

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

No. 16-1/2017-AS-III/ShortCodes/167/1209/

Dated: 12-02-2019

To,
All Access Service Providers.

Subject: - Allocation of Short Code 14460 to LIC of India for Pradhan Mantri Shram Yogi Maan Dhan Scheme regarding.

The undersigned is directed to convey the allocation of short code '14460' to LIC of India for Pradhan Mantri Shram Yogi Maan Dhan Scheme 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: Called Party Pays.
2. All are requested to take necessary action.
 3. This is issued with the approval of DDG (AS).


(Sanchit Kumar Garg)
ADG (AS-III)
sanchitk.garg@gov.in

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

1. Secretary, TRAI.
2. Secretary, Ministry of Labour and Employment, Govt. of India, Shram Shakti Bhawan, Delhi-110001.
3. CMD MTNL /CMD BSNL.
4. Sh, Raghupal Singh, Chief-Pension and Group Schemes, LIC of India, Central Office, Jeevan Bima Marg, Nariman Point, Mumbai-400021 email: Singh.rp@licindia.com with reference to your email dated 07-02-19. You are requested to appoint a nodal officer to implement the helpline. (The Nodal officer may contact DDG (LSA), LSA Unit, Mumbai).
5. Director (P&N), DoT (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).
6. A copy for upload on DoT Website.