

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

No. 16-03/2011-AS-III/Short Code/

Dated: 30/04/2021

To,

All Access Service Providers.

**Subject: Allotment of short code '14443' as Helpline to provide Teleconferencing services on AYUSH System of Medicine to Central Council for Research in Homoeopathy, New Delhi.**

Short code '14443' is allocated as a Helpline to provide Teleconferencing services on AYUSH System of Medicine to create the awareness amongst the public during the COVID-19 pandemic situation on pan India basis to Central Council for Research in Homoeopathy. The short code shall have following features as under:

- i. Category-I: Service (i.e. mandatory service to be provided by all the Access providers).
  - ii. Accessibility: Un-Restricted.
  - iii. Metered service: (It may be taken as Called Party Pays or Calling Party Pays depending on 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.

*SKgarg*  
(Sanchit Kumar Garg) 30.04.2021  
ADG (AS-III)

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Dr. Bindu Sharma, Assistant Director (Homoeo), Central Council for Research in Homoeopathy, Ministry of AYUSH, Govt. of India, 61-65, Institutional Area, Janakpuri, New Delhi- 110058, w.r.t. letter No. PA/DG/CCRH/2021-22/Mon./384 dated 28.04.2021, contact detail is 011-28521060, 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), 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).
5. A copy for upload on DoT Website.