

### **UIDAI launches Aadhaar Official Channel on YouTube**

New Delhi, Sep 26: Shri Nandan Nilekani, Chairman of the Unique Identification Authority of India (UIDAI) launched the 'Aadhaar Official Channel' on YouTube today in an effort to inform and educate residents about several features of the unique identity number.

"We have added yet another medium to our existing modes of communication with the residents. The Aadhaar Official Channel has very informative videos that educate residents of what the Aadhaar number is, how to get enrolled and benefits of getting an Aadhaar number," said Shri Nilekani, while launching the channel here at the UIDAI headquarters.

The channel consists of informational films on the Aadhaar enrolment process, Aadhaar's role in furthering the goal of financial inclusion and television commercials.

"We will periodically update the channel with new films to inform the public on Aadhaar-linked initiatives," R.S Sharma, Director General & Mission Director, UIDAI said on the occasion.

The channel currently has 15 videos. With the second phase of Aadhaar enrolments beginning across the country and Aadhaar-enabled payments of various schemes about to begin in 50 districts, UIDAI is making all efforts to reach out to residents, informing them about Aadhaar.

**Photo caption:** Shri Nandan Nilekani, Chairman of UIDAI, launching Aadhaar Official Channel on YouTube. On extreme right, Shri R.S. Sharma, Director General & Mission Director, UIDAI.