# Pradhan Mantri Awas Yojana

(PMAY-U)



# Proposal for 33 Projects under vertical BLC

Presented to 44<sup>rd</sup> CSMC to be held on 28<sup>th</sup> June 2019

**Government of Assam** 

## PROGRESS OF PMAY (U)



|  |   | Pradhan Mantri Awas Yojana-Urban |  |  |  |
|--|---|----------------------------------|--|--|--|
| Indicators   | <b>Current Status (No.)</b>   |                                  |  |  |  |
| ■ Cities Approved  | 98 + 25 DA Area   |                                  |  |  |  |
| <ul> <li>Demand Survey Completed</li> </ul>  | 98 + 25 DA Area   |                                  |  |  |  |
| ■ Total Demand   | 218,780 - Validation in Progress  |                                  |  |  |  |
| <ul> <li>Demand received through Common<br/>Service Centre and Online Application</li> </ul> | 3438 (Approved - 1389)  |                                  |  |  |  |
| ■ Cases accepted/rejected  | Being Reviewed by HUDCO   |                                  |  |  |  |
| ■ Whether HFAPoA Submitted   | 23 nos of HFAPoA is being submitted Preparation of the remaining in Progresented in the next CSMC Meeting | gress. Will be                   |  |  |  |
| ■ Whether AIP Submitted  | 23 nos of AIP against HFAPoA is be approval   | ing submitted for                |  |  |  |
| ■ Whether HFAPoA & AIP entered in MIS  | HFAPoAs & AIPs entry in process   |                                  |  |  |  |
| <ul> <li>SLTC/CLTC staffs approved vs. placed</li> </ul>                                     | 9/2 & 123/26  |                                  |  |  |  |
| Target of DUs in 2019-20   | 57,154  |                                  |  |  |  |
| <ul> <li>State Budgetary Provision for PMAY</li> </ul>                                       | 267.48 Cr   |                                  |  |  |  |

Development Rights (TDR) and relaxed

density norms.

#### **STATUS OF MANDATORY CONDITIONS**



| Mandatory conditions   | Current Status   |
|--|--|
| ■Dispensing the need for separate Non Agricultural (NA) Permission   | Revenue Department seeking views from other Deptt. on cab memo.  Status: With Revenue Dpt. For notification                          |
| ■Prepare/amend their Master Plans earmarking land for Affordable Housing   | <b>Status</b> : Notification issued by UDD earmarking 15% land for AHP in all residential zone in master plan.                       |
| Single-window, time bound clearance for layout approval and building permissions   | <b>Status:</b> Achieved under Ease of Doing Business Initiative of Govt of Assam   |
| Adopt the approach of deemed building<br>permission and layout approval on the basis<br>of pre-approved lay outs and building plans. | <b>Status:</b> Notification released by GDD on 16th Feb, 2018 for Deemed Building Permission for preapproved models (for Guwahati)   |
|  | Notification released by UDD on 18th July, 2018 for<br>Deemed Building Permission for pre-approved<br>models (for rest of the state) |
| •Amend or legislate existing rent laws on the<br>lines of the Model Tenancy Act.   | <b>Status:</b> We need to expedite for Amend or Legislate the existing rent laws on the lines of the Model Tenancy Act.              |
| <ul> <li>Additional Floor Area Ratio (FAR)/Floor<br/>Space Index (FSI)/ Transferable</li> </ul>                                      | <b>Status:</b> GoA is in the process of amending Building Byelaws 2018 which will be address the mandatory condition                 |

condition.

# **INTERFACE WITH MIS**



| Indicators                                      | Current Status (No.)   |  |  |  |
|---|--|--|--|--|
| ■Survey entry made (%)                          | 76.59% (Data Entered – 167575, Slum Survey in process, on completion ISSR demand to be feed) |  |  |  |
| ■Projects approved:                             | 177  |  |  |  |
| ■Projects entered (7A/B/C/D)                    | 177  |  |  |  |
| ■DUs approved under BLC                         | 58,603   |  |  |  |
| ■Beneficiaries attached                         | 55,870 (Issue in Attachment, Communicated to Central MIS Team)                               |  |  |  |
| ■Houses geo-tagged                              | 78,628 (Moderated – 65,477, Accepted – 53,175 & Rejected – 12,302)                           |  |  |  |
| ■Total fund transferred through DBT (Rs. Lakhs) | 404.00 Cr  |  |  |  |
| ■National Electronic Funds Transfer (NEFT)      | Nil  |  |  |  |
| ■PFMS/ DBT                                      | All Mission Transactions including Vendor Payments through Print Payment Advice in PFMS      |  |  |  |
| ■Aadhar Payment Bridge (APB)                    | Nil  |  |  |  |

## **PROGRESS OF PROJECTS**



| Verticals                 | Houses   | Tendere<br>d | Work<br>order | Gro            | unded/In | Progre | SS    | Complete<br>d |
|---------------------------|----------|--------------|---------------|----------------|----------|--------|-------|---------------|
|                           | Approved | u            | Issued        | Foundati<br>on | Lintel   | Roof   | Total | u             |
| ■ISSR                     | Nil      |              |               |                |          |        |       |               |
| •AHP                      | Nil      |              |               |                |          |        |       |               |
| ■BLC (New)                | 58573    | Nil          | 44824         | 9,682          | 4,971    | -      | -     | 13255         |
| ■BLC<br>(Enhancemen<br>t) | Nil      | Nil          | Nil           | NA             | NA       | NA     | NA    | NA            |
| ■Total                    | 58573    | Nil          | 44824         | 9,682          | 4,971    | -      | -     | 13255         |
| •CLSS                     | 782      |              |               |                |          |        |       |               |

PMAY – HFA(U)-Assam

# HFA(U)-Assam

# PROJECT PROPOSAL BRIEF



|          | Vertica                         | als         |            |       | ISSR      | AHP                 |             | BL   | C (New)        | BLC (E)      | Rem                | arks               |
|----------|---------------------------------|-------------|------------|-------|-----------|---------------------|-------------|------|----------------|--------------|--------------------|--------------------|
|          | ■No. o                          | f Projects  |            |       | Nil       | Nil                 |             |      | 33             | Nil          |                    |                    |
| うり       | ■No. o                          | f DUs       |            |       | Nil       | Nil                 |             | 1    | 12171          | Nil          |                    |                    |
|          | ■Proje                          | ct Cost in  | Rs. Crs    |       | Nil       | Nil                 |             | 33   | 88.81 Cr       | Nil          |                    |                    |
| )        | ■Centr                          | al Share i  | in Rs. Crs | }     | Nil       | Nil                 |             | 18   | 2.56 Cr        | Nil          |                    |                    |
|          | ■State                          | Share in    | Rs. Crs    |       | Nil       | Nil                 |             | 60   | ).86 Cr        | Nil          |                    |                    |
| <b>-</b> | •ULB \$                         | Share in F  | Rs. Crs    |       | Nil       | Nil                 |             |      | Nill           | Nil          |                    |                    |
|          | ■Bene                           | ficiary Sha | are in Rs. | Crs   | Nil       | Nil                 |             | 95   | 5.39 Cr        | Nil          |                    |                    |
|          | Vertica<br>Is<br>(Rs.<br>Lakhs) |             |            |       |           | Per<br>Unit<br>Cost | Cen<br>I Sh | itra | State<br>Share | ULB<br>Share | Benf.<br>Share     | Completion<br>Time |
|          |                                 | MODEL 1     | MODEL 2    | MODEL | 3 MODEL 4 | MODEL 5             |             |      |                |              |                    |                    |
|          | BLC<br>(N)                      | 2.99        | 2.81       | 2.66  | 2.35      | 2.50                | 1,50<br>0   | 0,00 | 50,000         | Nil          | 99/81/6<br>6/35/50 | 18<br>Months       |



#### List of DPR's

| SL | NAME OF ULB                       | Project Code  | NO OF<br>BENEFICIARY | Central Share (<br>Rs. In Lakh ) | State<br>Share (<br>Rs. In<br>Lakh) | Beneficiar<br>y. Share (<br>Rs in Lakh<br>) | Total ( Rs. In<br>Lakh ) |
|----|-----------------------------------|---------------|----------------------|----------------------------------|-------------------------------------|---|--------------------------|
| 1  | Guwahati Municipal<br>Corporation | 18801627014N1 | 452                  | 678                              | 226                                 | 447.48                                      | 1351.48                  |
| 2  | Morigaon MB                       | 18801561024N2 | 868                  | 1302                             | 434                                 | 861.06                                      | 2597.06                  |
| 3  | Langhin TC                        | 18297793014N0 | 759                  | 1138.5                           | 379.5                               | 481.37                                      | 1999.37                  |
| 4  | Langhin TC                        | 18297793024N1 | 130                  | 195                              | 65                                  | 88.33                                       | 348.33                   |
| 5  | Dokmoka TC                        | 18801609034N2 | 36                   | 54                               | 18                                  | 25.14                                       | 97.14                    |
| 6  | Dokmoka TC                        | 18801609054N4 | 202                  | 303                              | 101                                 | 119.71                                      | 523.71                   |
| 7  | Diphu MB                          | 18801606054N4 | 293                  | 439.5                            | 146.5                               | 190.37                                      | 776.37                   |
| 8  | Rangapara TC                      | 18801571024N1 | 272                  | 408                              | 136                                 | 157.12                                      | 701.12                   |
| 9  | Dhakuakhana TC                    | 18801578034N2 | 238                  | 357                              | 119                                 | 190.86                                      | 666.86                   |
| 10 | Narayanpur TC                     | 18801575034N2 | 134                  | 201                              | 67                                  | 132.66                                      | 400.66                   |



#### List of DPR's

| SL | NAME OF ULB     | Project Code  | NO OF<br>BENEFICIARY | Central Share (<br>Rs. In Lakh) | State<br>Share (<br>Rs. In<br>Lakh) | Beneficiar<br>y. Share (<br>Rs in Lakh<br>) | Total ( Rs. In<br>Lakh ) |
|----|-----------------|---------------|----------------------|---------------------------------|-------------------------------------|---|--------------------------|
| 11 | Jorhat MB       | 18801595034N2 | 250                  | 375                             | 125                                 | 116.03                                      | 616.03                   |
| 12 | Teok MB         | 18801596034N2 | 126                  | 189                             | 63                                  | 111.502                                     | 363.502                  |
| 13 | Tinsukia MB     | 18801583044N3 | 999                  | 1498.5                          | 499.5                               | 940.23                                      | 2938.23                  |
| 14 | Dibrugarh DA    | 18801586034N2 | 1033                 | 1549.5                          | 516.5                               | 1022.67                                     | 3088.67                  |
| 15 | Sapatgram TC    | 18801550034N2 | 407                  | 610.5                           | 203.5                               | 167.13                                      | 981.13                   |
| 16 | Titabor MB      | 18801597034N2 | 415                  | 622.5                           | 207.5                               | 411.68                                      | 1241.68                  |
| 17 | Barpeta Road MB | 18801555034N2 | 927                  | 1390.5                          | 463.5                               | 582.24                                      | 2436.24                  |
| 18 | Amguri MB       | 18801592034N2 | 134                  | 201                             | 67                                  | 76.08                                       | 344.08                   |
| 19 | Nazira MB       | 18801591034N2 | 139                  | 208.5                           | 69.5                                | 128.56                                      | 406.56                   |
| 20 | Hamren MB       | 18801604034N2 | 442                  | 663                             | 221                                 | 256.358                                     | 1140.358                 |



#### List of DPR's

| SL | NAME OF ULB   | Project Code  | NO OF<br>BENEFICIARY | Central Share<br>(Rs. In Lakh) | Share ( | Beneficia<br>ry. Share<br>(Rs in<br>Lakh) | Total ( Rs.<br>In Lakh ) |
|----|---------------|---------------|----------------------|--------------------------------|---------|---|--------------------------|
| 21 | Nagaon MB     | 18801563044N3 | 177                  | 265.5                          | 88.5    | 175.584                                   | 529.584                  |
| 22 | Bihpuria MB   | 18801576034N2 | 130                  | 195                            | 65      | 194.61                                    | 454.61                   |
| 23 | Dibrugarh MB  | 18801586044N3 | 174                  | 261                            | 87      | 172.26                                    | 520.26                   |
| 24 | Namrup MB     | 18292421024N1 | 25                   | 37.5                           | 12.5    | 24.8                                      | 74.8                     |
| 25 | Gossaigaon MB | 18801546024N3 | 297                  | 445.5                          | 148.5   | 249.84                                    | 843.84                   |
| 26 | Hailakandi MB | 18801618034N2 | 977                  | 1465.5                         | 488.5   | 420.12                                    | 2374.12                  |
| 27 | Karimganj MB  | 18801616014N3 | 196                  | 294                            | 98      | 126.48                                    | 518.48                   |
| 28 | Tihu MB       | 18801628024N1 | 27                   | 40.5                           | 13.5    | 19.28                                     | 73.28                    |
| 29 | Kharupetia MB | 18801631044N3 | 250                  | 375                            | 125     | 247.5                                     | 747.5                    |
| 30 | Naharkatia MB | 18801588044N2 | 98                   | 147                            | 49      | 97.02                                     | 293.02                   |
| 31 | Bokakhat MB   | 18801599034N2 | 393                  | 589.5                          | 196.5   | 146.36                                    | 932.36                   |
| 32 | Kokrajhar MB  | 18801547034N2 | 775                  | 1162.5                         | 387.5   | 767.25                                    | 2317.25                  |
| 33 | Lala MB       | 18801619034N2 | 396                  | 594                            | 198     | 285.01                                    | 1077.01                  |
|    |               |               |                      | 18256.5                        | 6085.5  | 9539.894                                  | 33881.894                |
|    |               |               | 12171                | 18256.5                        | 6085 5  | 9432.894                                  | 3377.750                 |

12171

18256.5

6085.5 9432.894 3377.



### PROJECT PROPOSAL BRIEF

| Checklist                                   | Status (Y/N) |
|---|--------------|
| ■Layout plan(as per NBC norms) Attached     | Υ            |
| SLAC/SLSMC approval/Minutes submitted       | Y/Y          |
| ■Land title status (encumbrance free)       | Υ            |
| ■Beneficiary list (BLC) submitted           | Υ            |
| ■No. of Beneficiaries with Aadhar ID        | N            |
| ■No. of Beneficiaries with other Unique ID  | Y – Voter Id |
| ■No. of Aadhar seeded Bank accounts         | NIL          |
| ■Status of physical & social infrastructure | Υ            |
| ■Implementation plan/Completion period      | 18 Months    |
| Beneficiary consent sought                  | Υ            |

# Housing for All Plan of Action (HFAPoA)

Number of Town's HFAPoA for submitted in  $34^{th}$  CSMC -23

Number of Beneficiary involved – 32265

| BLC   | BLE | ISSR | AHP  | CLSS |
|-------|-----|------|------|------|
| 19155 | 576 | 2738 | 7400 | 2396 |

# **HFAPoA Status**

|       |               |                     | BLC               | BLE               | ISSR              | АНР               | CLSS              |                                     |                                      |
|-------|---------------|---------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------------------------|--------------------------------------|
| SI No | ULB           | Total Beneficiaries | Total beneficiary | Total Central<br>Subsidy (In Lakhs) | Total State<br>Subsidy (In<br>Lakhs) |
| 1     | Morigaon      | 3136                | 1531              | 122               | 18                | 748               | 717               | 5533.89                             | 1148.5                               |
| 2     | Patacharkuchi | 406                 | 402               | 0                 | 0                 | 0                 | 4                 | 613.68                              | 202                                  |
| 3     | Sonai         | 1569                | 1560              | 0                 | 0                 | 0                 | 9                 | 2364.03                             | 782                                  |
| 4     | Borpathar     | 723                 | 491               | 1                 | 0                 | 228               | 3                 | 1088.01                             | 362.5                                |
| 5     | Goalpara      | 3209                | 2043              | 287               | 0                 | 735               | 144               | 4981.98                             | 1393                                 |
| 6     | Kokrajhar     | 3193                | 2273              | 0                 | 0                 | 645               | 275               | 5111.25                             | 1464                                 |
| 7     | Demow TC      | 812                 | 555               | 57                | 0                 | 64                | 136               | 1377.12                             | 315.5                                |
| 8     | Simoluguri TC | 639                 | 378               | 0                 | 15                | 210               | 36                | 993.12                              | 308.5                                |
| 9     | Amguri TC     | 606                 | 286               | 12                | 0                 | 171               | 137               | 1069.29                             | 236.5                                |
| 10    | Sonari TC     | 1533                | 1091              | 0                 | 16                | 406               | 20                | 2314.9                              | 765.5                                |
| 11    | Lanka TC      | 2877                | 670               | 0                 | 162               | 1614              | 431               | 4738.77                             | 1233                                 |
| 12    | Hojai TC      | 1076                | 490               | 0                 | 80                | 448               | 58                | 1641.86                             | 520                                  |
| 13    | Lumding       | 1979                | 54                | 0                 | 1017              | 869               | 39                | 2505.63                             | 982                                  |
| 14    | Doboka TC     | 2049                | 414               | 0                 | 1430              | 130               | 75                | 2446.25                             | 1000                                 |
| 15    | Hailakandi MB | 1637                | 1129              | 0                 | 0                 | 420               | 88                | 2558.46                             | 788.5                                |
| 16    | Lala TC       | 830                 | 684               | 0                 | 0                 | 64                | 82                | 1340.94                             | 389                                  |
| 17    | Lakhipur MB   | 417                 | 411               | 0                 | 0                 | 0                 | 6                 | 632.52                              | 221.5                                |
| 18    | Kharupetia TC | 1669                | 1193              | 97                | 0                 | 370               | 9                 | 2514.03                             | 798.5                                |
| 19    | Nalbari MB    | 1064                | 849               | 0                 | 0                 | 182               | 33                | 1634.61                             | 533.5                                |
| 20    | Lakhipur TC   | 1421                | 1269              | 0                 | 0                 | 95                | 57                | 2198.19                             | 701                                  |
| 21    | Basugaon TC   | 572                 | 552               | 0                 | 0                 | 0                 | 20                | 881.4                               | 296                                  |
| 22    | Gossaigaon    | 699                 | 681               | 0                 | 0                 | 1                 | 17                | 1068.39                             | 362                                  |
| 23    | Bijni         | 149                 | 149               | 0                 | 0                 | 0                 | 0                 | 223.5                               | 96.5                                 |
|       |               | 32265               | 19155             | 576               | 2738              | 7400              | 2396              | 49831.8                             | 14899.5                              |

# Inauguration & LOI Distribution Ceremonies





















"Future of Urban Housing in Assam" held on 28th May 2019 atITA Machkowa

# **Completed Houses in Assam**



# Completed Houses in Tinsukia, Assam









# Inauguration & LOI Distribution Ceremonies















#### **Status of JnNURM Schemes**

# Status as per Central MIS:

|            | UCs Pending    |            |             |            |
|------------|----------------|------------|-------------|------------|
| Sanctioned | Under progress | Unoccupied | Non Started | (Rs in Cr) |
| 6,583      | 2,394          | 108        | 586         | 65.02      |

State to write to Ministry with the strategy to close all pending issues in JnNURM



#### **BEST PRACTICE/INNOVATION**

#### Innovative technology Adopted:

100 % payment through DBT PFMS.

https://www.facebook.com/PMAYUASSAM/

https://twitter.com/PMAYUASSAM1

https://www.youtube.com/channel/UCDMNFbyhyUJKbweEcDrnY\_w

# Issues and Next Steps

- 1. HFAPoAs being improvised as suggested by SLAC to incorporate & represent Slum data in a better manner
- 2. Already approved DPRs are getting uploaded & beneficiaries attached in the Central MIS in preparation of fund release

- 3. Geo-tagging almost completed for BLC beneficiaries.
- 4. Fund Transfer for 1<sup>st</sup> & 2<sup>nd</sup> instalment to Beneficiaries commenced.

# Support Required

- 1. In-principle approval for the Demonstration Housing Project (DHP)
- 2. Support regarding AHP & ISSR Projects in the State.
- 3. Support regarding CLS Scheme for Beneficiaries
- 4. Relaxation in Aadhaar during attachment for 6 for BLC Beneficiaries

4. Single-point contact & support resource for PFMS implementation

# Capacity Building Plan (Assam)

#### Capacity Building Plan 2019-20, Assam

| Sl. No. | Activity                               | State Share | Central Share | Total     |
|---------|--|-------------|---------------|-----------|
|         |  |             |               |           |
| 1       | Establishment of SLTC(9)               | 1020000     | 9180000       | 10200000  |
| 2       | Establishment of CLTC(115)             | 5016000     | 45144000      | 50160000  |
| 3       | Trainings and workshops                |             | 6000000       | 6000000   |
| 4       | Exposure Visits                        |             | 1500000       | 1500000   |
| 5       | Documentations/Research                |             | 2000000       | 2000000   |
| 6       | IEC                                    |             | 6909400       | 6909400   |
| 7       | TPQM                                   |             | 11160000      | 11160000  |
| 8       | Social Audit                           |             | 1070000       | 1070000   |
|         |  |             |               |           |
| 9       | Geo-Tagging (57,154 DU@Rs100/- per DU) |             | 7715400       | 7715400   |
| 4.0     | 4.0.05.5                               | 2422052.4   | 22404270.6    | 26644224  |
| 10      | A & OE Expenses                        | 3432963.4   | 23181270.6    | 26614234  |
|         | Total                                  | 9468963.4   | 113860070.6   | 123329034 |

# IEC ACTION PLAN FOR PRADHAN MANTRI AWAS YOJANA HOUSING FOR ALL (URBAN) ASSAM

| SI. No. | Activity   | Objective  | Target Audience  | Expected outcome of the activity  | Justification of the activity (How do you think the activity will lead to the expected outcome)   | Budget (Rs in lakhs) | Confirm whether<br>the budget is<br>within the<br>approved<br>DIPR/DAVP rates |
|---------|--|--|--|---|---|----------------------|---|
| 1       | 8 x 4 ft hoardings in wooden<br>frame and RCC iron footing<br>in 98 ULB areas including<br>transportation. (1 Hoarding<br>per ULB)   |  | Common urban<br>masses, potential<br>CLSS customers                    | Feedbacks and increase in the CLSS beneficiary bases of EWS and LIG segment, families residing in rented houses approach ULBs | The output indicators will<br>be significant increase in<br>the data bank of Banks for<br>CLSS loans in the EWS, LIG<br>and MIG segment.  | 980000               | Yes   |
|         | 8 x 4 ft hoardings in wooden<br>frame and RCC iron footing<br>in 31 DC Offices, 23 SDO<br>Offices & 24 Development<br>Authority including<br>transportation. (1 Hoarding<br>per ULB) Rs.10000/- x 78 | Outdoor reach out for<br>ISSR, AHP and CLSS<br>verticals                               | Common urban<br>masses, potential<br>CLSS customers                    | Feedbacks and increase in the CLSS beneficiary bases of EWS and LIG segment, families residing in rented houses approach ULBs | The output indicators will<br>be significant increase in<br>the data bank of Banks for<br>CLSS loans in the EWS, LIG<br>and MIG segment.  | 780000               | Yes   |
| 2       | Yearly newsletter of 34 pages including cover In multi colour @ Rs. 40/- per copy for 30,000 copies  300 copies x 98 ULB = 29400 copies rounded off to 30,000 copies x Rs 60/- per copy              | Intra-personal, inter<br>personal<br>communication,<br>Public relation and<br>bonding. | All ULB staff,<br>mission staff,<br>stakeholder at<br>different level. | Team building,<br>goal setting and<br>convergence.  | Articles, success stories from the field, photographs will be contributed from all ULbs, and Stakeholders in the mission can contribute valuable suggestions and share experiences. This will result in good team building and bonding by all working towards a common goal | 1829400              | Yes   |

# IEC ACTION PLAN FOR PRADHAN MANTRI AWAS YOJANA HOUSING FOR ALL (URBAN) ASSAM

|         |   |   |   |   | Justification of the   |                      | Confirm whether   |
|---------|---|---|---|---|--|----------------------|---|
| SI. No. | Activity  | Objective   | Target Audience   | Expected outcome of the activity          | activity (How do you<br>think the activity will<br>lead to the expected<br>outcome)  | Budget (Rs in lakhs) | the budget is<br>within the<br>approved<br>DIPR/DAVP rates. |
| 3       | Creative layout (designing/translation works/scripting of street plays, documentaries, radio clips, AV products and other such innovatives. |   | Specific target<br>audience as per<br>need.               | Quality creative works                    | Perceptions and emotions while implementing social marketing is an important factor for dissemination of messages and communication. A well experienced creative agency can deliver a need based adaption to the subject matter specialist satisfactorily. | 800000               | Yes   |
| 4       | Other printing works (flip<br>charts, brochures, leaflets,<br>diaries, calendars)   | Printing of any designed material is a mechanical process. Good quality printing will be done in quality in good high end printing machines. For fruitful outcome of a creative design, quality printing is     |   | Professional outcome,<br>look and texture | Quality printed output   | 700000               | Yes   |
| 5       |   | absolutely necessary. Voice over recording, radio production, documentation in documentaries as features, recording of mike announcements, training videos with post production, puppetry shows (hand & string) | Across all segments of target audiences and stakeholders. | Branding and education                    | Visibility, brand equity, brand positing.  | 400000               | Yes   |

# IEC ACTION PLAN FOR PRADHAN MANTRI AWAS YOJANA HOUSING FOR ALL (URBAN) ASSAM

| 6                                    | Information board   | Information Board<br>of Size 5X4 feet in<br>31 Districts, 23<br>SDO ,98 ULBs, 24<br>Developemnt<br>Authrity for<br>reaching out to<br>prospective<br>beneficieries. | Across all                                  | Dissemination of information across diversified groups and individuals | Tap the huge foot fall visiting the ULBs.         | 720000 | Yes |
|--------------------------------------|---|---|---|--|---|--------|-----|
| 7                                    | Other branding campaigns (Events, placing print advertisement in popular local magazines, film shows, Social Media, FB, Twiter, Instragram Celebrity endorsement etc. | mission as a  | Specific<br>segments of<br>target audiences | As per need  | Publicity and popularizing the mission objectives | 700000 | Yes |
| TOTAL: (Rupees Fifty Five Lakh only) |   |   |   |  |   |        |     |

# Thank you

Shri. Suvasish Das, IFS
Mission Director
PMAY HFA-Urban, Assam