

No A-11016/15/10-UIDAI  
Government of India, Planning Commission  
**Unique Identification Authority of India**  
IIIrd Floor, Tower II, Jeevan Bharti, Connaught Place  
New Delhi – 110 001

*Dated: Feb 17th, 2010*

**OFFICE MEMORANDUM**

1. The Unique Identification Authority of India (UIDAI) has been setup by the Govt. of India with the mandate to issue Unique Identification Numbers to all residents in the country. The basic objective is to improve benefits service delivery, especially to the poor and marginalized sections of society. The UID Authority will create a platform to establish identity and perform authentication that can be used by several govt. and private service providers. Having a UID number is voluntary and not mandated by UIDAI. Hence, a key feature of the UID system is that it will focus on communicating the benefits of having a UID number and how to use it, to all residents of India. Awareness of the benefits and understanding will create a demand for the UID number.
2. Positioning of the UID and the relevant communication to 1.2 billion Indian residents is a massive and complex exercise. It will require expertise from multiple areas of marketing, creative communication, research, understanding of past social marketing efforts, media channels, branding, positioning etc.
3. There will be several vendors and agencies whose services will be requisitioned by the UIDAI to execute the various marketing and communication campaigns on the ground. A lot of expenses and operational resources will flow into these campaigns.
4. To ensure that the execution is against the right objectives and the objectives are achieved with the maximum effectiveness, efficiency and minimum cost, it is important to arrive at a set of strategic choices that will guide the implementing agencies.
5. To arrive at a set of optimum, unbiased strategic choices, it is important to gather expert, unbiased opinions of industry renowned experts who will not be involved in the execution of these plans.
6. In view of the above, an Awareness and Communication Strategy Advisory Council (ACSAC) is being setup to advise the UIDAI on the most optimum strategies to choose, so as to achieve the UIDAI purpose and communication goals most effectively and efficiently.
7. The ACSAC will be comprise experts from various areas like Strategy formulation, Brand Awareness, Creative design, Concept communication, Media and Market Research, Social marketing , Govt. Health programs and NGOs

**I. Charter of the Awareness and Communications Strategy Advisory Council**

1. To Recommend the awareness and communication strategies for achieving the UIDAI purpose and communication goals most effectively. These strategies will be translated into tactical plans and executions by the implementing agencies.

2. To Recommend any additional research or studies that need to be undertaken to further understand the mind-sets, attitudes, needs, behaviors, habits etc. of the diverse Indian target audience for the UID. This understanding will help to fine-tune the strategies as well as help in on-the-ground execution.

## **II. Composition of the Awareness and Communications Strategy Advisory Council**

The Advisory Council will have following members:

1. Shri Kiran Khalap, co-founder and MD, chlorophyll
2. Shri D K Bose, founder trustee of Centre for Advocacy and Research (an NGO working on Media and Gender issues)
3. Shri Praveen Tripathi, President –Marketing and Sales Services, Pidilite Industries
4. Shri Santosh Desai, CEO, Future Brands
5. Shri Sumeet Vohra, Head – Marketing, P&G India
6. Two Members to be nominated by UIDAI
7. A Representative of UIDAI – will work as the Member-Secretary of the Council.

The Chairman for each meeting of the Advisory Council will be decided by the Council members present in the meeting.

UIDAI will service this Advisory Council and may invite additional members to join the Council. The Advisory Council will be able to invite representatives from relevant organisations and other Experts as Special Invitees to solicit their views and advice on various aspects relating to its mandate.

UIDAI, at its discretion will be able to nominate additional members to the Council as and when it feels necessary.

## **III. Sub- Committees and Working Groups**

The ACSAC can also setup sub-committees that focus on various aspects of Awareness strategy, communication, media and research on an as-need basis. The Advisory Council may meet time to time and draft the standard document based on the feedback of sub committees and working groups and submit recommendations. The Advisory Council may also set its own review process before recommending the final standards.

Working groups can be created to assist the above committees by conducting proof-of-concept (POC) studies, specific research, field testing etc.

## **IV. Deliverables of the Advisory Council**

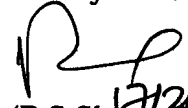
An awareness and communications brief that recommends the strategic choices on awareness and communication to the implementation vendors for their consideration and also lays out the roadmap for additional research and field studies to deepen existing knowledge and insights about the Indian resident.

## **V. Time-Frame**

The Advisory Council will present its Strategy Report to the undersigned on Awareness and Communication Strategy within 90 days of its constitution. The terms of the Council may be extended, if required.

## **VI. Miscellaneous**

The non-official members of the Advisory Council and Special Invitees will be reimbursed the cost of their travel and other incidental expenses as per Rules as and when they travel to attend the Advisory Council meetings.

  
(R S Sharma) 12/2/2010

Director General & Mission Director

CC -

All Secretaries to the Govt. Of India

All Chief Secretaries of the States /Administrators of Union Territories

All DDGs/ADGs of UIDAI Headquarter/Regional DDG of UIDAI