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

No. 16-02/2023-AS-III-/ShortCode/ 63 Dated:03.04.2025

To,

All Access Service Providers.

Subject: - Allocation of short code '155343 for Department of MSME & Export Promotion for Govt. of Uttar Pradesh.

The undersigned is directed to convey the allocation of short code **'155343'** to Department of MSME & Export Promotion, Govt. of Uttar Pradeshwith following features: -

i. Category-I: Service (i.e. mandatory service to be provided by all the Access service providers).

ii. Accessibility: Unrestricted (i.e. available on STD)

ii. Metered Service: Called party pays

iv. The short code shall be terminated on – 1800 890 46 58

v. Nodal Contact Person Details: Shri Raj Kamal Yadav, IAS, MD, UPSIC Ltd., contact number: 8932999999

2. All are requested to take necessary action.

3. This is issued with the approval of DDG (AS).

Digitally signed by
Vaibhav Jain
Date: 03-04-2025
12:30:17
Director (AS-III)
Ph 011-23372732

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

1. Secretary, TRAI.
2. Shri Pranjal Yadav, Secretary, 1st Floor, Room No. 110, Lalbahadur Sastri Bhawan, Uttar Pradesh Secretariat, Lucknow-226001. The Nodal officer may contact Additional DG Telecom of UP East LSA.(srddg.upe-dgt-dot@gov.in)
3. Director (T), DGT HQ, DoT (respective LSA field may be asked to coordinate with TSPs for implementation of helpline).
4. A copy for upload on DoT Website.