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 10th November, 2010

Sub: Financial and Executional Guidelines for Aadhaar related IEC Activities

1. The Unique Identification project 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 schemes of the Government.

    The UIDAI's mission is to issue Aadhaar numbers to every resident of the country, which can be verified and authenticated in an online, cost-effective manner, and are robust enough to eliminate duplicate and fake identities.

    In undertaking this mammoth exercise the role of creating awareness and communicating effectively about the project cannot be overemphasised. Moreover the Aadhaar enrolment being voluntary in nature, generating demand for the Aadhaar number becomes crucial to the project's success. Hence, IEC activities should be done on a priority basis.

    The main communication objectives of the UIDAI are as follows:

    1.1 **Complete Coverage:** Ensure communication reaches each resident of India.
    1.2 **Understanding Aadhaar:** Ensure all residents understand what Aadhaar is, what benefits it can provide to people and how it will be used going ahead.

1.3 **Understanding the Aadhaar process:** Ensure residents understand Aadhaar enrolment process, how and when they can get their Aadhaar and know the grievance handling mechanism.

1.4 **Uniform Understanding:** Ensure the above understanding is uniform across residents.

1.5 **Mobilizing people for enrolment:** Prepare the mind and the environment of the resident to break all mental barriers to enrolment and mobilize people to participate.

1.6 **Sustain Demand:** Reassure the first few experiences on usage of Aadhaar and amplify on positive experiences to further create and sustain demand on a regular basis.

2. Keeping the above objectives in mind, centralized planning with scope for local customizations is essential for Aadhaar related communication to be uniform and consistent across the country. The roles of the UIDAI Headquarters (HQ), UIDAI Regional Offices (ROs) and Registrars must be clearly defined. To maintain uniformity of the message, the designs for all creative elements to be used for IEC activities which include but are not limited to posters, hoardings, banners, leaflets, handouts have been designed by the UIDAI HQ. In addition to these the HQ has also created TV and radio spots and scripts for *Nukkad Nataks* in multiple languages.

The above communication objectives should be achieved while encouraging local innovation and customization. Since the Registrars understand local conditions and have the requisite infrastructure, it is desirable they lead the execution of IEC activities with the support of UIDAI. For this purpose, the following guidelines have been stipulated:

Design Guidelines

2.1 The design for all creative elements (including the translated content) will be given by the HQ to the RO. The ROs are requested to share these creative elements with the state government/Registrar.

2.2 Registrars should be encouraged to incorporate local creative elements only in the co-branded creatives. Further, the translations into the regional language should be invariably vetted by the Registrar.

2.3 Any changes to the design of creative elements by the RO/Registrar shall be permissible with the approval of DG/DDG (Media).

2.4 Certain design elements such as the Aadhaar logo, brand name- 'Aadhaar', the Aadhaar tagline – 'Aam Aadmi ka Adhikaar' including any of it's linguistic versions **cannot be** modified by the RO/state government/Registrar under any circumstances. Instructions on usage are available in the Aadhaar Brand Manual circulated along with the Registrar On-boarding kit, version 1.2.

Budget/Fund Guidelines

3. Before undertaking the production and dissemination of creative elements the Registrar/RO must prepare an estimated budget for these activities for all IEC activities. UIDAI will provide funds for all activities pertaining to core messaging of Aadhaar – its features and benefits – and Registrar co-branding messages. UIDAI will not provide funding support for any messages that the Registrar undertakes which do not conform to the above. Needless to say, creatives not approved by the UIDAI will not be eligible for funding support.

3.1 The Registrar/RO may use the attached template shown in the Annexure (may not be exhaustive) to draw this estimate.

3.2 The budget for the production and dissemination of the various creative elements must be prepared according to the following norms:

3.2.1 For printing of posters, hoardings, banners, leaflets, handouts etc. the budget must be prepared by the state government/Registrar on the basis of rates charged by printers empanelled by the DAVP/state government. Exceptions/deviations, if any, should be with sufficient justification.

3.2.2 For broadcast of TV and radio spots (30, 45, 60 seconds) the budget should be prepared by the state government/Registrar on the basis of rates fixed by DAVP/state government/Prasar Bharti, whichever is lesser. Exceptions/deviations, if any, should be with sufficient justification.

3.2.3 For advertisements in newspapers and local publications the budget must be prepared by the state government/ Registrar on the basis of DAVP/state government rates, whichever is lesser. Exceptions/deviations, if any, should be with sufficient justification.

3.2.4 The estimated budget along with a Statement of Work must be submitted by the state government/Registrar to the UIDAI RO. The UIDAI RO after duly scrutinising the submitted budget must submit it to the UIDAI HQ for scrutiny and approval.

3.2.5 The HQ will release funds for IEC activities to the concerned RO in accordance with the General Financial Rules of 2005. The RO in turn shall periodically release these funds to the state government/Registrar depending upon the progress of the work and based on the utilization certificates submitted.

3.2.6 Since the awareness and communication campaign will be generally linked with enrolment plans and progress, it is essential to ensure that the funds are released accordingly.

3.2.7 It is reiterated that the IEC funding is over and above the INR 50 for every successful enrolment given to the Registrar.

3.2.8 Documentation of IEC activities, like copies of ads, photos and videos of seminars, workshops, launch, symposia and other relevant events, should be duly maintained by UIDAI ROs.

AK Khachi
Deputy Director General

Copy to:

1. All DDGs & ADGs in HQ and ROs
2. Head PMU & TDU
3. PS to Chairman
4. Head Sabbatical

Districts:			To be filled by Registrar				
Element	Recommendations / Details	Comments	Units per district	Size/Duration	Price/unit	Time period	Total Cost
TV	30, 60 seconds campaigns, Song Video	Combination of prime-time and non-primetime slots Combination of DD and private channels					0
Cable	Tickers/ads in local cable networks	As per requirement					0
Radio	30, 60 seconds campaigns, song, scripts	Combination of prime-time and non-primetime slots; Akashvani and Private FM channels					0
Print	Full page, half page, other sizes	As per requirement					0
News	Press conferences, press releases	1 Media workshop / Press conference per district - Stencils to be designed					0
Publications	Employment, Government magazines	Half and full page ads					0
Posters	30"*20", 36"*23" 100 GSM Art paper	As per requirement					0
Wall paintings	4'*6', 2'*3'	Aadhaar logo + tagline of "aam aadmi ka adhikaar", to be designed by local officials					0
Banners	3'*9', 3'*6', 4'*8' Star Flex 12 POS	Atleast 1 banner per enrolling center outlining operator responsibility and creating enrolee awareness regarding correctness of information. Another banner depicting 'Aadhaar Enrollment Center' (Numbers can be increased as					0
Handouts		As per requirement					0
Hoardings	20'*10', 30'*15' (where available) Star Flex 12 POS	Prime locations to be targeted					0
Leaflets, Direct Mailers	A5 size (folded)	As per requirement					0
Props, Accessories, Stickers,	Part of promotional activity (T-shirts, caps, pens, keychains etc)	As per requirement					0
Local level activation							0
	Mobile Van	As per requirement					0
	Stall	As per requirement					0
	Infomercials	As per requirement					0
	Song & drama	Villages, Haats, Weekly markets					0
	Nukkad Naatak	4/day, 30 minutes					0
	Other local communication activities	As per requirement					0
Cinema	Pre-movie 3 minute Video	All single and multi screen cinema theatres					0
Sports	Tying up for key local sporting events	As per requirement					0
Endorsements	Tie-ups and usage of regional and national celebrities	As per requirement					0

Audio	Auto / Jeep mobilization message	Loudspeakers announcing date and venue.
Telecom	SMS, Caller tunes, Ringtones, Wallpaper	As per requirement