

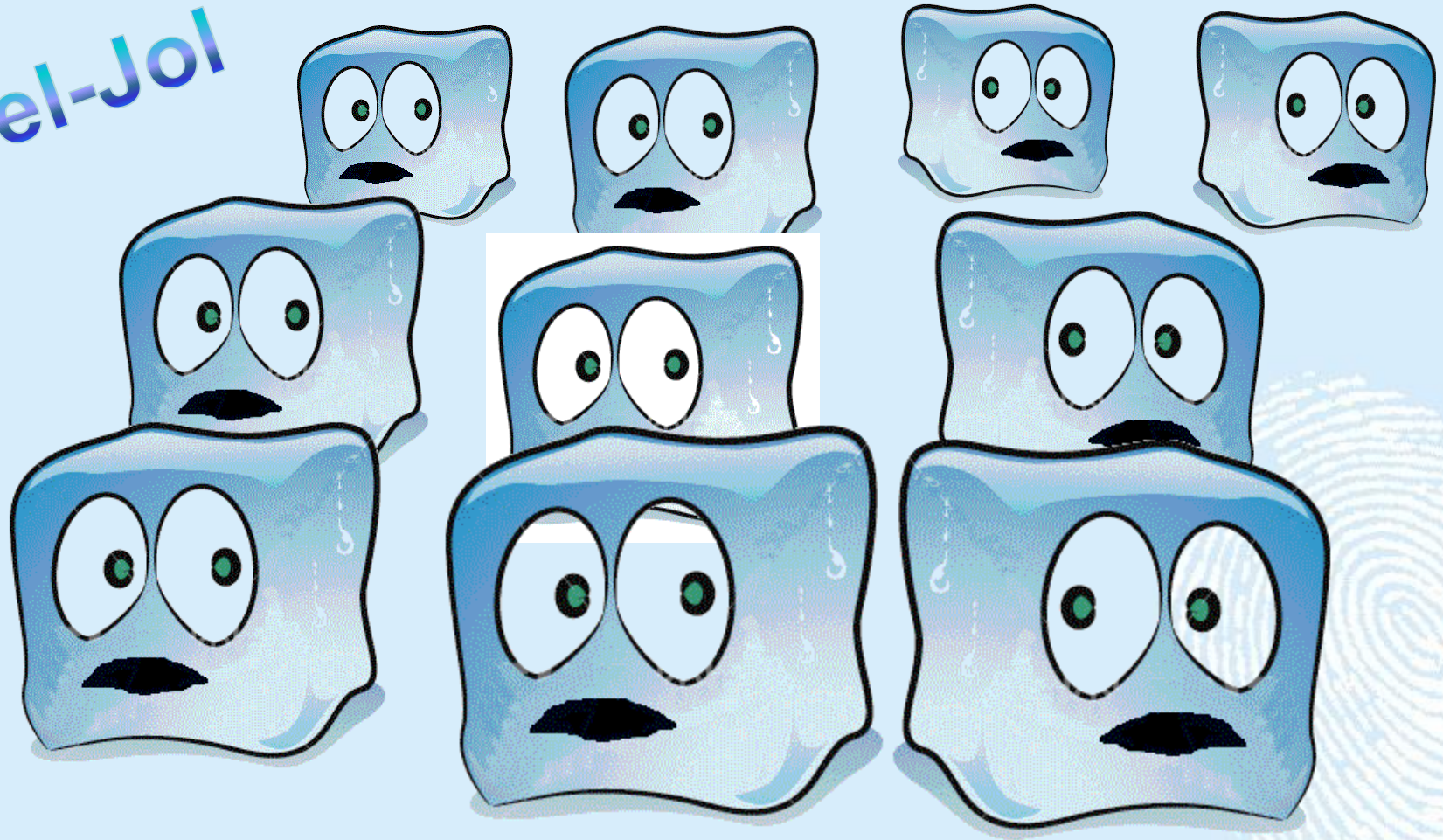


Training Program

For District Level Officials

Introduction to UIDAI & Aadhaar

Mel-Jol



Objectives

- **Know about UIDAI**
- **Know about Aadhaar**
- **Understand the Enrolment process**
- **Learn about how to spread awareness of Aadhaar**



UIDAI – Its Responsibilities

- UIDAI is the acronym for the Unique Identification Authority of India
- UIDAI will be responsible for
 - Providing residents of India with a 12 digit unique identification number
 - Maintaining a database with identification related information of residents
 - Verifying resident's identity as and when required
 - Providing guidelines and standards to various organizations and agencies for carrying out enrolments across the country

Aadhaar

- The 12 digit unique identification number issued by UIDAI is called the 'Aadhaar' number
- To ensure that the resident is identified correctly and there is no duplication or fake identities, Aadhaar will be based on the resident's
 - Demographic information
 - Biometric information



Demographic Information

- Name
- Place of birth
- Date of birth
- Gender
- Father's/Husband's/Mother's/Wife's/Guardian's name
- School/College attended
- Address

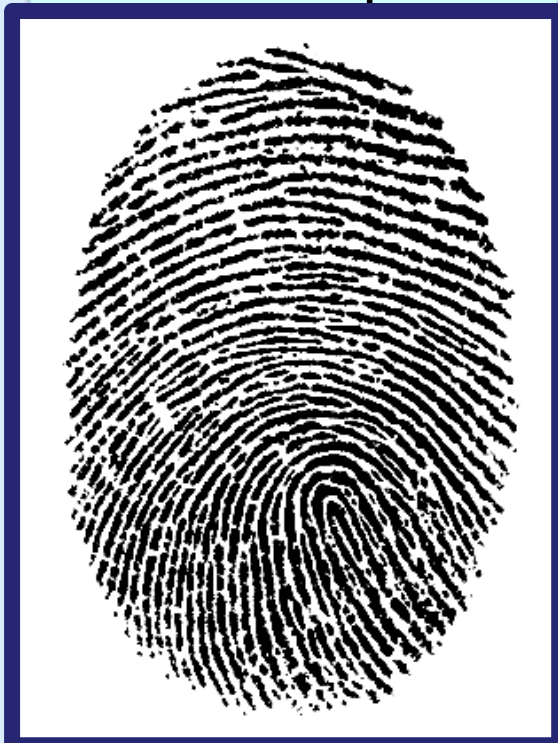


Biometric Information

Your Face-Is it
Unique



Your finger prints
are unique



Your Iris pattern
are unique



Benefits of Aadhaar

WHERE CAN Aadhaar BE USED?

List some of the schemes that asks you to show your IDENTITY?



Benefits of Aadhaar

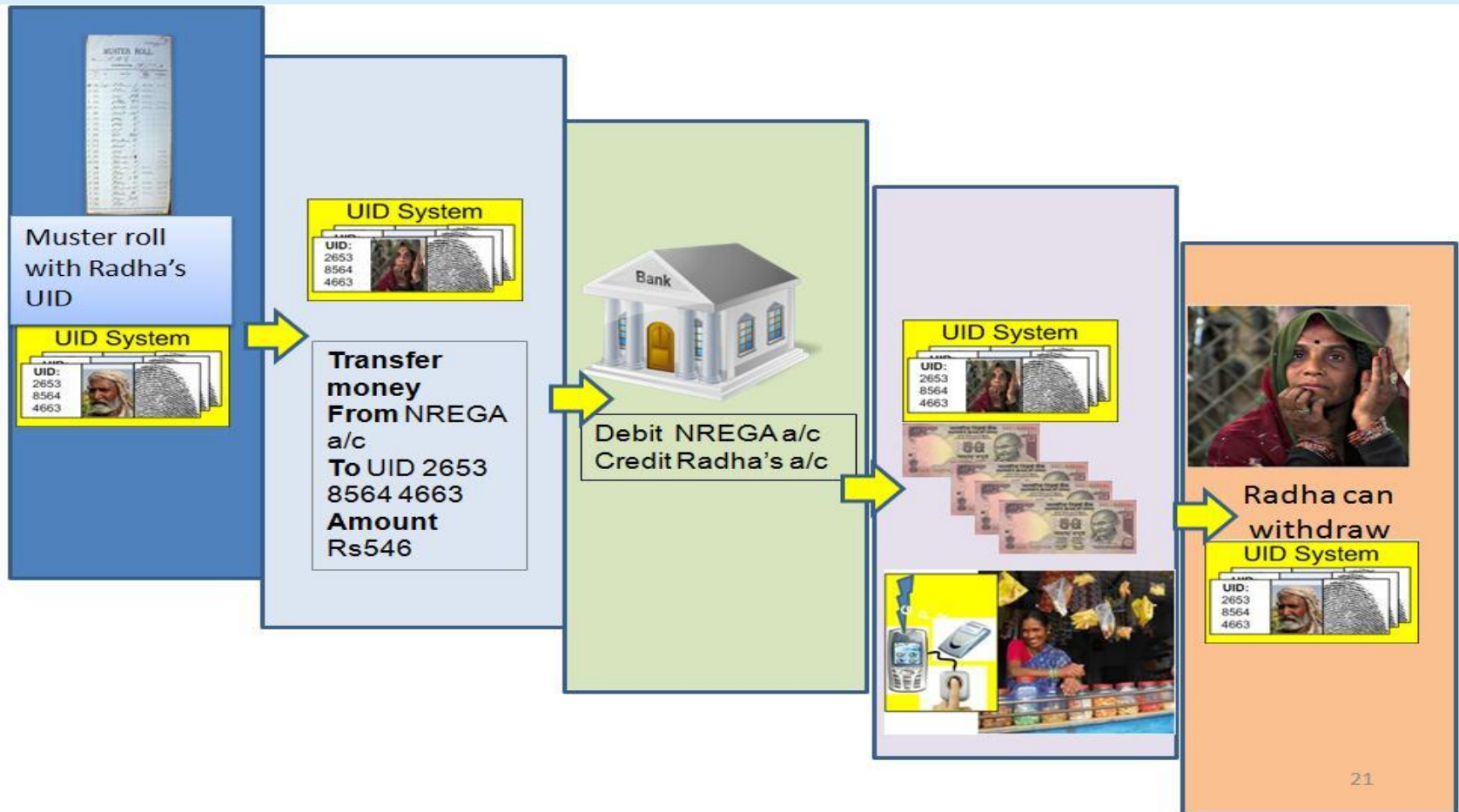
MNREGA

1. Are there any problems in MNREGA?
2. Are there any fake names in roll or same person or family taking extra benefit?
3. Is it possible to get paid without actually working?
4. Can you go to another site to work?
5. What are the problems at the time of payment?

Benefits of Aadhaar

Current Problems	Aadhaar Solutions
Duplicate/non existent beneficiaries	Aadhaar biometric de-duplication will allow genuine beneficiaries
Exclusion of people with no identity documents	Aadhaar will provide identity and address proof
Attendance at worksites	Can be applied by biometrics and be further authentication through Aadhaar number
Lack of choice and mobility	Aadhaar can provide mobility as it can be used anywhere
Payments	Plan of Banking services through Micro ATM/BC

Benefits of Aadhaar



Financial Inclusion

- Financial Inclusion (FI) implies access to formal financial /banking services
- UIDAI plans to enable FI by facilitating the opening of bank accounts for all residents along with the issuance of the Aadhaar number
- There would also be a provision to link the existing bank accounts of residents to the Aadhaar number.
- Bank accounts can be opened for all residents, including children
- The micro-ATM network and BC will eliminate the need for the resident's physical proximity to the bank

Financial Inclusion

- UIDAI is working at ensuring disbursement of social security benefits, like Pension, Scholarship, NREGA wages directly to these bank accounts

Resident must carry her/his Pass book to the Enrolment centre, in case she/he wants to link an existing bank account to Aadhaar

RECAP

Can we quickly run through what we have learnt till now?

- ✓ **Identity**
- ✓ **UIDAI**
- ✓ **Aadhaar**
- ✓ **Demographic information**
- ✓ **Biometric information**



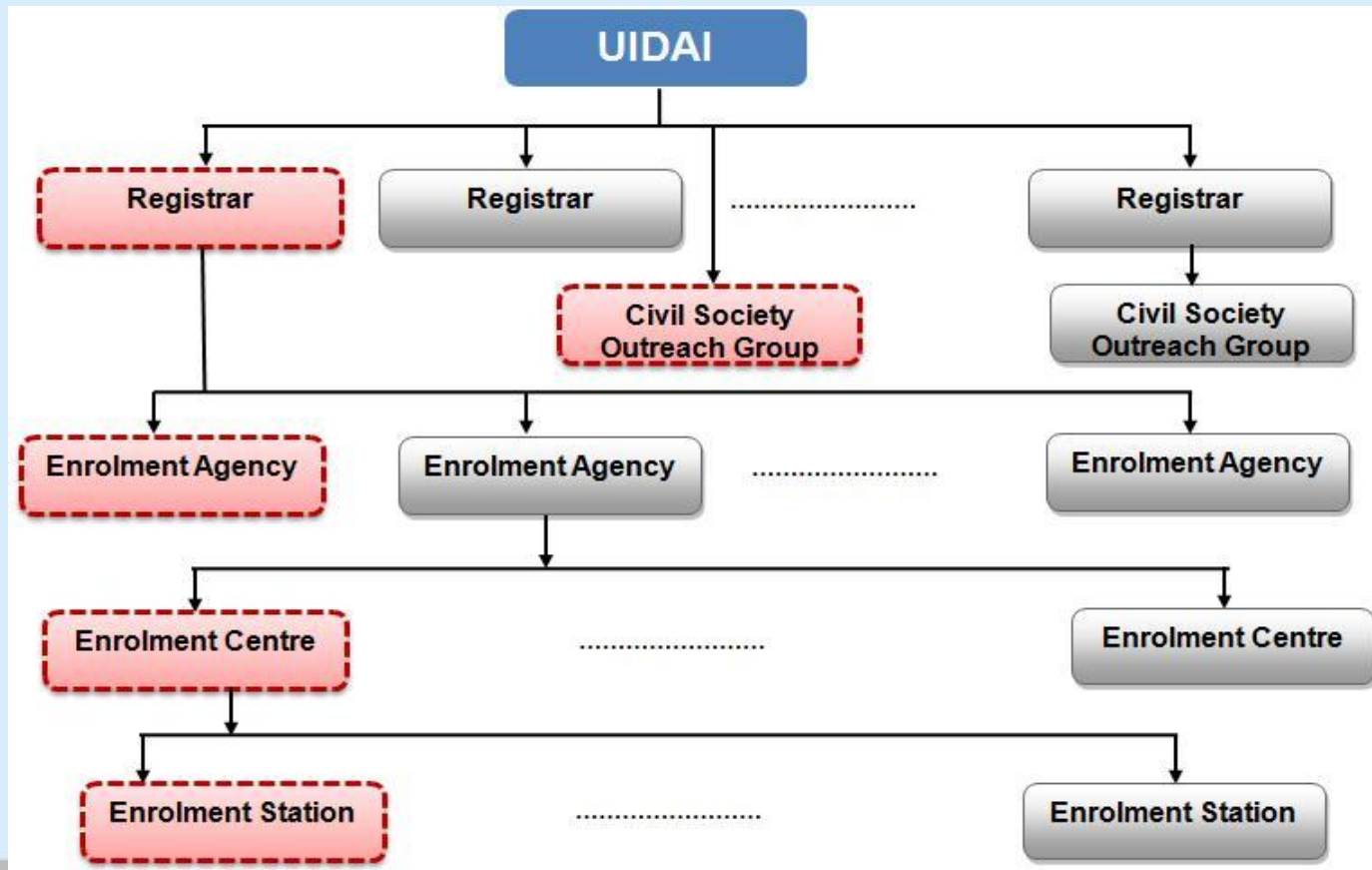
Overview of the Enrolment Process

- There are various steps to be carried out by numerous entities before a resident can get an Aadhaar number.
- All these steps put together are termed as the Enrolment process



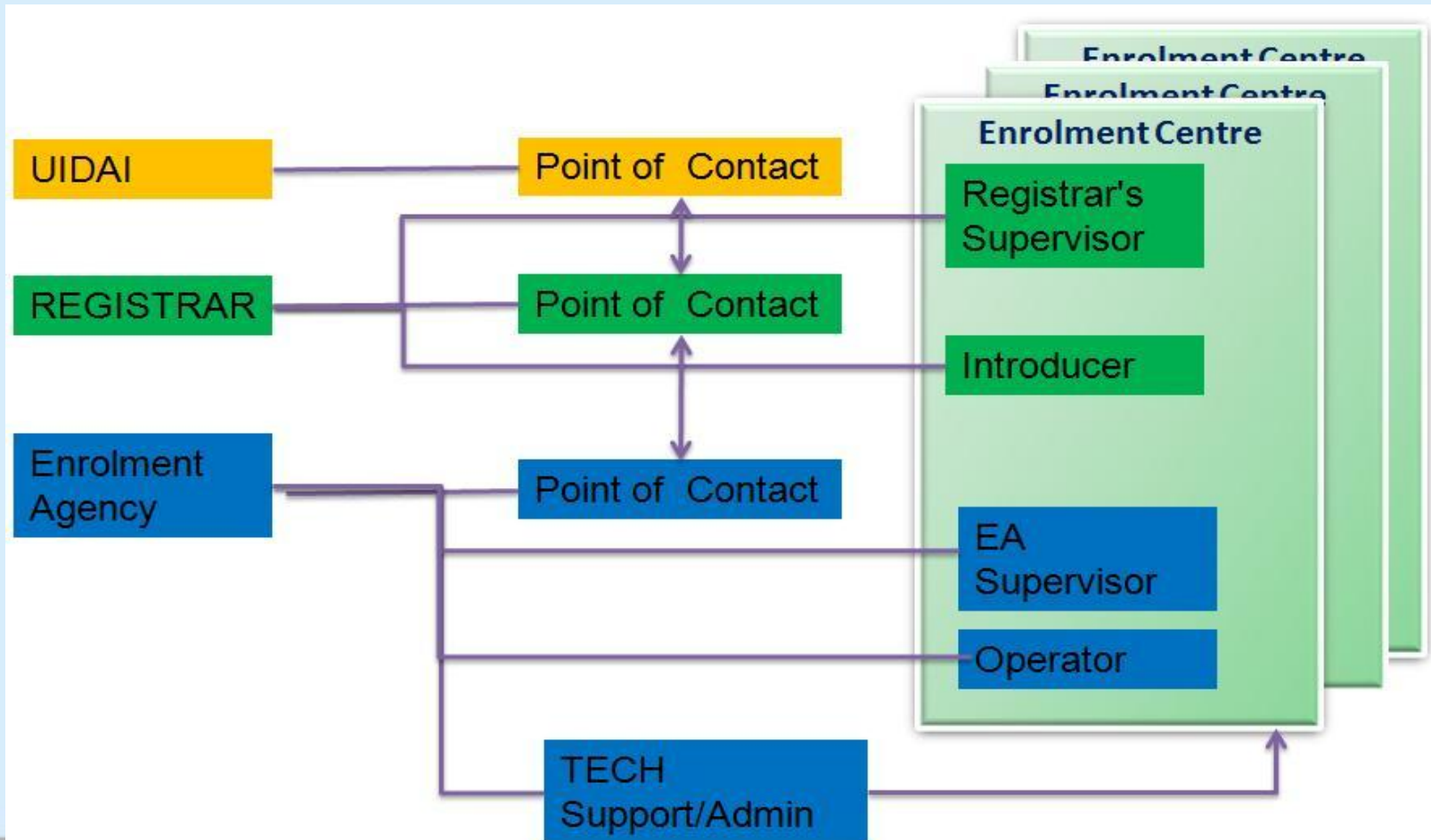
Overview of the Enrolment Process

Organizations & Entities involved



Overview of the Enrolment Process

People Involved



Overview of the Enrolment Process

Broadly the Enrolment process includes

- Setting up of the Enrolment Centre
- Enrolling Residents
- Sending the information to UIDAI
- Verification and De-duplication
- Generation and Issuance of the Aadhaar number to the resident



Setting up of the Enrolment Centre

- Identify location
- Procure and deploy equipment
- Prepare the Enrolment stations
- In parallel, spread awareness among residents
- In parallel, identify and enroll Introducers
- Make the site ready
- Announce the enrolment schedule
- Start enrolment

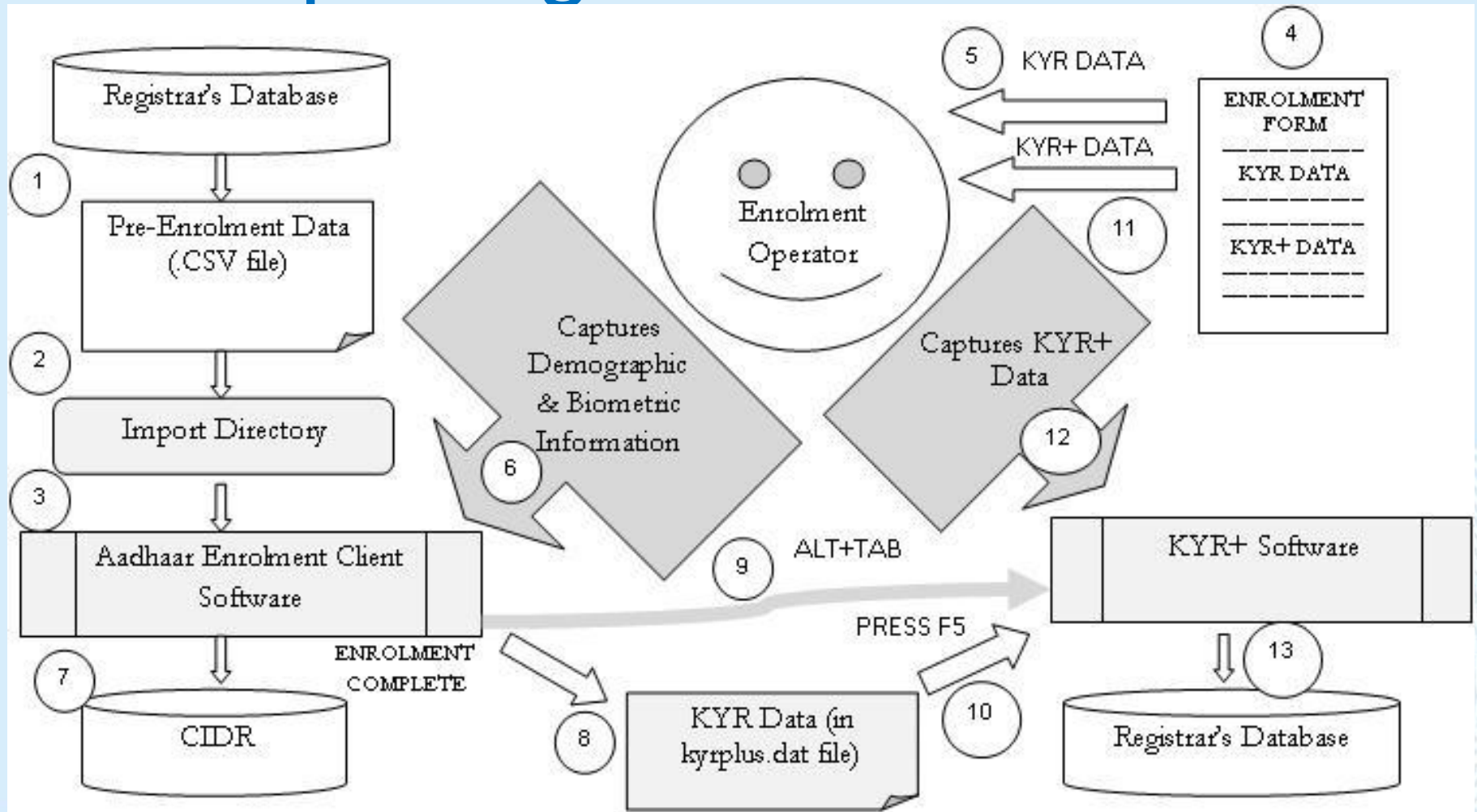


Capturing Resident's Data

- Manual Collection and Verification of demographic data
- Automatic Collection of demographic data from pre-enrolment database
- Capturing biometric data
- Validation of data by resident
- Financial Inclusion
- Completion of data capture process for a resident



Capturing Resident's Data



Introducer based Enrolment

- An Introducer is someone identified by the Registrar, with your help, who can endorse a Resident and confirm that the Resident's information is correct.
- The Introducer will have to be enrolled first and registered with UIDAI before she/he can perform this function

Sending the information to UIDAI

- Once enrolment of all residents is completed for the day, the data is sent to UIDAI
- The Enrolment agency will use a local courier or postal service to send this data



Verification and De-duplication

- UIDAI checks the enrolment data for any duplicate entries.
- This is called Data De-duplication.
- Biometric data is the basis for de-duplication.



Generation and Issuance of the Aadhaar number to the resident

UIDAI issues an Aadhaar number to the Resident that has cleared the de-duplication process and generates a letter informing the Resident of the same.



HOW Can You help ENROLMENT PROCESS ?



Some Ways of Helping

A grey downward-pointing chevron arrow.

Help in locating suitable building and locality

A grey downward-pointing chevron arrow.

Determine the time it will take for enrollment camp

A grey downward-pointing chevron arrow.

Plan for time for each locality

A grey downward-pointing chevron arrow.


Use of important document

A grey downward-pointing chevron arrow.

Inform the villagers on Plan

A grey downward-pointing chevron arrow.

Inform villagers of benefits

A grey downward-pointing chevron arrow.

Inform people of safe technology and enrollment requirement

Centralized brand planning, mass media and creative templates

Leaflet



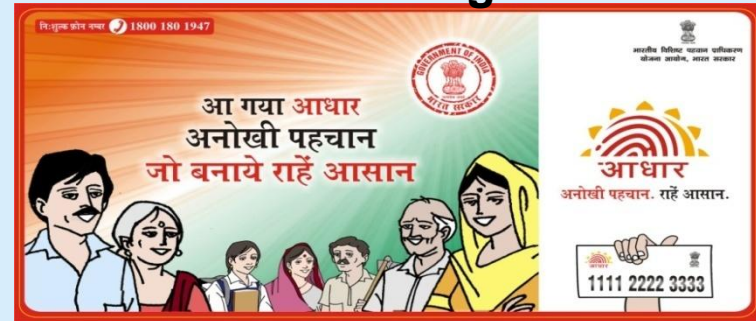
Letter



TVC



Hoarding



Wall painting



Examples of messaging

Level 1: Features of Aadhaar

Level 2: Benefits of Aadhaar

Level 3: Co-branding with Registrars

हर जगह मान्य आपकी पहचान
आधार बनेगा इसका प्रमाण

भारत

आधार
अनोखी पहचान. राहें आसान.

1111 2222 3333

आ गया आधार जो खोलेगा हर निवासी के लिए अवसरों के द्वार
 * सरकार का खास उपहार - आधार * देश में पहली बार 12 अंकों की अमिट पहचान * आधार बनाएगा सरकारी सुविधाएँ पाना आसान

रोज़गार पाने की हर राह आसान
जब पास हो आधार प्रमाण

आधार
अनोखी पहचान. राहें आसान.

1111 2222 3333

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 * सरकार का खास उपहार - आधार * देश में पहली बार 12 अंकों की अमिट पहचान * आधार बनाएगा सरकारी सुविधाएँ पाना आसान

राशन पाना होगा आसान
जब पास हो आधार प्रमाण

संचालनालय शाह, नगरिक आपूर्ति एवं उपभोक्ता संरक्षण

आधार
अनोखी पहचान. राहें आसान.

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Execution customized and flexible for each region

आ गया आधार अनोखी पहचान जो बनाये रहें आसान

आधार
अनोखी पहचान. रहें आसान.

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सरकार का खास अफसर - आधार 4 देश में पहली बार 12 अंकों की अटिच पहचान 4 आधार बनाएगा सरकारी सुविधाएँ पाना आसान

सरकारी सुविधाएं पाने के द्वा आसानी से खोलेगा आधार

आधार
अनोखी पहचान. रहें आसान.

1111 2222 3333

सरकार का खास अफसर - आधार 4 देश में पहली बार 12 अंकों की अटिच पहचान 4 आधार बनाएगा सरकारी सुविधाएँ पाना आसान

हर जगह मान्य आपकी पहचान आधार बनेगा इसका प्रमाण

आधार
अनोखी पहचान. रहें आसान.

1111 2222 3333

आ गया आधार जो खोलेगा हर विचारी के लिए अवररों के द्वा 4 सरकार का खास अफसर - आधार 4 देश में पहली बार 12 अंकों की अटिच पहचान 4 आधार बनाएगा सरकारी सुविधाएँ पाना आसान

रशन पाना होगा आसान जब पास हो आधार प्रमाण

आधार
अनोखी पहचान. रहें आसान.

1111 2222 3333

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ఆధార్ పచ్చింది గుర్తింపు తెచ్చింది జీవన మార్గం సరళం చేసింది

ఆధార్
గుర్తింపు తెచ్చింది. జీవన సరళం.

0123 4567 8901

ఆధార్ పచ్చింది. ప్రతి పాండిట్ అధికారిని తెలుసుకుంటుంది 4 ప్రభుత్వ ఉద్యోగికి అనుకూలం - అధార్ 4 దేశం పుట్టినప్పటికీ 12 అంకుల పాండిట్ గుర్తింపు 4 ప్రభుత్వ సౌకర్యాలను అనుకూలం అధార్ అనుకూలం చేస్తుంది

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గుర్తింపు తెచ్చింది. జీవన సరళం.

6666 6666 6666

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ప్రతి ఘోలా మీ గుర్తింపు తెచ్చింది ప్రతి నిత్యం ఆధార్ అందుకుంటున్నాం

ఆధార్
గుర్తింపు తెచ్చింది. జీవన సరళం.

9012 3456 7890

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రేషన్ పొందటం చాలా సులభం తెలిపింది ఆధార్ సౌకర్యం

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గుర్తింపు తెచ్చింది. జీవన సరళం.

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Template for communication timelines

T-45

- Letter from the DM/DC to Introducers, inviting them to participate in the Aadhaar enrolment and training process

T-30

- TV, Radio, Print, Internet, News
- Introducer enrolment
- Alliance/Volunteer identification and outreach

T-15

- Inter Personal Communication (Introducer, Influencers and Alliance/Volunteers)

T-7

- TV, Radio
- Outdoor hoarding communication
- Entertainment (Endorsements, Cinemas, Festivals)
- Enrolling Agency education

T=0

- Enrolment center (Interpersonal)

Outdoor

- **Static Media:** Handouts, Wall paintings, Banners, Hoardings
- **Inter-Personal Media:** Stalls, Infomercials, Song & Drama

Banner



Stall



Entertainment

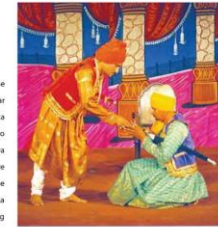
- Cinema, Dance, Arts, Theatre, Music
- Sports
- Endorsements

Branded Van



Natak

Nutanki: sultana daaku ka



Ek tha daaku sultana bdaas hi khtanaak bada hi jalim usney
 poore itaile main satank macha rakha tha. Sari janta aur sif janta hi nahi police tak uske naam. Se
 kaangri thi, sabhi log usse parehan the, ek di vo aaya aur dulat pur gaavn ki poori dulat loot kar
 lay gaya, aur dulat pur ko kangalpur bana kar chala gaya, ussi gaavn main ek sunder naam ka
 bahunupya rehta tha. Jo alag alag roop bana kar logon se apni kala ka daam maangta tha, aur vo
 apne kaam mai kushal tha to log usse kush ho kar khoob paisa dete the. Par jab se gaavn loot gaya
 uska koi bhesh banane ka man hi nahi hua aur usne soocha ki vo dulat pur chod kar kisi doosre
 gaavn main bas jay, par vo apna har kaam shubh muhurat dekh kar hi karta tha to sahi titi dekhne
 jab vo pandit ji ke paas gaya, to pandit ji ne kaha aney tumhari kundali main to kisi daako ko pakdha
 likha hai par vo kaam tumhari kalaa ke madhyam se hi sambhav hoga, ye sunte hi sunder ke dimaag
 mai ek tarkeeb aai usne pandit ji se shubh din shubh ghadi shubh rang poocha aur shubh din ke din
 usne apna roop badlaa aur sunder se sundari ban kar sultana daku ke adle par pahunch gaya. Sultana daku uski sundarta dekh kar samn rah gaya, jab usne
 poocha vo kaun hai to usne kaha vo nutanki ki rani sundari hai jo toofaan ke karan rastaata batak gayi hai. Sultana daku ne kaha vo aaj ki raat yehin ruk jaye kal vo
 khud usse gaavn tak chood aayega, aur uss raat sundari ne nutanki ka ek do aisa naach dikhyaa ki sultana daku ekdum paglaa gaya aur sundari ke pyaar main pad
 gaya. usne sundari se kaha vo uss se shadi karna chahataa hai sundari ne kaha vo tayaar hai pehle vo gaavn jaakar sab tayaare kamaa chahti hai phir 9th din vo
 gaavn se aakar usse le jaye (jo pandit ji ne usse shubh din batayaa tha) daku prem main tha so sari baat maan gaya aur 9 din baad jab gaavn pahuncha to police
 ne usse pakad liya aur sunder raaton raat gaavn ka hero ho gaya. ye khabar jab aakhbaro main chappi to collector saab ne sunder ko police main rukari ka eellan
 kar diya aur 7 din ke ander ander office pahunchne ke liye kahaa par sunder aatthe din phuncha to saab thoda naaraaz hua aur poocha ki ek din late kyon aaye to
 sunder ne btaaya ki aaj ka din hi subh tha to saab ko hansi agaye unhone kaha sare kaam subh ghadi dekh kar hi karte ho khar chodoo apnaa pachan patir dikhaao
 aur nukri lelo sunder ne kaha pehchaan patir to uske paas nahi hai tab saab ne usse adhaar. ke baare main batayaa aur adhaar kendre main uska rgerestration
 karta ker usse adhaar kernaank dila kar nuakri dila di aur tab se ye adhaar kernaank hi uska shubh number hai

Some other things that can be done

- Identifying events e.g. 26th January, Local resident's meeting, School functions, festivals which present opportunities to talk about Aadhaar
- Join Volunteer program at district level
- Create list of influential people in your village for spread of message and for enrolling Introducers
- Nominate teams Youth-Women-School children- for mobilising people
- Identify hard to reach people in your area

Thank You

