



IEC ACTIVITIES

APTIDCO, VIJAYAWADA,
ANDHRA PRADESH



IEC Definition

- ✓ Information Education and Communication is an approach which attempts to change or reinforce a set of behaviour in a target audience regarding a specific problem in a predefined period of time
- ✓ It combines strategies, approaches and method that enable individuals, families, groups, organisations and communities to play active role.



Objectives of IEC

- ✓ Increase reach of services
- ✓ Improve the quality of services
- ✓ Make supervision more oriented towards problem solving
- ✓ Link supervision with training at various level.
- ✓ Concentrate on local field problems both for development of training material an their users.
- ✓ Combine interpersonal communication strategy with mass media approach



IEC Strategy Planning

- ✓ IEC success when it is planned with a comprehensive strategy
- ✓ Gain knowledge and incorporate community tradition.
- ✓ There must be true dialogue
- ✓ Everything cannot be changed at once and focus on relevancy.



IEC Carried out by APTIDCO

The following methods were used to create the Awareness among the public about the PMAY (U) program which are low cost / no cost

- ✓Publicity Hordings
- ✓Pillars boards
- ✓Publicity on the back of Autos
- ✓Short Films showing in Local channels, cinema theaters, you tube
- ✓ Distribution of Pamphlets, handouts, leaflets



IEC Carried out by APTIDCO

The following methods were used to create the Awareness among the public about the PMAY (U) program which are low cost / no cost

➤ Publicity Hordings erected at many Urban Local Bodies like the junctions, bus stands, bus stops, commercial areas, railways stations and national and state highways. The boards were kept for a period ranging from one month to 3 months and it might have reached around 10 lakh people.

➤ Pillars boards erected at different parts of the Municipalities on both sides of the roads and also in interior roads of the Municipalities, people who are in the walking paths and also the people who are in the vehicles can see these pillar boards clearly



IEC Carried out by APTIDCO

- Publicity on the sides and back side of RTC Buses which are running in the ULBs etc. The publicity posters which were kept on the buses for a long period of time ranging from 2 to 6 Months and it proved as a cost effective method.
- Next to the buses, the utilization of the Autos for creating awareness was a successful method, the autos went into different interior parts of the cities & Municipalities and reached even the roads where other vehicles could not go.
- Because of this Mobile publicity through buses and autos, it is estimated that around 25 lakh people might have seen the publicity for PMAY (U) in a period of about of 3 Months.



IEC Carried out by APTIDCO

- Effective utilization of social media: Regularly we are in touch with public providing updates through twitter, face book, you tube, TV channels and providing latest updates also.
- Through call center (1100) calling all the eligible beneficiaries and mobilizing them to ULBs to cover in AHP scheme.
- Short Films showing in Local channels, cinema theaters.
- Distribution of Pamphlets, handouts, leaflets
- Pasting of wall posters.



IEC Carried out by APTIDCO

- Conducting regular orientation sessions to Bankers on to complete hassle free bank linkages
- At ULB level CLTCs conducting demand generation activities at local factories where large number of targeted homeless unskilled employees working, attending ward wise Janmabhoomi programs, ward darshini programs etc.
- Mobilizing beneficiaries to construction work sites.
- Conducting orientation programs to Ward members, counselors, public representatives.
- Giving wide publicity thorough AP Fiber net (APSFL) which is a state-wide high speed Optical Fiber Network Infrastructure across the 13 Districts, AP Fiber Grid is delivering to the end-users in partnership with the Multi System Operators (MSOs) and Local Cable Operators (LCOs) etc.

Hoarding & Pillar boards by APTIDCO at different Municipality areas





Awareness programs





Proposed Activities

- Proposed to conduct Mega Housing melas / Placing of stalls at public gatherings like on sandy days, local festivals days, slum areas, Bus stand areas etc.
- Taking support from Angan Wadi Workers
- Publicity through local FM's / All India Radio
- Telecasting of videos, Messages in local channels
- Utilizing services of Bill collectors/Revenue inspectors/work Inspectors / habitation officers etc who are working in ULB/UDAs
- Refresher programs to Bankers for effective involvement in bank linkages



Thank You