

DRIVING INNOVATION THROUGH UID

From being the first state to have own AUA-ASA network for Live Authentication with UIDAI server to launching UID Linked Direct Cash Transfer in Wardha District, Maharashtra is leading the path to innovation through UID

September 2010 saw the Government of Maharashtra starting the Aadhaar (UID) enrollment program with a view to provide every resident of the state, a unique identification number linked to their demographic and biometric information, which they can use to identify themselves anywhere in India, and access a host of benefits and services.

Aadhaar has the potential to bring in socioeconomic transformation by bringing Government benefits to people who have been left out due to lack of identity or address

proof. It would usher in a new revolution of financial inclusion by helping the Government ensure that Government benefits reach the right beneficiary directly into their bank accounts. It would remove duplicate, bogus beneficiaries from the system, thus helping Government to channelize its funds for the benefit of right beneficiary.

With this aim in mind, the Aadhaar program was started in the State on September 29, 2010, and since then the State Government has maintained a leadership position in the program.



UID enrolment commenced in Maharashtra in September 2010, with the inauguration of the program at Tembli village in Nandurbar district by Hon. Prime Minister and Hon. Chairperson, UPA. The first UID was given to Mrs. Ranjana Sonwane in Tembhal Village in Nandurbar District in 2010.

In Wardha district, where the UID Linked DBT for LPG consumers scheme was introduced from June 1, 2013, UID has been seeded for 79% of the LPG consumers and bank accounts have been seeded for 64% of the consumers, which is one of the highest in the country.

IMPLEMENTATION STRATEGY

The focus of the project was quick and quality enrollment and this was achieved though i nearly 4000 operational kits, the highest number of UID enrollment kits working in any state. The State Government has also purchased an additional 2000 kits which are being pressed into service.

To enhance the speed of enrollment, the State Government adopted the following the strategies:

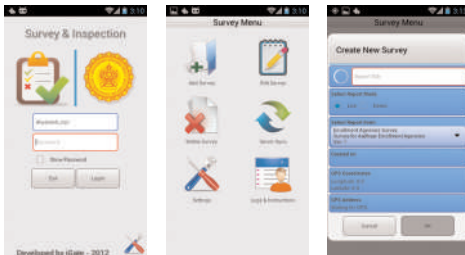
- ▶ Simplification of the enrollment process by doing away with KYR+ data and Registrar packets
- ▶ Allowing multiple agencies (like Public Sector Banks etc.) to conduct enrollment in the State along with the State Govt.
- ▶ Removing the clause of appointment of Government verifiers and allowing the enrollment agencies to appoint verifiers
- ▶ Allowing all agencies empaneled by UIDAI to work at L1 rates in the State, thus

simplifying the process of appointment of agencies

- ▶ Allowing the Dist. Collectors to appoint local agencies
- ▶ Allowing enrollment in housing societies in a controlled fashion
- ▶ Starting mega enrollment centers, with more than 10 kits at one single place to facilitate enrollment
- ▶ Regular IEC (publicity) to enhance enrollment
- ▶ Identifying pockets / villages with less than 25% enrollment and focusing on enrollment in those villages

The State Government has taken an inclusive approach to the enrollment, thus ensuring even the differently abled sections get enrolled. Special camps have been held for the differently abled, leprosy patients. Similarly camps have been held for trans-genders, cancer patients etc. Mobile van has been introduced to cater to the needs of the differently abled in Mumbai.

The focus has also been on quality of enrolment, and an Android based tablet application (the first State Government to have introduced an Android based application for survey) has been launched for regular audits of the enrollment centers. This has enabled the State Government to objectively monitor the quality of work, and ensure





quality of enrolment along with speed.

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The enrollment has been done in 2 phases:

- ▶ Phase I – September 2010 till February 2012
- ▶ Phase II – May 2012 – continuous

The Phase II of the enrolment was launched by Hon. Chief Minister of Maharashtra in Pune in May 2012 as seen in the photograph below:

RIDING ON THE SUCCESS

Today the enrollment program has had

more than 7.45 crore residents in the State enrolled, and UID has been generated for more than 6.85 crore residents. The State Government is well poised to reach out to maximum residents by March 2014.

Apart from enrollment, innovation led social inclusion has been a key objective of this initiative. To foster innovation and technology led project implementation, a UID Innovation Lab has been setup by the State Government in Mumbai, the first such instance by any State Government. The UID Innovation Center today consists of the following:

A State Resident Data Hub (SRDH): A repository of UID data of residents of the State along with their demographics and photograph. Maharashtra was the first State to establish SRDH

USRDH: Usable and updated SRDH with clean resident data. This is a SAS based application wherein data anomalies have



been cleaned and is ready for seeding with various dept. data. Maharashtra was the first State to implement the same.

GIS: GIS based application to cover UID enrolment across the State, and which gives insights on areas left out etc.

BI: Business Intelligence tools are used for analysis of UID data and identifying trends in it

De-duplication and Seeding: This is the most critical activity carried out in the UID Innovation Center, which involves de-duplication of various databases using UID data and seeding of UID number in various databases. Databases like Scholarships, Pensions, PDS, NREGA etc.

The State Government has also introduced various innovations like seeding of UID linked Bank Accounts with Re 1 to ensure the correctness of the Bank Account and mapping at NPCI etc., which have been accepted by UIDAI as a best practice.

As part of the Innovation Lab, the State Government has implemented State Resident Data Hub (a repository of UID data of residents of the State along with their photo and demographic data), Updated and

Usable SRDH (a SAS based data cleaning and update initiative), SMS and Web based Self Seeding, Android based Tablet application for Quality check and audit of enrollment centers to ensure quality in enrollment, various UID linked applications and smart forms, etc. All of these have helped in de-duplication of databases and financial inclusion.

To bring in UID linked reforms, multiple critical applications have been developed using UID. Some of the notable ones are:

- ▶ UID linked eScholarship application for scholarships to students
- ▶ UID linked SADM application for issuance of disability certificate electronically
- ▶ UID linked issuance of certificates through all CSCs in the State (Smart forms have been introduced which can pull the resident demographic data and photograph based on the UID number entered in the system)
- ▶ UID linked Salary system for Govt. employees

Realizing the transformational potential of the UID program, the State Government has envisaged UID enabled innovations and reforms in the State, including the use of BC model working as a Micro ATM bank branch

The key outcomes achieved is given below

UID ENROLLMENT:

More than 7.45 Cr. residents enrolled for UID, which is one of the highest in the country

More than 6.84 Cr UID generated for the State (second highest in the country)

Govt. of Maharashtra working as a Registrar for UIDAI has generated the max. number of UID by any Registrar in the country

Nearly 4000 machines are in operation, which is the highest in the country

UID LINKED APPLICATIONS AND SERVICES:

Government of Maharashtra was the first State to implement State Resident Data Hub (SRDH), which is a repository of UID data of residents along with their demographic data and photograph.

Govt. of Maharashtra further extended the concept of SRDH and implemented an updated and usable SRDH (USRDH), which had cleaner and updated data. This concept of USRDH has been accepted by Govt. of India as a best practice to be adopted in other states

The concept of Self Seeding was introduced by Maharashtra

UID linked SADM application for issuance of disability certificate made Live. The application has now been taken up by Govt. of India as a best practice and would be replicated in other states

UID linked applications for e-Scholarships have been introduced

First State to have own AUA-ASA network for Live Authentication with UIDAI server

First State to launch UID Linked Direct Cash Transfer in Wardha District

to carry out financial transactions and make banking/financial inclusion more accessible, which would be a high volume and low cost approach. UID enabled reforms also include linking of UID with various department data, de-duplication of databases and removal of ghost beneficiaries and addition of genuine beneficiaries.

UID Linked DBT for LPG consumers shall be rolled out in 33 districts by 1st Jan

2014. Presently it is operational in 13 districts. In Wardha district, where the scheme was introduced from June 1, 2013, UID has been seeded for 79% of the LPG consumers and bank accounts have been seeded for 64% of the consumers, which is one of the highest in the country. Nearly Rs. 17 crore has been paid as permanent advance and subsidy in the State for LPG consumers as part of DBT.

e-Governance Success Stories in Maharashtra

The focus on DBT and FI has resulted in guidelines and Govt. Resolutions for the following:

- ▶ Linking Aadhaar optionally with various schemes to facilitate better service delivery
- ▶ Facilitating Aadhaar Based Payment for various schemes as part of DBT
- ▶ Opening of Aadhaar enabled Bank Accounts for people not having a Bank Account
- ▶ Placing Business Correspondents in unbanked villages

The project has seen senior management involvement and support. A Project Oversight Committee has been formed under the Chairmanship of Hon. Chief Minister, which reviews and monitors the project on a quarterly basis. Similarly, a Project Apex Committee under the Chairmanship of Chief Secretary reviews, monitors and guides the project on a monthly basis.

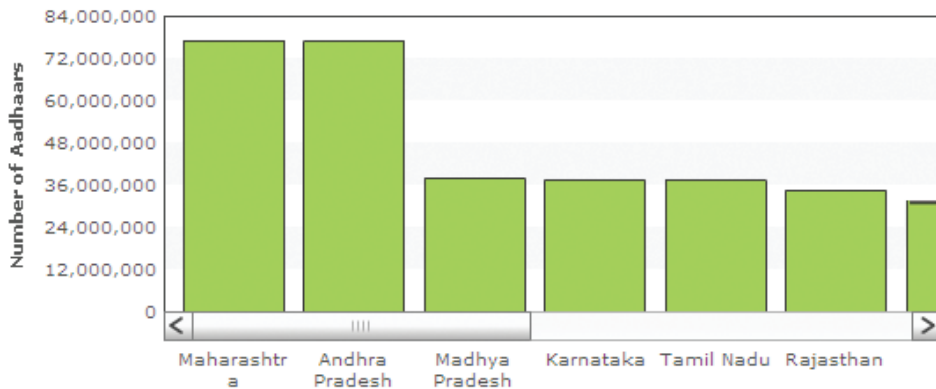
The Directorate of IT is the Nodal Dept. for the project, with the Secretary IT taking a lead role in driving the project and review-

ing and monitoring it on a daily basis. Complete Buy-In and Support from the senior management and leadership of the State Govt. has helped in driving this project.

KEY HIGHLIGHTS AND LEARNINGS FROM THE PROJECT

The project also came with its share of highlights and learnings. A few are listed below to help discern what could be the best practices that could be followed by other states implementing the Aadhaar program:

- ▶ Focus on UID enrollment is essential for driving UID led innovations
- ▶ Setting up a dedicated Innovation Center driving technology enablement is the key to success
- ▶ The project should have a passionate leadership to drive (in case of Maharashtra, Secretary IT has been at the helm of the project for more than 2 years, which has helped in implementation) the program
- ▶ Responsibilities should be delegated to



As of date, Maharashtra is ahead of all other states in terms of number of Aadhaar enrollments with over 77,00,000 aadhaar enrollments



Top: Rajesh Aggarwal receiving the National Award in UID Innovation from Hon. Prime Minister, Dr. Manmohan Singh on the second anniversary of the UID program



Dr. Santosh Bhogle receiving the National Award for rolling out maximum UID Enrolment centers in 2011 from Nandan Nilekeni, Hon. Chairperson UIDAI

Dist. Collectors, Municipal Commissioners to some extent to ensure that the large pool of stakeholders are involved in the project

- UID linked applications and usage of UID for de-duplication and removal of bogus

beneficiary should be taken up in a systematic manner

- Financial Inclusion, including positioning BCs across the state should also be a thrust area