



Media Coverage-1

UIDAI rolls out new scheme to foster innovation in Digital Identity, enable Startups and academia to co-create future solutions



UIDAI Launches SITAA To Counter Deepfakes, Enhance Aadhaar Authentication Security

The Unique Identification Authority of India (UIDAI) has launched a new innovation initiative – the Scheme for Innovation and Technology Association with Aadhaar (SITAA) – to strengthen India's digital identity ecosystem and combat emerging security threats such as deepfakes, spoofing, and presentation attacks. Applications for the program are open until November 15.

SITAA aims to bring together startups, academic institutions, and industry players to co-develop secure, scalable, and globally benchmarked solutions that enhance Aadhaar authentication. The program will particularly focus on advanced biometric technologies, authentication frameworks, artificial intelligence, and data privacy.

ANI

South Asia's Leading Multimedia News Agency

UIDAI launches SITAA to strengthen India's digital identity

New Delhi [India], October 16 (ANI): The Unique Identification Authority of India (UIDAI) has launched the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to foster innovation and collaboration in the digital identity domain.

The initiative aims to strengthen India's ID Tech ecosystem by enabling startups, academia, and industry to work closely with UIDAI. Through SITAA, UIDAI seeks to drive innovation, promote indigenisation, and co-develop advanced and future-ready identity technologies, the Ministry of Electronics & IT said in a press release.

The Statesman

UIDAI launches SITAA to strengthen India's ID Tech ecosystem

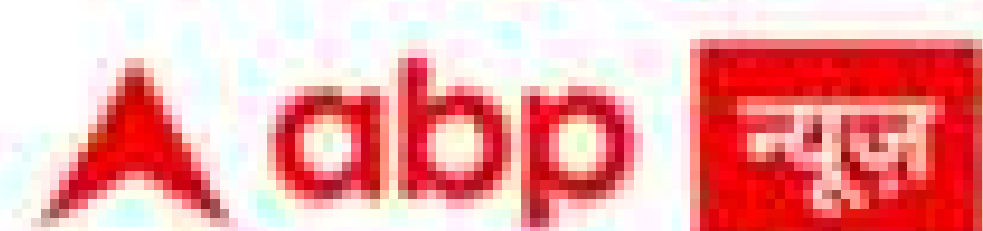
The Unique Identification Authority of India on Friday launched the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to foster innovation and collaboration in the digital identity domain.

The scheme is a collaboration among startups, academia, and industry in the digital identity sector to strengthen India's ID tech ecosystem. The applications for the pilot programme of SITAA will remain open until November 15, an official statement said.

Business Today

UIDAI launches SITAA to combat deepfakes and boost AI-powered Aadhaar security

The Unique Identification Authority of India (UIDAI) has announced a major innovation initiative titled Scheme for Innovation and Technology Association with Aadhaar (SITAA), designed to advance India's digital identity ecosystem through collaboration with startups, academia, and industry. The programme aims to promote indigenous, AI-driven solutions that enhance the security, scalability, and resilience of Aadhaar authentication.



आधार हुआ और भी सुरक्षित! UIDAI ने लॉन्च किया SITAA प्रोग्राम, जानिए कैसे डीपफेक्स और फेक आईडी से मिलेगा छुटकारा

UIDAI SITAA: भारतीय विशिष्ट पहचान प्राधिकरण (UIDAI) ने एक बड़ा तकनीकी नवाचार कार्यक्रम शुरू किया है जिसका नाम है SITAA (Scheme for Innovation and Technology Association with Aadhaar). इसका उद्देश्य देश में डिजिटल पहचान व्यवस्था को और मजबूत बनाना है. इस पहल के तहत UIDAI स्टार्टअप्स, शैक्षणिक संस्थानों और उद्योग जगत के साथ मिलकर काम करेगा ताकि आधार सिस्टम को और सुरक्षित, तेज़ और भरोसेमंद बनाया जा सके.

डीपफेक्स से निपटने के लिए बनेगा हाई-टेक सिस्टम

SITAA प्रोग्राम के तहत ऐसे अत्याधुनिक AI-आधारित समाधान विकसित किए जाएंगे जो रियल-टाइम डीपफेक पहचान, फेस लाइवनेस डिटेक्शन, और कॉन्टेक्टलेस फिंगरप्रिंट ऑथेंटिकेशन जैसी तकनीकों को बढ़ावा देंगे. UIDAI ने इसके लिए इनोवेशन प्रस्ताव आमंत्रित किए हैं जिनकी अंतिम तिथि 15 नवंबर 2025 तक की गई है.

Inc42

UIDAI Launches SITAA Scheme To Combat Deepfakes & Strengthen Aadhaar Security

Unique Identification Authority of India (UIDAI) has launched a new initiative called the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to advance digital identity security and combat the growing threats of cyberfraud using AI.

The initiative aims to develop AI-powered biometric authentication solutions that can detect deepfakes, mask attacks, and spoofing in Aadhaar face authentication. Applications are open until November 15, for challenges including face liveness detection, presentation attack detection, and contactless fingerprint authentication using mobile and edge devices.



India seeks domestic face biometric liveness, contactless fingerprint capabilities

The Unique Identification Authority of India is introducing a new initiative and seeking deepfake and liveness detection technologies to protect Aadhaar authentication from biometric spoof attacks.

UIDAI's Scheme for Innovation and Technology Association with Aadhaar (SITAA) calls for startups, academia and industry players to develop software domestically that can protect against deepfakes and biometric presentation attacks in real-time or close to it. The program is intended to align with India's digital public infrastructure priorities, the authority says.

The first step in the SITAA initiative is a pilot consisting of multiple challenges, for which interested entities can apply for participation by November 14, 2025.

BIG NEWS NETWORK

UIDAI launches SITAA to strengthen India's digital identity

The Unique Identification Authority of India (UIDAI) has launched the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to foster innovation and collaboration in the digital identity domain.

The initiative aims to strengthen India's ID Tech ecosystem by enabling startups, academia, and industry to work closely with UIDAI. Through SITAA, UIDAI seeks to drive innovation, promote indigenisation, and co-develop advanced and future-ready identity technologies, the Ministry of Electronics & IT said in a press release.



Media Coverage-2

UIDAI rolls out new scheme to foster innovation in Digital Identity, enable Startups and academia to co-create future solutions

THE FREE PRESS JOURNAL

Unique Identification Authority Of India Launches SITAA, Fostering Innovation & Collaboration In The Digital Identity Domain

New Delhi: The Unique Identification Authority of India on Friday launched the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to foster innovation and collaboration in the digital identity domain. The scheme is a collaboration among startups, academia, and industry in the digital identity sector to strengthen India's ID tech ecosystem. The applications for the pilot programme of SITAA will remain open until November 15, an official statement said.

StartupNews .fyi

UIDAI Launches SITAA Scheme To Combat Deepfakes & Strengthen Aadhaar Security

Unique Identification Authority of India (UIDAI) has launched a new initiative called the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to advance digital identity security and combat the growing threats of cyberfraud using AI

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Applications are open until November 15, for challenges including face...



UIDAI launches SITAA to boost Aadhaar-linked innovation and identity-tech startups in India

The Unique Identification Authority of India (UIDAI) has launched the Scheme for Innovation and Technology Association with Aadhaar (SITAA), a new initiative to foster innovation and collaboration across India's digital identity landscape.

The programme is designed to strengthen the country's identity-tech ecosystem by enabling startups, academic institutions, and industry players to co-develop secure, scalable, and globally benchmarked solutions for Aadhaar.

Through SITAA, UIDAI aims to promote indigenization and future-ready technology in areas such as biometric devices, authentication frameworks, artificial intelligence, and data privacy. The initiative also seeks to reinforce public trust in digital identity systems and position India as a leader in secure identity innovation.

To support the programme, the MeitY Startup Hub (MSH) and NASSCOM have signed memorandums of understanding with UIDAI as strategic partners. MSH will offer technical mentoring, incubation, and accelerator support, while NASSCOM will provide industry linkages and global outreach.

Timesbull

UIDAI Launches SITAA, A Game Changer for India's ID Tech Ecosystem?

UIDAI: The Unique Identification Authority of India on Friday launched the Scheme for Innovation and Technology Collaboration with Aadhaar (SITAA) to promote innovation and collaboration in the digital identity space. The scheme is a collaboration between startups, academia and industry in the digital identity space to strengthen India's identity technology ecosystem. Applications for SITAA's pilot program will be open until November 15, an official statement said.



UIDAI launches SITAA to strengthen India's ID Tech ecosystem

New Delhi, Oct 16 : The Unique Identification Authority of India on Friday launched the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to foster innovation and collaboration in the digital identity domain. The scheme is a collaboration among startups, academia, and industry in the digital identity sector to strengthen India's ID tech ecosystem. The applications for the pilot programme of SITAA will remain open until November 15, an official statement said.

MEDIANAMA

UIDAI Launches Innovation Contest To Fortify Digital Identity Ecosystem

The Unique Identification Authority of India (UIDAI) **launched** an innovation contest on October 16, inviting startups and researchers to come up with technical solutions to reduce fraudulent Aadhaar cards.

Notably, the Ministry of Electronics and Information Technology's (MeitY) Startup Hub (MSH) and NASSCOM have signed a Memorandum of Understanding (MoU) with UIDAI, and will act as strategic partners for furtherance of this innovation contest.

To explain, the MSH will provide technical mentoring, incubation, and accelerator support, while NASSCOM will offer industry connections, global outreach, and entrepreneurial support.



UIDAI launches SITAA to strengthen India's ID Tech ecosystem

New Delhi, Oct 16 (IANS) The Unique Identification Authority of India on Friday launched the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to foster innovation and collaboration in the digital identity domain.

The scheme is a collaboration among startups, academia, and industry in the digital identity sector to strengthen India's ID tech ecosystem. The applications for the pilot programme of SITAA will remain open until November 15, an official statement said.

"The pilot will have few initial challenges specifically suitable for academic institutions, startups, and industry partners. All entities that meet the eligibility criteria and provide innovative solutions are encouraged to apply to this programme," the release said.



UIDAI LAUNCHES SITAA TO BOOST AI-DRIVEN INNOVATION IN AADHAAR AUTHENTICATION

The Unique Identification Authority of India (UIDAI) has unveiled an ambitious initiative, the Scheme for Innovation and Technology Association with Aadhaar (SITAA), aimed at strengthening India's digital identity ecosystem. The program seeks to encourage collaboration with startups, academic institutions, and industry players to develop indigenous, AI-based solutions that enhance the security, scalability, and reliability of Aadhaar authentication.

SITAA is centered around cutting-edge technologies including real-time deepfake detection, AI-powered face liveness systems, and contactless fingerprint authentication. UIDAI has called for proposals to participate in these pilot challenges, with applications open until 15 November 2025. By fostering innovation in these areas, the authority aims to make Aadhaar authentication more robust against emerging digital threats.

To facilitate the program, UIDAI has partnered with the MeitY Startup Hub (MSH) and NASSCOM. MSH will provide mentorship, incubation, and accelerator support for selected startups, while NASSCOM will enable industry collaboration and help Indian innovators gain international exposure. These partnerships are intended to provide a strong ecosystem for nurturing technology solutions that can be seamlessly integrated into Aadhaar.



'AADHAAR' invites ideas and applications for AI-powered advanced security solutions from startups to defeat deepfakes etc; Last date is Nov 15th

MADURAI: Indian citizens' identitykeeper UIDAI-which is popularly known as 'Aadhaar'- (Unique Identification Authority of India) has today invited applications for introducing advanced security features in digital identity ecosystem in tune with Artificial Intelligence trends.

"Startups, academia and industry can come up with advanced AI Aadhaar security with AI-powered contactless fingerprint authentication and mobile friendly biometric solutions. The last date to apply with your ideas and Aadhaar solutions is November 15th 2025," according to a press release received from PIB of Government of India today.

UIDAI is seeking realtime or near realtime attack detection solutions to defeat deepfakes, mask attacks and spoofing in Aadhaar face authentication across demographics, devices and environments. Startups, academic and industry are urged to come up with solution ideas that are AI-powered," the press release added.