

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

No.16-3/2013/AS-III/543/153

Dated: 04/07/2022

To,
All Access Service Providers.

Subject: Allocation of Short Code '14447' to Department of Agriculture & Farmer's Welfare (DA&FW), Ministry of Agriculture & Farmer Welfare, Government of India.

Short code '14447' is allocated as Pradhan Mantri Fasal Bima Yojana (PMFBY) Helpline at which farmers can get online support through the call centre established by Department of Agriculture & Farmers Welfare (DA&FW), Ministry of Agriculture & Farmers Welfare, Government of India with following features as:

- (i) Category-I: Service (i.e. mandatory service to be provided by all the Access Providers).
 - (ii) Accessibility: Un-restricted.
 - (iii) Metered Service: Called Party Pays.
 - (iv) The short code shall be mapped on toll free number 1800-137-2022.
2. All are requested to take necessary action.
 3. This is issued with the approval of competent authority.

S. K. Garg
(Sanchit Kumar Garg)
ADG (AS-III)
04.07.2022

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Shri Kamna R. Sharma, Dy. Commissioner (Credit), Department of Agriculture & Farmer's Welfare, Krishi Bhawan, New Delhi-110001 w.r.t. letter No. 13012/06/2020-CrII-Part(1) (FTS 106726) dt. 30.06.2022 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 (P&N), 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.