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

No. 16-01/2023-AS-III/SHORTCODES/167 Dated: 10.09.2025

To

All Access Service Providers.

Subject: Change in the mapping of Short Code '10588' allocated toMinistry of Health and Family Welfare-regd.

In continuation to DoT letter No. 16-3/2011-AS-III/Vol. 1/1564 dated 20.05.2013 (copy attached), considering the request of Ministry of Health and Family Welfare, it has been decided to change the mapping of short code '10588' as follows:

S. No.	Short Code	Mapping/ Terminating Number	Metered Service	Details of Nodal Person
1	10588	18001008652	Called Party Pays	**Name**: Ms. Kalpna **Designation**: Deputy Director **Mail Id**: kalpna.iss@mospi.gov.in **Contact No.:** 7838043410

2. All other features will remain the same.
3. All are requested to take necessary action.
4. This is issued with the approval of DDG(AS)

Digitally signed by VAIBHAV JAIN
Date: 10-09-2025 10:03:54

Director (AS-III)
Ph 011-23372488

Encl: As above.

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

1. Secretary, TRAI.
2. Shri Rakesh Kumar Maurya, Deputy Director General,M/o Health and Family Welfare, Nirman Bhawan, New Delhi 110001.
3. Director (T), DGT HQ, DoT (respective LSA field may be asked to coordinate with TSPs)
4. A copy for upload on DoT Website.

(P-204/cor.)

F.No.16-3/2011-AS-III/Vol.I 1564
Government of India
Ministry of Communications & I.T.
Department of Telecommunications
(Licensing Cell (AS-III Section)

Sanchar Bhawan, 20, Ashoka Road,
New Delhi-110001, Dated: 20th May, 2013

To,

All Access Service Providers

Subject- Short code for Multi-lingual help desk called " Mother and Child Tracking Helpdesk (MCTH)."

With reference to subject mentioned above, I am directed to convey the approval of competent authority for allocation of **short code 10588** to as Multi-lingual help desk, called Mother and Child Tracking helpdesk (MCTH) at National Institute of Health & Family Welfare (NIHFW), Delhi.

2. The features of the Helpline are as stated below:

(i) Category- I Service, (i.e. mandatory services to be provided by all the Access Services Providers)
(ii) Unrestricted i.e. accessible from anywhere, national or International and
(iii) Metered (Called Party pays)

Yours faithfully,

20/5/2013

(Narayan Ram)
Section Officer (AS-III)
Tel: Fax :23710488/23036444

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

1. Secretary, TRAI
2. Secretary, Ministry of Health & Family Welfare, Nirman Bhawan, New Delhi-110108
3. Sr. DDG (TEC)
4. CMD, MTNL
5. CMD, BSNL.
6. .Director (S-I), DoT (HQ), with a request to circulate the sanction to TERM Cells.
7. Dir,(IT), DoT for to uploading on DoT Website.