What is **angikaar**

**angikaar - a campaign for change management.**
Mahatma Gandhi had envisioned a clean, green, healthy and litter free India. As India commemorates his 150th birth anniversary, Babu’s principles continue to guide us on our journey towards “New India”. In line with Gandhiji’s vision, Pradhan Mantri Awas Yojana (Urban) launches angikaar, a campaign to mobilise PMAY (U) beneficiaries for social behaviour change management.

**angikaar - translates to acceptance,** through this campaign, PMAY(U) mission aims to converge with schemes/services of various urban missions and other Central Ministries. It will also create awareness through a series of Information Education Communication activities. This campaign will be rolled out in all PMAY(U) cities.

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**The objectives of angikaar**

- **Create awareness** on best practices of water & energy conservation, waste management, health & hygiene, tree plantation and environment protection.

- **Converge with missions** and programs of this Ministry and other concerned Central Ministries to create an enabled environment for PMAY (U) beneficiaries through their schemes/services.

- **Engage communities** for a happier and healthier living by dedicating themselves to work towards social and environmental goals.

- **Acclimatise families** and communities in adapting to the new environment by fostering cohesive living through social behaviour change management.

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**Outcomes**

- **Change adaptation**
  Benefits from other urban missions for drinking water supply, solid waste management, sanitation, health, energy conservation etc.

- **Convergence**
  Promote peaceful, harmonious and cohesive living amongst communities to sustain natural habitat.

- **Conservation of Resources**
  Environment conservation through tree plantation, use of solar energy, LED lights, Rain Water Harvesting etc.
Convergence for Services/Schemes

- **Waste Management**
- **Solar Electricity**
- **LED Lights**
- **Ayushman Bharat Card**
- **Tree Plantation**
- **Water Conservation**
- **LPG Connections**

**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