



GOVERNMENT OF MAHARASHTRA

Information Technology
Room No. 514 Annex
Mantralaya, Mumbai
No: DIT- 2010/71/39
01 January 2011

To

All the District Collectors,

Subject: Regarding funds for IEC activities for UID enrolment in Maharashtra

Dear Sir/Madam,

As you are aware, Govt. of Maharashtra has finalised Enrolment agencies for State and the enrolment process is to start by 10th Jan, 2010. Information, Education and Communication (IEC) is an integral part in spreading awareness of the enrolment process and various usages and benefits which can be derived from Aadhaar, hence appropriate IEC activities would be required to be initiated at the District level.

2. The District Collector would be provided with templates of publicity materials viz. Posters, Wall paintings, Banners, Handouts, Hoardings etc. for advertising the Aadhaar enrolment process. The District collectors have to prepare a District specific IEC Action Plan to initiate appropriate awareness activities within District to sensitize the residents and make the enrolment process a success. A detail IEC guidelines specific to each operation level is placed in Annexure-A for your guidance. The IEC activities for bigger cities would be taken up separately.

3. To support the UID related IEC activities, UIDAI has allotted INR 2 lakhs for each District. Meanwhile, till the fund is received from UIDAI, it is advised to utilise funds from respective District SETU Society for UID related IEC activities in the District as mentioned in the para 5(vii) of GR No. 2010/GR/71/39 dated 9.9.2010 . The financial support as mentioned above would be credited to the separate District Setu Society account for UID and fund so utilised from District SETU account would be subsequently reimbursed.

You may contact Shri. Sumnesh Joshi, Asst. Director General, UIDAI at 7738001818 or Consultant for UID Mr. Amit Kumar Patjoshi at 9930844880.

Thanking You,

Yours Sincerely

(Dr. Santosh Bhogle)

Under Secretary- IT



3.1.4 The hoardings may be put up for the duration of the enrolment period in that district

3.2 Media workshops in each district

3.2.1 The District Administration Office may conduct Press conference at district level once every month and invite journalists from all regional/ local newspapers etc

3.2.2 The District Administration Office may arrange for a venue and convey time schedule to media persons accordingly

3.2.3 The District Administration Office may collect relevant press kits and press release formats from State Government offices and distribute the same to media persons

3.3 Advertisements in local newspapers

3.3.1 The District Administration Office may publish Aadhaar advertisements in local newspapers in the district and key Taluks

3.3.2 The Ad creative design would be supplied by State Government

3.3.3 The rate for publishing Ad should be based on specified DAVP rates

3.3.4 The Ads would need to be inserted once every week for the duration of the Enrolment period in that district

3.4 Cable TV channel tickers

3.4.1 The District Administration Office may instruct local cable operators to insert tickers in all channels in the district and key Taluks

3.4.2 This should be done only where this is done free of cost to the DA Office

3.4.3 The ticker message would be supplied by State Government

3.4.4 The tickers would need to run for the duration of the Enrolment period in that district

3.5 Booths at District office and all Government offices

3.5.1 The District Administration Office may put up Aadhaar information booth at the District office and all Government offices in the District and key Taluks

3.5.2 The booth would need to up for the duration of the Enrolment period in that district

3.5.3 The booth to be manned by a knowledgeable person at all times with sufficient pamphlets and information leaflets

3.6 Cinema halls pre-movie video

3.6.1 The District Administration Office may instruct local Cinema hall owners to insert pre-movie videos in all cinema shows in the district and key Taluks

3.6.2 This should be done only where this is done free of cost to the DA Office

3.6.3 The Video would be supplied by State Government

3.6.4 The Video would need to run for the duration of the Enrolment period in that district.



Annexure-A

Aadhaar Awareness and Communication Guidelines for District Administration Offices

This document outlines the list of activities and responsibilities that the District Administration Office may use in order to execute IEC activities with financial and logistics support from the State Government. The District Administration would hold overall responsibility for ensuring IEC plan is implemented at each of the levels such as Enrolment Center, Taluk/Block and District level

	District Administration Responsibilities
At each Enrolment Center (EC)	1. Ensure EAs have collected the EC branding kits and have put up the Aadhaar branding as required at each EC
At the Taluk/Block level	2.0 Prepare a list of 200-300 block level influencers like local leaders, Sarpanch, Village heads, Panchayat heads, Religious heads, Doctors etc.
	2.1 Wall paintings at each village
	2.2 Auto/Jeep loudspeaker containing mobilization messages
	2.3 Workshops for Self-help and Volunteer Groups, Government officials, School teachers, NYKS, Policemen etc.
	2.4 Nukkad Natak / Song and Drama related activities
	2.5 School assemblies to announce Aadhaar messages on why Aadhaar, benefits and process to enroll
At the District level	3.0 Prepare a list of 200-300 district level influencers like Local leaders, Government officials, Doctors, Policemen etc.
	3.1 Put up Hoardings in District and Taluk.
	3.2 Media workshops in each district.
	3.3 Ads in local newspapers.
	3.4 Cable channel tickers.
	3.5 Booths at District office and all Government offices.
	3.6 Cinema halls pre-movie video
3.7 Booths and Banners at local sporting events.	



3.7 Booths and Banners at local sporting events

- 3.7.1 The District Administration Office may put up Aadhaar information booth and banners at key sport and other events in the District and key Taluks
- 3.7.2 The booth to be manned by a knowledgeable person at all times with sufficient pamphlets and information leaflets



1. Enrolment Center(EC) Aadhaar branding material set-up

- 1.1 The District Administration Office may estimate the quantity of requirement of each item as given in Exhibit 1.1 for the total number of ECs in the district
- 1.2 The creative/design for each of the elements will be made available to the DA Office either through internet link or Maharashtra Aadhaar website
(<http://www.maharashtra.gov.in/AADHAAR/New%20Folder/Aadhar.html>)
- 1.3 The District Administration Office may print the EC Kits and ensure the distribution of the same in adequate quantities to all EAs in the district
- 1.4 The cost for printing such material should be based on DAVP rates
- 1.5 The District Administration Office may ensure that EAs instruct all ECs to set-up the branding materials as given in Exhibit 1.1 as per given instructions and model EC

2. Taluk/Block level

2.1 Wall paintings at each village

- 2.1.1 The Guideline is to have between one and three wall paintings in given format in every village
- 2.1.2 There will be two forms of messages to be painted: 1. Aadhaar logo and 2. Information about Aadhaar (description, benefits, process etc), similar to NREGA/pensions on Gram Panchayat walls
- 2.1.3 The District Administration Office may assess the no of villages and total no of wall paintings to be done on gram panchayat walls/public buildings/bus station walls etc
- 2.1.4 Qualified painters may be required to be hired for the job and trained accordingly
- 2.1.5 The District Administration Office may ensure that the painters have required materials to handle job like paint, brushes and transport arrangements
- 2.1.6 The format – pictures, stencils and messages would be supplied by the State Government
- 2.1.7 District Administration Officers may ensure that such wall paintings are not defaced or repainted by anyone
- 2.1.8 District Administration Officers may capture and send back photos of such paintings to State Government office

2.2 Auto/Jeep with loudspeaker to spread Aadhaar message

- 2.2.1 District Administration Officers may instruct Taluk/ Block/ Village officers to identify agencies/ hire auto/jeep drivers with loudspeaker equipment for a week that can broadcast audio message to all villages in the Taluk
- 2.2.2 These identified autos/jeeps may be inspected for good condition and Aadhaar banners put up on the outside and having Aadhaar leaflets for distribution to residents. These pamphlets to be given one per resident
- 2.2.3 The audio message would be given in a tape by the State Government (designated officer)
- 2.2.4 District Administration Officers may instruct Taluk/ Block/ Village officers to ensure that no other message is played on loudspeaker except the supplied Aadhaar message



Exhibit 1.1 List of Aadhaar awareness and communication materials at the Enrolment Centre

Creative type	Code	Content	Size	Material
Inside				
Poster	PL1	Intro	20x30in	130 GSM paper
Poster	PL2	Combined	20x30in	130 GSM paper
Poster	PL3	[Benefits poster]	20x30in	130 GSM paper
Poster	PL4	Resident attention	20x30in	130 GSM paper
Poster	PL5	Operator responsibilities	A4	130 GSM paper
Banner	B4	Process scroll	8'3'	FLEX
Sticker	ST1	Aadhaar logo	6x4in	Plastified paper
Leaflets	L1	About Aadhaar etc	A5	90 GSM paper
Outside				
Poster	PL1	Intro	20x30in	130 GSM paper
Poster	PL2	Combined	20x30in	130 GSM paper
Poster	PL3	[Benefits poster]	20x30in	130 GSM paper
Banner	B5	Backdrop	8'3'	FLEX
Banner	B4	Process scroll	8'3'	FLEX
Standee	S1	Intro	3'6'	FLEX
Standee	S2	Combined	3'6'	FLEX
Standee	S3	Bank poster	3'6'	FLEX
Loudspeaker		Aadhaar song in local language		
Around				
Banner	B1	Intro	8'3'	FLEX
Banner	B2	Combined	8'3'	FLEX
Banner	B3	[Benefits poster]	8'3'	FLEX



2.3 Workshops for volunteers, self-help groups, ASHA/Anganwadi workers, local NGOs etc.

- 2.3.1 District Administration Officers may identify list of active NGOs, Asha/Anganwadi, NYKS, Youth Clubs and volunteers/local leaders from such self-help groups and instruct them to attend the workshop
- 2.3.2 District Administration Officers identify a venue for workshop conduction which has good seating capacity of around 50-100 people along with projection facility and audio/video facility if possible and block a date for workshop in consultation with State Government officials
- 2.3.3 District Administration Officers may ensure that adequate workshop materials are collected from State Government office and delivered to workshop venue for distribution
- 2.3.4 These materials are to be distributed to the workshop attendees and may instruct them to take into their villages and distribute to all households/residents

2.4 Nukkad Natak / Song and Drama related activities

- 2.4.1 District Administration Office may organize other local level activities such nukkad natak and other song/drama related activities
- 2.4.2 A suggestive script for such activity can be made available by the State Government, to be localized appropriately
- 2.4.3 District Administration Officers may instruct Taluk/ Block officers to spread the message that these performances will be here on such dates and mobilize people to come and watch shows being performed
- 2.4.4 District Administration Officers may instruct Taluk/ Block officers to ensure that crowd is under control at all times and ensure adequate safety to all residents

2.5 School assemblies to announce Aadhaar messages on why Aadhaar, benefits and process to enroll

- 2.5.1 District Administration Officers may instruct Taluk/ Block officers to inform local schools to spread the Aadhaar message in regular school assemblies and gatherings
- 2.5.2 District Administration Officers may instruct Taluk/ Block officers to collect Aadhaar comics which would be provided by State Government and may ensure that these Aadhaar comics be distributed to the school children in such assemblies

3. District Level

3.1 Billboards/Hoardings/Bus stops in District and Taluk

- 3.1.1 The District Administration Office may put up billboards/hoardings/bus stops in prime locations in the district and taluks
- 3.1.2 The creative/design would be supplied by State Government
- 3.1.3 The rate for printing the flex should be based on DAVP rates

