Gujarat

IEC ACTIVITIES UNDER PMAY (U)

Affordable Housing Mission
Urban Development & Urban Housing Department
Government of Gujarat
OVERVIEW OF URBAN AREAS

Population Gujarat
6.04 Cr

Urban Population of Gujarat
2.57 Cr (42.5%)

170 ULBs
8 Municipal Corporations

162 Municipalities
22 Class-A (Population >1,00,000)
34 Class B (Population 50,001-1,00,000)
62 Class C (Population 25,001-50,000)
44 Class D (less than 25,000)

1 notified area (Saputara)
Gujarat

DEMAND SURVEY - 2016

➢ All 171 urban towns selected under PMAY(U)
➢ Demand survey has been carried out to access the actual demand for housing in various components of PMAY(U)
➢ Process of the Demand Survey:

Form Distribution at ULB level

IEC work
Printing: Leaflet, hoardings, banners on Auto
Meetings: ward sabha, Area Sabha
Media: Local TV, Radio, Street play

Collection and verification of forms

Entry on PMAY Portal
Various IEC activities in DEMAND SURVEY

Hoardings
Form Distribution
Workshop
Ward Sabha
Advertisement on Rickshaw
Hoardings
COMMUNICATION OBJECTIVES

➢ The strategic focus therefore is to:

➢ Provide knowledge and clarifications related to the scheme

➢ Develop and access the actual demand for housing

➢ Mass awareness about Eligibility of the scheme, Where to get benefits, How much benefits they get

➢ Stop misleading activities

➢ Information about the schemes, and support mechanisms

➢ Bringing in support from various stakeholders and Private Developers
Print Media

Booklets in Local Language

Advertisement on Bus/Auto

Booklets in English Language

News Paper ad.
## Digital Media

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Radio Jingle</strong></td>
<td>Radio Jingle played on the local FM radio in the regular interval in specific time duration</td>
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<tr>
<td><strong>Advertisement in Cinemas</strong></td>
<td>Tie up with multiplex to play advertisement of PMAY in interval on specific shows and duration</td>
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<tr>
<td><strong>Local TV ad.</strong></td>
<td>When demand survey is going on at that time local TV to create awareness regarding the scheme and its stipulated date</td>
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<tr>
<td><strong>Street Play</strong></td>
<td>In smaller towns, to make people aware street play is very effective to change mind of the people</td>
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Meetings

- Meeting with ULBs
- Ward Sabha, Area Sabha
- Workshops with Stakeholders (State as well as Regional Level)
- Loan Mela
AFFORDABLE HOUSING IN PARTNERSHIP

- Actual Demand survey carried out after Identification of the land

  - Form Distribution at ULB level

  - IEC work and collected forms in stipulated time

  - Initial draw to finalised beneficiaries

  - Handed over houses to the beneficiaries
**IN-SITU SLUM REHABILITATION**

- Identified the slum for redevelopment
- Engaging the NGO to work as a communicator between slum dwellers and ULB
- Community participation approach adopted
- Involvement of slum dwellers each and every stage to built trust amongst the slum dwellers
BENEFICIARIES LED CONSTRUCTION

- Empanelment of consultants
- Booklet and GR issued in Local language and Door to Door Survey work done in each ULB
- Preparation of DPR with pre approved Design and its approval
- Construction of houses by Beneficiaries

Geo tagging in each and every stage of construction
Credit Linked Subsidy Schemes

IEC work

Printing: Leaflet, hoardings, banners on Auto
Meetings: Bankers, Private Developers
Media: Local TV, Radio

Monitoring: Committee has been constituted under chair of Secretary (Housing) to review the progress of CLSS scheme every month.

SLBC also monitors the progress of the scheme through its prevalent mechanism.

Awareness and advertised by Stake holders
## CHALLENGES

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<tr>
<th>Issue</th>
<th>State Initiatives</th>
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<tr>
<td>As per the guideline, not all IEC activities covered under PMAY which are required to execute the projects i.e. News paper and TV advertisement</td>
<td>All the IEC activities design and implemented by the State and budget adjusted from the State for the IEC activities which are not considered by the Central</td>
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<td>Design and duration of the IEC activities</td>
<td>IEC activities divided as per the requirement of each Component of PMAY</td>
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<td>Budget allocation is done on the bases on population</td>
<td>Allotted funds are not sufficient. There are many C and D class municipalities where more IEC activities required, hence shortage of budget in bigger cities.</td>
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<td>Shortage of Staff for IEC activities</td>
<td>There should be relaxation in Education Qualification or some other option should be provided.</td>
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THANK YOU