

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
RAJYA SABHA
STARRED QUESTION NO.*125
TO BE ANSWERED ON 21-12-2018

AWARENESS AND BENEFITS OF AADHAAR

***125. SHRI RITABRATA BANERJEE:**

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the amount spent by UIDAI on information, education and communication (IEC) activities to generate awareness and convey and benefits of Aadhaar to the residents, the details thereof; and

(b) the corresponding list of agencies hired and the values of contracts for these activities?

ANSWER

MINISTER OF ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a) to (b): A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO RAJYA SABHA STARRED
QUESTION NO. *125 FOR 21-12-2018 REGARDING AWARENESS AND
BENEFITS OF AADHAAR**

(a) and (b): An amount of Rs. 32.29 crore has been incurred during the financial year 2018-19 (till date) on IEC activities. The details are enclosed in Annexure 'A'.

Annexure-A

Expenditure incurred by UIDAI on IEC (2018-19)

| Sl. No. | Name of agency | Medium/Purpose | Amount in Rs. |
|----------------|--|---|----------------------|
| 1 | M/s Carat Media Services India Pvt. Ltd. | Production of one TVC on Aadhaar | 619500 |
| 2 | M/s Carat Media Services India Pvt. Ltd. | Telecast of TVC and scroll messages on Private News Channels | 80505433 |
| 3 | M/s Dream Traders | Production of 40 seconds on Aadhaar enrolment facility in Bank and Post Offices | 17700 |
| 4 | M/s Prachar Communications Pvt. Ltd. | Translation of two TVCs for re-editing | 224200 |
| 5 | M/s Prachar Communications Pvt. Ltd. | Production of five TVCs - Aadhaar second mni-series film | 1035000 |
| 6 | M/s Beehive Communcations Pvt. Ltd. | Towards quarterly bill for providing social media services to UIDAI Hqrs. | 2,447,025 |
| 7 | Doordarshan | Telecast of 30 seconds and 60 seconds TVCs - Benefits of Aadhaar | 10089000 |
| 8 | Bureau of Outreach and Communication | Campaign through private FM and Cinema Theatres | 43498958 |
| 9 | M/s Centum Advertising | Translation of one TVC (Aadhaar Rich/upper class) in four languages | 188800 |
| 10 | Prasar Bharti | Campaign on All India Radio for 30 days | 15546215 |
| 11 | M/s Concept | Translation of one TVC (Missing children) in four languages | 188800 |
| 12 | M/s Span Communications | Telecast of TVCs on Private News Channels | 63951006 |
| 13 | Prasar Bharti | Campaign on All India Radio for 60 days | 31092430 |
| 14 | Bureau of Outreach and Communication | Campaign through Delhi Metro Rail Inside Panel | 16387840 |
| 15 | Bureau of Outreach and Communication | Campaign on private FM for 60 days | 19988667 |
| 16 | Government of Arunachal Pradesh | Towards IEC activities by Nodal Office, State Government | 1000000 |
| 17 | Government of Assam | Towards IEC activities by Nodal Office, State Government | 8700000 |
| 18 | Government of Meghalaya | Towards IEC activities by Nodal Office, State Government | 625000 |
| 19 | Loksabha | Telecast of TVCs on Loksabha Channel | 605880 |
| 20 | Doordarshan | Telecast of TVCs on DD-National, DD-Kisan and DD News | 23448100 |
| 21 | M/s Carat Media Services India Pvt. Ltd. | Re-voice over of translation of 30 seconds TVC | 106200 |
| 22 | M/s Carat Media Services India Pvt. Ltd. | Translation of two TVCs in four languages | 188800 |

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|----|-------------------------------------|---|--------------------|
| 23 | M/s Beehive Communcations Pvt. Ltd. | Towards quarterly bill for providing social media services to UIDAI Hqrs. | 2,447,025 |
| | Total | | 322,901,579 |
