



A Reference Guide for the Campaign



**Ministry of Housing and Urban Affairs
Government of India**

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1. Introduction to angikaar- a campaign for change management

1.1 Gandhian Philosophy

Mahatma Gandhi had envisioned a clean, green, healthy and litter free India. As India commemorates 150th birth anniversary of the Father of the Nation, his principles continue to guide us on our journey towards “New India”. In line with Gandhiji’s vision, Pradhan Mantri Awas Yojana-Urban (PMAY-U), Ministry of Housing and Urban Affairs (MoHUA), has initiated angikaar, a three month campaign to mobilise communities for behavioural change management. This campaign will be rolled out in all PMAY(U) cities wherein PMAY (U) beneficiaries will be mobilised for change management through awareness on best practices of water, sanitation, energy conservation, environmental protection, waste management, health and hygiene.



The campaign will converge with schemes of various urban missions and other Central Ministries like Urban Missions, Ayushman Bharat, Eat Right India, Ujjwala, Ujala, Jal Shakti Abhiyan, FitIndia Movement, Poshan Abhiyan, & Solar Mission for schemes/ subsidy along with financial literacy through Financial Awareness Messages (FAME) issued by Reserve Bank of India.

1.2 Pradhan Mantri Awas Yojana- Urban (PMAY-U)

The Ministry of Housing and Urban Affairs (MoHUA), through its flagship mission



PMAY (U), provides Central Assistance to States and Union Territories (UTs) in addressing the housing requirement of all eligible beneficiaries in urban areas including slum dwellers. Aligning to the Government’s vision to “Provide Pucca House to all Eligible Beneficiaries of Urban Areas by Year 2022, with basic amenities like water, electricity, kitchen and toilet”, MoHUA, has so far sanctioned around 1.11 Crore houses under PMAY(U) of which 77 lakh have been grounded and more than 45 lakh have already been completed with a total investment of about Rs. 7.16 Lakh Crore and Central Assistance of Rs. 1.80 lakh crore.

Moving beyond the provision of housing, PMAY (U) aims to address issues that arise from life transformation. The PMAY (U) Mission believes it is essential to learn and adopt Gandhian thoughts on cleanliness, hygiene and sanitation for which purpose it is converging and creating awareness on the best practices of various urban missions and other Central Ministries along with financial literacy. By adopting these practices, PMAY (U) beneficiaries will not only get acclimatised to the new environment, but they will also learn to maintain infrastructure, amenities and basic civic services.





2. Vision of angikaar

2.1 angikaar - Translates to acceptance...

It is a three month campaign for social behaviour change focusing on creating awareness on best practices in water & energy conservation, waste management, health, sanitation and hygiene for beneficiaries of PMAY (U). This will be done through community mobilisation, convergence and a series of IEC activities. The campaign will be conducted in more than 2800 Urban Local Bodies (ULBs), wherein 45 lakh houses have already been completed under PMAY (U) with special focus given to transgender, Persons with Disabilities (PwD), widows, single women, senior citizens, etc.

For this campaign, the mission will partner & associate with States/ UTs, ULBs, Primary lending Institutions (PLIs) *Community Resource Persons (CRPs), Self Help Groups (SHGs), Civil Society Organisations (CSOs), Educational Institutions, Domain Experts, Public Representatives, CSR Partners, Volunteers amongst others (henceforth may be referred as angikaar Resource Persons [ARPs])*.

2.2 Objectives:

- i. To create awareness on best practices in water & energy conservation, health, hygiene and sanitation among PMAY(U) beneficiaries from all verticals.
- ii. To converge with various urban missions and other concerned Central Ministries to create an enabled environment for PMAY (U) beneficiaries through their schemes/ services.



Rain Water Harvesting



Tree plantation



Waste Management



Energy Conservation



- iii. To enable families, communities and Resident Welfare Associations (RWAs) in adapting to the newly constructed PMAY(U) houses by fostering cohesive living through social behaviour change management.
- iv. To build capacities of beneficiaries and facilitate them to implement best practices like Water & Energy conservation, Waste Management, Rain Water Harvesting, Tree plantation, Food & Nutrition etc.
- v. To provide financial literacy to all PMAY (U) beneficiaries through Financial Awareness Messages (FAME)



3. Broad Outline of Activities

- i. The Hon'ble Minister Shri Hardeep S Puri, MoS (I/C), Housing & Urban Affairs launched angikaar on August 29th 2019.
- ii. Campaigns, events and various IEC activities will be taken up on important Natinal and International days. (The campaign is a for period of three months)
- iii. Training programmes at the city level for ARPs who shall include all Surveyors
- iv. Door to door awareness and conducting Need Assessment
- v. A series of Information, Education and Communication (IEC) activities that will commence from **October 2nd 2019** commemorating the 150th birth anniversary of Mahatma Gandhi and conclude with a culmination event on **10th December 2019**.
- vi. The two month-long activities will be conducted at two levels
 - Ward level (October 3rd 2019 up to January 25th 2020)
 - City level (October 2nd 2019 (launch) & (culmination)
- vii. IEC activities will be undertaken at the ward level with PMAY(U) beneficiaries to disseminate key messages through street plays, puppet shows, posters, leaflets, vehicle announcements, rallies, awareness in Schools through competitions, workshops etc. *(the activities are indicative in nature, States/UTs may decide on the activities based on the local requirements).*
- viii. The city level events on October 2nd, 2019, and on January 26th 2020 that will comprise of the following activities such as,

<ol style="list-style-type: none"> a. Health Camps b. Pledge c. Plantation Drives 	<ol style="list-style-type: none"> d. Key messages through eminent personalities e. Recognizing best performers through awards f. Beneficiary signature campaigns during culmination event on January 26th 2020
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4. Outcomes of angikaar

The outcomes of the campaign are listed as below:

1. PMAY (U) Beneficiaries would have adopted to change in the new house/ environment (use of bathrooms/toilets, electricity, lifts, maintenance of community assets) and promote cohesive living.
2. Strengthened their knowledge various financial tools & schemes through Financial outreach camps.
3. Created awareness on best practices such as health, water & energy conservation, rain water harvesting, hygiene, sanitation, effective waste management and tree plantation.
4. Maintain Civic Services and infrastructure through community participation and ownership.
5. Provided dignified living to beneficiaries with provision of basic civic services and benefits of other schemes through convergence with other urban missions and other Central Ministries.
6. Addressed issues of change management through awareness about new environment, infrastructure and facilities provided.
7. Developed an environment for cohesive living sustainability
Ensure peaceful and harmonious community living conditions.



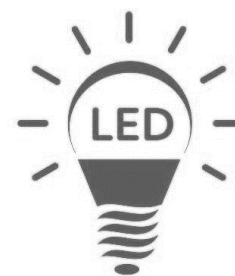
Solar Installation



Tree Plantation



8. Initiated the process of sustainability through continuous convergence during the three month campaign. door to door awareness drives and various ward/ city level IEC activities and events.
9. Mobilised communities to form groups for operation and maintenance of infrastructure and basic services.



Led Lighting

Ensure a clean, green, healthy and safe environment through change management.



5. Measuring angikaar Impact

The Outcomes will be measured and monitored through the following Qualitative and Quantitative indicators. The ULB officers in coordination with the CLTC specialists will periodically enter the data in the PMAY (U) MIS after the completion of the event on the following dates 2nd October, 30th October, 15th November, 10th December and 25th January 2020.

5.1. Qualitative indicators

Through photographs/ videos and testimonials on PMAY(U) web portal and PMAY (U) Mobile Application

5.2. Quantitative indicators

5.2.1. **Water supply:**

- Number of AHP and ISSR projects using recycled water.

5.2.2. **Health**

- Number of beneficiaries that have received Health cards under Ayushman Bharat.

5.2.3. **Ujjwala**

- Number of beneficiaries who have received LPG connections under Ujjwala.

5.2.4. **Environment**

- Number of trees planted during the campaign
- Number of of rain water harvesting and recharge structures in PMAY (U) houses/ projects

5.2.5. **Energy Conservation:**

- Number of Solar Energy devices such as solar lighting for household purpose.
- Number of PMAY(U) houses/ societies / projects using LED lights



**5.2.6. Solid Waste Management**

- Number of PMAY(U) households where waste is collected, and where waste is segregated at source
- Number of wet and dry dustbins beings used

**5.2.7. Outreach:**

- Number of PMAY(U) beneficiaries outreached for awareness on schemes and services.
- Number of people (non PMAY–U) outreached during for awareness on schemes and services in wards (BLC locations)

**5.2.8. Financial Literacy (FAME):**

- Number of LIG/EWS category of CLSS vertical outreached by PLIs for financial literacy
- Number of BLC, AHP and ISSR beneficiaries outreached through FAME

5.2.9. Fitness

- Number of kilometers ran/walked by beneficiaries, SLTC/CLTC specialists, surveyors and officials of States/UTs/ULBs along with a photograph.



5.3. Monitoring and Beneficiary feedback mechanism

5.3.1. The District Collector/ Municipal Commissioner, as the case maybe, shall randomly check 10% of the Need Assessment and door to door awareness conducted by the ARP.

5.3.2. Feedback from beneficiaries will be directly collected through an Interactive Voice Response (IVR) and a call center survey wherein phone calls will be made to beneficiaries directly through a random method of sampling.

5.3.3. Central observers will be nominated to assess the quality of Need Assessment and door to door awareness campaign conducted at the household level.

5.4. Impact Assessment:

An impact assessment study will be conducted through partnering with Academic Institutions such as, Schools of Planning & Architecture, Department of Social Sciences/ Social Work of reputed universities. Students who are qualified/ pursuing Post Graduation and above, shall be identified by such universities/ institutions to conduct impact assessment studies region wise across States/ UTs.



6. Constituting National, State and District level committees

6.1. At the Central Government level, a Monitoring and Coordination Committee will be constituted with the following members-

SL.No	Composition	
1.	Secretary, Ministry of Housing & Urban Affairs	Chairperson
2.	Additional Secretary (Housing), M/o Housing & Urban Affairs	Member
3.	Joint Secretary & MD (Housing for All), M/o Housing & Urban Affairs	Member Secretary
4.	Joint Secretary (NULM), M/o Housing & Urban Affairs	Member
5.	Joint Secretary (AMRUT), M/o Housing & Urban Affairs	Member
6.	Joint Secretary (SBM-U), M/o Housing & Urban Affairs	Member
7.	Joint Secretary (National Health Mission), M/o Health & Family Welfare	Member
8.	CEO (Ayushman Bharath), M/o Health & Family Welfare	Member
9.	Joint Secretary (Eat Right India), M/o Health & Family Welfare	Member
10.	Joint Secretary (Jal Shakti)	Member
11.	Joint Secretary (M/o Petroleum & Natural Gas)	Member
12.	Joint Secretary (M/o Power)	Member
13.	Joint Secretary Poshan Abhiyan (M/o Women & Child Development)	Member
14.	Joint Secretary (M/o Youth Affairs & Sports)	Member
15.	Representative of RBI	Member



6.2 State Level Monitoring and Coordination Committee

- i. The State level Monitoring and Coordination Committee will be chaired by the Chief Secretary.
- ii. The Mission Director of PMAY(U) will function as the Member Secretary
- iii. The committee will have representatives from State Government departments.
- iv. The committee will be formed with the following members:
- v.

SL.No	Composition	
1.	Chief Secretary	Chairperson
2.	Principal Secretary, Urban Development/ Housing/Local Self Government	Vice Chairman
3.	Mission Director (PMAY–U)	Member Secretary
4.	Principal Secretary, Forest	Member
5.	Principal Secretary, Renewable Energy	Member
6.	Principal Secretary, Water Resources	Member
7.	Principal Secretary, Food and Civil Supplies	Member
8.	Principal Secretary, Health and Family Welfare	Member
9.	Principal Secretary, Women and Child Welfare	Member
10.	Principal Secretary, Sports and Youth Affairs	Member
	Principal Secretary, Finance	Member

6.3 District Level Monitoring and Coordination Committee (DLMCC)

- i. The DLMC will be chaired by the Divisional / District Collector/ Municipal Commissioner/ Deputy Commissioner. (The senior most officer shall preside as Chairperson)
- ii. The Chief District Officer (CDO)/ Chief Executive Officer (CEO)/ Project Officer, District Urban Development Agency (DUDA)/ Regional Director– Local Self Government will function as the Member Secretary
- iii. The committee will have representatives from departments such as Forests (for tree plantation), Renewable energy (For Solar energy), department dealing with Rain Water Harvesting
- iv. The District level monitoring and coordination committee shall consist of the following members:



SL.No	Composition	
1.	Divisional / District Collector/ Municipal Commissioner/ Deputy Commissioner	Chairperson
2.	CDO/CEO, Zila Parishad	Member Secretary
3.	All Commissioners/ CMOs/ EOs of ULBs	Member
4.	District Level Officers from the following Departments:-	
	a) Forest	Member
	b) Water Department	Member
	c) Renewable Energy	Member
	d) Food and Civil Supplies	Member
	e) Health	
	f) Sports and Youth Affairs	Member
	g) Women and Child Welfare	Member
	h) Finance	Member

7. Roles and Responsibilities

The role of all stakeholders in the campaign is crucial to the campaign. States/ UTs are required to actively engage various stakeholders from ULBs, Community Resource Persons, SHGs, Civil Society Organisations, Educational Institutions, Domain experts, Public Representatives, CSR Partners, Volunteers, members of Resident Welfare Associations (RWAs) and others as applicable. These partners should proactively ensure that the three month campaign is effective and PMAY (U) beneficiaries adapting to change and are able to implement best practices in water & energy conservation, waste management, sanitation health and hygiene etc.

7.1. Ministry of Housing and Urban Affairs

- i. Preparation for the **campaign** strategy for angikaar.
- ii. Developing IEC tools like pamphlets, short films, E-Tutorials etc.
- iii. Reference guide for the campaign and a Training of Trainers manual for State and City level workshops.
- iv. Convergence with other Urban Missions and schemes of other Ministries such as Ayushman Bharat, Eat Right India, Ujjwala, Ujala, Jal Shakti Abhiyan, FitIndia



Movement, Poshan Abhiyan, & Solar Mission for schemes/ subsidy along with financial literacy through Financial Awareness Messages (FAME) issued by Reserve Bank of India.

- v. Development of angikaar module on PMAY(U) mobile application. Updating application to conduct Need Assessment in the mobile application.
- vi. Updating of MIS module on the PMAY (U) MIS, to monitor and evaluate the progress of the campaign.
- vii. Financial assistance for expenditure on logistics for City level events on during events on important National and International days
- viii. Earmarking funds under existing Capacity Building budget of for States/UTs under components such as IEC, A & OE and Trainings & Workshops.
- ix. Collaboration with multi-lateral agencies and domain experts from the urban sector
- x. Handholding support to States/ UTs through policy, field visits etc.

7.2. States/UTs

- i. Constitute a State and District Level Committees for convergence with other urban missions and sectoral departments.
- ii. Communications/ Coordination.
 - a. Coordination with concerned Divisional Commissioners/ District Magistrates/ Municipal Commissioners Support and coordination for ULBs
 - b. Ensuring State and City level orientation workshops
 - c. Selection of PMAY(U) cities where houses have been constructed
 - d. Coordination with parastatal Departments of Public Relations/ Cultural and other departments dealing with Water, Health, Environment, Renewable energy amongst others
- iii. Development of State level IEC plan and campaign roll out at City level
- iv. Development of IEC tools as per the local/ City level requirement
- v. Anchoring impact assessment of the campaign & upload of angikaar photo gallery/ videos on PMAY(U) web portal
- vi. Engaging services of eminent agencies/ personalities with domain expertise
- vii. Nomination of Nodal Officer at State and City level and assigning responsibilities to SLTC & CLTC specialists.



7.3. Divisional Commissioners/ District Magistrates/ Municipal Commissioners

- i. In districts where District Level Advisory and Monitoring Committee (DLAMC) for Urban Development has already been constituted, it may take up the task of monitoring the campaign including its successful roll out.
- ii. In the event where the DLAMC is not constituted the DLAMC shall come into force.
- iii. The Divisional Commissioner/ District Magistrate/ Commissioner shall chair the committee. He/ She will facilitate the campaign through convergence, coordination with all parastatal departments and overall monitor the Need assessment and the rollout of the campaign.
- iv. A District level Officer should be nominated to supervise the Need Assessment and also conduct field visits during the roll out of the campaign.

7.4. Urban Local Bodies (ULB)

- i. Nominate Nodal Officer at the ULB level and identify ground level staff and ARPs. for the campaign
- ii. Conduct city level workshop for Need Assessment on mobile application for new ARPs who include surveyors.
- iii. Map of target areas and target audience.
- iv. Conduct coordination meetings with Elected Representatives, ground level staff Citizen Leaders, ARPs and etc. with respect to the roll out of the campaign.
- v. Mobilise resources (funds, logistics etc.) at the local level for the campaign. Conduct a series of activities using various IEC tools.
- vi. Conduct One to One & One to Group communication at ward/ clusters of wards through various IEC tools.
- vii. Mobilise beneficiaries & students from educational institutions for events and campaigns
- viii. Upload of pictures in angikaar photo/ videos gallery on the angikaar module of the PMAY(U) mobile application
- ix. Data entry of quantitative and qualitative indicators on the PMAY (U) MIS web portal.

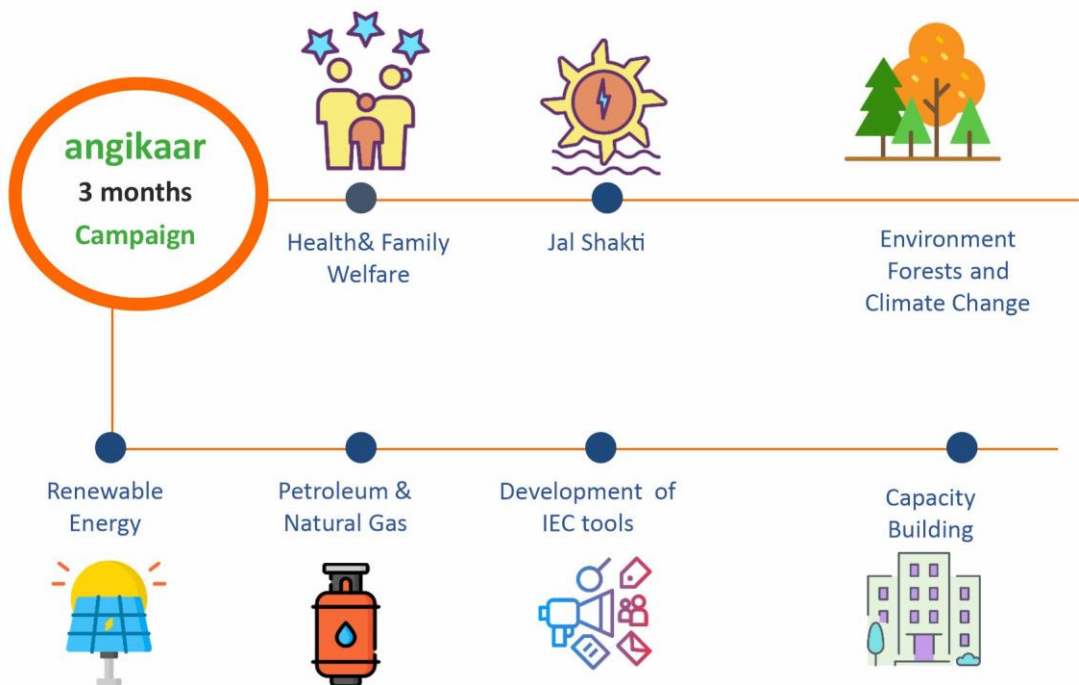
7.5. State and City Level Technical Cells (SLTC & CLTCs)

- i. All SLTC and CLTCs specialists should overall coordinate the end - end activities of angikaar
- ii. The Capacity Building/ IEC/ Social development/ specialist nominated to



conduct the activities should conduct the ToTs if required

- iii. All SLTC specialists should provide handholding and necessary coordination support for all field level activities which include Need Assessment, Ward and City level events.
- iv. CLTCs specialists should coordinate with other departments and identify ARPs to conduct the Need assessment
- v. The CLTCs specialists should conduct the city level training programmes for the ARPs.





- vi. CLTCs specialists supervise and monitor all field level activities which include Need Assessment, Ward and City level events.
- vii. CLTCs specialists should plan and support all campaigns at ward level and during the City level events.
- viii. They should ensure that all necessary logistic arrangements for City level events.
- ix. They will be responsible for enter data with respect to qualitative and quantitative indicators in the PMAY (U) MIS.



7.6. PMAY (U) Beneficiary

- i. Propagate the campaign and its messages to fellow PMAY(U) beneficiaries
- ii. Adapt to best hygiene and sanitation practices.
- iii. Actively participate in plantation drives, environment conservation events, and other IEC campaigns.
- iv. Ensure collection and segregation of waste at source.
- v. Maintain infrastructure and services delivered by the Mission.
- vi. Upload activities/ event photographs/ house photograph/ testimonials/ selfies on the angikaar module of the PMAY (U) mobile application.



7.7. Academic Institutions (schools, colleges etc)

Academic institutions play an important role as instruments of social change through students. This in turn makes them advocates of social change influencing the adults at home. Several educational institutions have been harbingers of change when it comes to waste management (dry,





wet and e-waste management), hygiene & sanitation, environment conservation. The angikaar campaign shall be rolled out in Educational Institutions (schools, colleges etc.). Competitions such as painting, essay writing, debates may be conducted as a part of awareness.

7.8. Angikaar Resource Persons (ARPs)

- 7.8.1. The mission is visualizing a special role for all surveyors with respect to this activity as they are the primary contact of the beneficiary. Considering the importance of their ability to outreach the last mile, it is mandated that all surveyors be registered as ARPs
- 7.8.2. Surveyors, Civil Society Organisations, Citizen Leaders, students, volunteers, Community Resource Persons (under National Urban Livelihood Mission), Accredited Social Health Activist (ASHA), Aanganwadi workers and Auxiliary Nurse Midwifery (ANMs), Ground Level Staff, volunteers amongst others are termed as ARPs.
- 7.8.3. They play an important role in taking the campaign forward and achieving the objective of convergence. They contribute to maximising outreach of the campaign and impact the programme by mobilising beneficiaries, triggering thought process and dialogues among communities/ PMAY(U) beneficiaries. As these resource persons are already identified, established and trained by States/ UTs to take up community related interventions, their services should be utilised to conduct the Need Assessment.
- 7.8.4. They shall complete a maximum of 10-12 Need Assessments per day. They will be given an honorarium of Rs. 30/- Need Assessment successfully uploaded online through the PMAY (U) mobile application.
7. 8.4. Selection of ARPs for Need Assessment:
 - i. The ULB Commissioner and the SLTC & CLTC specialists need to estimate the required number of ARPs to conduct the Need Assessment. The requirement should be calculated as against the number of houses and projects completed. The APRs should be deployed through a transparent process and with the approval of the competent authority (District Collector/Municipal Commissioner, as the case may be.
 - ii. The payment of Rs. 30/- for a successfully uploaded Need Assessment on



the angikaar module of the PMAY (U) mobile application shall be met under the A & OE budget of the State/UT Capacity Building budget.

7.9. Civil Society Organisations:

Civil Society Organizations (CSOs) can include community-based organizations as well as Non- Governmental Organizations (NGOs).

The following will be their roles and responsibilities: -

- i. Conduct training programmes for ARPs on Need Assessment on the angikaar module of the PMAY (U) mobile application, use of IEC tools.
- ii. Facilitate in organising City level events during important National and International days (International Women's Day, / Health Day/ Yoga Day/ 74th Independence day/ Gandhi Jayanti [ANGIKAAR anniversary]/ campaigns).
- iii. Creating awareness on following:
 - a. Social and Behavioural Change Management for PMAY(U) beneficiaries
 - b. Upkeep and maintenance of basic amenities in AHP & ISSR houses
 - c. Water Conservation, Hygiene and Sanitation, Waste Management, Fitness, Health and Nutrition through one on one discussion, one to group discussion and mass campaigns using various IEC tools such as pamphlets, posters etc.
- iv. Support PMAY(U) beneficiaries in uploading of photographs/ videos/ testimonials/ events/ on the PMAY(U) mobile application.

7.10. Corporate Social Responsibility (CSR) can be used to foster sustainable community development. The social initiatives being taken up by CSR organisations can be integrated into the campaign and for further community development activities.

- i. States/UTs and ULBs can partner with CSR agencies for volunteer support in the campaign for :
 - a. Need assessment
 - b. Capacity building for sustainable livelihoods
 - c. Ward level IEC activities, environment conservation drives and etc



- ii. CSR funds may be mobilised for:
 - a. Conduct of events at the City level
 - b. Provision of social infrastructure including health, education and other facilities for women and marginalised sections of PMAY(U) projects
 - c. CSR fund can be used for provision of sanitation facilities, safe drinking water kiosks and etc.



8. Administrative Management - Finance Model

- 8.1 The target group of this campaign is the PMAY(U) beneficiary in all verticals of the Mission.
- 8.2. Expenditure for the campaign will be met from the existing IEC, A & OE and Trainings & Workshops Budget of State/UT Governments under their Capacity Building fund.
 - a. IEC funds may be utilised for awareness activities at the ward level
 - b. A & OE funds may be utilised for honorarium of ARPs at the rate of Rs. 30/- per Need Assessment successfully uploaded in the angikaar module of the PMAY (U) mobile application.
 - c. State level ToT and City Level training programme for ARPs can be claimed as reimbursement under Trainings & Workshops budget
- 8.3. With respect to the expenditure for launch of the event on 2nd October 2019 and culmination event on 26th January 2020 and for events being conducted under ANGIKAAR 2020
- 8.4. The Central Government provides a financial assistance for both the City level events. States/UTs should mobilise resources to conduct the City level events.
- 8.5. The expenditure can be claimed as reimbursement on actual basis as Change Management Workshops.
 - a. This will be met from the Trainings & Workshops budget of the States/ UTs Capacity Building fund under PMAY (U) and the same can be claimed for reimbursement.
 - b. However, the upper limit towards the workshop have been determined as per the table below –



City Level Workshop for the two main events of PMAY(U) beneficiaries put together in respective Cities (October 2nd & December 10th, 2019)

Particular	Funds for each ULB (Rs.)
Municipal Corporations*	1,00,000/-
Municipal Councils/ Boards*	50,000/-
Town/ Nagar Panchayat*	25,000/-

* No of ULBs have been taken based on the criteria that completed no. of PMAY(U) houses is 100 or more than 100.



9. Trainings and Workshops

- 9.1. States/UTs shall conduct One State and City/ ULB level workshops (maximum of two workshops based on the requirement).
- 9.2. A Training manual has been developed and disseminated to States/UTs (the e-version of the manual is available on the PMAY (U) website).
- 9.3. At the State level, the SLNA, the SLTC specialists, i.e. the Capacity Building/ IEC/ Social Development/ any specialist nominated to conduct such activities should do the Training of Trainers (ToTs)
- 9.4. The ToTs may be conducted on need basis to the following personnel:
 - a. Nodal officers/ nominated officers of Urban Missions, surveyors sectoral departments, CLTC specialists, CSOs, Students/ Volunteers referred to as ARPs
- 9.5. The CLTC specialists (Capacity Building/ IEC/ Social Development/ any specialist nominated to conduct such activities) and CSOs/ Volunteers shall train the ARPs i.e. will conduct the Training for Community Resource Persons, ANMS, Aaganwadi workers, staff of sectoral departments at ULB level, students, and volunteers.
- 9.6. The Training may be provided on need basis for the following activities:
 - a. Need Assessment to be done on the angikaar module in the PMAY (U) mobile application
 - b. IEC plan/ activities that will be implemented at the ward level
 - c. Activities that will be conducted during the launch and culmination events.



10. angikaar - the campaign

10.1 angikaar adopts a 3Cs Strategy - (*Convergence, Community Engagement, Communication*) to create a 360-degree approach focused on Mass Media and Inter & Intrapersonal Communications for behaviour change management. The activities carried out under these components should be area and audience specific covering beneficiaries in all verticals of PMAY(U). With tools ranging from interpersonal communication to multi- level mass media campaigns, evidence-based and theory-driven Social Behaviour Change Communication (SBCC) interventions are an integral part of angikaar campaign. Under IEC, mass media campaigns should be taken up at the Ward/ Cluster level, ULB/ City level, District and State Level.

10.2. angikaar will consist of the following activities:

- a. Door to Door awareness campaign on schemes & services along with **Need Assessment** through PMAY (U) mobile application
- i. Ward Level activities will be undertaken to disseminate key messages through street plays, puppet shows, posters, leaflets, vehicle announcements, awareness in Schools through competitions, workshops etcCity level Culmination events of PMAY(U) beneficiaries from all wards on (International Women's Day, / Health Day/ Yoga Day/ 74th Independence day/ Gandhi Jayanti [ANGIKAAR anniversary]/ campaigns) **2nd October & 10th December 2019**, where the following activities can be taken up
 - i. ANGIKAAR 2020 Fit India (Mobilising beneficiaries to stay healthy and fit through exercises, community sports etc)
 - ii. Nutrition and Eat right awareness kiosks/camps
 - iii. Health camps
 - iv. Plantation Drives
 - v. Campaigns on environment protection and Plastic Waste Management



- vi. Pledge
- vii. The event will comprise of several activities, key messages, speeches, beneficiary signature campaign,
- viii. Last Mile Connectivity through FAME by PLIs taking of beneficiaries for schemes and services through kiosks/ helpdesks

10.3. IEC tools for rolling - out the campaign- (indicative) IEC tools

10.3.1. Communication Tools:

- a. One to One at ward/ clusters level through, CRPs, CSOs, SHGs, Citizen leaders etc.
 - b. SLTC/CLTC should coordinate with ULBs/ SHGs/ Community Organisers to mobilize the target audience through effective use of pictorial creative content such as Show Cards, Flip Charts, Pamphlets, Posters etc.
 - c. One to Group communication at ward/ cluster – By dissemination of best practices, short films, focus group discussions on key topics such as water & energy conservation, Eat Right and Nutrition proper disposal of waste, rain water harvesting etc.
 - d. Literature can be developed through one-pagers, stories etc in vernacular medium.
- 10.3.2. Stakeholders may conduct street plays, quiz, games etc. for spreading awareness.
- 10.3.3. Wall Painting and other competitions may be organised in the PMAY(U) project areas/ locations.
- 10.3.4. Community activities like tree plantation, cleanliness drive can be undertaken.
- 10.3.5. Door to door communication can be conducted through CRPs during need assessment.
- 10.3.6. Focus group discussions and key messages can be conducted through CRPs and PMAY(U) representatives on SBCC for AHP and ISSR verticals.

10.4. OOH (Out of Home) Media:

- 10.4.1. Hoardings can be used to spread awareness about the a three month campaign to stakeholders and target audience. This medium may be used



at city level near the ULB office or at the entry gate of AHP / ISSR and other PMAY(U) project areas/ locations.

10.4.2. Billboards, Mobile Billboards (static & digital and wallscapes), Posters (static and digital), etc may be used at ward and city levels

10.4.3 Public awareness through public and private transports, bus shelters and street furniture etc.

10.4.4. Speaker announcements about the campaign and its key messages at bus stands and railway stations may be organised

10.4.5. Mobile van branding may be used in the wards / city markets for awareness

10.5. Audio-Visual tools for community engagement by States/UTs

10.5.1. E-tutorials through Youtube, Facebook-Live,

10.5.2. Short films, Jingles and documentaries may be displayed at wards

10.6. Dedicated campaigns on cleanliness may be run at offices of all ULBs for embracing change such as Swachh Pathshaala, Swachh Makaan, Swachh Colony etc.

10.7. Dedicated campaigns on ANGIKAAR 2020 Fit India, Eat Right, cleanliness may be run at offices of all ULBs for embracing change such as Swachh Pathshaala, Swachh Makaan, Swachh Colony etc.

10.8. Digital platforms: Radio/ FM, local TV channels, cable TV, scrolls in digital cinemas, website banners etc. may be used by States & cities

10.9. Street plays, puppet shows etc through local artists and cultural department may be organised at ward and clusters level

10.10. Literature may be distributed such as advisory to beneficiaries on Do's & Don'ts of PMAY(U) group housing, capture of pictures and testimonials, use of PMAY(U) mobile application, through pamphlets, posters

10.11. Create awareness amongst beneficiaries through facilitation centres and distribution of saplings, dustbins for segregation, compost/litter bins, subsidised solar torches and LED



10.12. Promotion by eminent personalities, public representatives etc - Publicise and spread awareness about the campaign, dissemination of key messages through the public figures at wards/ cities

Key activities proposed under angikaar





11. angikaar Timelines

S.No	List of Activities	Medium	Timeline
1.	Launch of campaign at City level commemorating the 150th birth anniversary of Mahatma Gandhi.	Press Conference/ IEC activities, and mass awareness campaigns Media engagement.	Start Date : October 2 nd 2019
2.	Street Plays / Puppet Shows / Mel Jol Sabha (Open discussion forums at various locations where people from various groups may be called)	Local artists	October 3 rd to December 9 th 2019
3.	Mass awareness can be done through following- 1) FM Radio Jingles / Radio messages 2) Cable TV Advertisement in local network for Mass Level awareness at Local level 3) Social networking sites like Facebook & Facebook and Twitter can be leveraged for creation awareness of the event. Youtube-Video promotion Awareness through quiz, games, role plays, painting competitions / Wall Painting competitions can be organized on cleanliness and other key components of angikaar campaign.	360-degree approach at State, ULB level One to one and one to group communication . stakeholders like SHGs, Community Organisers, CSOs, SHGs etc	October 3 rd to December 9 th 2019
4.	1)Dedicated campaigns on Social Media 2)Publicity through mobile van/ announcementsaround the markets/ railways stations/ bus stands etc. 3)Appeal by eminent personalities, domain experts public representatives		October 3 rd to December 9 th 2019



5.	<p>City Level Event</p> <ol style="list-style-type: none">1. Health camps2. Plantation Drives3. Key messages through eminent personalities4. Recognising best performers through awards <p>Acknowledging the contribution of students and volunteers through certificates.</p>	Event	2 nd October 2019 / 10 th December 2019
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