

PRESS RELEASE



Awareness video on Aadhaar Seeding & e-KYC launched in East Jaintia Hills District

Khliehriat September 24, 2026: In an effort to spread awareness among NFSA beneficiaries across East Jaintia Hills District in particular and the state in general about the importance of linking Aadhaar with their Ration Card and completing the e-KYC authentication process under the NFSA scheme, the office of the Deputy Commissioner (Supply), East Jaintia Hills District today launched an Awareness Video on Aadhar Seeding & e-KYC at the Conference Hall of the Deputy Commissioner, East Jaintia Hills District.

The Awareness Video was launched by Deputy Commissioner, East Jaintia Hills District, Shri. Manish Kumar, IAS in the presence of Assistant Commissioner, East Jaintia Hills District Smti. Felicity Wann, MCS, Superintendent of Supply, East Jaintia Hills District, Shri G.H. Kharsamai, Wholesale Dealers, FPS Dealers and others.

Addressing the gathering, Deputy Commissioner, East Jaintia Hills District, Shri Manish Kumar, IAS, appreciated the efforts behind the video created to generate awareness on e-KYC and Aadhaar seeding of beneficiaries under the Food Security scheme. He stated that the matter had been discussed for a considerable period and expressed his appreciation for the quality and effectiveness of the video, describing it as one of the best such awareness videos produced among the districts of the State.



The Deputy Commissioner expressed hope that the initiative would motivate and encourage the people of East Jaintia Hills District to come forward and contribute towards the successful completion of e-KYC and Aadhaar seeding of all beneficiaries. He emphasised that the process is particularly important in the context of food security and is also a mandate of the Government of India, requiring its completion within the stipulated timeframe.

Shri Manish Kumar urged wholesalers, Fair Price Shop (FPS) dealers and the concerned staff of the district administration to give focused attention to the matter and intensify efforts towards achieving the prescribed targets within the given deadlines. He further appreciated the collective efforts of all those who contributed directly or indirectly towards the production of the awareness video and expressed hope that similar initiatives could be undertaken in the future to create awareness about various schemes and programmes implemented by other departments.

Earlier, in her address, Assistant Commissioner, East Jaintia Hills District, Smti. F. Wann, MCS highlighted the journey behind the creation of the awareness music video. She informed that the music was originally created during the regional camp held earlier in East Jaintia Hills District. She expressed her gratitude to the Chairperson of the Meghalaya State Food Commission, Shri D. P. Wahlang, IAS (Retd.), for encouraging the department to transform the music into an awareness video aimed at disseminating information through various digital platforms on the benefits of Aadhaar seeding and e-KYC of ration card beneficiaries.



Furthermore, she expressed optimism that the awareness video would help inform and educate the public about the benefits of completing Aadhaar seeding and e-KYC and encourage more beneficiaries to come forward and complete the process as directed by the Government.

Subsequently, the dignitaries and attendees present at the programme collectively watched the awareness video screened during the programme.



During the programme, officials from the office of the Deputy Commissioner (Supply), East Jaintia Hills District expressed gratitude to Smt. I. Mawlong, IAS, Director, Food, Civil Supplies & Consumer Affairs, Meghalaya, Shillong, and Shri. Manish Kumar, IAS, Deputy Commissioner, East Jaintia Hills District, Khliehriat, for their invaluable support and guidance.

Under their leadership and direction has ensures that the awareness video song has successfully been produced. Their encouragement and vision have made it possible to bring this initiative to life, as seen today.



It may be also mentioned that the awareness video song on Aadhaar seeding is an initiative of the Office of the Deputy Commissioner (Supply), East Jaintia Hills District, Khliehriat, in collaboration with the Directorate of Food, Civil Supplies & Consumer Affairs, Meghalaya, Shillong.

The video aims to spread awareness among NFSA beneficiaries across the state about the importance of linking Aadhaar with their Ration Card and completing the e-KYC authentication process under the NFSA scheme. This simple step helps ensure transparency, proper delivery of benefits, and a secure future.

It is expected that the video would help serve as a meaningful message and encouragement for those who have not yet completed Aadhaar seeding, inspiring them to take timely action and not miss out on their rightful benefits.

The video can be accessed by clicking on the link:

<https://youtu.be/RCcueKhHZuA?si=PerVMV04NDnWnnQY>.