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खाद्य और सार्वजनिक वितरण विभाग  
कृषि भवन, नई दिल्ली - 110001  
JOINT SECRETARY  
GOVERNMENT OF INDIA  
MINISTRY OF CONSUMER AFFAIRS,  
FOOD & PUBLIC DISTRIBUTION  
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION  
KRISHI BHAWAN, NEW DELHI-110001

DO. No. 14(7)/2014-Comp Cell (Pt.)

29<sup>th</sup> March, 2017

Dear *Madam/Sr.*,

As you are aware, this Department in exercise of its powers has notified (**Annexure I**) Section-7 of Aadhaar Act (Targeted Delivery of Financial and Other Subsidies, Benefits and Services), 2016 so as to ensure efficient, transparent and targeted delivery of subsidies to eligible PDS beneficiaries.

2. As per provisions under the notification, PDS beneficiaries are required to furnish proof of possession of Aadhaar number or undergo Aadhaar authentication as stated in ensuing clauses of the Aadhaar Act, 2016. PDS beneficiaries who don't have Aadhaar are required to make application for Aadhaar enrolment by 30th June, 2017.

3. The department has time & again requested all States/UTs to complete Aadhaar Seeding at ration card level by 30<sup>th</sup> April, 2017 & Aadhaar seeding & validation at beneficiary level by 30th June 2017. However progress made by many States/UTs is far from satisfactory (**Annexure II**). As a result, Aadhaar seeding in ration card and beneficiary level in all States/UTs stands at 76.78 % and 52.52 %, respectively. Percentage of ration cards seeded with validated Aadhaar number stands at 12.06 %

4. In order to fully realize the benefits envisaged through Aadhaar notification & prevent denial of service to eligible beneficiaries, you are requested to assign high priority to these activities and undertake special drives in your States/ UTs for timely completion of Aadhaar Seeding & validation at ration card and beneficiary level.

5. Details of various mechanisms adopted by some States/UTs which have shown marked progress in Aadhaar seeding is enclosed in Annexure – II. Possible validation checks to prevent errors/duplication during Aadhaar seeding stage is provided in **Annexure III**. Mechanisms for undertaking Aadhaar validation is

also enclosed in **Annexure IV**. These mechanisms would help the States/UTs to design newer strategies after due customization. You may also undertake a detailed gap analysis and indicate the areas where the State/UT would require support from this department & coordination with other stakeholders such as UIDAI.

6. You are requested to prepare and submit a detailed action plan by next week for ensuring timely completion of above mentioned activities.

With regards,

Encl. as above.

Yours sincerely,



(Deepak Kumar)

The Principal Secretary/Secretary,  
Department of Food and Civil Supplies,  
Government of all States/UTs

### Mechanisms for Aadhaar Seeding

The list below details the several mechanisms adopted by different States/UTs to expedite Aadhaar seeding. These mechanisms may be deployed in parallel for multiple purposes (e.g. updating mobile numbers and bank account related information).

1. **Role of leadership:** Role of top leadership, effective communication and close engagement with field level officers have been highlighted as a critical success factor for a high Aadhaar Seeding. Regular meets and follow-ups with district and block level officers under the chairmanship of senior level officers can help achieve the desired outcomes within defined timeframes. Sharing of analytical reports with district and block level officers to identify the gaps and devise suitable strategies is also recommended.

2. **Training & Awareness campaign:**

Building awareness among beneficiaries, FPS dealers & officers (District, Block, Panchayat, and Village level etc.) is crucial to achieve a high Aadhaar seeding. State/UT governments can collaborate with UIDAI to conduct state and division level workshops to train officers on the process of Aadhaar seeding and validation. The various channels for creating beneficiary awareness include:

- State-wide news ads in the leading local dailies
- TV scrolls/Radio jingles
- Promotional SMS to beneficiaries
- Awareness camps & public announcements
- Posters, wall paintings & leaflets
- Display all relevant information on public domains and
- Through FPS dealer.

The awareness campaign should cover the following points:

- Significance of Aadhaar seeding in Ration Card
- A clear timeline for submission of Aadhaar details.
- Arrangement made by the State F&CS department/ UIDAI to provide Aadhaar enrolment & seeding facilities.
- Alternate means of identification and verification for those who have not been given Aadhaar numbers
- Details of 1967/1800 series PDS Toll Free Helplines

Awareness campaigns could also disseminate the following steps required for addressing common issues faced by beneficiaries during the seeding

*EID (Enrolment ID is only available)* - Retrieve Aadhaar number either by

- Visiting web-link <https://eaadhaar.uidai.gov.in/> to get e-Aadhaar
- For advanced search facility visit a Permanent Enrolment Centre or regional office of UIDAI
- SMS on 51969 (UID STATUS < 14 digit EID > OR UID STATUS < 28 digit EID >) to get Aadhaar

**Annexure - II**

- Aadhaar on registered mobile: <https://resident.uidai.net.in/web/resident/get-aadhaar-no>.
- Call toll-free 1-800-300-1947 or 1947 or write to [help@uidai.gov.in](mailto:help@uidai.gov.in)

*UID/ Aadhaar number known, but letter is lost/ unavailable – Retrieve e-Aadhaar*

- Visiting web-link <https://eaaadhaar.uidai.gov.in/> to get e-Aadhaar
- Visit a permanent Enrolment Centre
- SMS on 51969 (type UID EAADHAAR < Aadhaar number > < email Id >< PIN code >)

*Lost EID (Enrolment ID) and/or UID/ Aadhaar*

- Visit web-link <https://resident.uidai.net.in/find-uid-eid>.
- Call toll-free 1-800-300-1947 or 1947 or write to [help@uidai.gov.in](mailto:help@uidai.gov.in)
- For Bio-metric based search visit Permanent Enrolment Centers or regional office of UIDAI
- For advanced search facility visit a Permanent Enrolment Centre or regional office of UIDAI

**2. Support in Aadhaar generation:** In States where Aadhaar generation is low, State/UT F&CS Dept. may contact UIDAI/RGI for setting up more permanent enrolment centres/camps. Information on available permanent enrolments centers/ camps in the vicinity should be made available to the beneficiaries through notices at Fair Price Shops & other possible means. State/UT F&CS Dept's may also create mechanism for registration ( with address, ration card number , mobile number etc) of beneficiaries desiring to enroll for Aadhaar at Fair Price Shops & block offices etc and facilitate their enrolment in coordination with UIDAI registrars. State/UT F&CS Departments also have an option to become UIDAI registrars themselves or request other State Depts. to become UIDAI registrars so as to increase the Aadhaar coverage. States can collaborate with the postal departments to ensure that the Aadhaar cards are duly distributed to all the beneficiaries.

**3. Aadhaar seeding at FPS Shops with or without e-POS:** One of the most effective and quick ways to increase Aadhaar seeding is to utilize the FPS shops for getting the Aadhaar details. Creating adequate awareness, devising suitable incentives and working in close collaboration with FPS owners are some of the essential pre-requisites for this mechanism to work effectively.

FPS owners can request the beneficiaries to bring their Aadhaar cards along with a copy thereof at the time of transactions and record them in a register against the name of the beneficiary. These records can be shared with the respective/nearest RCMS centers for updating RCMS records and further verification.

In case the Point of Sale (PoS) devices are installed and operationalized at the FPSs, they can be provided with a functionality to support Aadhaar seeding. This mechanism has been successfully employed by certain States to achieve quick results with minimum effort and time.

4. **Aadhaar seeding in association with local community groups and functionaries:** Anganwadi workers and other local functionaries can be engaged and financially incentivized for collecting Aadhaar numbers from their allocated areas through door to door surveys and campaigns. The States employing this mechanism have taken adequate measures to ensure that the information provided by the local workers is authentic and free of errors. Therefore, once the data is collected, this is shared with the block offices/ RCMS centers for further verification, data entry & updation of ration card records.
5. **Aadhaar Seeding via CSCs, Gram Sabhas or other RCMS centers:** Under this mechanism, beneficiary visits the CSC/Gram Sabhas/RCMS center located in his Block/ULB with copies of the Ration card and Aadhaar card.
6. **Inorganic Aadhaar seeding in NPR States:** States can receive updated NPR TIN and UID of citizens periodically and link them to the beneficiary data with TIN as the key. NPR updation registers can be made available at Tehsils with every Tehsildar.
7. **Self Aadhaar seeding via Web portal:** Several States have provided an online facility on the state transparency portal where the beneficiaries can update their Aadhaar details. Database entries can further be verified by the concerned officers and updated to RCMS via RCMS centers.

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**Annexure - II**

**Mechanisms for Aadhaar validation in PDS**

Correct seeding of Aadhaar numbers in Ration Card database by States/UTs is essential to ensure efficient, transparent and targeted delivery of subsidies to eligible beneficiaries. Following mechanisms could be adopted by the States/ UTs to ensure that all ration card/ beneficiary records are seeded with a valid Aadhaar numbers.

- (1) **Bulk demographic authentication:** Once the Aadhaar number is provisionally seeded in the ration card/ beneficiary database, States/UTs can use bulk demographic authentication tool provided by UIDAI (without requiring the presence of beneficiary) and can match demographic information such as Name, gender, Year of Birth, address, pin code, etc in RC database for a set of beneficiaries to get back YES/ NO response from UIDAI.

In order to avail this services from UIDAI, the State F&CS department can approach an ASA (Authentication Service Agency) or can itself become an ASA. States should avoid using State Resident Data Hub (SRDH) as these databases are not being updated. The SRDH will also not have data of residents enrolled outside the State or the non-consent UID data or data may have just turned obsolete as it will be dated.

- (2) **Physical verification of doubtful cases:** For NO responses of demographic authentication, physical verification by a concerned officer is recommended. The concerned officer are required to individually verify these cases by first crosschecking with the copy of Aadhaar card submitted by the beneficiary during Aadhaar seeding process and make necessary data entry corrections, if any. Minor mismatches (similar information across different data sources that do not have exact match between them) could be flagged for correction and if necessary, for re-verification, with appropriate remarks. For cases which still fail, corrective action is recommended through requesting clarification/ additional details from beneficiaries or through undertaking spot visit.

During physical verification, when information in Aadhaar database / RC database is found incorrect, the beneficiaries should be asked to correct them by approaching permanent enrolment centres of UIDAI or through self-service resident portal of UIDAI.

- (3) **Validation through authentication before Aadhaar seeding:** States/UTs that have already rolled-out PoS (Point of Sale) devices at Fair Price Shops, can incorporate facility to seed Aadhaar number in the RC database through PoS wherein beneficiary who is physically present is first bio-metrically authenticated for seeding purpose and then Aadhaar number is seeded in the beneficiary database. Since the beneficiaries would be required to be physically present and biometrically authenticate with Aadhaar via PoS to download the e-KYC data to ration card database Aadhaar number, seeded through this facility will not need validation through bulk demographic authentication. However, if e-KYC is not performed/ captured in ration card database during seeding or if seeding is done without authentication then validation through bulk demographic authentication would be required to prevent misuse.

- (4) **QR code scanner/ tablets to scan Aadhaar number & demographic details:** Since data is often entered manually by semi-skilled data entry operators which results in incomplete and incorrect data, States/UTs may also use QR code readers or tablets at Data Entry Points to

ensure accuracy and speed. Through scanning QR codes in Aadhaar card/ copies, details such as UID Number, Name in Aadhaar, Year of Birth, Address and Pin Code etc. can be uploaded in the ration card database.

The Data Entry Operators can first scan from the copy of Aadhaar card submitted by the beneficiary and if this fails then they can go ahead and enter the details manually. States/UTs may also use QR code reader in their PoS or tablets to scan the Aadhaar number and other details at the time of seeding. Functionality should be developed in the e-PoS module to seed Aadhaar number through scanning QR code in the Aadhaar Card.

Experience from Tamilnadu has shown that implementation of this functionality at PoS can ensure speedy and accurate Aadhaar seeding. Based on the details scanned from Aadhaar Card, States/UTs can also develop a parallel database containing demographic details of the Aadhaar/ ration card holders. The demographic information captured from QR code should be sent to UIDAI for demographic authentication. This would ensure that the information is not dated and Aadhaar number is a valid issued number. Demographic fields captured through QR code & validated by UIDAI can be matched with details in the original ration card database and the mismatches can be highlighted for physical verification & correction.

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