

**GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 546
TO BE ANSWERED ON 06.02.2019**

PUBLICITY OF AADHAAR PROGRAMMES

546. KUMARI SUSHMITA DEV:

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

- (a) whether UIDAI has been hiring advertising and creative agencies for publicity of the Aadhaar program;
- (b) if so, the details of such agencies hired since 2014 and the total funds spent thereon;
- (c) whether divulgence of information about the amount spent on advertising and publicity through hired agencies can be refused by UIDAI under RTI and if so, the reasons therefor;
- (d) whether any information sought under RTI has been refused so far; and
- (e) if so, the details and the reasons therefor?

ANSWER

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

(a): Unique Identification Authority of India (UIDAI) conducts Information Education and Communication (IEC) activities through Government agencies like BOC(DAVP), Doordarshan, All India Radio, NFDC, State Registrars, etc. and agencies empanelled/selected through tender process under General Financial Rules.

(b): The list is enclosed as Annexure 'A'.

(c) to (e): The replies to the RTI queries are provided to the applicants as per provisions of the RTI Act, 2005.

Annexure 'A'

Expenditure incurred by UIDAI on IEC

Sl. No.	Organisation Type	2014-15	2015-16	2016-17	2017-18	2018-19 upto January 2019
1	Doordarshan	Nil	7.73 Crore	2.80 Crore	9.17 Crore	15.59 Crore
2	Lok Sabha TV	Nil	0.12crore	Nil	1.52 Crore	0.06 Crore
3	BOC (DAVP)	4.50 Crore	14.98crore	6.27crore	47.39 Crore	12.98 Crore
4	All India adio	Nil	2.33 Crore	1.00 Crore	6.98 Crore	7.77 Crore
5	State Registrar	0.63 Crore	1.88 Crore	0.30 Crore	Nil	1.03 Crore
6	Tender	9.42 Crore	0.26 Crore	3.00 Crore	3.52 Crore	15.47 Crore
7	NFDC	Nil	Nil	Nil	1.18 Crore	Nil
8	Regional offices	8.25 Crore	7.35 Crore	6.23 Crore	5.80 Crore	3.87 Crore
	Total	22.80 Crore	34.58 Crore	19.61crore	75.59crore	56.76 Crore
