

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
RAJYA SABHA
UNSTARRED QUESTION NO. 1208
TO BE ANSWERED ON 27.07.2018

IMAGE MAKEOVER FOR AADHAAR PROGRAMME

1208. SHRI HUSAIN DALWAI:

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

- (a) whether UIDAI has been hiring advertising and creative agencies for publicity and undertaking an image makeover for Aadhaar programme;
- (b) if so, the details of such agencies hired since 2014 and the funds spent thereon;
- (c) whether UIDAI refused to reveal the details of such agencies hired and money paid to them in an RTI response recently; and
- (d) if so, the basis on which this information has been denied?

ANSWER

MINISTER FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a): Unique Identification Authority of India (UIDAI) doesn't hire advertising and creative agencies for image makeover for Aadhaar program. It carries out only information, education and communication (IEC) activities in order to generate awareness and convey the benefits of the Aadhaar to the residents.

(b): Does not arise in view of (a) above.

(c) and (d): No, Sir. The replies to RTI queries are provided to the applicants as per provisions of the RTI Act, 2005.
