Subject: Aadhaar Information, Education and Communication (IEC) activities Guidelines.

In supersession of the order of even number dated 10th November 2010 and 14th December 2010 on the above subject, the guidelines for release of funds to the regional offices stand amended as under:

1. The Unique Identification project (Aadhaar) has been conceived by the Government of India as an initiative that would provide identification for each resident across the country and would be used primarily as the basis for efficient delivery of welfare services. It would also act as a tool for effective monitoring of various programs and services of the Government. Such a mammoth exercise cannot truly succeed without effective communications. IEC activities related to Aadhaar should convey to residents that Aadhaar enables Indian residents to access welfare services and reflect a sense of pride in the project. A comprehensive IEC plan should be devised by each regional office, preferably at the beginning of a financial year, utilising various communication modes.

2. The revised guidelines are being issued in view of increased enrolments in various states and the need to change focus of IEC in Aadhaar saturated states. It has been decided to re-visit the funding pattern for Regional Offices to facilitate IEC activities highlighting implementation of Aadhaar based applications like DBTL etc. Enrolment target will not alone be a basis for allocation of funds. IEC related to Aadhaar Applications need to be devised in such a way so as to increase the usage of Aadhaar in Government.

3. **The provisions of General Financial Rules/State Government Financial Rules will be followed while utilizing the funds for the IEC activities.**

4. Any clarification or issue of interpretation in implementation of the above guidelines will be referred to DG, UIDAI whose decision on the relevant issue will be final.

General Program Guidelines: (These will be applicable to HQ and ROs)

1. The two broad categories toward which IEC activities may be targeted are Enrolment-related and Applications-related and are illustrated below:

Enrolment Related	a. Continuing awareness on Aadhaar, need for Aadhaar, benefits that can be derived from Aadhaar
	b. Building awareness on Aadhaar in NPR states, particularly in relation to updates
	c. Popularise resident-centric services such as Permanent Enrolment Centre, SSUP, eAadhaar, etc.

Applications Related	a. Building awareness on Aadhaar seeding
	b. Explaining new concepts such as Authentication (IRIS/OTP/ Demographic)
	c. Popularise innovative services such as eKYC

Regional Offices need to apprise State Governments to submit Annual IEC plan based on the above mentioned communication areas.

2. The Regional Office is expected to submit *separate annual plans* for the financial year for the Regional Office and each of the State Governments. The Regional Office needs to ensure that the plan submitted by the State Government has a detailed description of the activities along with the budget required. The annual plan needs to have details status of Aadhaar enrolment/generation, enrolment projected and details of Aadhaar applications/schemes for which IEC is proposed. *All Regional Offices are expected to submit the annual plans by mid of first quarter of the financial year.*

3. The **media mix** is crucial to the successful implementation of a communication campaign. Hence all regional offices are expected to exploit a combination of the following media:

- Electronic Media (TV/radio) + Print Media (newspapers, magazines, etc) + Internet advertising (Banner ads, pop-ups, etc.)
- Outdoor publicity (Hoardings, Displays at public utilities, public transport, grass-root level communication, mobile IEC van, etc.)
- Event based IEC (sporting events, cultural events, business/commercial events)

4. Regional Offices can participate in **events** (be it business forums, cultural events or sports events), with an aim to leverage the event for furthering the communication goals of the Aadhaar project. **Any fees or costs involved in such events may be handled at the Regional Office level itself, if said fees are within the limit of DDG's financial concurrence powers.**

Design Guidelines:

i) Designs for all creative elements with respect to display ads/marketing collaterals/outdoor publicity need to conform to the brand manual of Aadhaar. In case of co-branded ads with Registrars/stakeholders being developed by third-party, creative design, Ad copy and translations of Ad copy need to be vetted by all regional offices.

ii) **Certain design elements such as the Aadhaar logo, brand name – 'Aadhaar', the Aadhaar tagline – 'Aam Aadmi ka Adhikaar' including any of its linguistic versions cannot be modified by the REGIONAL OFFICE/Registrar/any other stakeholder.** All regional offices must provide registrars/stakeholders with a copy of the brand manual.

iii) **Regional Offices are expected to follow the checklist (circulated to regional offices) to ensure that correct messages are propagated across all communication campaigns.** This will also help in adhering to the high standards of communication set in campaigns so far. It may be ensured that latest creative designs/audio-video productions are made available to HQ within two weeks of the same being finalised. The same can be done by uploading the material on the common shared folder.

Funding guidelines:

1. The detailed plan for IEC activities will be prepared by the State Governments/Registrars for the financial year along with the budget requirement and must be submitted to Regional Office. The plan needs to have details of total population in the area, status of Aadhaar enrolment/generation, enrolment projected and details of Aadhaar applications/schemes for which IEC is proposed.

2. While forwarding requests for allocation of funds for State Governments/Registrars to the Headquarter, Regional Offices must ensure that the proposal is submitted along with up to date utilization certificates for the previous funds released. No funds will be released without submission of utilization certificate, for the funds released previously.

3. **Funding for IEC activities will be based on the quantum of IEC activities proposed in the plan submitted by the REGIONAL OFFICE and State Government to be conducted in the financial year. The request for IEC funding, should take into account that the development/production of any print/display creative and audio-visual promotional material and the subsequent release of the same in newspapers/TV & FM channels is at DAVP/State Government prescribed rates. Exceptions / deviations, if any, should be sent to the Headquarter with sufficient justification. The IEC efforts of Regional Offices and that those of State Governments need to complement each other to avoid duplicity and ensure optimal use of funds.**

(a) In case of States, where the un-enrolled population is less than 3 crore, the allocation to such State Government for the whole of financial year for IEC activities should not exceed Rs. 2 crore *per annum*.

(b) In case of States, where the un-enrolled population is more than 3 crore, the maximum IEC allocation to that particular State should not exceed Rs. 3 crore *per annum*.

(c) The plan for IEC assistance proposed by the State will be vetted by RO and HQ, and approval will be based on the following:

 i. The total number of population in the state
 ii. The enrolled and un-enrolled population
 iii. Projected enrolment in the financial year
 iv. Aadhaar-enabled applications / schemes proposed to be run during the financial year
 v. Geographical terrain and difficulty in accessing residents

4. It is imperative that the Regional Office take the onus of strengthening the communication campaign for Aadhaar in their respective state(s) and supplement the efforts taken by the State Government in this regard. For this purpose, **funds may be allocated to REGIONAL OFFICEs which may not exceed Rs. 1.5 crore during the financial year.**

5. The Regional Office may incorporate concept of **"Aadhaar Rath"- mobile enrolment vans** in their annual IEC plan. These may be suitably branded with Aadhaar marketing collateral. The Regional Office, may spend up to a **limit of Rs.20 lakh per state per annum. The cost of this mode of engagement will be met from the IEC fund allocated to the Regional Office.**

6. The Regional Office annual plan may incorporate plan for providing funds for **IEC activities in NPR states up to a limit of Rs.25 lakh per state per year**, based on the proposal received, to the nodal enrolment department, provided there is no duplicity in the messages with those propagated by NPR. **The cost of this activity will be met from the IEC fund allocated to the Regional Office.**

The IEC funding as explained in points 3, 4, 5 and 6, will be subject to approval of annual IEC plan and availability of budget. The approval of annual IEC plan will also take into account IEC funds spent till date by respective Regional Offices & State Governments and the corresponding level of enrolments/projected enrolment in their region.

7. The Regional Office will release the IEC funds to the State Governments/Registrars, who may utilize the funds themselves centrally at State level or release it to District Collectors. Where the funds allocated to State Government/ Registrar remains unutilized for a long period of time, the regional office is empowered to direct the State Government to surrender the fund.

8. UIDAI HQ will release one-third of the allocation recommended by the regional office at the time of plan approval. The second and third instalment amounting to one-third (on each occasion) of the total allocation will be released by the HQ on receipt of utilisation certificate/details of expenditure submitted by the State Government and after review of IEC activities for the amount.

9. However, where the IEC activity requires additional funding, demand along with detailed plan by State Government/Registrar can be made to Regional office with justification, who in turn will process and send it to HQ for approval. In case the Regional Office requires additional funding, for IEC activities solely conducted by Regional Office, the same may be sent to HQ for approval.

10. **This issues with the approval of DG & MD, UIDAI.**

(Ashok Pal Singh)
Deputy Director General (Media)
11/2/14.