

Government of India
Ministry of Communications
Department of Telecommunications
Sanchar Bhawan, 20 Ashoka Road, New Delhi-110001
(Access Services Wing)

No. 16-1/2017-AS-III/ShortCodes/ N1020/26

Dated: 12.02.2025

To,

All Access Service Providers.

Subject: - Allocation of short code '14472' for the Mera Yuva Bharat (MY Bharat Helpline).

The undersigned is directed to convey the allocation of short code '14472' for Department of Youth Affairs, Ministry of Youth Affairs & Sports for my Bharat Helpline the with following features: -

- i. Category-I: Service (i.e. mandatory service to be provided by all the Access service providers.)
 - ii. Accessibility: Un-restricted (PAN India Availability).
 - iii. Metered service: Called Party Pays.
 - iv. The short code will terminate at: - **18002122729**
 - v. Details and contact number of Nodal person: Shri. Devendra Vyas, Deputy Director (MY Bharat, DoYA), 9655281514
2. All are requested to take necessary action.
3. This is issued with the approval of DDG (AS).

Digitally signed by
Vaibhav Jain
Date: 12-02-2025
18:07:28
Director (AS-III)
Ph 011-23372488

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

1. Secretary, TRAI.
2. Shri Nitesh Kumar Mishra, Joint Secretary, Department of Youth Affairs, Ministry of Youth Affairs & Sports, Shastri Bhawan, New Delhi-110001.
3. Shri. Devendra Vyas, Deputy Director (MY Bharat, DoYA), Nodal Officer may contact O/o Special DG Telecom of Delhi LSA. (advisor.del-dgt-dot@gov.in)
4. Director (T), DGT HQ, DoT (with a request to direct respective LSA field unit to coordinate with TSPs for implementation of helpline)
5. A copy for upload on DoT Website.