

Roles and Responsibilities

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- **District Level Officer/Panchayati Raj Institution/Urban Local Bodies Officer**

District Level Officer/ Member Panchayati Raj Institution/ Urban Local Bodies have an important role under Aadhaar program. The members of these bodies act as opinion leaders and influencers and play an important role in mobilizing the residents. Apart from this they act as introducers and also help ensure smooth enrolment activity at the enrolment centers.

In the enrolment process, support is required at different levels:

- State Level-Registrar and Nodal Department
- District Level
- PRI level (Zilla Parishad, Block Panchayat, Gram Panchayat, etc.)

Roles of District Level Officer/Member PRI/ULB

District Level Administrative Officers/ Panchayat Level Officer and Urban Local Bodies Member are a critical level in Aadhaar programme. To ensure readiness and timely completion of the resident enrolment in the district and to enforce adequate quality it is important that following steps are followed:

a. Enrolment Planning

- Determining the Number of Enrolment Centres
- Finalizing Site for Enrolment Centre
- Developing Enrolment Route Map
- Identification & Enrolment of Introducers
- Nominating Verifiers
- Planning the IEC Process

b. Implementation and Roll Out

- Enrolment Operations Monitoring
- Site Management
- IEC Roll Out

Critical Factors in Enrolment Planning

- a. Locations with basic amenities to be identified where the enrolment centres can be set up
- b. The enrolment centre will be set for around 5-7 days at one location.
- c. Deployment of personnel to monitor and ensure smooth enrolment process and for the verification of documents at the centres.
- d. The awareness campaign about Aadhaar needs to be done in the area.

Step 1: Determining the Number of Enrolment Centres

- a. The district is broken down into blocks/tehsils/wards and panchayats. Different blocks/tehsils/wards etc can be covered in different phases. Within each phase two pronged strategy can be used to cover the population namely-
 - The enrolment centers can be set up in densely populated areas to cover majority of the population.
 - The sparsely populated areas can be covered through the mobile enrolment stations (in case the EA has been mandated by the registrar to use mobile enrolment stations)
- b. An enrolment centre is set up in an area to sweep the area in a defined period, e.g. 1 Enrolment Center may be set up to cover a population of 10000 or 1 Enrolment Center for every Village Panchayat may be followed. Usually population breakup to the village level in the district helps derive detailed plan.
 - An enrolment centre is consists of enrolment stations (usually 4-5 station per centre)
 - No of stations per centre is calculated as per the following formula:
$$\text{No of Stations} = \frac{\text{total population of the area}}{\text{No of days} * 50}$$
(*No of days in which the registrar wants to complete the enrolments in the area ** Average no of enrolments per stations per day)
- c. In addition permanent stations can be set up at Taluka level to enroll residents on an ongoing basis and handle updations.

Step 2: Determining the Number of Enrolment Centres

- a. The District administration checks for appropriate locations where Enrolment Centers can be setup. These locations should be easily accessible for all Residents of the target area. Some examples of such locations are schools, Anganwadi Kendra, Gram Panchayat, etc. Enrolment Agencies actually setup the Enrolment Centers, while the district administration provides support to the enrolment agency. Ensure that the enrolment centre premises are neat and clean, hygienic, well maintained and safe from electric/fire hazards.
- b. Some points to consider while selecting locations for Enrolment centers
 - Area - Around 500 sq. ft. built up area (can be two rooms). Should have open spaces for accommodating queues
 - Accessibility – Good approach roads/streets, ideally ground floor
 - Law & Order – Availability of police protection

- Capacity – Sufficient space in the form of compound or corridors for residents to wait comfortably
- Basic Amenities – Availability of electricity, water.
- Logistics Support – Courier services, Internet services, stationary, fuel for generators



Diagram: Example of some unsuitable locations for setting up the enrolment station

- While finalizing the site it should be checked that the house/hut/building where the Enrolment Centre is setup, does not leak rain water or have other defects in construction. This care must be taken to ensure comfort of Residents who will come for enrolment, and to prevent damage to the computers and other equipments.
- The district administration will help the Enrolment Agency contact the local administration (e.g., head of the village Panchayat) to seek assistance in setting up the Enrolment Centre and running the enrolment process.
- If Residents live in difficult-to-reach areas and villages where proper premises are not available, then it may be necessary to have mobile Enrolment Centers.
- Once the site is identified the administration would finalize following details of the site:
 - Address of site
 - Layout of site
 - Information on surrounding terrain
 - Areas (i.e. village, settlement, habitat etc.) which the location would cater to along with population statistics
 - Name of the panchayat under which the site appears
 - Contact details of panchayat officials with whom the Enrolment agency has to coordinate
 - Contact details of nearest police station
 - Facilities available with regards to electricity, water supply, telephone etc
 - Distance to nearest post office / SFTP centre for upload of the data

Step 3: Developing Enrolment Route Map

- a. To ensure that all the residents living in a village/taluka/district developing a route plan is important. The route plan is developed keeping in mind factors such as:
 - Population density
 - The terrain
 - The socio-economic profile of the area
- b. Enrolment Route Map-sample: The enrolment route plan is firmed up in consultation with the EA and the registrar representative
- c. Following should be considered while developing the enrolment plan
 - The Enrolment Plan must be flexible, keeping in view the overall objective of achieving maximum sweep. E.g. if the response in village 'x' is good even beyond 60% coverage, some Enrolment Stations may be retained in village 'x' and remaining stations may be transferred to the next village
 - The scheduled date as announced must be respected by ensuring that at least one work station is set up at the succeeding village
 - Work out an appropriate ramp-down and ramp-up strategy based on actual enrolment

District Name	Village Panchayat	Village Name No. of Stations	Start Date	End Date	No. of Stations

Step 4: Identification & Enrolment of Introducers and Verifiers

- a. Resident can get enrolled in two ways:
 - Resident can bring the POI, POA documents and get enrolled
 - Residents without the POI and POA documents can get enrolled through introducers

- b. Introducer based enrolments are to facilitate the enrolments of marginalized and poor who do not have PoI or PoA documents.
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Who can be Introducers?

The eligibility criteria for an Introducer are as follows:

- Introducer should have an AADHAAR number prior to appointment
- Introducer must be easily accessible to residents
- Introducer must be above the age of 18 years
- Introducer must not have a criminal record
- For inclusion of certain marginalised groups representatives of NGO's working with the Marginalised groups maybe appointed.

Introducers will be identified by Registrars (state governments) from

- All MPs/ MLAs in their respective constituencies
- Deputy Commissioners
- Sub-divisional Magistrates/All Executive Magistrates
- Block development officers/ Circle Officers/ Block Level Supervisors/Block Programme Officer
- VLW/Karmcharis/ Panchayat Sevaks/ Gram Rojgar Sewak
- Teachers/ Para Teachers/ Aanganwari Sevikas
- All elected members in the 3 tier PRIs in their respective constituencies.
- All other Govt/Semi-govt Employee in their respective jurisdiction.

Members of Civil Society Organisations / NGOs who work with marginalised residents may also be included as Introducers

The process of Identification and Enrolment is as under:

- Finalize list of introducers as per notification from the registrar
- Enable introducer enrolment by organizing appropriate camp
- Introducers must sign and hand over a 'Consent Form' to the Registrar
- Each location should have multiple introducers
- Ensure introducers are present at centers at time of enrolment

When the resident comes to enroll for Aadhaar to an Enrolment Centre, demographic information will be entered from documents that the resident provides. The authentication of documents submitted by the resident is duly verified by the officials authorized to verify the documents. Such officials are termed as verifiers.

Appointment of Verifiers

A verifier is duly appointed by Registrar. The verifiers can be

- Any serving/retired official both from Government (including Armed forces and central Para Military Forces)
- Personnel from Public Sector Undertakings including Banks not below the rank of Group 'C'/class III employees
- The services of the retired government officials who are generally well acquainted with such verification procedures can also be utilized by the Registrars.
- If registrar is unable to avail the services of such Retired/Serving government officials, services of an outsourced vendor can be availed to provide verifiers with the approval from UIDAI Regional Office.

Responsibilities of a Verifier

- Verify Photocopy of Documents against original
- Verify Enrolment from Details against original
- Check and Mark the incorrect names/different names filled in Enrolment form against original
- Verify the form filled for correction (if required)
- Need to be present throughout the opening hours (to be ensured by registrar)
- Ensure completeness and accuracy of Enrolment forms filled
- Stamping/Singing of enrolment form/correction form and photocopies after verification
- Singing/thumb print/stamp photocopies of documents stored (not in case if attested by gazette officer)

Fields of Verification

- Name-Requires Proof of Identify, a document containing the resident's name and photograph.
- Address-Requires Proof of address, a document containing the resident's name and address.
- Date of Birth-Requires date of birth certificate, SSLC, passport or date of birth certificate issued by a gazetted officer.
- Relationship details-Requires to verifying establishing the relationship of a resident with Head of Household in case of HOF based enrolment.

Step 5: Spreading the word –Planning the IEC Process

Information, Education and Communication (IEC) is an important process in the enrolment strategy. The basic objective of IEC is to educate all the partners and residents so as to make them aware of the various usages and benefits which can be derived from Aadhaar. The Registrar, along with the UIDAI will strive to disseminate information regarding the

applications of Aadhaar so that benefits of governmental and other schemes reach the intended beneficiaries.

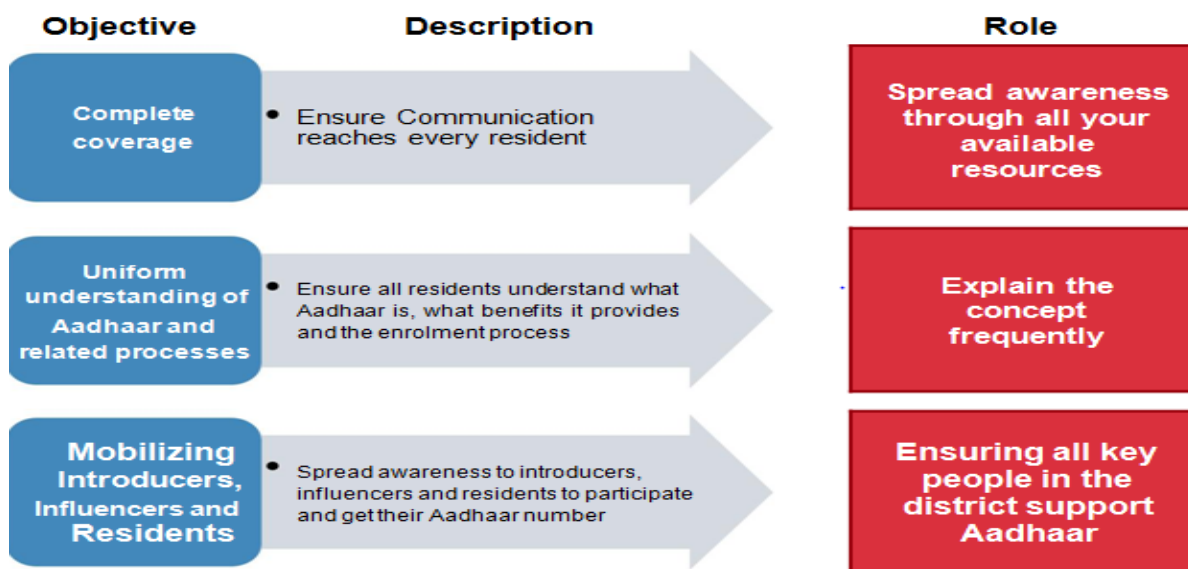


Diagram : Communicating with the residents – Overall objectives and your role

Local efforts are critical at these stages

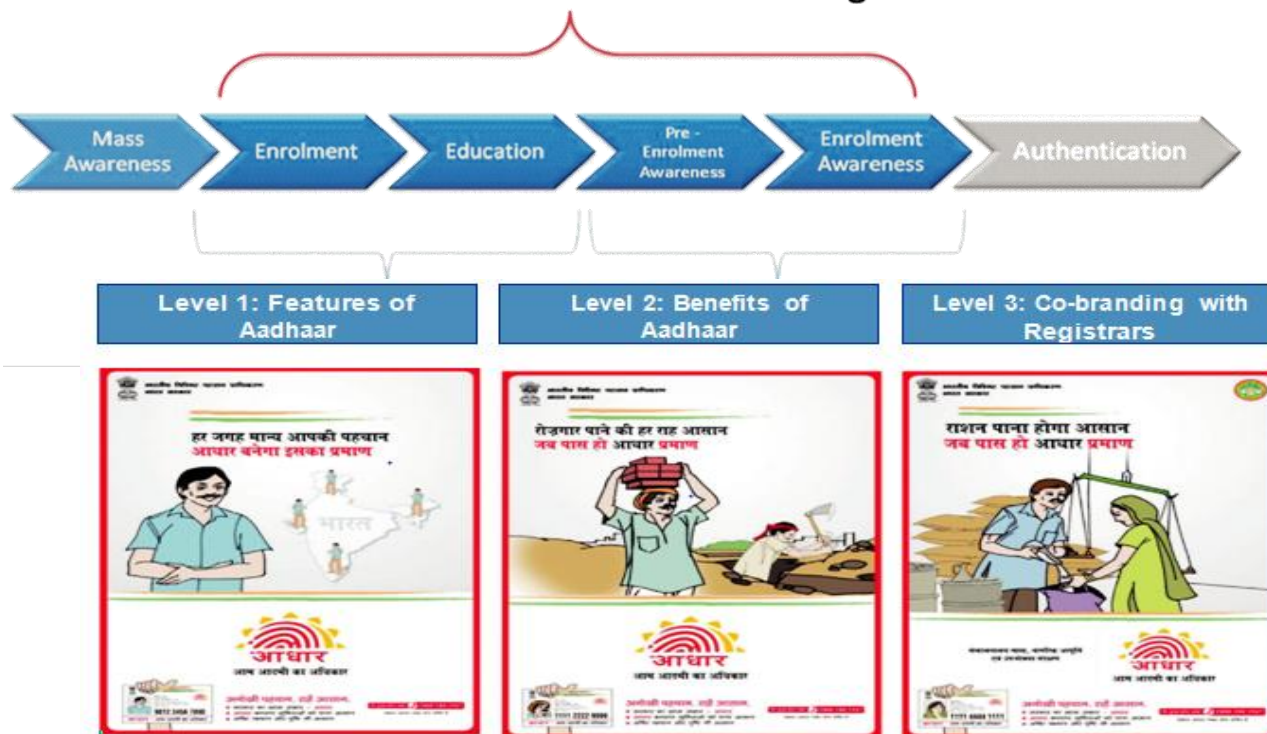


Diagram: Example of 3 level of Messaging

How to Communicate:

To ensure comprehensive coverage across all the residents, the message of Aadhaar shall be spread through the following communication channels:

- Broadcast & Telecast: TV, radio, print, internet
- Information: News and publications
- Outdoors: Posters, handouts, wall paintings, banners, hoardings
- Entertainment: Cinema, sports, endorsements
- Inter-personal: Audio, video, telecom
- Support infrastructure: Registrar and Enrolment Agency infrastructure.

Outdoor

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

Outdoor Media Samples Banner



Stall



The role of District/ Panchayat/ ULB Administration in IEC process: explained

- The administration designates district, Panchayat and taluka level officer- in- charges to oversee the Information, education and communication process.
- The officer-in-charges coordinate promotional activities at district/taluka/village level to ensure timely participation by the residents.
- Once the Enrolment centre is set up and other enrolment begins the district administration focuses on ensuring that the enrolment process goes on smoothly. This consists of
- Monitoring resident turnout and plan response in a timely manner if the turnout is poor
- Supporting Enrolment agency in crowd management
- Ensuring local security arrangements are in place to prevent any law & order problem
- Ensuring adequate performance of duties on part of appointed introducers/ verifiers
- Monitoring EA operations overall eg hours of operation, level of customer service/ responsiveness.

- Identifying events for example, 26th January, Dussehra, Panchayat meeting, School functions, festivals which present opportunities to talk about Aadhaar
- Join Volunteer program at Taluka and village level
- Create a list of influential people in to help spread of message and for enrolling Introducers
- Nominate teams Youth-Women-School children-for mobilizing people
- Identify hard to reach people in your area
- To accomplish the task of resident enrolments successfully a suitable organizational structure at district level is a critical requirement. The organization structure should be as under:

A District monitoring committee,

- Headed by DC. DC would be the in charge of supervising Enrolment activities in the district.
- The other members in this committee would be:
- Departmental Nodal officer
- District Nodal officer
- Taluka Nodal officers
- Any other members as per requirement

Appointment of Nodal Officers:

- At District Level
- At Taluka Level

The primary responsibility of the nodal officer is:

- Overall implementation and monitoring
- IEC / Promotional activities
- Site related Activities
- Scheduling of Enrolments
- Preparing Route plans
- Resource mobilization – verifiers etc