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Government of India  
Ministry of Housing & Urban Affairs  
HFA-1 Division  
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Nirman Bhawan, New Delhi,  
Dated: 17<sup>th</sup> September, 2019

To,  
Principal Secretaries/Secretaries concerned of All States/UTs  
(As per list attached)

Sir/Madam,

The Pradhan Mantri Awas Yojana (Urban) [PMAY(U)] has completed its fourth year of implementation on 25th June, 2019. Since inception of the Mission, over 88 lakh houses have been sanctioned and around 26.5 lakh have been completed/occupied by the beneficiaries.

2. A pucca house under PMAY (U) not only provides roof for the family but also transforms life of the beneficiary in terms of security, self-esteem and social upliftment leading to dignified living. The beneficiary in new pucca house witnesses change in life-style wherein adaptation to new environment becomes critical. To address this transition, "angikaar" – a 3-month campaign for change management was developed. The Campaign focusses on creating awareness on best practices in water and energy conservation, waste management, health, sanitation and hygiene for beneficiaries of PMAY(U). The theme of the campaign also includes cohesive community living, rain water harvesting, solar energy, tree plantation etc. and convergence with other schemes of the Government of India. The Hon'ble Minister of State (I/C) of the Ministry of Housing and Urban Affairs had launched "angikaar" campaign on 29th August, 2019.

3. In continuation this Ministry has conducted a one day National Workshop for Master Trainers on the campaign on 5th September, 2019 in New Delhi wherein States/UTs were oriented about the concept of the campaign and the preparatory activities like identification of angikaar Resource Persons (ARPs), training of ARPs, SLTC/CLTC & ULB Staff and door to door need assessment during 10th – 30th September, 2019. The campaign at the city level will commence on 150th birth anniversary of Mahatma Gandhi on 2nd October, 2019 and would include door to door activity, ward level events and other IEC activities using various communication tools such as pamphlets, street plays, folk songs, community meetings etc. The campaign would culminate on 10th December, 2019 at the city level. Details of activities to be undertaken and their timelines are attached herewith.

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4. Expenditure for the campaign will be met from the existing concerned heads of IEC, A&OE, training/workshops etc. under the Capacity Building Head of PMAY(U). States/UTs may also mobilize CSR funds from Public Sector Enterprises (PSEs) or Organizations engaged in social services. A Reference Guide for angikaar has been developed with details on roll out mechanism including administrative and financial arrangements. A Training of Trainers (ToT) Manual has also been developed to facilitate State and City level trainings for the campaign. These documents are annexed herewith. These documents are also available at: [https://pmay-urban.gov.in/assets/images/TOT\\_Angikaar\\_final.pdf](https://pmay-urban.gov.in/assets/images/TOT_Angikaar_final.pdf) and [https://pmay-urban.gov.in/assets/images/Reference\\_Guide\\_Angikaar\\_final.pdf](https://pmay-urban.gov.in/assets/images/Reference_Guide_Angikaar_final.pdf) respectively. Further, an angikaar Module has also been embedded in the existing PMAY(U) Mobile App which is available in Google Play Store and App Store. The door to door need assessment would be conducted by ARPs through the PMAY(U) Mobile App.

5. Multiple Departments are involved in dealing with different themes of the campaign such as Swachh Bharat, Ayushman Bharat Cards, LPG connection (UJJAWALA), LED lights (UJALA), renewable energy, rain water harvesting, forestry etc. Hence, strong synergy is required among the concerned Departments at the State level. A Committee under chairmanship of Chief Secretary of the concerned States/UTs needs to be constituted with Principal Secretaries of the above mentioned Departments as Members. The District Collectors may ensure coordination at the District level by holding meeting with all ULBs in the district and other concerned departments. Further, the Municipal Commissioners may plan for the campaign suitably in their respective cities.

6. In view of the above, I request you to kindly issue suitable directions to the concerned officials for initiating necessary action to make "angikaar" a grand success in your State/UT.

Yours faithfully,

  
(Anrit Abhijat)

Joint Secretary to the Government of India

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Copy to: Concerned SLNAs of all States/UTs.