National Workshop on MIS, Geo-tagging & IEC Activities Under PMAY(U)

11-12 December, 2018

Implementation & Impact of IEC in Manipur

A Presentation by
Town Planning Department, Manipur
BROAD STAGES OF IEC ACTIVITIES

- **Pre- Project formulation Stage:** Percolation of the Scheme to all Stakeholders.
- **During Project formulation:** Attempt to get maximum Applicants not to leave out any eligible beneficiaries.
- **During Project Implementation:** Mass Awareness Campaign about the proper way to construct houses and other related aspects.
1. PRE PROJECT FORMULATION

Consultative Workshops with elected members of all 27 ULBs in the State
1. PRE PROJECT FORMULATION

Elaborate explanation of PMAY(U) on prime time TV discussions

Massive reach among the state audience

SLNA gathered inputs from other experts during discussions
1. PRE PROJECT FORMULATION

Elaborate discussion of PMAY(U) in All India Radio

An attempt by SLNA to ensure that the PMAY(U) awareness trickle down to grassroots

Taking questions from beneficiaries & stakeholders through a phone-in programme in AIR
1. PRE PROJECT FORMULATION

Sensitizing the media fraternity about PMAY (U)

Widespread media coverage on the implantation of PMAY (U)

Observed a jump of 34% in the number of applications during the demand survey after ‘Meet The Press’
2. DURING PROJECT FORMULATION

Office of the Jiribam Municipal Council, Manipur

Notification for Demand Survey

Jiribam, the 6th September, 2016

No.5/HFA/JMC/2016: Applications are invited from intending urban poor of Jiribam town living in kutch/semi-kutch houses and belonging to the Economically Weaker Section (EWS) for availing financial assistance for construction of individual houses in their own patta-lands under the sub-component - ‘Subsidy for beneficiary-led individual house construction of the Pradhan Mantri Awas Yojana - Housing for All (Urban). Applications, in prescribed format, may be submitted to the office of the undersigned or online at the www.muda.mn.gov.in on or before 20/09/2016.

Prescribed application forms and other detailed information can be had from the office of the undersigned during office hours. Enquiries may also be made at the mobile numbers - 8259816547 or 7085935098. All applications shall be cross-checked with the Socio Economic Caste Census (SECC), 2011 data and field verifications, if necessary. Beneficiaries, who have already submitted applications in response to earlier notification of even number dated 29th February, 2016, need not submit fresh applications.

Sd/- Th. Harikumar Singh
Executive Officer, Jiribam Municipal Council, Manipur

Publication of Notice for Demand Survey in newspapers

Advertisements/ jingles were broadcasted on AIR, Imphal
2. DURING PROJECT FORMULATION

Invitation for application from intending beneficiaries for PMAY (U)
2. DURING PROJECT FORMULATION

"Moonsoon Rain Could not Hamper Field Verification (of HFA)"

Newspaper articles on Activities under PMAY-U
2. DURING PROJECT FORMULATION

Notice Inviting Claims & Objections to Preliminary List of Beneficiaries, placed in Local newspapers

GOVERNMENT OF MANIPUR
OFFICE OF THE EXECUTIVE OFFICER
LILONG (TBL) MUNICIPAL COUNCIL

 NOTICE
Lilong, the 4th September, 2017

No.4/1/2017-LMC(TBL)/HFA : It is hereby notified for information to all the concerned that a preliminary list of beneficiaries based on the demand survey has been prepared for providing financial assistance under the sub-component “Subsidy for Beneficiary Led -individual House Construction” under Pradhan Mantri Awas Yojna, Housing For All (urban). A copy of the said list of beneficiaries is available for inspection at the office of the undersigned and the concerned councillors. The same can also be seen at the Manipur Urban Development Agency’s website www.muda.mn.gov.in.

If there is any claim for inclusion as beneficiary or any objection to the inclusion of any person as beneficiary or any other relevant objections then, such claim or objection as the case may be, should be submitted/lodged to the undersigned or the councillor concerned in writing with documentary evidence/proof on or before 2 pm of 8th September, 2017.

Sd/- Thongam Sanahal Singh
Executive Officer
Lilong (TBL) Municipal Council
2. DURING PROJECT FORMULATION
2. DURING PROJECT FORMULATION

Publication of Final list of Beneficiaries announced in Newspapers
3. DURING PROJECT IMPLEMENTATION

Awareness Programme for Beneficiaries
3. DURING PROJECT IMPLEMENTATION

“Need for Geo-tagging in Housing for All”

Newspaper articles on Activities under PMAY-U
Activities of PMAY-U are regularly updated at FB Page for widespread visibility & Comments from public.
• To take up aggressive Awareness Programme for disseminating the need for early completion of construction of houses.
• To take up poster/hoarding campaign for more visibility of the Scheme to public.
• To Organize Consultative Workshops with beneficiaries, engineers of ULBs on cost-effective construction techniques
Thank You!