



Media Coverage-1

UIDAI to use behavioural insights to enhance adoption of MBU among children



UIDAI to increase adoption of mandatory biometric update among kids using behavioural insights

Unique Identification Authority of India (UIDAI) on Tuesday said it will use behavioural insights to enhance adoption of mandatory biometric update (MBU) among children.

Towards this, UIDAI has partnered with research consultancy Behavioural Insights Ltd (BIT).

The MoU aims to increase MBU in Aadhaar for 5-year and 15-year-olds, and to address behavioural, logistical, and awareness-related barriers to ensure timely updates, UIDAI said, adding that this will enable seamless access to services and benefits linked to Aadhaar.

"Tailored behavioural interventions will be designed, tested, and implemented to encourage Aadhaar MBU updates," UIDAI said.



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How UIDAI plans to simplify biometric Aadhaar updates for children

The Unique Identification Authority of India (UIDAI) is taking a people-centric approach to improve the adoption of the Mandatory Biometric Update (MBU) for children.

After recently waiving all charges for Aadhaar MBU, UIDAI has recently partnered with Behavioural Insights Limited (BIT) to encourage the children and youngsters through timely biometric updates via behavioural science interventions.

UIDAI is going to employ behavioral insights, application of techniques that are backed by research and easily understandable to the user—to make the Aadhaar biometrics updating process user-friendly and efficient.



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UIDAI to use behavioural insights to boost adoption of MBU among kids

New Delhi, Nov 11 The Unique Identification Authority of India (UIDAI) on Tuesday said it will use behavioural insights to enhance adoption of Mandatory Biometric Update (MBU), after waiving all charges for MBU in Aadhaar for children.

Towards this, UIDAI has partnered with research consultancy Behavioural Insights Limited (BIT) to help children and youngsters access vital services through the timely updation of biometric in their Aadhaar.



Media Coverage-2

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THE FREE PRESS JOURNAL

UIDAI Partners With Behavioural Insights To Boost Aadhaar Biometric Updates For Children

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BW EDUCATION

UIDAI, BIT Partner To Boost Aadhaar Biometric Updates Among Children

The Unique Identification Authority of India (UIDAI) has entered into a partnership with Behavioural Insights (BIT) to enhance the adoption of Mandatory Biometric Updates (MBU) for children and adolescents. The initiative aims to apply behavioural science techniques to overcome awareness, behavioural, and logistical barriers associated with updating biometric data in Aadhaar.

Following its recent decision to waive all charges for MBU in Aadhaar for children, UIDAI seeks to ensure that every child's Aadhaar remains accurate and up to date, enabling seamless access to government services and welfare benefits. The collaboration will focus on children aged five and fifteen, the two critical milestones for biometric updates under Aadhaar regulations.

NEWS 18 हिंदी

Aadhaar Biometric Update Free For Children Aged 7–15: How To Do It, Steps To Apply

The Unique Identification Authority of India (UIDAI) is launching a new project to simplify Aadhaar biometric updates for children. The move aims to simplify the process and ensure that every child's digital identity stays accurate as they grow.

Using behavioural science, the UIDAI aims to understand what prevents parents from updating their child's Aadhaar and make the process smoother. To encourage participation, UIDAI has also waived all charges for biometric updates for one year, starting October 1, this year.



UIDAI Partners With Research Firm To Boost Aadhaar Biometric Updates For Children

Unique Identification Authority of India, UIDAI has signed an agreement with Behavioural Insights Limited, a research consultancy, to enhance adoption of Mandatory Biometric Update (MBU) among children. Ministry of Electronics and IT said, the agreement aims to increase MBU in Aadhaar for 5 year and 15 year olds. It also aims to address behavioural, logistical, and awareness-related barriers to ensure timely updates, enabling seamless access to services and benefits linked to Aadhaar. The IT Ministry said, tailored behavioural interventions will be designed, tested, and implemented to encourage Aadhaar MBU updates. It added that once enrolled in Aadhaar, a child needs to update biometric, including fingerprint, iris and photo on attaining the age of 5 and then again on attaining the age of 15 years. The waiver of MBU charges for the said age group have already come into effect since 1 October this year and will be in force for a period of one year.



UIDAI To Use Behavioural Insights To Boost Adoption Of MBU Among Kids

New Delhi: The Unique Identification Authority of India (UIDAI) on Tuesday said it will use behavioural insights to enhance the adoption of Mandatory Biometric Update (MBU), after waiving all charges for MBU in Aadhaar for children. Towards this, UIDAI has partnered with research consultancy Behavioural Insights Limited (BIT) to help children and youngsters access vital services through the timely updation of biometrics in their Aadhaar. The MoU aims to increase MBU in Aadhaar for 5-year-olds and 15-year-olds, and to address behavioural, logistical, and awareness-related barriers to ensure timely updates, enabling seamless access to services and benefits linked to Aadhaar. "Tailored behavioural interventions will be designed, tested, and implemented to encourage Aadhaar MBU updates," said the IT Ministry.



Media Coverage-3

UIDAI to use behavioural insights to enhance adoption of MBU among children



Enhancing Aadhaar: UIDAI Leverages Behavioral Insights for Biometric Updates

The Unique Identification Authority of India (UIDAI) announced its new partnership with Behavioural Insights Ltd (BIT) on Tuesday, aiming to enhance the mandatory biometric update (MBU) process for children.

This collaboration will leverage behavioral insights to overcome barriers related to awareness and logistics, ensuring timely updates for children aged 5 and 15, and enabling access to services linked to Aadhaar.



UIDAI: Biometric Update for Kids

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UIDAI Partners with Behavioural Insights Limited to Boost Aadhaar Biometric Updates for Children

New Delhi: The Unique Identification Authority of India (UIDAI) and Behavioural Insights Limited (BIT) have teamed up to use behavioural science to increase the uptake of Mandatory Biometric Updates (MBU) for kids and young adults. This program comes after UIDAI recently decided to eliminate all MBU fees for kids ages 7 to 15 for a year, beginning on 1 October.



UIDAI to use Behavioural Insights to enhance MBU Adoption

ପିଲାମାନଙ୍କ ମଧ୍ୟରେ ବାଧ୍ୟତାମୂଳକ ବାୟୋମେଟ୍ରିକ୍ ଶୋଧନରେ ସୁଧାର ଆଣିବା ପାଇଁ ଆଚରଣଗତ ଅନ୍ତର୍ଦ୍ଧୂଷ୍ଟ ବ୍ୟବହାର କରିବ ଯୁଆଇଆଇ

ନୂଆଦିଲ୍ଲୀ (ପିଆଇଭି) : ପିଲାମାନଙ୍କ ପାଇଁ ଆଧାରରେ ବାଧ୍ୟତାମୂଳକ ବାୟୋମେଟ୍ରିକ୍ ଅପଡେଟ (ଏମବିୟୁ) ଲାଗି ସମସ୍ତ ଶୁଳ୍କ ଛାଡ଼ି କରିବା ପରେ ଭାରତୀୟ ଅନନ୍ୟ ପରିଚୟ କର୍ତ୍ତୃପକ୍ଷ (ୟୁଆଇଆଇଆଇ) ଏମବିୟୁ ଗ୍ରହଣକୁ ବୃଦ୍ଧି କରିବା ପାଇଁ ଆଚରଣଗତ ଅନ୍ତର୍ଦ୍ଧୂଷ୍ଟ ବ୍ୟବହାର କରିବ । ଛୋଟ ପିଲା ଏବଂ ଯୁବପିଢ଼ିଙ୍କୁ ସେମାନଙ୍କର ଆଧାରରେ ବାୟୋମେଟ୍ରିକ୍ ସମୟାନୁସାରେ ଅପଡେଟ୍ ମାଧ୍ୟମରେ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ସେବାଗୁଡ଼ିକ ପାଇବାରେ ସାହାଯ୍ୟ କରିବା ପାଇଁ ଯୁଆଇଆଇଆଇ ଗବେଷଣା ପରାମର୍ଶଦାତା ବିହେବିୟରାଲ ଇନଭେସ୍ଟମେଣ୍ଟ୍ସ ଲିମିଟେଡ୍ (ବିଆଇଇଟିଏଲ) ସହିତ ବୁଝାମଣାପତ୍ର ସ୍ୱାକ୍ଷର କରିଛି । ୫ ବର୍ଷ ଏବଂ ୧୫ ବର୍ଷ ବୟସର ପିଲାମାନଙ୍କ ପାଇଁ ଆଧାରରେ ଏମବିୟୁ ବୃଦ୍ଧି କରିବା ଏବଂ ସମୟାନୁସାରେ ଅପଡେଟ୍ ମାଧ୍ୟମରେ ଲାଗି ଆଚରଣଗତ, ଲଜିଷ୍ଟିକ୍ ଏବଂ ସଚେତନତା-ସମ୍ବନ୍ଧୀୟ ପ୍ରତିବନ୍ଧକଗୁଡ଼ିକ ଦୂର କରିବା ଏହି ବୁଝାମଣାପତ୍ରର ଲକ୍ଷ୍ୟ । ଏହା ଆଧାର ସହିତ ଜଡ଼ିତ ସେବା ଏବଂ ଲାଭଗୁଡ଼ିକ ସୁଗମ ଉପଲବ୍ଧତାକୁ ସମ୍ପର୍କ କରିବ । ଆଧାର ଏମବିୟୁଗୁଡ଼ିକ ଉପସ୍ଥାପନ କରିବା ପାଇଁ ଉପଯୁକ୍ତ ଆଚରଣଗତ ହସ୍ତକ୍ଷେପ ଡିଜାଇନ୍, ପରୀକ୍ଷା ଏବଂ କାର୍ଯ୍ୟକାରୀ କରାଯିବ । ଯୁଆଇଆଇଆଇ ସିଇଓ ଭୁବନେଶ୍ୱର କୁମାର ଏବଂ ବରିଷ୍ଠ ସହଯୋଗୀ ଉପସ୍ଥାପନରେ ଏହି ବୁଝାମଣାପତ୍ରରେ ଯୁଆଇଆଇଆଇର ଉପମହାନିର୍ଦ୍ଦେଶକ ତନୁଶ୍ରୀ ଦେବବର୍ମା ଏବଂ ବିଆଇଇଟିଏଲର ଗୋଷ୍ଠୀ ମୁଖ୍ୟ କାର୍ଯ୍ୟନିର୍ବାହୀ ଅଧିକାରୀ

ରବି ଗୁରୁମୂର୍ତ୍ତି ସ୍ୱାକ୍ଷର କରିଥିଲେ । ଭୁବନେଶ୍ୱର କୁମାର କହିଛନ୍ତି, “ଯେତେବେଳେ ପ୍ରଯୁକ୍ତିବିଦ୍ୟା ମାନବ ଆଚରଣ ସହିତ ସମନ୍ୱିତ ହୁଏ, ତାହାଙ୍କୁ ପରିଚୟ ସମ୍ପୂର୍ଣ୍ଣ ବୈଷୟିକ ପ୍ରକ୍ରିୟାରେ ଅଧିକ ସୁଗମ, ବିଶ୍ୱସନୀୟ ଏବଂ ସଶକ୍ତୀକରଣ ଅଭିଜ୍ଞତାରେ ପରିଣତ ହୁଏ । ଏହି ବୁଝାମଣାପତ୍ର ମାଧ୍ୟମରେ, ଆମେ ଏହି ପ୍ରଭାବ ହାସଲ କରିବାକୁ ଆଶା କରୁଛୁ ।” ବିଆଇଇଟିଏଲ ସିଇଓ ରାଜେନ୍ଦ୍ର କୋୟଲ୍ କହିଛନ୍ତି, ମାନବ ଆଚରଣର ଏକ ନୂତନ ପ୍ରମାଣ-ଆଧାରିତ ବୁଝାମଣା ଆଧାରର ଅପଡେଟ୍ ବୃଦ୍ଧି କରିପାରିବ ଏବଂ ଆଧାର ନମ୍ବର ଧାରକମାନଙ୍କୁ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ସାର୍ବଜନୀନ ସେବା ପାଇବାରେ ସାହାଯ୍ୟ କରିପାରିବ । ଆଧାରରେ ପଞ୍ଜିକରଣ ହେବା ପରେ, ଜଣେ ପିଲାକୁ ୫ ବର୍ଷ ବୟସ ହେବା ପରେ ଏବଂ ତା’ପରେ ପୁଣି ୧୫ ବର୍ଷ ବୟସ ହେବା ପରେ ବାୟୋମେଟ୍ରିକ୍ (ଆଙ୍ଗୁଳି ଚିହ୍ନ, ଆଇରିସ୍ ଏବଂ ପଟେର) ଅପଡେଟ୍ କରିବାକୁ ପଡିବ । ଯୁଆଇଆଇଆଇ ସମସ୍ତଙ୍କୁ ଏମବିୟୁ ଗ୍ରହଣରେ ଏମବିୟୁର ଗ୍ରହଣାୟତାରେ ସୁଧାର କରିବା ପାଇଁ ନିରନ୍ତର ପ୍ରୟାସ କରିଆସୁଛି । ଏକ ଲୋକାଭିମୁଖୀ ପଦକ୍ଷେପ ସ୍ୱରୂପ, ଯୁଆଇଆଇଆଇ ୭-୧୫ ବୟସ ବର୍ଗ ପାଇଁ ଏମବିୟୁ ପାଇଁ ସମସ୍ତ ଶୁଳ୍କ ଛାଡ଼ି କରିଛି, ଯାହା ଦ୍ୱାରା ପ୍ରାୟ ୬ କୋଟି ପିଲା ଉପକୃତ ହେବେ ବୋଲି ଆଶା କରାଯାଉଛି । ଉକ୍ତ ବୟସ ବର୍ଗ ପାଇଁ ଏମବିୟୁ ଶୁଳ୍କ ଛାଡ଼ି ୧ ଅକ୍ଟୋବର ୨୦୨୫ ରୁ ଆରମ୍ଭ ହୋଇସାରିଛି ଏବଂ ଏହା ଗୋଟିଏ ବର୍ଷ ପାଇଁ ବଳବତ୍ତର ରହିବ ।



UIDAI बच्चों में अनिवार्य बायोमेट्रिक अपडेट (एमबीयू) को अपनाने को प्रोत्साहन देने के लिए व्यवहारिक

बच्चों के लिए आधार में अनिवार्य बायोमेट्रिक अपडेट (एमबीयू) के सभी शुल्क माफ करने के बाद, भारतीय विशिष्ट पहचान प्राधिकरण (यूआईडीएआई) एमबीयू को अपनाने को प्रोत्साहन देने के लिए व्यवहारिक अंतर्दृष्टि का उपयोग करेगा।

यूआईडीएआई ने बच्चों और युवाओं को उनके आधार में बायोमेट्रिक के समय पर अपडेट के माध्यम से महत्वपूर्ण सेवाओं तक पहुँचने में सहायता करने के लिए अनुसंधान परामर्शदात्री व्यावहारिक अंतर्दृष्टि लिमिटेड (बीआईटी) के साथ साझेदारी की है।