

No.F-14014/03/IEC/2011  
Government of India  
Unique Identification Authority of India  
3rd Floor, Tower II, Jeevan Bharati Building,  
Connaught Circus, New Delhi 110001

Dated 12<sup>th</sup> July, 2011

**Sub.-: Guidelines for Co-branding by Enrolment Agencies.**

I am directed to state that during the recent Regional eco-system partners conference, some of the Enrolment Agencies have raised the following issues and sought clarification on the same. The matter has been examined and considered by the competent authority and it has been decided that the clarification mentioned against each query may be followed:-

Sl.No	Query	Clarification
(a)	Whether Enrolment Agencies are permitted for co-branding with UIDAI/Registrars.	The enrolment agencies are not allowed co-branding with UIDAI/Registrars
(b)	Whether UIDAI prohibits the Enrolment Agencies from using their name on any of the publicity material in and around the enrolment centre.	There may be no objection if the enrolment agency uses its name/logo/tagline in the publicity material limited to the enrolment centre where they are operating without the use of GOI/UIDAI/Registrar logo.
(c)	Can the Enrolment Agencies have an independent banner proclaiming themselves as the Enrolment Agencies authorised to carry out enrolments for the Aadhaar programme	The enrolment agency could have an independent banner proclaiming themselves as the Enrolment Agency authorised to carry out enrolments for the Aadhaar on behalf of the Registrar. The banners can display the name of the Supervisor of the enrolment centre with his telephone number as well as the name and number of the Central Grievance Officer of the Enrolment Agency.
(d)	Can Enrolment Agencies include the name of the Supervisor of the enrolment centre and his telephone number as well as the name and number of the EAs Central Grievance Officer.	

2. The guidelines may be shared with the Registrars/Enrolment Agencies for information, guidance and compliance.

  
(AK Pandey)

Assistant Director General (Media)

Copy to :-

1. All DDG in Hqs and Regional Office
2. All ADG in-charge of Media in Regional Offices
3. Manager, IEC
4. PS to Chairman
5. PS to DG