SWACHH BHARAT MISSION
Segregation of Waste - wet waste in green bin & dry waste in blue bin

AYUSHMAN BHARAT (PM-JAY)
Free treatment at empanelled hospitals

UJJWALA
Smoke free kitchen for better health

WATER CONSERVATION
Water is life- Save every drop. Harvest Rain Water - Recharge and Reuse

TREE PLANTATION
Go Green-Plant trees to save environment

ENERGY CONSERVATION
Use LED bulbs. Use Solar energy devices

HEALTH & HYGIENE
Maintain hygiene, exercise daily and stay fit

ENVIRONMENT PROTECTION
Say no to plastic - Refuse, Reduce, Reuse and Recycle
angikaar - A Campaign for Change Management
(launched on 29th Aug, 2019)

Master Trainers Workshop (MoHUA) → 5th September 2019

- Formation of State & District level Monitoring and Coordination Committee
- Conduct of State level Training of Trainers (ToT) for District/City level staff & SLTC/CLTC specialists etc.
- Identify angikaar Resource Persons (ARP) through a transparent process.
- Register ARPs on the PMAY(U) MIS Portal.
- Conduct City level workshop/Trainings for ARPs. Develop IEC Plan.

→ 2nd week of Sept 2019

- Upload of IEC Plan/Week wise calendar on the PMAY(U) MIS Portal.
- Conduct Need Assessment & Door to Door awareness for PMAY (U) beneficiaries through ARPs.

→ 3rd – 4th week of Sept 2019

Organise launch event at City Level with celebrations of 150th Birth Anniversary of Mahatma Gandhi → 2nd Oct 2019

- Conduct IEC activities at City/Ward Level
  - Door to Door Awareness
  - Health Camps
  - Puppet Shows
  - SMS Campaign
  - Vehicle Announcements
  - Speaker Announcements
  - Wall Paintings
  - Print & Electronic Media
  - Street Plays
  - Plantation Drives
  - Radio Jingles
  - Letters to beneficiaries
  - Mobile Van Branding
  - School Competitions
  - Hoardings
  - Digital & Social Media

→ 3rd Oct - 9th Dec 2019

Organise Culmination event at City Level → 10th Dec 2019

- Register ARPs on the PMAY(U) MIS Portal.
- Identify angikaar Resource Persons (ARP) through a transparent process.
- Conduct City level workshop/Trainings for ARPs. Develop IEC Plan.

- Upload Quantitative & Qualitative Assessment on PMAY(U) MIS Portal