

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 629
TO BE ANSWERED ON 06.02.2019

MONEY SPENT BY UIDAI

629. SHRI B. VINOD KUMAR:

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) the details of the money spent by UIDAI on information, education and communication (IEC) activities to generate awareness and convey benefits of Aadhaar to the residents; and
- (b) the corresponding list of agencies hired and values of contracts for these activities?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI S. S. AHLUWALIA)

(a) and (b): Unique Identification Authority of India (UIDAI) does the Information Education and Communication (IEC) activities through a number of Government advertising agencies/ agencies selected through open tender to generate awareness and convey the benefits of Aadhaar to the residents.

The list of such agencies, along with the expenditure incurred by UIDAI on IEC activities, is enclosed as Annexure.

Annexure

Expenditure incurred by UIDAI on IEC (2018-19) till January, 2019

Sl. No.	Organisation type	2018-19 upto Jan, 2019
1	Doordarshan	15.59 crore
2	Lok Sabha TV	0.06 crore
3	DAVP/BOC	12.98 crore
4	All India Radio	7.77 crore
5	State Registrar	1.03 crore
6	Social Media	0.73 crore
7	Creatives Production	0.15 crore
8	Open Tender	14.59 crore
9	Regional offices	3.87 crore
	Total	56.76 crore

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