

## **AADHAAR – The UID brand name and logo**

- **The brand name of the Unique Identification number (UID) will be AADHAAR ('foundation').**
- **This announcement also unveils the logo for the UID. The selected design is the winner of the nation-wide logo competition launched by the UIDAI in February 2010. The winning design was selected from over 2000 entries from across the country.**

The brand name and logo for the unique numbers to be issued by the UIDAI have been developed keeping the transformational potential of the program in mind. Together, they communicate the essence and spirit of the UIDAI's mandate to people across the country.

### **The name for the number to be issued by UIDAI**

The UIDAI's mandate is to issue every resident a unique identification number linked to the resident's demographic and biometric information, which they can use to identify themselves anywhere in India, and to access a host of benefits and services. The number (referred to until now as the 'UID') has been named **AADHAAR**, which translates into 'foundation', or 'support'.

This word is present across most Indian languages and can therefore be used in branding and communication of the UIDAI program across the country.

**As Shri Nandan Nilekani, Chairman of the UIDAI notes,** "The name '**AADHAAR**' communicates the fundamental role of the number issued by the UIDAI: the number as a **universal identity infrastructure, a foundation over which public and private agencies can build services and applications that benefit residents across India**".

**AADHAAR**'s guarantee of uniqueness and centralized, online identity verification would be the basis for building these multiple services and applications, and facilitating greater connectivity to markets. **AADHAAR** would also give any resident the ability to access these services and resources, anytime, anywhere in the country.

**AADHAAR** can for example, provide the identity infrastructure for ensuring financial inclusion across the country – banks can link the unique number to a bank account for every resident, and use the online identity authentication to allow residents to access the account from anywhere in the country.

**AADHAAR** would also be a foundation for the effective enforcement of individual rights. A clear registration and recognition of the individual's identity with the state is necessary to implement their rights – to employment, education, food, etc. The number, by ensuring such registration and recognition of individuals, would help the state deliver these rights.

The logo design for the number helps reinforce the message of AADHAAR – a universal foundation.

### **The logo for the number to be issued by the UIDAI**

In February 2010, the UIDAI launched a nation-wide competition to design the logo for the Authority. In the following weeks, the UIDAI received over 2000 entries from across the country.

The criteria for the UIDAI in deciding the winning entry among these were:

- The logo should bring out the essence of the UIDAI's purpose and goals.
- The logo should communicate that the number is a transformational opportunity for individuals across the country, and that it is one that will equalize access to services and resources for the poor.
- The logo should be one that can be easily understood and communicated across the country.

The vast majority of the logo designs received for the competition, were innovative and of extremely high quality.

The submitted designs were evaluated by the Awareness and Communication Strategy Advisory Council (ACSAC), an advisory group for the UIDAI consisting of renowned communication experts. The Council shortlisted the finalists based on the stated criteria. "We faced a very difficult decision in selecting the finalists and the eventual winner," Shri Kiran Khalap, a member of the Council says, "Thankfully, we had agreed to a set of criteria for selection that minimized subjectivity and bias."

The finalists were:

1. Sudhir Horo
2. Michael Foley
3. Saffron Brand Consultants
4. Jayanth Jain and Mahendra Kumar
5. Atul S. Pande

The winning design, shown below, was submitted by Shri **Atul S. Pande** of Pune:



“It’s a great privilege for me to have had this opportunity to contribute to the UIDAI project.” Shri Atul Pande says, “I believe this contest reinforces the UIDAI’s promise of equal opportunity for all, because it gave so many of us a chance to design for, and be part of a truly transformational project.”

The design, which has been selected as the logo for **AADHAAR**, is a sun in red and yellow, with a fingerprint traced across its centre.

The logo effectively communicates the vision for **AADHAAR**. **It represents a new dawn of equal opportunity for each individual, a dawn which emerges from the unique identity the number guarantees for each individual.**

**AADHAAR**’s potential is represented by the sun in the design. As Shri Ram Sewak Sharma, Director General of the UIDAI, notes, “**The sun symbolizes a promise that shines on all residents equally –** the number would enable access to services and resources for everyone, including people who have long been disadvantaged, such as marginal groups, migrants, and women and children.”

The fingerprint within the sun indicates that the promise of **AADHAAR** stems from its uniqueness. The positive changes enabled by **AADHAAR**, emerge from the resident’s ability to clearly prove their own unique identity through the number.

The number will for example, allow individuals to confirm through **AADHAAR**-linked biometric verification, if the services that were targeted for them actually reached them; it will also enable the government to confirm eligibility of beneficiaries for welfare services.



The combination of the sun and the fingerprint thus represents a positive transformation in the life of each individual in India; the core of this transformation is the link that **AADHAAR** has to each individual's biometrics.

The idea of 'light' within the logo also communicates an important vision of the UIDAI – that **AADHAAR**'s uniqueness in identity verification would allow the governments to implement greater transparency in welfare programs, bringing more light into the delivery of services and resources.

This idea of light can also be used to communicate another core promise of **AADHAAR** – that with this number, the poor will no longer be invisible to the state. **AADHAAR** would throw light on, and recognize the existence of each poor individual, by registering their identities with the government. This, as **Shri Nilekani notes**, “will be critical to recognizing and enforcing the rights of the poor – their right to work, right to education, right to healthcare, etc. in the country”.

The red and yellow colours of the logo, representing the shades of the sun, are also festive Indian colours. They would help incorporate the logo easily into local Indian art forms and styles, and will draw attention when painted on village walls and distributed on leaflets.

### **Logo competition – prizes**

Atul S. Pande, the winner of the logo competition, will receive Rs. 1,00,000 in prize money. The other four finalists will each receive Rs.10,000.

### **About the UIDAI**

The unique identification number (AADHAAR) will be a nationally valid 12 digit number that will be issued by the UIDAI to all residents in the country. The number will be a) verifiable in an online, cost-effective manner, b) based on biometrics, and c) robust enough to eliminate duplicate and fake identities in government and private databases<sup>1</sup>.

The impact of the UIDAI initiative will be a wide-ranging one – for residents across the country, it will be a transformational number, helping improve the delivery of welfare programs, and providing residents, particularly the poor, greater access to resources and services.

The UIDAI will issue no card – it will only issue a number to the resident. Enrolment for the number will not be through the UIDAI, but through registrars across the country that the Authority will partner with. Such registrars may include State Governments, state PSUs, banks, telecoms etc.

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<sup>1</sup> The basic document outlining the draft strategy and approach of the UIDAI is available on [www.uidai.gov.in](http://www.uidai.gov.in) (Creating a unique identity for every resident in India).

These registrars may in turn, partner with enrolling agencies to enroll residents into the UIDAI database.

When enrolling residents for the number, agencies will collect basic demographic details, as well as biometrics – photograph, ten fingerprints and iris – from each resident. The two Committee reports that detail out the data fields and verification procedures as well as the biometric standards are on the website<sup>2</sup>.

The UIDAI envisions the full enrolment of residents, with a focus on enrolling India's poor and underprivileged communities.

**AADHAAR** has the potential to eventually become the single source of identity verification in India. Once residents enrol, they can use the number multiple times – they would be spared the hassle of repeatedly providing supporting identity documents each time they wish to access services such as obtaining a bank account, passport, driving license, and so on. When the number fulfils this vision, **AADHAAR** would indeed become a new dawn of opportunity, for every individual in India.

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<sup>2</sup> The Demographic Data Standards and Verification Procedures Committee report is available at: [http://uidai.gov.in/documents/UID\\_DDSVP\\_Committee\\_Report\\_v1.0.pdf](http://uidai.gov.in/documents/UID_DDSVP_Committee_Report_v1.0.pdf) The Biometrics Committee Report is available at [http://uidai.gov.in/documents/Biometrics\\_Standards\\_Committee%20report.pdf](http://uidai.gov.in/documents/Biometrics_Standards_Committee%20report.pdf)