

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

No. 16-10/2018-AS-III/Short Codes/ 15411

Dated: 26/06/2020

To,
All Access Service Providers.

Subject: Allotment of short code '14445' as Helpline for the purpose of national portability of ration cards under the outgoing 'One Nation One Ration Card' plan for the benefit of portability of beneficiaries across the country to all State/UTs-reg.

Short Code '14445' is allocated as helpline number to Central Project management Unit (CPMU) to be utilized for dealing with the grievances/distress calls of beneficiaries, obtaining feedback and also for information dissemination and awareness generation activities under One Nation One Ration Card plan across the country. The call centers will be located in the States/ UTs and a common helpline number would be implemented for One Nation One Ration Card plan. The features of the helplines are as below:

- i. Category-I: Service (i.e. mandatory service to be provided by all the Access Service Providers.
 - ii. Accessibility: Un-restricted i.e. available on STD also.
 - iii. Metering: Called Party Pays.
2. All are requested to take necessary action.
 3. This is issued with the approval of competent authority.


(R.K. Soni) 22/6/20
Director (AS-III)

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

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Director (PD), Central Project management Unit (CPMU), Department of Food & Public Distribution, M/o Consumer Affairs, Food and Public Distribution, Krishi Bhawan, New Delhi-110001 w.r.t your letter No. F. No. 23 (5)/2015-Comp(323743) dated 23.06.2020 shall be the 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.