

**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/495/144


Dated: 20/06/2022

To,  
All Access Service Providers.

**Subject: Allocation of Short Code '155307' to Department of Tourism, Government of Uttar Pradesh.**

Short code '155307' is allocated as Tourist Helpline to Department of Tourism, Government of Uttar Pradesh 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.

  
(Meenakshi)  
S.O. (AS-III)

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Shri Mukesh Kumar Meshram, Principal Secretary & Director General, Department of Tourism, Paryattan Bhawan, Rajarshi Purushottam Das Tandon, C-13, Vipin Khand, Gomti Nagar, Lucknow-226010 w.r.t. D.O. letter No. 1150/2022 dated 20.05.2022 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.