

NAVEEN KUMAR AGARWAL

**ADDITIONAL MISSION DIRECTOR
SWACHH BHARAT MISSION**

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भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन

GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN

नई दिल्ली-110011, तारीख 20
New Delhi-110011, Dated the 20

D.O No. 15/19/2020-SBM-1

Date: 8th January 2021

Dear Mission Directors,

Please refer to my earlier letter number No. 15/19/2020-SBM-1 dated 24th November 2020, alongwith the BSNL letter regarding operationalising of **14420 helpline number** in the 244 participating cities of Safaimitra Suraksha Challenge.

2. I am happy to inform you that BSNL has now agreed to open up this service for all cities in the country.

3. In this regard, please find attached a letter from BSNL addressed to CGMS of all Telecom Circles / Telecom districts (**Annex 1**).

4. Going forward, this helpline number could emerge as a unique identity for each ULB. I would therefore like to request you to instruct all cities in your State / UT to:

- contact the BSNL offices at your local level, giving reference to this attached letter, and set up the call centre for the helpline number.
- Cities may be instructed to communicate to the local BSNL office the GPS location where the call centre is expected to be set up, and also contact all the local telecom service providers, so that all complaints can henceforth land at this number.
- If necessary, local helpline number currently in use may be integrated with this National number.

5. Please note that, all initiatives to widely publicize this helpline number will also contribute to cities scoring higher in SS 2021, in the IEC component.

With regards,

Encl: As above

Yours Sincerely,

(NAVEEN KUMAR AGARWAL) 21/1/2021

All State Mission Directors of SBM-Urban

Copy: All PS-UDs / Administrators of States / UTs