

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

No.16-1/2017/AS-III/Short codes/530/328

Dated: 19-12-2022

To,

All Access Service Providers.

Subject: Allocation of Short Code '14435' to Food & Drugs Control Administration, Government of Gujarat, Gandhinagar.

Short code '14435' is allocated as help-desk Helpline to reply for the queries regarding License-Registration applications, Food related Consumer Grievances/Complaints, Food Poisoning incidents to Food & Drugs Control Administration, Government of Gujarat, Gandhinagar 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: (It may be taken as Called Party Pays or Calling Party Pays depending on a separate intimation, to this effect, issued from 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 competent authority.

**Signed by Sanchit Kumar
Garg**

**Date: 19-12-2022 14:56:09
(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. Dr. H.G. Koshia, Commissioner of Food Safety, Food & Drugs Control Administration, Dr. Jivraj Mehta Bhavan, Block No. 8, 1st Floor, Gandhinagar-382010 w.r.t. letter No. 71082 dt. 29.11.2022 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 (NT), 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.