

## **MANAGERIAL CHALLENGES AND CRITICAL ANALYSIS OF INDIA'S MOST AMBITIOUS TECHNOLOGICAL PROJECT AADHAR**

**Dr. Sunitha V Ganiger\***

**Dr. Nanjunda\*\***

\*Assistant Professor, Department of Studies and Research in Sociology, Tumkur  
University, Tumkur- Karnataka State,

\*\*Associate Director, Centre for Social exclusion and Inclusive Policy, Mysore  
University, Mysore , Karnataka State.

### **ABSTRACT**

Aadhar means support or foundation is a 12 digit unique identification number was established in February 2009 which the Unique Authority of India (UIDAI) an agency of Planning Commission of India, Government of India will issue for all residents. The number served as proof of address and identity for all its citizens anywhere in the country. The authority aims to provide a unique number to all Indians by maintaining a database of residents containing bio-metric and other data. The number will be stored in a centralized database and linked to the basic demographics and bio-metric information like photographs, fingerprints and iris of each individual. On 29<sup>th</sup> September 2010 the Aadhaar Project was launched by Mr. Singh and UPA Chairperson Mrs. Sonia Gandhi in a tribal village Tembali of Shahada of Maharashtra State. The launch signified UIDIA's core initiative of giving the poor and marginalized in India easily verifiable and mobile identity. The success of the pilot project prompted the UIDAI to roll out the Aadhaar project in other states of India. The salient features of the project are that it is easily verifiable in an online, cost – effective and it is robust enough to eliminate duplication and fake identities in