Social Behaviour Change Management
SOCIAL Behaviour Change
How do we contextualise social change for a PMAY (U) beneficiary
what do they experience??

DIGNITY

I AM SAFE
I AM SECURE
I AM PROTECTED

Self Esteem

Respect

Quality of Life

Shift Life Style
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:
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 to 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...