Demographic Data of State

- Urban Population: 58.15 Lakh (23% of Total State Population)
- No. of Urban Local Bodies: 168

<table>
<thead>
<tr>
<th>Types of ULB's According to the Population</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 10 Lakhs above</td>
<td>1</td>
</tr>
<tr>
<td>&gt;1 Lakhs above &lt; less than 10 Lakhs</td>
<td>8</td>
</tr>
<tr>
<td>&gt;above 50,000 &lt; less than 1 Lakhs</td>
<td>6</td>
</tr>
<tr>
<td>&lt;Less than 50,000</td>
<td>153</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total No of ULB's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal Corporation</td>
</tr>
<tr>
<td>Nagar Palika</td>
</tr>
<tr>
<td>Nagar Panchayat</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
### IEC Action Plan for 2018-19

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activity</th>
<th>Objective</th>
<th>Target Audience</th>
<th>Expected Outcome of the Activity</th>
<th>Justification of the activity (How do you think the activity will lead to the expected outcomes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hoardings &amp; Pamphlets for BLC in Public Places in 168 ULB’s</td>
<td>To Aware the public</td>
<td>EWS Category</td>
<td>Acceptance of Public</td>
<td>By Publishing Successful Stories ward wise</td>
</tr>
<tr>
<td>2</td>
<td>Advertising on Public &amp; Private Transport in State</td>
<td></td>
<td>All categories</td>
<td>Awareness in public about scheme and availing benefit</td>
<td>By Publishing scheme details, Successful Stories ward wise, by cartoons showing importance of Pucca Houses</td>
</tr>
<tr>
<td>3</td>
<td>Distributing the pamphlets in industries and making the employess aware about the PMAY scheme.</td>
<td></td>
<td>EWS &amp; LIG Beneficiaries</td>
<td>Awareness in public about scheme and availing benefit</td>
<td>By giving presentation and showing some success stories and distribution of the Pamphlets</td>
</tr>
<tr>
<td>4</td>
<td>To put name plate &amp; scheme logo on all houses getting completed under BLC vertical.</td>
<td></td>
<td>EWS Beneficiaries</td>
<td>Awareness in public about the scheme and availing benefit</td>
<td>Expected 40000 houses will be covered in this activity.</td>
</tr>
<tr>
<td>5</td>
<td>To conduct street Plays in public places.</td>
<td></td>
<td>All categories</td>
<td>Awareness in public about scheme and availing benefit</td>
<td>Live activities will give more impact and the acceptance will be increasing</td>
</tr>
<tr>
<td>6</td>
<td>Documentation of existing projects and their success stories</td>
<td></td>
<td>All categories</td>
<td>Awareness in public about scheme and availing benefit</td>
<td>To get motivation to the beneficiaries of different categories to increase acceptance</td>
</tr>
<tr>
<td>7</td>
<td>Printing of booklets of PMAY (Including BLC Passbook)</td>
<td></td>
<td>All categories</td>
<td>Awareness in public about the scheme and availing benefit</td>
<td>Increase Scheme Access with Public</td>
</tr>
<tr>
<td>8</td>
<td>Scheme Propaganda through local Artist</td>
<td></td>
<td>All categories</td>
<td>Awareness in public about the scheme and availing benefit</td>
<td>Increase Scheme Access with Public</td>
</tr>
<tr>
<td>9</td>
<td>Propaganda through Social Media like a FB, Twitter, WhatsApp</td>
<td></td>
<td>All categories</td>
<td>Awareness in public about the scheme and availing benefit</td>
<td>Bringing awareness among the masses</td>
</tr>
</tbody>
</table>
## Achievements against the IEC Action Plan for 2018-19

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activity</th>
<th>Action Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hoardings &amp; Pamphlets for BLC in Public Places in 168 ULB’s</td>
<td>Successfully Completed</td>
</tr>
<tr>
<td>2</td>
<td>Advertising on Public &amp; Private Transport in State</td>
<td>Successfully Completed</td>
</tr>
<tr>
<td>3</td>
<td>Distributing the pamphlets in industries and making the employees aware about the PMAY scheme.</td>
<td>Under Implementation Partially completed</td>
</tr>
<tr>
<td>4</td>
<td>To put name plate &amp; scheme logo on all houses getting completed under BLC vertical.</td>
<td>Under Implementation</td>
</tr>
<tr>
<td>5</td>
<td>To conduct street Plays in public places.</td>
<td>Successfully Completed</td>
</tr>
<tr>
<td>6</td>
<td>Documentation of existing projects and their success stories</td>
<td>1st set of booklets Successfully Printed &amp; Distributed</td>
</tr>
<tr>
<td>7</td>
<td>Printing of booklets of PMAY (Including BLC Passbook)</td>
<td>Successfully Completed</td>
</tr>
<tr>
<td>8</td>
<td>Scheme Propaganda through local Artist</td>
<td>Successfully Completed</td>
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<tr>
<td>9</td>
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<td>Successfully Completed</td>
</tr>
</tbody>
</table>
Published state IEC Action plan for PMAY-HFA.

- Appointed Local Iconic personalities as Brand Ambassador for PMAY:
  - Padmabhushan & Padmashree Mrs. Teejan Bai (Pandwani Singer).
  - Padmashree Mrs. Phoolbasan Bai Yadav (Social Activist).
  - Mrs. Prachi Agrawal (Mrs. Asia International).

Published IEC Material like poster, banner, leaflets and handbill.

Published booklet of Success Stories of Beneficiaries under BLC.

Published booklet of Leprosy Community of Rajanandgaon who are covered under BLC.
Key Activities of IEC executed in Chhattisgarh State -2

- Developed and Published working Manual for CLTC Experts.
- Developed and Published Booklet of State Govt order’s and circulars under PMAY.
- Saawdhan
  - Important Information to the beneficiaries regarding the BLC vertical along with do’s and don’ts.
- Active usage of Social Media for deep percolation of information via platforms such as Facebook, Twitter, Google Drive and WhatsApp.
Booklet of IEC Action Plan under PMAY-HFA
Booklet of Success Stories under PMAY-HFA
Best Practices Booklet about “Community affected by Leprosy” in Rajanandgaon
Manual for CLTC Experts

1. **Civil Engineer**

   1. Ensure that the reinforcement is adequate and detailed according to the design requirements.
   2. The reinforcement should be placed in the correct location and at the correct depth.
   3. Check that the reinforcement is free from defects and is properly protected.

2. **Brickwork**

   1. Bricks should be of good quality and free from defects.
   2. Mortar should be of the correct consistency and proportioned according to the design.
   3. Ensure that the mortar is properly mixed and applied to the bricks.

3. **Masonry**

   1. Masonry work should be done in a neat and tidy manner.
   2. Ensure that the mortar is properly bedded and jointed.
   3. Brickwork should be properly tied and braced to ensure stability.

**DOs & DON'TS for brick work**

- **DOs**
  - Ensure that the bricks are sound and free from defects.
  - Mortar should be of the correct consistency and proportioned according to the design.
  - Ensure that the mortar is properly mixed and applied to the bricks.

- **DON'TS**
  - Use bricks that are cracked or broken.
  - Use mortar that is too wet or too dry.
  - Use bricks that are not properly tied and braced.
  - Use mortar that is not properly mixed and applied to the bricks.
Induction workshop for the New CLTC Team.

- Induction of the new CLTC team by the SUDA officials and SLTC members.
- IEC initiative of introducing dress code for all SLTC and CLTC members.
Review meeting and 2\textsuperscript{nd} Workshop of CLTC Team

- Weekly review meeting along with the 2\textsuperscript{nd} Workshop of the new CLTC team in uniform.
Outdoor activity material for IEC under PMAY-HFA
Glimpses of Beneficiary Interaction with Hon. Prime Minister GOI

Beneficiary Name:- Shrimati Savitri Bai, Raipur.
Distribution of Abadi Patta & DU’s Completion Certificate under PMAY-HFA
Glimpses of Social Media outreach

Pradhan Mantri Awas Yojana - Urban, Government of India

October 9

A completed Beneficiary Led Construction (BLC) house, built under #PMAYUrban in Nagar Patika Narayanpur, #Chhatisgarh. #HousingForAll

August 29

Under #PMAYUrban, Director-HFA, R.S. Singh inspected Affordable Housing in Partnership (AHP) project sites in Labhandi, #Chhatisgarh. During his visit, he also interacted and distributed Completion Certificates to the beneficiaries of Beneficiary Led Construction (BLC) projects in Fundhar and Devpuri, #Chhatisgarh. #HousingForAll
IEC/Awareness Activities under PMAY-HFA addressed by Mrs. Teejan Bai (in convergence with multiple departments)
Glimpses of Distribution of IEC Material for PMAY-HFA -1
Glimpses of Distribution of IEC Material for PMAY-HFA -2
Interaction with beneficiaries and Physical verification under PMAY-HFA
Glimpses of Secretary (MoHUA) Govt. of India Visit to Chhattisgarh to review progress under PMAY-HFA
Glimpses of Director - HFA (MoHUA) Govt. of India Visit to Chhattisgarh to review progress under PMAY-HFA
Glimpses of House Warming (Grah Pravesh) Function.
Path ahead under IEC-PMAY of Chhattisgarh

- Drone Photography of the successfully completed projects both under AHP and BLC.
- Ready Reckoner information booklet for BLC beneficiaries with basic estimates, quantity requirement of major materials and Schematic structural drawings.
- Public events to be addressed by State PMAY Ambassador for bringing awareness about the scheme and its verticals in vernacular language.
- Success stories of the projects completed under various verticals of PMAY in F.Y 2018-19.
List of Activities Planned under IEC-PMAY of Chhattisgarh

- PMAY Workshops
- Cinema Theatre Advertisements
- Railway Station Television Advertisements
- Regional Television Advertisements
- LED Vehicle Screening Nukkad Natak
- Projector Screening/Nukkad Natak
- Munaadi
- Cycle Rickshaw Advertisement
- Auto-Rickshaw Hood Advertisement
- Pole Banner
- Wall Painting
- Hand-Bill Distributions
- Rallies
- Posters
- Radio Advertisements
- Street Radio Advertisements
- Social Media Advertisements
Glimpse of activities planned under IEC-PMAY of Chhattisgarh

- Cinema Theatre Advertisements
- Railway Station Television Advertisements
- LED Vehicle Screening Nukkad Natak
Glimpse of activities planned under IEC-PMAY of Chhattisgarh

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- Cycle Rickshaw Advertisement
- Auto-Rickshaw Hood Advertisement
Glimpse of activities planned under IEC-PMAY of Chhattisgarh

- Pole Banner
- Hand-Bill Distributions
- Rallies
Glimpses of Completed Houses - BLC
Glimpses of AHP Vertical
Thank You