IEC Strategy

Mix of mass media and mid media.
Audio spots through FM

Broadcasted audio spots through 8 FM stations (30 seconds duration) from 1\textsuperscript{st}-10\textsuperscript{th} of July, 2018
Street plays as an effective channel to reach the general public.

Performed by Kudumabshree women theatre group- “Rangshree”

In 54 locations across the state.
STREET PLAY
Fabrication and display of standees
Home Loans made simpler
Pradhan Manthri Awas Yojana (Urban)
Avail Subsidy Benefits through Credit Linked Subsidy Scheme

Application Process to avail subsidy

Step 1: Submit application for Loan
Step 2: Sanction of Loan by Bank
Step 3: Registration of Agreement

Step 4: Disbursement of Loan
Step 5: Apply for subsidy claim to CHA by Bank
Step 6: CHA transfers amount to your Bank

Step 7: Bank deposits subsidy to Loan Account
Step 8: Loan reduces by amount of subsidy availed

Highlights
- Families who earn Rs. 18 Lakhs annual household income are eligible for CLSS.
- Longer terms for subsidy benefit calculation: 30 years (loan term) or 20 years.
- Home buyers get subsidy in different rates depending on the income brackets.
- Different rates are specified for different income groups.
- Maximum benefit of Rs. 2.67 Lakhs per beneficiary.

Eligibility Criteria
Beneficiary should not own house anywhere in India either in his or her name or in the name of spouse.

CLSS in Kerala
- No of aspirants: 55847
- No of Loan Sanctioned: 12029
- Subsidy released (no. of beneficiaries): 3006
- Loan melas conducted: 163

KUBUMBASHREE
KERALA STATE POVERTY ERADICATION MISSION

Affordable Housing Through Credit Linked Subsidy Scheme (CLSS)

<table>
<thead>
<tr>
<th>Category</th>
<th>Earned Income (Rs.)</th>
<th>Maximum Benefit (Rs.)</th>
<th>Maximum Subsidy (Rs.)</th>
<th>No. of Beneficiary</th>
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</thead>
<tbody>
<tr>
<td>EWS</td>
<td>3.5 lakh to 4.5 lakh</td>
<td>2.67 lakh</td>
<td>6.5 lakh</td>
<td>20 lakh</td>
</tr>
<tr>
<td>LIG</td>
<td>4.5 lakh to 6 lakh</td>
<td>2.67 lakh</td>
<td>6.5 lakh</td>
<td>20 lakh</td>
</tr>
<tr>
<td>MIG I</td>
<td>6 lakh to 8 lakh</td>
<td>2.8 lakh</td>
<td>4 lakh</td>
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<td>MIG II</td>
<td>8 lakh to 9 lakh</td>
<td>3.2 lakh</td>
<td>3 lakh</td>
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<td>MIG III</td>
<td>9 lakh to 11 lakh</td>
<td>3.1 lakh</td>
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</table>

Kudumbashree conducts Awareness Camps - 1st Awareness Camp held at Changanassery - 12th March 2017

Kudumbashree conducts Awareness Camps - 2nd Awareness Camp held at Palakkad - 14th March 2017

Kudumbashree conducts Awareness Camps - 3rd Awareness Camp held at Thrissur - 27th March 2017

Kudumbashree conducts Awareness Camps - 4th Awareness Camp held at Kollam - 6th April 2017

Kudumbashree conducts Awareness Camps - 5th Awareness Camp held at Thiruvananthapuram - 13th April 2017
Mobilization drive...
Documentation of best practices

- Success stories
- Case studies
- Photo documentation
- Video documentation
Video documentations

Success story of Indira, PMAY Beneficiary

Success stories of CLSS

Women Construction group Involved in PMAY house construction
Publications

PMAY translated guideline

PMAY State level Orders and circulars
PMAY Special edition....
Leaflets and Brochures
പ്രവാചകനായി

[Content]

1. പ്രവാചകനായി പ്രവാചകൻ
2. പ്രവാചകൻ പ്രവാചകൻ
3. പ്രവാചകൻ പ്രവാചകൻ
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8. പ്രവാചകൻ പ്രവാചകൻ
9. പ്രവാചകൻ പ്രവാചകൻ
10. പ്രവാചകൻ പ്രവാചകൻ

പ്രവാചകൻ

2018 പ്രവൃത്തി പ്രവൃത്തി

[Table]

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<th>പ്രവൃത്തം</th>
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[Graph]

[Diagram]

[Note]

(ശേഷം കണക്കാക്കി കണക്കാക്കി)

(ശേഷം കണക്കാക്കി കണക്കാക്കി)

(ശേഷം കണക്കാക്കി കണക്കാക്കി)

(ശേഷം കണക്കാക്കി കണക്കാക്കി)
ARE YOU A HOMELESS?

PRADHAN MANTRI AWAS YOJANA - URBAN

HOUSING FOR ALL - 2022

77414 HOUSES SANCTIONED

1500 HOUSING LOANS

298 HOUSING PROJECTS

PRADHAN MANTRI AWAS YOJANA - URBAN

77414 HOUSES SANCTIONED

298 HOUSING PROJECTS

5000 HOUSING LOANS

HOUSING FOR ALL : 2022

“A home is where your LIFE begins”

“A homelessness is neither a disease nor crime, but a Serious Problem”

“A GUIDE TO AFFORDABLE HOUSING”
Events.....
WARD LEVEL MEETING BEFORE LOAN MELA
Snap shots
Convergence
ADALAT
H @
ULB
LEVEL
Loan Mela
Media Presence
Social Media Presence

- Facebook page
- Website - real time reporting and analysis
- WhatsApp groups - discussion platform and communication channels of communication.
• Writeshop for technical cell members - documentation of 80 articles on PMAY.

• Individual projects for CLTC members.
Beneficiary Card

<table>
<thead>
<tr>
<th>Serial No.</th>
<th>Father's Name</th>
<th>Father's Address</th>
<th>Mother's Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>John Doe</td>
<td>123 Main St.</td>
<td>Jane Smith</td>
</tr>
<tr>
<td>2</td>
<td>Mary Johnson</td>
<td>456 Oak Ave.</td>
<td>John Doe</td>
</tr>
<tr>
<td>3</td>
<td>Robert Lee</td>
<td>789 Pine Rd.</td>
<td>Mary Johnson</td>
</tr>
<tr>
<td>4</td>
<td>Jane Smith</td>
<td>123 Main St.</td>
<td>Robert Lee</td>
</tr>
</tbody>
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Way ahead

- Exhibition of theatre slides in 75 theatres.
- Printing of booklet on housing protocol and financial literacy.
- Installation of hoardings
- Developing short films
Thanks