

SOP for Allocation of Short Codes for the Purpose of Donation Collection/Fund Raising

1. **NGO/Trust/Society/Charitable Organization** (hereinafter referred to as "applicant") requiring allocation of short code for the purpose of Donation Collection/Fund Raising shall apply directly to PTA along with all pre-requisite documents provided in the checklist attached as **Annexure-A**.
2. Not for Profit Registration with PTA will be mandatory requirement for allocation of short code for Donation Collection/Fund Raising campaigns. Short Codes from level **8xxx/9xxx** will be allocated for Donation Collection/Fund Raising purposes as this is primarily Content Based Service.
3. Upon allocation of short code, **NGO/Trust/Society/Charitable Organization** will sign Service Level Agreements (SLAs) with respective Cellular Mobile Operators and shall submit copies of the same to PTA within 30 days of its signing/execution of the Agreement.
4. **NGO/Trust/Society/Charitable Organization** shall submit to PTA an Undertaking on Judicial Stamp Paper in the format prescribed in **Annex-B** with the application.
5. At PTA, a Committee comprising of members/officers from the following Divisions will evaluate the proposal/application received from the applicant **NGO/Trust/Society/Charitable Organization**:

- Services Division
- Law & Regulations Division
- Licensing Division
- Finance Division

Note: Divisional Heads will nominate their respective members for this Committee.

6. The Committee after scrutinizing the proposal, through email or portal file, shall prepare a report along with its recommendation for consideration of the Authority.
7. Permission for Donation Collection/Fund Raising through the short code will be given for a period of one year only. After or near to expiry of the year, the concerned **NGO/Trust/Society/Charitable Organization** shall be required to again request PTA for renewal of this permission. The request will be considered by the Authority based on Audited Financial Statements (AFSS) and Certificate from the Auditors to the effect that the donation

collections have been utilized for the purpose specified in the NOC issued by Ministry of Interior, GoP and authorization letter issued by PTA.

Annex-A

S. No.	Check List	Remarks
1.	<p><u>Purpose/Justification for acquiring the Short Code</u> i.e. Detailed description of the planned service which will include details of the projects/programmes/activities to be undertaken by the NGO/Trust/Society/Charitable Organization. These should be duly certified by Pakistan Center of Philanthropy (PCP) or any other organization of such repute and accreditation.</p>	
2.	<p><u>NOC from the Ministry of Interior, GoP</u> Permission granted by Ministry of Interior, GoP in favour of NGO/Trust/Society/Charitable Organization for Donation Collection/Fund Raising through the short code.</p>	
3.	<p><u>Payment of Requisite Fees</u> Payment of Application Processing Fees Rs.1,000/- (Rupees one thousand only) and Annual Number Charges Rs.5,000/- (Rupees five thousand only) as per the provisions of Numbering Allocation & Administration Regulations, 2011 or its amended version which PTA may issue from time to time. <i>Note: NGO/Trust/Society/Charitable Organization shall make the payment of other regulatory dues if applicable under regulations, license conditions etc.</i></p>	
4.	Copy of Registration issued by PTA.	
5.	<p><u>Copies of all Legal Documents/Instruments</u> with respect to the registration/incorporation of NGO/Trust/Society/Charitable Organization with the Government of Pakistan (e.g. Memorandum and Articles of Association, Trust Deed, Copy of Registration Certificate)</p>	
6.	<p>Copies of Financial Statement of last completed year, last submitted Annual Reports to the authorities where the organization is registered, copies of the organogram, and the applicable marketing material of the organization (if any). Audit carried out by any one of Category-A listed Chartered Accountant firms shall be acceptable to PTA in this regard.</p>	

7.	<u>Undertaking on Judicial Stamp Paper</u> from the Board of Director (BoD)/Trustees in the format/manner prescribed at Annex-B .	
8.	<u>Resolution of the Board of NGO/Trust/Society/Charitable Organization</u> authorizing the nominated person to proceed for the application process in PTA, sign and file the application and the Undertaking on behalf of the applicant.	
9.	Network Diagram and Details of Technical Arrangement	

Undertaking (On Judicial Stamped Paper)

I/We _____ Designation _____ hereby undertake that: -

- (i) I/We have been authorized to apply on behalf of **[NGO/Trust/Society/Charitable Organization]** for filing application for allocation of short code and I/We declare that I/We have not been convicted of any offence that disqualifies **[the name of the applicant]** for applying for short code and that I/we have not been found guilty of unauthorized diversion of any donations collections in the past.
- (ii) The amounts collected by **[the name of the applicant]** on account of Donation shall be utilized efficiently and in a transparent manner and will be responsible for its judicious use.
- (iii) **[NGO/Trust/Society/Charitable Organization]** shall not use the donated amounts for personal gains which is against the public interest or for a purpose other than specified in the NOC issued by Ministry of Interior, Government of Pakistan and permission letter issued by PTA.
- (iv) **[NGO/Trust/Society/Charitable Organization]** shall abide by the provisions of all relevant laws for the time being in force with regard to the collection of funds for charitable purposes.
- (v) **BoD/Trustees** will use the amounts collected through short code on account of Donation, efficiently and in a transparent manner and will be responsible for its judicious use till it is completely exhausted.
- (vi) **[NGO/Trust/Society/Charitable Organization]** shall abide by the Conditions/Clauses laid down in Pakistan Telecommunication (Re-Organization) Act 1996, Rules, Regulations and directions issued by PTA from time to time. Furthermore, the allocation shall always be subject to abiding by/compliance with all the applicable laws of Pakistan, including any authorization/approval etc. of other authorities in Pakistan.

Signature & Seal of Authorized Person(s) _____

Designation _____

Application Submission Date _____

Following conditions are to be included in the Terms & Conditions of

Allocation letter of Short Code

- (i) **[NGO/Trust/Society/Charitable Organization]** shall maintain separate account heads for the amounts collected from Donations through the short code under internationally recognized accounting standards (IAS) and get these accounts audited on Annual basis by a Chartered Accountant registered in Pakistan. **[NGO/Trust/Society/Charitable Organization]** shall provide a copy of the Audited Financial Statements (AFSs) along with a Certificate from the Auditors to the effect that the donation collections have been utilized for the purposes specified in the NOC issued by Ministry of Interior and permission/allocation letter issued by PTA. Audit will be carried out by any one of the **category-A listed Chartered Accountant firms**.
- (ii) Short code will be used only for the service authorized by PTA. No other service will be provided through the allocated short code without prior written approval of PTA.
- (iii) The short code will not be masked.
- (iv) **[NGO/Trust/Society/Charitable Organization]** after having the short code allocated by PTA shall sign Service Level Agreements (SLAs) with respective Cellular Mobile Operators and shall provide copies of the same to PTA within 30 days of its signing the agreement.
- (v) **[NGO/Trust/Society/Charitable Organization]** is not authorized to extend the allocated 4-digit short code in any manner without prior written approval of PTA. **[NGO/Trust/Society/Charitable Organization]** shall apply to PTA for extension of the allocated short code by 1/2/3 digits based on its requirements separately if so required.
- (vi) **[NGO/Trust/Society/Charitable Organization]** shall clearly advertise the Tariff for information and awareness of the general public/subscribers.
- (vii) Content Based Services offered through the allocated short code(s) will be “**Opt-in Service**” and SMSs/Calls shall be restricted to “**Close User Group**” i.e. users who Opt-in for the Content Based Services offered through this short code.
- (viii) **[NGO/Trust/Society/Charitable Organization]** while providing Content Based Services through the allocated short code shall ensure that its network/system is capable to block SMSs/Calls to those subscribers who do not want to receive

unsolicited SMSs/Calls or block SMSs/Calls for services for which instructions are issued by PTA.

- (ix) The allocated short code will not be used for spamming/unsolicited messaging/obnoxious communication. **[NGO/Trust/Society/Charitable Organization]** shall ensure controlling Spamming, Unsolicited Calls and Obnoxious Communication. **[NGO/Trust/Society/Charitable Organization]** shall meet the minimum requirements for Anti-Spam Solutions as laid down in “**Protection from SPAM, Unsolicited, Fraudulent & Obnoxious Communication Regulations, 2009**”.