



Social Behaviour Change Management





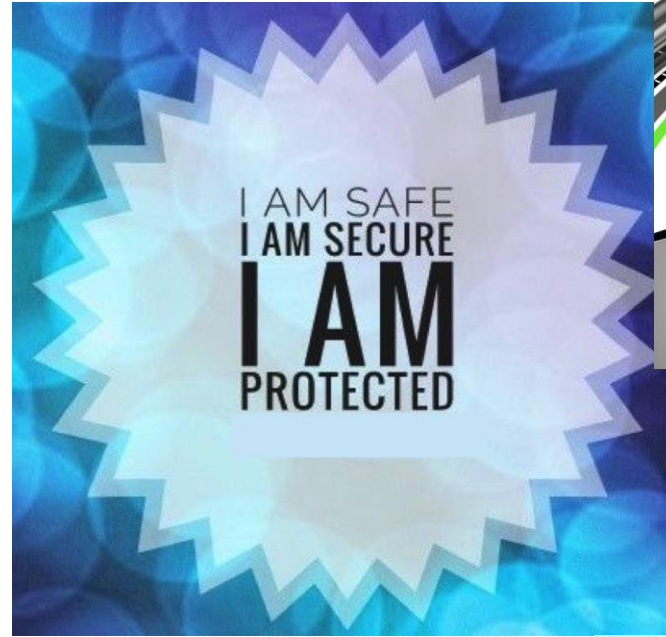
Behaviour Change



How do we contextualise social change for a PMAY (U) beneficiary



what do they experience??



IN!

Life Style

Shift



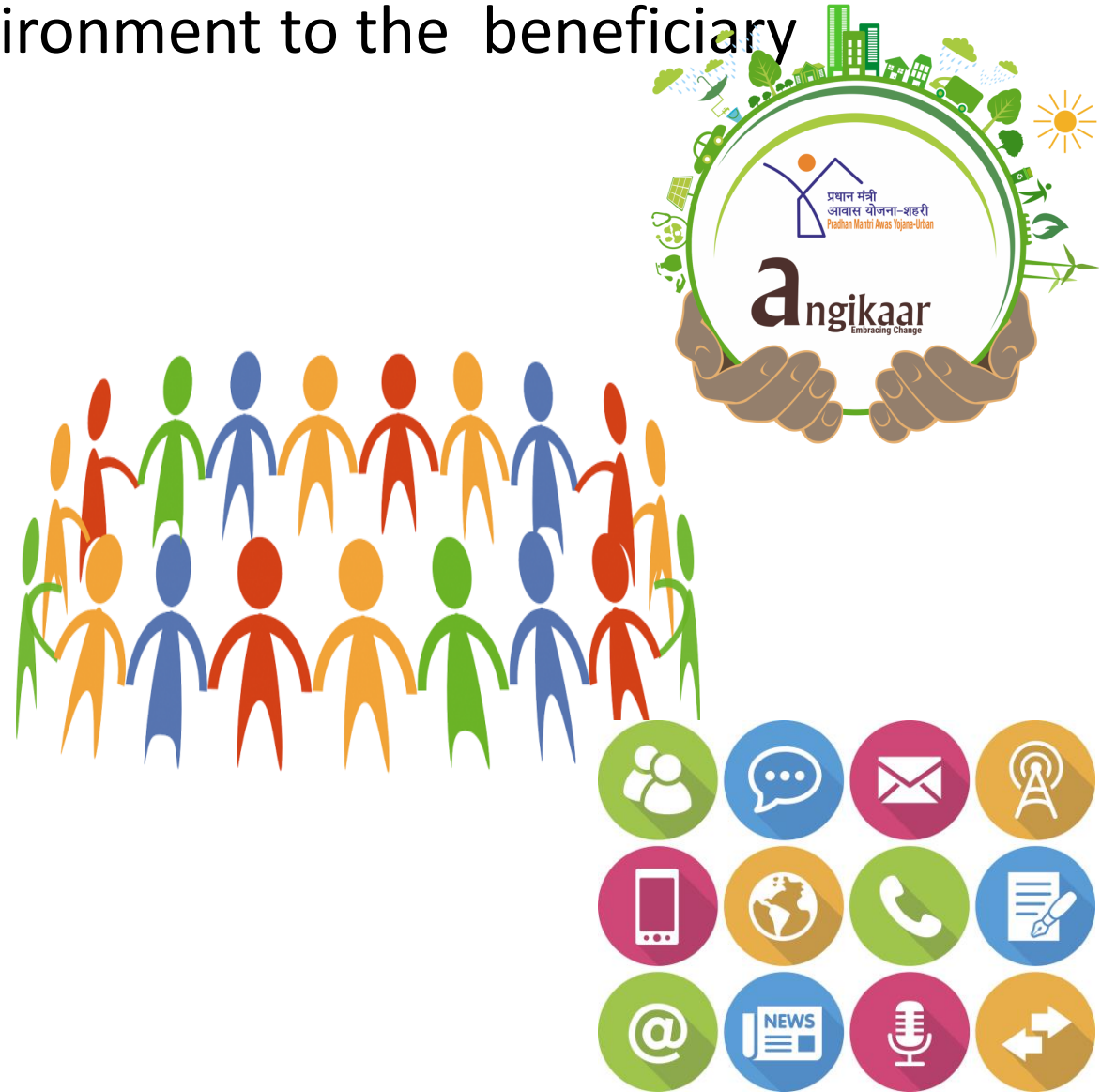
How do we address this change

- By creating an enabled environment to the beneficiary

- *Convergence*

- *Community Engagement*

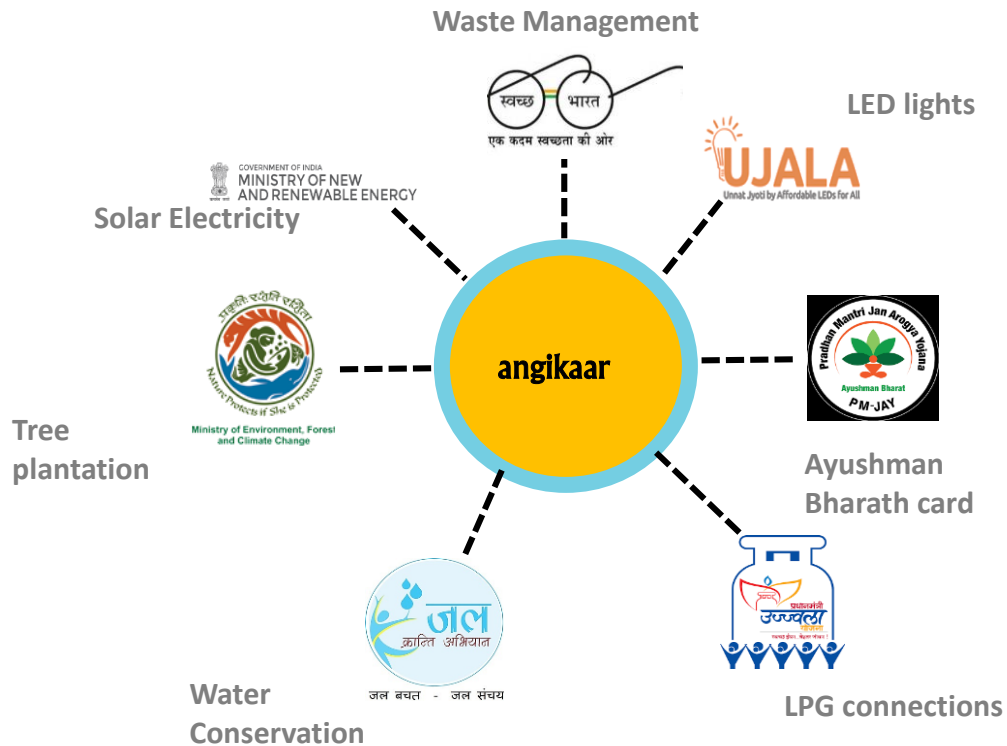
- *Communication*



Convergence

Urban missions and other Central Ministries like:

Health & Family Welfare, Jal Shakti, Environment Forest & Climate Change, New & Renewable Energy, Petroleum & Natural Gas and Power for schemes/ subsidy.



Community Engagement



Cohesive Living

- Unity in diversity respect and tolerance for other religions and cultures.
- Ensure safety and security of women and children in your community/ apartment.
- Promote a peaceful, harmonious and cohesive living amongst communities to sustain natural habitat.
- Engaging communities for a healthier and happier living by working towards social and environmental goals.

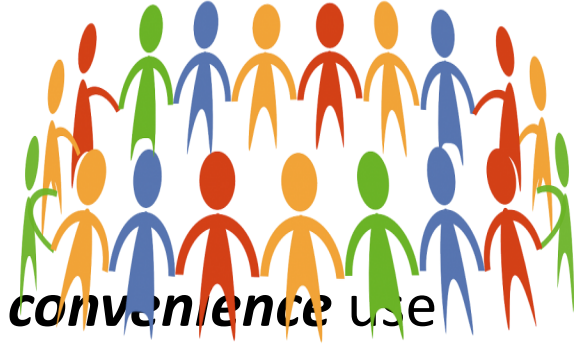
Own and manage social infrastructure and facilities

- The community hall, the places of worship and the park is for you... and for all. Take “ownership” of all common infrastructure.
- Give priority to senior citizens, women and children be it in accessing the lift, during an emergency or community gatherings.
- Volunteer and support the Resident Welfare Association (RWA) in the overall maintenance of the building.
- Individually be responsible to remit your maintenance on time every time

Community Engagement

Amenities that your apartment provides

- Community hall, playground, lift, parking area, fire equipment, open spaces etc. These facilities are for your family's ***benefit and convenience*** use them wisely.
- Basic facilities like water, electricity, kitchen and toilet and utility services do not waste them ***use them adequately and appropriately.***
- Switch off electrical appliances when not in use.
- Use maximum daylight, turn off lights during the day and use daylight as much as possible. ***Power saved is Power produced.***



Appropriate use of common areas and open spaces

- the common area belongs to you too, keep it clean and neat.



Communication

Create awareness on best practices

Water conservation;

- Harvest rain water for recharge/ reuse.
- Detect a repair leaks in your house.
- Don't waste water - turn off tap after each use.

Energy conservation

- Shift to energy efficient appliances.
- Use LED Bulbs.
- Use solar energy devices.
- Reduce wastage and save electricity.

Waste Management:

- Segregation of Waste - wet waste in green bin & dry waste in blue bin.
- Practice composting within the society.
- Keep your surroundings clean - do not litter.

Tree plantation

- Go Green.
- Increase green cover - it will help tackle adverse climate change.
- Plant trees - save the environment.
- Plant trees - it's a gift to the future generation.

Environment protection

- Say no to plastic.
- Plastic - Refuse, Reduce, Reuse and Recycle.
- Use jute and cloth bags to protect the environment.



Thank you!!!

let us all join hands and collectively work
towards facilitating this change...



