

No. A/12025/V/E/2010-UIDAI
Government of India
Planning Commission
Unique Identification Authority of India

Jeevan Bharati Building
Tower II, 3rd floor
Connaught Circus
New Delhi 110001

Dated 28th June, 2011

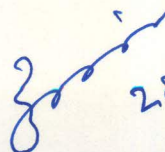
Sub: Guidelines for funding the Information, Education and Communication (IEC) activities by public sector banks, LIC and other non-state Registrars for Aadhaar.

Guidelines for funding IEC activities for Aadhaar were issued vide circular of even number dated 14th December 2010, outlining the process for state Registrars of requesting for funds for IEC activities. While majority of UIDAI's Registrars are state Governments, various non-state Registrars, including public sector banks, LIC, NSDL, OMCs etc. are also conducting or proposing to carry out, enrolments across the country as part of the multi-Registrar policy. In order to address IEC funding to these non-state Registrars, the following guidelines will be followed:-

- a) The non-state Registrars are expected to only spend on localized outdoor publicity viz. posters, banners, hoardings, pamphlets, leaflets, standees and miking. For this purpose funds to non-state Registrars will be limited to Rs.1.00 per resident for their IEC campaigns.
- b) The budget/financing required for IEC activities will be prepared by banks/LIC/other non-state Registrars and submitted to Assistant Director General in-charge of the particular non-state Registrar at the UIDAI Headquarter in New Delhi.
- c) The ADG in-charge will review the requests and submit the demand for funds through the DDG in-charge of the Division to the Deputy Director General (Media) for further approval.

2. Release of Funds:

- (i) The Headquarter will release the funds to the ADG in-charge of the Registrar in Hqs. who will forward the same to the concerned Registrar with the directive that prior to commencing


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their earmarked areas, they will inform the regional offices about their enrolment plans as well as IEC activities. The first allotment will be limited to half of the total requirement of funds assessed by the ADG in-charge of the non-state Registrar in the current financial year.


- (ii) The second allotment will be released by the Headquarter based on the review of expenditure incurred, the progress of work and the utilization certificate submitted by the non-state Registrars for the previous amount released for IEC. The utilization certificate must be countersigned by the ADG in-charge of the Registrar. The ADG in-charge will monitor and recommend the release of the second allotment. It will be the responsibility of ADG in-charge to obtain all utilization certificates from non-state Registrars at the end of each financial year.

3. The non-state Registrars will utilize these funds for various IEC activities at the local level on the rates fixed/approved by the state government/district administration or at Directorate of Advertising and Visual Publicity (DAVP) rates, whichever is lower.

4. The IEC content of the campaigns and its implementation plan will be shared by the non-state Registrars with the relevant Regional Offices in all cases and the IEC campaign launched on obtaining approval from the Regional Office concerned. The concerned Regional Office will also monitor the IEC activities of the non-state Registrars.

5. The norms of financial prudence will be followed while utilizing the funds for IEC activities.

6. Any conflict/controversy in implementation of the above guidelines will be referred to Director General, UIDAI for clarification and the decision of DG, UIDAI will be final.


28/6/2011

(AK Pandey)
Assistant Director General (Media)

Copy to:

1. All DDGs & ADGs in HQ and ROs
2. All national/non-state registrars
3. Head PMU & TDU
4. PS to Chairman
5. All Managers, IEC Campaign Implementation