short Code '14410' to National Health Mission, Directorate of Health Services (M.P.), Government of Madhya Pradesh.

Short code '14410' is allocated as centralized helpline for Tele-consultation to National Health Mission, Directorate of Health Services (M.P.), Government of Madhya Pradesh with following features as:

- (i) Category-I: Service (i.e. mandatory service to be provided by all the Access providers).
- (ii) Accessibility: Restricted i.e. within state.
- (iii) Metered Service: Called Party Pays.
- (iv) The short code shall be mapped on toll free number 18002330575.

2. All are requested to take necessary action.

**Signed by Sanchit Kumar
Garg**

Date: 16-08-2022 11:44:29
(Sanchit Kumar Garg)

ADG (AS-III)

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Ms. Priyanka Das, Mission Director, National Health Mission, Directorate of Health Services (MP), Link Road No. 3, Infront of Patrakar Colony, Bhopal-462003 w.r.t. letter No. NHM/IT/522 dt. 29.07.2022 with a request to appoint a nodal officer to implement the helpline. The Nodal officer may contact Sr. DDG (LSA), LSA Unit, concerned States/UTs.
4. Director (P&N), DGT (HQ), (respective LSA field unit 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.