



Ministry of Housing and Urban Affairs Government of India



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Adapting PMAY(U) Homes

campaign for Embracing Change...

5th September 2019

Gandhian Philosophy & *Angikaar*

- Mahatma Gandhi had envisioned a clean, green, healthy and litter free India. As India commemorates his 150th birth anniversary, his principles continue to guide us on our journey towards "New India".
- In line with Gandhiji's vision, PMAY(U) proposes to launch **angikaar**, a campaign to mobilise communities for change management through awareness on best practices such as water & energy conservation, waste management, sanitation and hygiene.



Why **Angikaar**

- The house is not only about four walls and roof but it is complete transformation of life.
- To make the life of beneficiaries fulfilling, connecting them with basic services at the household level is pertinent.
- Angikaar has dual focus -behavioural change through adopting best practices and convergence with other schemes to seek benefits.







- Creating awareness on water and energy conservation, waste management, health & sanitation amongst beneficiaries
- 2 Aid convergence with missions of central Ministries to create an enabling environment
- 3 Enable families in adapting to newly constructed PMAY(U) homes through social behaviour change management



Build capacities of beneficiaries for Rain Water Harvesting, Tree plantation, Waste management etc.

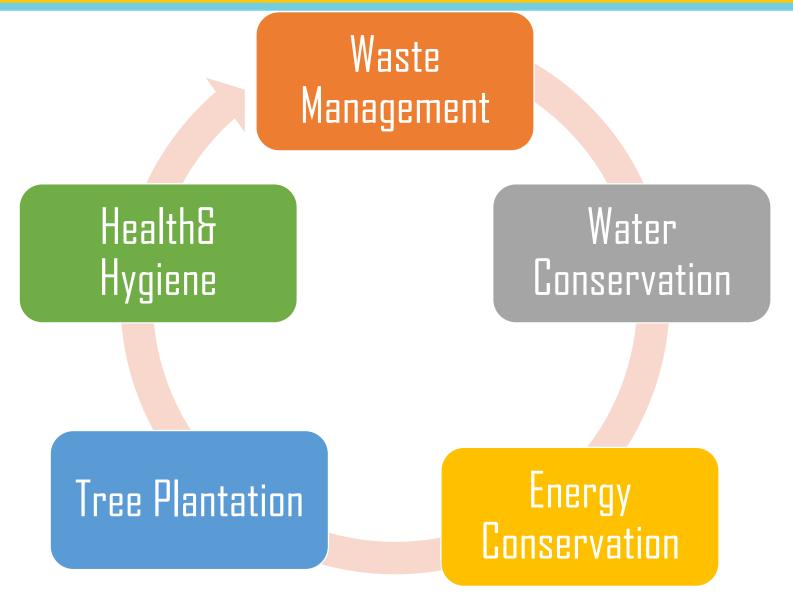








Social Behavioural Change- Adopting Best Practices





Convergence for Services/ Schemes







Orientation

for angikaar Resource Persons, SLTC/CLTCs, ULB and nominated staff of other departments

Awareness Camps

disseminating key messages, Street plays, puppet shows, posters, leaflets, vehicle announcements etc.

Outcome & Feedback

Qualitative and Quantitative indicators, IVRS, Tele-calls & Survey

05

Door to Door campaign

02

Door to Door awareness campaign on schemes & services along with Need Assessment

Celebrations

14

Key messages, speeches & distribution of Awards, issue of certificates to students and volunteers



Timelines





Qualitative Analysis

Through photographs/ videos and testimonies on PMAY(U) web portal and PMAY (U) Mobile Application



No. of AHP and ISSR projects Water using recycled water. Supply • No. of trees planted during the campaign Environment • No. of AHP and ISSR projects with rain water harvesting and recharge structures • No. of Solar devises such as solar lighting Energy • No. of PMAY(U) houses/ societies / projects Conservation using LED lights • No. of PMAY(U) households where Solid Waste segregation at source is initiated. Management No. of wet and dry dustbins beings used • No. of PMAY(U) beneficiaries Outreach outreached for awareness on schemes and services.

Quantitative Analysis

Monitoring Committees

MoHUA

Secy (MoHUA)

AS(Housing)

JS (Housing For All)

JS(NULM)

JS (AMRUT)

JS(SBM)

JS(National Health Mission)

CEO (Ayushman Bharath)

JS (Ministry of New & Renewable Energy)

JS (Ministry of Environment Forest & Climate Change)

JS (Jal Shakti)

- JS (Ministry of Petroleum &Natural Gas)
- JS (Ministry of Power)

State

| Chief Secretary Principal Secretary (DU&H) Principal Secretary Forest Principal Secretary Renewable Energy Principal Secretary , Water Resources Principal Secretary , Food and Civil Supplies Principal Secretary , Health and Family Welfare | |
|--|----------------------------|
| Principal Secretary Forest Principal Secretary Renewable Energy Principal Secretary , Water Resources Principal Secretary , Food and Civil Supplies Principal Secretary , Health and | Chief Secretary |
| Principal Secretary Renewable Energy Principal Secretary , Water Resources Principal Secretary , Food and Civil Supplies Principal Secretary , Health and | Principal Secretary (DU&H) |
| Energy Principal Secretary , Water Resources Principal Secretary , Food and Civil Supplies Principal Secretary , Health and | Principal Secretary Forest |
| Resources Principal Secretary , Food and Civil Supplies Principal Secretary , Health and | |
| Supplies Principal Secretary , Health and | _ • • • • |
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District

Municipal Commissioner/ District Collector/ Divisional Commissioner CDO/CEO, Zila Parishad All EOs of ULBs District Level Officer • Forest • Water Department • Renewable Energy • Food and Civil Supplies • Health and Family Welfare **a**ngikaar



How do we identify ARPs



Who are ARPs?

- ARPs : angikaar Resource Persons
- Community Resource Persons (CRPs), Self Help Groups (SHGs), Civil Society Organisations (CSOs), Educational Institutions, Domain Experts, Public Representatives, CSR Partners, Volunteers amongst others
- The exercise of deploying ARPs will be done through the approval from Competent Authority





Do we pay them???

- Yes, We do
- MoHUA, has made fund allocation under the A&OE budget.
- They get an honorarium for each successfully uploaded Need Assessment.
- However, in the event when a city has 100 or less beneficiaries, the CLTC is expected to complete the Need Assessment.
- And it will be done free of COST!!
- CLTCs, Community Organisers, Surveyors: WILL NOT RECEIVE AN HONORARIUM.

Way Forward

- **1.** Identify ARPs and register them on mobile app
- 2. Facilitate training of ARPs at city level
- 3. Constitution of Committees at State and District level.
- 4. Prepare strategy and rolling out plan- IEC calendar
- 5. Printing of IEC materials shared by the Ministry
- 6. Facilitate Need Assessment at the field level
- 7. Engage Nukkar Natak groups and prepare an action plan
- 8. Prepare for launch event on 2nd October

