



Awareness Of College Students About Masked Aadhaar Card With Special Reference To Dr. Ngp Arts And Science College, Coimbatore City

¹Dr. R. Mayilsamy, ²Ms. R. Madhuna, ³Mr. G. P. Vishnu Prashanth

¹Associate professor, ²Student, ³Student

B.com. Professional Accounting

Dr. N.G.P. Arts and Science College, Coimbatore, India

Abstract: This study examines the evolution and impact of the Aadhaar initiative in India, launched by the Unique Identification Authority of India (UIDAI) in 2009. The Aadhaar system, introduced to streamline service delivery and enhance identity verification, has become a crucial tool in various government programs and financial transactions. However, it has also sparked significant debate over privacy and data security concerns. This research specifically focuses on the awareness and perceptions of college students regarding masked Aadhaar cards, which provide enhanced privacy by concealing portions of the Aadhaar number. The findings reveal that while a majority of students are aware of the masked Aadhaar card, many have yet to apply for it, indicating a gap in understanding its benefits. The study highlights the need for targeted awareness campaigns to educate the public about the advantages of masked Aadhaar cards, particularly in preventing identity theft and protecting personal information. Overall, the research underscores the potential of masked Aadhaar cards in promoting data privacy while facilitating essential identification processes in modern governance.

Keywords: Masked Aadhaar card, college students, awareness for college students

I. INTRODUCTION

The Aadhaar card is a unique 12 digit identification number issued by the Unique Identification Authority of India (UIDAI). It is officially launched in India in the year 2009. It serves as a proof of identity and address for Indian residents. Aadhaar contains biometric and demographic data, including fingerprints and iris scans, making it a secure and widely used form of identification. It is used for various purposes such as availing government subsidies, opening bank accounts and linking to various services. The QR code on the Aadhaar card was not created by a single person. It was developed by a team of engineers and developers at the (UIDAI). Aadhaar enables access to a span of government and non-government services, including banking, telecommunications, education, healthcare, etc. The Aadhaar card is a multi-purpose card that you can use as proof of identity, address and age. All government institutions accept this card for all services and programs without requiring other documents.

II. LITERATURE REVIEW

This study observes the following researches for references, **Masiero. S & Shakthi. S (2020)**, The Aadhaar program has been among the most defining sociopolitical projects of the Indian state over the last decade. The Aadhaar based system of implementation served to create technological hurdles in the process of claiming rights. It also refers to the 12-digit unique identity number issued to residents of India upon collection of essential biometric and demographic data that are stored in a central database. **Yadav, A. K., & Bajpai, R. K. (2020)**, Recent emerging technologies like big data, machine learning and IoT offer an efficient way to

handle modern problems of storing, managing and accessing a massive amount of data along with controlling the sensing devices. The blockchain technology can come into the picture with the embedded functionality of distributed ledger technology as it provides better security, transparency and privacy over an insecure communication channel. It also reduces the effort of the customer by getting everything online and in a very much secured way over a non-secure channel. This system is also able to reduce the formal regulatory cost, to provide better user experience, reliability among organizations. Any organization does not consider the KYC process approved by other organization because they want to have the KYC approval only based on its protocols, rules and regulations. **Pillai, A., & Mandge, O. (2019)**, The Biometric Identification Systems are broadly utilized for particular recognizable proof of people, similar to under studies, for the most part for confirmation and distinguishing proof. Additionally, the use of biometric alternatives in understudy gathering activity the board framework might be a protected methodology. In future, all the departments can implement this system and can make attendance system easier and more reliable to use. **Kalra, R., Verma, R., & Nasa, C. (2018)**, Indian Government too is emphasizing on Digital India Movement which is going to great achievement towards digitalization of Nation worldwide. With that, many plans and schemes are out from government's side such as Startup India, Smart India and Make In India etc. Aadhaar based software can be successfully used in areas of government sector or at industry level usage for passport, applying for PAN card, accessing the facility of Digi locker, doing lots of listed works just with the help of unique 12 digit identification number, which not only provides ease to end users but also provide a secured platform as well so the time is not far when all other services. **Kumar. V and et.al (2018)**, Today an individual is required to carry the original as well as the true copy of the documents for various mandated reasons and requirements to access services. To access documents online from anywhere anytime, it is must to store them securely in electronic form on the cloud. It is to check authenticity, digital signatures, digital time stamping, and entity authentication. It is also suggested that every requestor should be allotted with browser id and session id to open a document. Once this system is incorporated with mobile technology, JSON should be used which would help reduce time to access heavy documents. **Stephen, M. S. G. M. (2017)**, The secured e-voting process can be done by linking the voting machines with the Aadhar, an Indian citizen identification data base with a unique identification number for every citizen. The Aadhar based EVS can result in secured e-voting process. As a result of no two or more voter's data can match as this system uses biometrics system, the SMS sent through the GSM module to the voter's registered mobile number. The advantage of not handing out a ballot to the user means that the voter is not able to manipulate or misplace the vote. The integrated system eradicates common issues faced and ensures both voters and candidates a trusted means for elections. **Ranjit singh, Steven J. Jackson (2017)**, Aadhaar uses three biometric modalities ten fingerprints, two iris scans, and a facial photograph and basic demographic information (name, age, gender, and residential address) to assign a unique 12-digit number to every enrolled resident. Authentication will become necessary to avail PDS benefits as plans for using Aadhaar continue to unfold. In some states, ration shop dealers are providing beneficiaries with food grains after biometrically authenticating them using Point of Sale (POS) machines with biometric readers. **Rhmann, W., & Saxena, V. (2016)**, In software testing, a set of test cases are designed to execute the program and verify the output with expected output. Generation of test cases is very crucial activity. Generation of test cases mainly involve test case design and execution of designed test cases. With increasing in functionality of software caused more complexity in the development of the software. Object-oriented analysis and design strategy are used to reduce the software development cost and increase the reusability of the developed software. Object-oriented software needs different type of testing strategy as these types of software use the concept of class, object, inheritance, polymorphism, etc. UML is used for analysis and design of object-oriented software system. **B. Madam mohan reddy, D. Srihari (2015)**, Indian Government provide a right to Indian people to elect their interested leader. For conducting and controlling voting in India, a separate commission was introduced. Which was named as Election Commission of India. This commission is not favourable or support to any political party. If that RFID tag exists in the database of micro controller, then biometric authentication process. Else, our system goes to check next RFID Tag. Biometric voting system is to be adopted instead of using password. Some times in our real life, we may lose our password or we may forget our password. This problem can be solved if we use biometric voting procedure for authentication purpose. Because of this, we provide secure voting. **Rakesh raj, et al., (2014)**, Voting schemes have evolved from counting hands in early days to systems that include paper, punch card, mechanical lever and optical-scan machines. An electronic voting system which is used nowadays provide some characteristic different from the traditional voting technique, and also it provides improved features of voting system over traditional voting system such as accuracy, convenience, flexibility, privacy, verifiability and mobility. But Electronic voting systems suffers from various drawbacks such as time consuming, consumes large volume of paper work, no

direct role for the higher officials, damage of machines due to lack of attention, mass update doesn't allow users to update and edit many items simultaneously etc.

III. OBJECTIVE

- To analyse the awareness of the Masked Aadhaar card.
- To identify the problems faced by students while using Aadhaar card.

IV. METHODOLOGY

The research methodology for a project typically involves a structured approach to investigate a particular research question or problem. It begins with defining the research problem clearly and conducting a thorough review of existing literature to understand the current state of knowledge and identify gaps. Participants or samples are selected, data is collected using various methods such as surveys or experiments. It is analysed using appropriate statistical or qualitative techniques.

V. ANALYSIS

Simple Percentage Analysis

Based on the Simple Percentage Analysis we have the following findings:

Table No.1.1
TABLE SHOWING GENDER OF THE RESPONDENTS

Gender	No of Respondents	Percentage
Male	55	45.8%
Female	65	54.2%
Total	110	100%

Source: Primary data

From the above table we came to know that 54.2 % of respondents are Female, and 45.8% of the respondents are male. Majority 54.2% of the respondents are Female.

Table No.1.2
TABLE SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Year of study	No of Respondents	Percentage
I Year	29	24.2%
II Year	40	33.3%
III Year	51	42.5%
TOTAL	120	100%

Source: Primary data

From the above table shows that 24.2% of the respondents are studying I year under graduate, 33.3% of the respondents are II year under graduate, and 42.5% of the respondents are studying III year under graduate. Majority 42.5% of the respondents are studying III year under graduate.

Table No 1.3
TABLE SHOWING AWARENESS ABOUT MASKED AADHAAR CARD

Particulars	No of Respondents	Percentage
Yes	88	73.3%
No	32	26.7%
Total	120	100%

Source: Primary data

From the above table shows that 73.3% of the respondents say that yes, 26.7% of the respondents say that no. Majority 73.3% of the respondents are say that yes.

Table No 1.4
TABLE SHOWING DOWNLOAD OF MASKED AADHAAR CARD

Particulars	No of Respondents	Percentage
Yes	56	46.7%
No	64	53.3%
Total	120	100%

Source: Primary data

From the above table shows that the 46.7% of the respondents are having masked aadhaar card, 53.3% of the respondents say that no. Majority 53.3% of the respondents say that no.

Table No 1.5
TABLE SHOWING OPINION OF THE RESPONDENTS ABOUT MASKED AADHAAR CARD

Particulars	No of Respondents	Percentage
Excellent	23	19.2%
Good	75	62.5%
Fair	17	14.2%
Poor	5	4.2%
Total	120	100%

Source: Primary data

From the above table shows that 19.2% of the respondents rated excellent, 62.5% of the respondents says that good, 14.2 % of the respondents says that fair, 4.2% of the respondents poor about masked aadhaar card. Majority 62.5% of the respondents say that good.

Table No.1.6
TABLE SHOWING FRAUDULENT ACTIVITIES WHILE USING AADHAAR CARD

Particulars	No of Respondents	Percentage
Theft	31	25.83%
Leakage of personal information	24	20%
Misuse of bank details	36	30%
Fake mobile number	29	24.17%
Total	120	100%

Source : Primary data From the above table shows that 25.83% of the respondents are faces the theft fraudulent activities, 20% of the respondents are faces the leakage of personal information fraudulent activities, 30% of the respondents are faces the misuse of bank details through aadhaar card, 24.17% of the respondents are faces the fake mobile number fraudulent activities. Majority 30% of the respondents are faces fraudulent activities through using bank details.

Table No 1.7
TABLE SHOWING APPLIED FOR A MASKED AADHAAR CARD

Particulars	No of Respondents	Percentage
Not applied	69	57.5%
Applying in process	51	42.5%
Total	120	100%

Source: Primary data

From the above table shows that the 57.5% of the respondents are not applied for masked aadhaar card, 42.5% of the respondents are applying in process. Majority 57.5% of the respondents are not applied for masked aadhaar card.

Table No 1.8

TABLE SHOWING REASONS FOR OPTING FOR A MASKED AADHAAR CARD

Particulars	No of Respondents	Percentage
Privacy and security	41	34.71%
Unauthorized access	28	23.33%
Misuse	18	15.84%
Hiding certain digits	32	26.67%
Total	120	100%

Source: Primary data

From the above table shows that 34.71% of the respondents opting for privacy and security, 23.33% of the respondents for opting unauthorized access, 15.84% of the respondents opting for prevent misuse cards, 26.67% of the respondents opting to hiding certain digits. Majority 34.16% of the respondents are opting for masked aadhaar card for privacy and security.

Table No 1.9

TABLE SHOWING THE SECURITY BENEFITS OF A MASKED AADHAAR CARD COMPARED TO A REGULAR ONE

Particulars	No of Respondents	Percentage
Reduces risk	51	42.5%
Less identity theft	36	30%
Download e-aadhaar	33	27.5%
Total	120	100%

Source: Primary data

From the above table shows that 42.5% of the respondents benefit to reduces risk, 30% of the respondents benefit to less identity theft, 27.5% of the respondents benefit to download e-aadhaar. Majority 42.5% of the respondents benefit to reduce risk.

Table No 1.10

TABLE SHOWING CHALLENGES OR DIFFICULTIES WHILE USING A MASKED AADHAAR CARD FOR VERIFICATION PURPOSES

Particulars	No of Respondents	Percentage
Full aadhaar number	32	26.66%
Verification purposes	40	33.34%
Limited acceptance	48	40%
Total	120	100%

Source: Primary data

From the above table shows that the 26.66% of the respondents are difficulties Using masked aadhaar for full aadhaar number, 33.34% of the respondents are difficulties for verification purposes, 40% of the respondents for difficulties in limited acceptance. Majority 40% of the respondents are faces difficulties using masked aadhaar number for full aadhaar number.

Table No .1.11

TABLE SHOWING IN WHAT SITUATIONS DO YOU FIND MASKED AADHAAR CARDS TO BE PARTICULARLY USEFUL FOR

Particulars	No of Respondents	Percentage
KYC details	56	46.67%
Opening bank accounts	34	28.33%
Partial identification	10	8.33%
Online transactions	20	16.67%
Total	120	100%

Source: Primary data

From the above table shows that the 46.47% of the respondents using for KYC details, 28.33% of the respondents while using opening bank accounts, 8.33% of the respondents using partial identification, 16.67% of the respondents using for online transactions. Majority 46.67 % of the respondents using for KYC details.

Table No .1.12

TABLE SHOWING THE ADOPTION OF MASKED AADHAAR CARD CAN CONTRIBUTE TO ENHANCING DATA PRIVACY

Particulars	NO of Respondents	Percentage
Prevent misuse of aadhar card	55	45.84%
Profiling	42	35%
Tracking	23	19%
Total	120	100%

Source: Primary data

From the above table shows that 45.84% of the respondents are prevent misuse of aadhaar card, 35% of the respondents are data privacy profiling, 19% of the respondents are prevent from tracking. Majority 45.84% of the respondents are adoption of masked aadhaar card for prevent misuse of aadhaar card.

VI. FINDINGS

Percentage Analysis

- Majority 54.2% of the respondents are Female
- Majority 42.5% of the respondents are III years in UG Programme
- Majority 73.3% of the respondents are say that yes.
- Majority 53.3% of the respondents say that no.
- Majority 62.5% of the respondents say that good.
- Majority 30% of the respondents are faces fraudulent activities through misuse of bank details.
- Majority 57.5% of the respondents are not applied for masked aadhaar card.
- Majority 34.16% of the respondents are opting for masked aadhaar card for privacy and security.
- Majority 42.5% of the respondents benefit to reduce risk.
- Majority 40% of the respondents are faces difficulties using masked aadhaar card for full aadhaar number.
- Majority 46.67% of the respondents using for KYC details.
- Majority 45.84% of the respondents are adoption of masked aadhaar card for prevent misuse of aadhaar card.

VII. SUGGESTIONS

- If the people had been awareness of masked awareness of masked aadhaar card by giving aware through TV, social media and radio.
- The government should accept masked aadhaar card for verification and authentication to wanted security provided.

VIII. CONCLUSION

The conclusion regarding masked aadhaar card is that they offer enhanced privacy and security for individuals by concealing certain digits of their aadhaar number. This measure helps unauthorized access to sensitive personal information, reducing the risk of identity theft and fraud. However, it's important to weighing the benefits of masked aadhaar cards against any potential limitations or inconveniences they may pose in certain situations, such as during authentication processes. Overall, masked aadhaar cards represent a positive step towards safeguarding individual privacy while maintaining the functionality of aadhaar as a crucial identification.

REFERENCES

1. Silvia masiero and shakthi (2020)Unique Identification in India: Aadhaar, biometrics and technology mediated Identities ISSN 1960-6060.
- 2.Yadav, A. K., & Bajpai, R. K. (2020). KYC optimization using blockchain smart contract technology.Int. J. Innov. Res. Appl. Sci. Eng,volume 4(3)ISSN- 2456- 8910.
- 3.Pillai, A., & Mandge, O. Smart Attendance System using Aadhaar. ISSN: 2456-236X Vol. 03 Issue 02 |2019
- 4 .Kalra, R., Verma, R., & Nasa, C. (2018). Aadhaar Thumb: One Platform to all Services. International Journal of Recent Research Aspects,volume-5(1).ISSN-2349-7688
5. Kumar, V., Chaturvedi, A., & Dave, M. (2018). A solution to secure personal data when Aadhaar is linked with DigiLocker. International Journal of Computer Network and Information Security,volume-10(5)
- 6Stephen, M. S. G. M. (2017).

