Key Activities Proposed for “Angikaar” Campaign”

MoHUA

Launch through Press Conference
Traditional & Folk Media / Communication creatives
Interpersonal Communication

SMS

Electronic Media TV, Radio, Digital Cinema

Print Media
Dedicated Social Media Campaign

Social Media Campaign through Will be a continuous activity

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

• 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

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