

F.No.23(5)/2015-Comp. (E:323743)

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Food & Public Distribution

Krishi Bhawan, New Delhi - 110001

Dated: 16/07/2020

To

Principal Secretary/Secretary,
Food & Civil Supplies Department,
All States/UTs

Subject: Operationalization of new Toll-Free Helpline Number / Short Code '14445' for 'One Nation One Ration Card' in all State/UTs - reg.

Sir/Madam,

Please refer to the earlier letter of this Department of even number dated 26/06/2020 on the above subject (copy enclosed), wherein this Department had shared a new short-code/ toll-free number '14445' for the One Nation One Ration Card related operations, such as information dissemination, awareness generation, facilitating the registration of migrant beneficiaries, registering complaints/grievances related to national portability, receiving distress calls/feedback, etc. to promote the national portability among the NFSA beneficiaries in an effective manner.

2. All States/UTs were requested to initiate process for setting up this short-code/toll-free number beside the existing 1967 toll free helpline (for regular PDS operations/complaints) in coordination with NIC and Access Service Providers in respective State/UT by 15-07-2020.

3. It is, therefore, all States/UTs are requested to kindly share the details of the actions taken so far for the operationalization of 14445 short-code/toll-free number and a plan for its publicity and utilization in your State/UT on or before 20-07-2020 positively.

4. The above information may please be shared with this Department on priority please.

Yours faithfully,

Encl: As above.

Digitally signed by ASHOK
KUMAR
Date: Fri Jul 17 10:50:50 IST
2020
(Ashok Kumar)

Under Secretary to the Govt. of India
Tel: 011-23383942

Copy to:

1. Shri BVC Rao, Dy. Director General, NIC HQ, New Delhi.

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Ministry of Consumer Affairs, Food and Public Distribution
Department of Food & Public Distribution

Krishi Bhawan, New Delhi - 110001

Dated: 26/06/2020

To

Principal Secretary/Secretary,
Food & Civil Supplies Department,
All States/UTs

Subject: Operationalization of new Toll-Free Helpline Number / Short Code '14445' for 'One Nation One Ration Card' in all State/UTs – reg.

Sir/Madam,

The undersigned is directed by competent authority to convey that, the Department of Telecommunications (DoT), Government of India has allotted a new short code '**14445**' for "**One Nation One Ration Card**" in all States/UTs. In this regard, DoT has already issued a letter to all Access Service Providers to facilitate this common helpline number across the country under Category-I service (Copy enclosed).

2. This new number/short-code may be utilized exclusively for activities under the national portability of beneficiaries such as facilitating registration of migrant beneficiaries, awareness generation/ information dissemination to them, registering complaints/grievances related to national portability, receiving distress calls/feedback, etc. to promote the One Nation One Ration Card initiative in an effective manner.
3. All States/UTs are therefore requested to immediately initiate process for setting up this new toll-free helpline number/short-code beside the existing 1967 toll free number(s) for regular PDS operations. Further, a centralized monitoring team i.e. SPMU may be involved for continuous monitoring of its implementation as well as daily monitoring of operations thereafter.
4. Technical support may be sought from State/Central NIC for setting up and operationalize mechanisms for – (i) registration of migrants, (ii) capturing of details like name, mobile number, ration card number, going/coming to/from State/district, duration of stay, industry, etc. (iii) information dissemination/awareness generation programs, (iv) separate data management of complaints/grievances received on this number regarding One Nation One Ration Card, etc. Further, for technical support from NIC, you may contact Sh. B V C Rao, DDG, NIC, bvcrao@gov.in, M:9958402296.
5. The above may please be taken on high priority preferably by 15th July 2020.

Yours faithfully,

Encl: As above.

Digitally signed by ASHOK
KUMAR

Date: Fri Jun 26 21:49:04 IST
2020

Reason: Approved

(Ashok Kumar)
Under Secretary to the Govt. of India

File No.23(5)/2015-Comp

Tel: 011-23383942

Copy to:

Shri BVC Rao, Dy. Director General, NIC HQ, New Delhi – with a request to extend necessary technical support to all States/UTs for expeditious implementation, through Central or State NIC units.

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/


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) 20/6/20
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.