

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

No. 16-3/2009-AS-III(Part)/421/12461


Dated:10-04-2019

To,
All Access Service Providers.

Subject:-Allocation of Short Code 14464 for to Shri Amarnath Shrine Board (SASB) regarding.

The undersigned is directed to convey the allocation of Short Code '14464' to SASB for Shri Amarnath Yatra Helpline with features as:

- i. Category-I: Service (i.e. mandatory service to be provided by all the Access providers).
 - ii. Accessibility: Un-restricted i.e. available on STD also.
 - iii. Metered Service: (It may be taken as Called Party Pays or Calling Party Pays depending on a separate intimation, to this effect, issued by the agency to which this short code is allocated in furtherance to this DoT instruction).
2. All are requested to take necessary action.
 3. This is issued with the approval of DDG (AS).


(Dhananjay Kumar Ranjan)
Dir. (AS-III)
Ph. No:011-23036387

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

1. Secretary, TRAI.
2. CMD MTNL /CMD BSNL.
3. CEO, Shri Amarnath Shrine Board, 2nd Floor, Block- III, Engineering Complex, Raj Bagh Srinagar-190008 wr.t your D.O letter No. CEO/SASB/339-E/2019/614 dated 26-03-2019. Short code 1364 is earmarked for Tourist Information Services for State Govt as per NNP-2003 and is intended to cater for the State Tourism as per the requirement of State Tourism Deptt.
4. Director (P&N), DoT (HQ) (respective LSA 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.