

**URGENT - RTI MATTER**  
**TIME BOUND**

F-11016/70/2010/RTI-Media  
Government of India  
Ministry of Communication and Information Technology  
Department of Electronic & Information Technology (DeitY)  
Unique Identification Authority of India  
Jeevan Bharati Building, 3rd Floor, Tower – II,  
New Delhi – 110001

Dated: 28<sup>th</sup> October, 2015.

To

✓  
Shri Vanya Rakesh,  
The Centre for Internet & Society,  
# 194, 2<sup>nd</sup> 'C' Cross, Domlur 2<sup>nd</sup> Stage,  
Bangalore – 560 071, Karnataka, India.

Subject: RTI application under of RTI Act 2005 received from  
Shri Vanya Rakesh, Bangalore.

Sir,

Please refer to your RTI application received on 19.10.2015 on the subject mentioned above. I am to furnish reply to the query as follow:

**Query:-**

*Please provide us with some information reflecting government initiatives, spending and documents with government is undertaking to publicise widely that obtaining Aadhaar card is not mandatory for an Indian citizen. By virtue of an order dated 11<sup>th</sup> August 2015, the Supreme Court of India directed the government that until the matter is resolved; the government shall give wide publicity in the electronic and print media including radio and television networks that it is not mandatory for a citizen to obtain an Aadhaar card.*

*Hence, we request the department to share some documents reflecting how much the government is spending to publicise this and what initiatives are being taken to make it public that Aadhaar card is not compulsory to avail welfare schemes of Government.*

**Reply:-**

*In compliance with point No. 1 of the interim order dated 11.08.2015 of the Hon'ble Supreme Court to give wide publicity on Aadhaar regarding not being mandatory, UIDAI has taken up the following campaigns:-*

- ❖ *An advisory was issued by the UIDAI Headquarters on 13.08.2015 to all the regional offices of UIDAI to ensure compliance of the interim order of the Hon'ble Supreme Court dated 11.08.2015.*

❖ **Print Campaign -**

- ◆ *Between 29<sup>th</sup> August, 2015 to 4<sup>th</sup> September, 2015 – Pan India campaign in two phases done. In the first phase, advertisements were published in 453 editions of various newspapers and in the second phase, the advertisements were published in 464 editions in Hindi and English languages.*
- ◆ *From 15.10.2015 to 25.10.2015, newspaper advertisement was also released in 698 editions.*
- ◆ *In addition, Regional Offices of UIDAI took up the print campaigns in vernacular newspapers from 1<sup>st</sup> September, 2015 onwards in local languages.*

❖ **Radio Campaign –** *Radio campaign was started from 1<sup>st</sup> September, 2015 for two weeks – in the first week, 8 spots per day in All India Radio news, regional news, 25 FM channels of All India Radio and 190 local radio stations. In the second week four spots in All India Radio news per day.*

❖ **Television Campaign –** *Started from 1<sup>st</sup> September, 2015 for two weeks: one ticker on Doordarshan News and on Lok Sabha TV for two weeks.*

*So far the total expenditure incurred by UIDAI on this campaign amounted to Rs. 317.30 lakh.*

2. In case, you want to go for an appeal in connection with the information provided, you may appeal to the Appellate Authority indicated below within thirty days from the date of receipt of this letter.

Shri Harish Lal Verma,  
Deputy Director (Media),  
Unique Identification Authority of India  
3<sup>rd</sup> Floor, Tower – II, Jeevan Bharati Building,  
New Delhi – 110001.

Yours faithfully,

  
(T Gou Khangin)

Section Officer & CPIO Media Division

Copy for information to:

Deputy Director (Establishment) & Nodal Officer