



Ministry of Housing and Urban Affairs
Government of India



प्रधान मंत्री
आवास योजना-शहरी
Pradhan Mantri Awas Yojana-Urban



150
YEARS OF
CELEBRATING
THE MAHATMA



स्वच्छ
भारत
एक कदम स्वच्छता की ओर



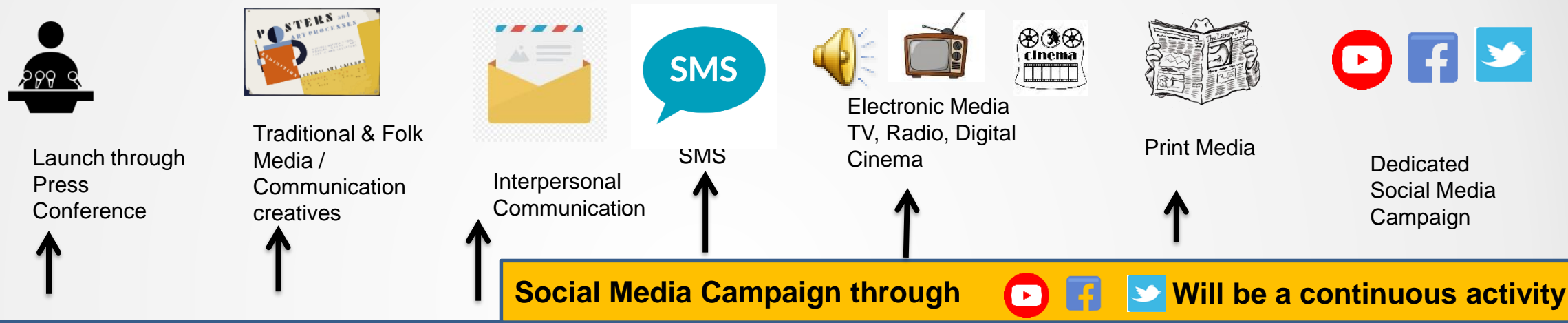
प्रधान मंत्री
आवास योजना-शहरी
Pradhan Mantri Awas Yojana-Urban

Angikaar
Embracing Change



Key Activities Proposed for "Angikaar" Campaign

MoHUA



States

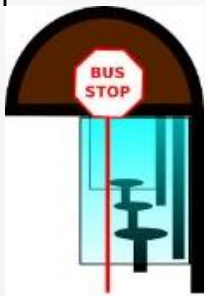
Need Assessment ,
Door to Door
communication



Campaign Launch
Appeal through
eminent political/
officials



Street Plays
Puppet Shows
Awareness through
posters, leaflets
Outreach



Banner/ Wall Painting
Mobile / Static Bill Boards
Mobile Van Branding
Wall Painting competition
Awareness in Schools through
competitions, workshops etc



Speaker announcements on
Bus Stand, Railway Stations etc
Radio Jingles

One to group
activities to spread
awareness for the
Culmination Event
Signature Campaigns
Walkathons



Culmination on 10th
December 2019,
through Organizing
Health camps
Plantation Drives,
Taking Pledge and
recognizing the
volunteers .



Assign Time Lines

A
Option
Week 1-2

B
Option
Week 3 -4

C
Option
Week 5-6

D
Option
7 -8



- Identify IEC Activities
- Plan for Cities & Wards
- Identify timelines & Spread of activities
- Share the Calendar
- Roll Out IEC Activities on Ground
- Capture & Share

9 Weeks Calendar

| Week | Awareness Program |
|-------------|---|
| 1st | Door to Door Awareness Campaign |
| 2nd | SMS campaign |
| 2nd | Radio Jingles |
| 3rd | Speaker Announcements |
| 4th | Nukkadd Natak |
| 5th | Inland Letters |
| 6th | Pledge |
| 7th | Talk Shows / Interviews on Radio / TV / You Tube Channels |
| 8th | Social Media Campaign |
| 9th | Press Releases / Advertisements |



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Social Media

PMAY(U) SOCIAL MEDIA

 @PMAYUrban

 pmayurban

 pmayurban

 mohua.gov.in

 pmay-urban.gov.in

RIPPLE EFFECT



Like a drop of water ,Every action has a ripple effect. Its impacts the territory, area, city, State, Country and the world as a whole.

Every single beneficiary serviced by you contributes & affect the Entire Mission.

THANK YOU !