



Bangladesh Telecommunication Regulatory Commission
IEB Bhaban, Ramna, Dhaka - 1000.
Engineering & Operation Division



Record Number: 14.32.0000.800.54.001.18.886

Date: 4/7/2020

Subject: **Directives on Short Code Allocation Procedure
2020.**

Directives on Short Code Allocation Procedure 2020

Bangladesh Telecommunication Regulatory Commission (BTRC), empowered by the Bangladesh Telecommunication Regulation Act 2001, sets the numbering plan for telecommunication services in Bangladesh. As a part of this responsibility, BTRC also issues short code to eligible organizations so that the offered services are more accessible to people and the organizations can reach their target group in an easier way. BTRC has been allocating short codes in accordance with the Short Code Allocation Procedure issued in 2010 and Bangladesh National Numbering Plan 2017. Short code is a limited numbering resource and its demand from both public and private organizations and usage in businesses are increasing. Therefore, it has become necessary to revise the allocation procedure of short code considering the new dynamics in the demand and supply for the greater public interest.

2. Under the above-mentioned circumstances, BTRC has decided to issue Short Code Allocation Procedure 2020. These directives shall replace and supersede Short Code Allocation Procedure issued in 2010, all relevant provisions of Bangladesh National Numbering Plan 2017 and any other directives/instruction issued in this respect.

3. These directives shall take immediate effect and are issued for public interest. However, the revised annual fee for existing short code allottees shall take effect from 01 July 2021.

Short Code Allocation Procedure 2020

1. Introduction

1.1 This allocation procedure shall be known as "Short Code Allocation Procedure 2020".

1.2 Notwithstanding anything mentioned in any previous documents, all fees, terms and conditions of the previously assigned short code shall be amended according to Short Code Allocation Procedure 2020. BTRC shall follow this procedure to allocate and renew all short codes.

1.3 The allocation of numbers for short codes shall follow Bangladesh National Numbering Plan 2017 or any of its subsequent revisions.

1.4 It will be applicable for the allocation of both intra-operator (code used only within the network of a

single ANS operator) and inter-operator (code used across different ANS networks) short codes.

2. Intra-operator Short Code Allocation

2.1 The intra-operator short code shall be used by ANS operators with the prior approval from BTRC.

2.2 The intra-operator short codes shall start with number “2” and length of the code will be 5 (five) digits.

2.3 Prior Permission (of specific 5 digits’ short code number) from BTRC would be required for the use of any intra-operator short code.

3. Inter-operator Short Code Allocation

3.1 All the inter-operator short codes shall consist of 5 (five) digits starting with “1” except the following instances-

a) Short codes for National Emergency Services (police, fire service, ambulance, disaster response and similar emergency service as defined by the government) can be of 3 (three) digits. The availability of 3 digits short code shall follow Bangladesh National Numbering Plan 2017 or its subsequent revision.

b) Only to comply with international standards/agreement/cooperation, 4 (four) digits short code may be allocated for special public services.

3.2 Any other 3 (three) digits short code, which does not fall under the purview of 3.1.a), would be gradually converted to 5 (five) digits.

3.3 No further short code with 3 (three) or 4 (four) digits shall be allocated beyond the provisions of Bangladesh National Numbering Plan.

4. Inter-operator Short Code Categories and Allocation Fee

The inter-operator short codes would be allocated under following categories:

i) Category-A

Eligible Entities: Office of the President, The Prime Minister’s Office, Bangladesh Parliament, The Supreme Court, Ministry/Divisions, Armed Forces, Government Security Forces, Law Enforcement Agencies, National Emergency Service, other constitutional organizations.

Allocation fee: Free.

ii) Category-B

Eligible Entities: Any government departments/ directorate/ authorities, local government authorities, statutory bodies, autonomous entities.

Note: Entities included in category-A or governmental entities offering commercial service (for-profit organizations) are excluded from this category.

Allocation Fee: 1,00,000 Taka.

iii) Category-C

Eligible entities: Government corporations, government/ state-owned companies, governmental entities offering commercial services, Telecom Value Added Service (T-VAS) providers (with registration certificate from BTRC to provide T-VAS).

Allocation Fee: 1,50,000 Taka.

iv) Category-D

Eligible entities: Any other organization providing information, banking and financial service, customer care service, help line, news and media, education, transport, aviation, e-services (including e-education, e-health, e-commerce etc.), entertainment, medical, travel, tourism and other similar services.

Allocation Fee: 2,00,000 Taka.

v) Category-E (special)

Eligible entities: Organization providing service to limited members/customer base (non-public service), public/private organizations intended to choose their short-code number (in compliance with numbering plan, short code allocation procedure etc.).

Allocation Fee: 4,00,000 Taka.

5. Inter-Operator Short Code Allocation Procedure

5.1 All interested applicants shall apply to BTRC as per prescribed format with all supporting documents. The application form and list of supporting documents will be available on BTRC website. Entities applying for short code under Category-B, C, D, and E would have to submit processing fee 5,000 Taka along with the application.

5.2 All fees (processing fee, allocation fee, renewal fee etc.) should be submitted to BTRC through pay-order. The receipt copy of the pay-order should be attached with the application documents.

5.3 All application documents should be submitted through the online application system.

5.4 BTRC, upon receiving the application, will examine the eligibility of the applicant to receive short code under designated category.

5.5 In general, a team of BTRC would inspect the facility of the applicant to examine their readiness and eligibility. The inspection process can be exempted for government organizations and renowned organizations subjected to the satisfactory submission of supporting documents.

5.6 For successful applicants, BTRC will issue demand letter/notification asking to deposit allocation fee and/or additional documents regarding network connectivity.

5.7 If the applicant fails to deposit allocation fee within 30 calendar days from the date of issuance of the demand letter, the applicant will have to pay 15% of the allocation fee as late fee together with the allocation fee within the next 03 months. After these additional 03 months, the demand letter shall be invalid. Once a demand letter becomes invalid, the applicant will have to pay 15% of the allocation fee additionally (along with application fee, as per service category) for any further application for short code.

5.8 Yearly renewal fee will be 50% of the allocation fee payable before the expiry of validity period of the allocated short code. Year will be counted from the date of allocation.

5.9 All allottee must have to apply for short-code renewal upon submission of yearly renewal fee together (through same letter/application) with the application for connectivity/ parking/hosting renewal (as mentioned below).

5.10 VAT, defined by government rules, would be applicable to all fees (allocation/renewal/processing fees).

5.11 The short code allocation shall be valid for one calendar year from the date of allocation or from the renewal of the allocation.

5.12 If the allottee fails to pay renewal fee before the expiry of one year from the date of allocation or renewal period, 15% of the renewal fee would be payable as late fee in addition to the renewal fee within one year from the date of expiry. The allocation will be cancelled after the expiry of this one-year period.

5.13 BTRC reserves the right to cancel the short-code in case of non-renewal without giving any prior notice.

6. Connectivity/Parking/Hosting of Inter-Operator Short-Code

6.1 In response to the demand letter/notification for short-code allocation, the applicant shall submit the connectivity/parking/hosting proposal with all supporting documents.

6.2 The connectivity/parking/hosting approval will be given together with the short code allocation and it will be valid for one year from the date of allocation.

6.3 All allottee must have to apply yearly to renew their connectivity/parking/hosting approval. Yearly renewal of the connectivity/parking/hosting approval will be given together with the renewal approval of short code.

6.4 Access line for connectivity/parking/hosting of short code should be taken from PSTN/IPTSP operators or other operators as directed by BTRC for Voice/IVR service. For SMS based services, connectivity/parking/hosting of short code can be done through any licensed ANS operator permitted to route SMS.

7. Reporting & Inspection

7.1 All ANS operators shall submit report of intra-operator and inter-operator short code list on quarterly basis to BTRC as per prescribed format.

7.2 The allottee will submit the CDR (call detail record) of the short code on quarterly basis to BTRC.

7.3 BTRC reserves the right to check the quality of service for allocated short code and will have unrestricted access to its installation for monitoring and inspection without any prior notice.

7.4 The service provider shall furnish necessary information and documents as sought by BTRC from time to time.

8. Service & Tariff

8.1 The short code would only be used for services approved by BTRC.

8.2 All services provided through the short code shall follow respective tariff directives of BTRC.

8.3 Respective telecom operators, if applicable, shall get approval for tariff from BTRC before commencement of the service offered through short code.

8.4 **Zero billing** short code (no party pays) will be only applicable for national emergency service. However, **Toll Free (reverse billing/ called party pay)** short code can be allowed for interested applicants.

9. Miscellaneous

9.1 Allocated short code is not transferable.

9.2 In general, one organization will be allocated one short code. BTRC would only consider the allocation of more than one short code under, but not limited to, the following circumstances:

a) When the offered service groups are totally different and each of the short codes would be used for a number of services through layered arrangement.

b) When the customer base is too big and different group of services cannot be combined together to offer through single short code.

c) Any other justification that shows the impracticality (technical, commercial, marketing or logistical) of offering the intended services through single short code.

9.3 Allocated short code can be surrendered to BTRC upon payment of all dues.

9.4 BTRC reserves the right to change the code/ allocation procedure and to revoke/re-allocate/cancel the allocation of the code for public interest at any time.

9.5 Once any short code is cancelled/revoked for due cause, BTRC reserves the right to re-allocate the code to any eligible entity at any time.

9.6 Regarding the interpretation of any of the provisions of these directives, the clarification of BTRC shall be final and binding.

9.7 BTRC may impose appropriate legal action for the violation of any of the provisions of these directives.

9.8 Allocated short code may be cancelled under, but not limited to, the following conditions:

- a) if any allottee fails to activate the code within 06 (six) months from the date of allocation;
- b) if the code is used against national security and public interest;
- c) if the allottee is engaged in any unfair competition;
- d) for violation of any terms and conditions mentioned in the allocation procedure;
- e) for violation of Bangladesh Telecommunication Regulation Act 2001, rules, regulations or any other law

of the land;

f) for violation of any condition of a license/permit/direction/directive/decision of BTRC.



04-07-2020

Brig. Gen. Md. Mahfuzul Karim
Majumder. psc. te
Director General

Distribution :

- 1) All Short Code Allottees
- 2) All Short Code Applicants
- 3) Chairman/ Managing Director/ Chief Executive Officer, All Mobile Phone Operators
- 4) Chairman/ Managing Director/ Chief Executive Officer, All PSTN Operators
- 5) Chairman/ Managing Director/ Chief Executive Officer, All ICX Operators.
- 6) Chairman/ Managing Director/ Chief Executive Officer, All IPTSP Operators.

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Date: 4/7/2020

Copy for Kind Information and Necessary Action,

- 1) Director General, Systems & Services Division, BTRC.
- 2) Director, Finance, Accounts & Revenue Section, BTRC.
- 3) Senior Assistant Director, IT Section, BTRC (With a request to upload in website)



04-07-2020

Dr. Shamsuzzoha
Deputy Director