



Adapting PMAY(U) Homes *campaign for Embracing Change...*

5th September 2019

Gandhian Philosophy & *Angikaar*

- Mahatma Gandhi had envisioned a clean, green, healthy and litter free India. As India commemorates his 150th birth anniversary, his principles continue to guide us on our journey towards “New India”.
- In line with Gandhiji’s vision, PMAY(U) proposes to launch **angikaar**, a campaign to mobilise communities for change management through awareness on best practices such as water & energy conservation, waste management, sanitation and hygiene.



Why *Angikaar*

- The house is not only about four walls and roof but it is complete transformation of life.
- To make the life of beneficiaries fulfilling, connecting them with basic services at the household level is pertinent.
- Angikaar has dual focus -behavioural change through adopting best practices and convergence with other schemes to seek benefits.

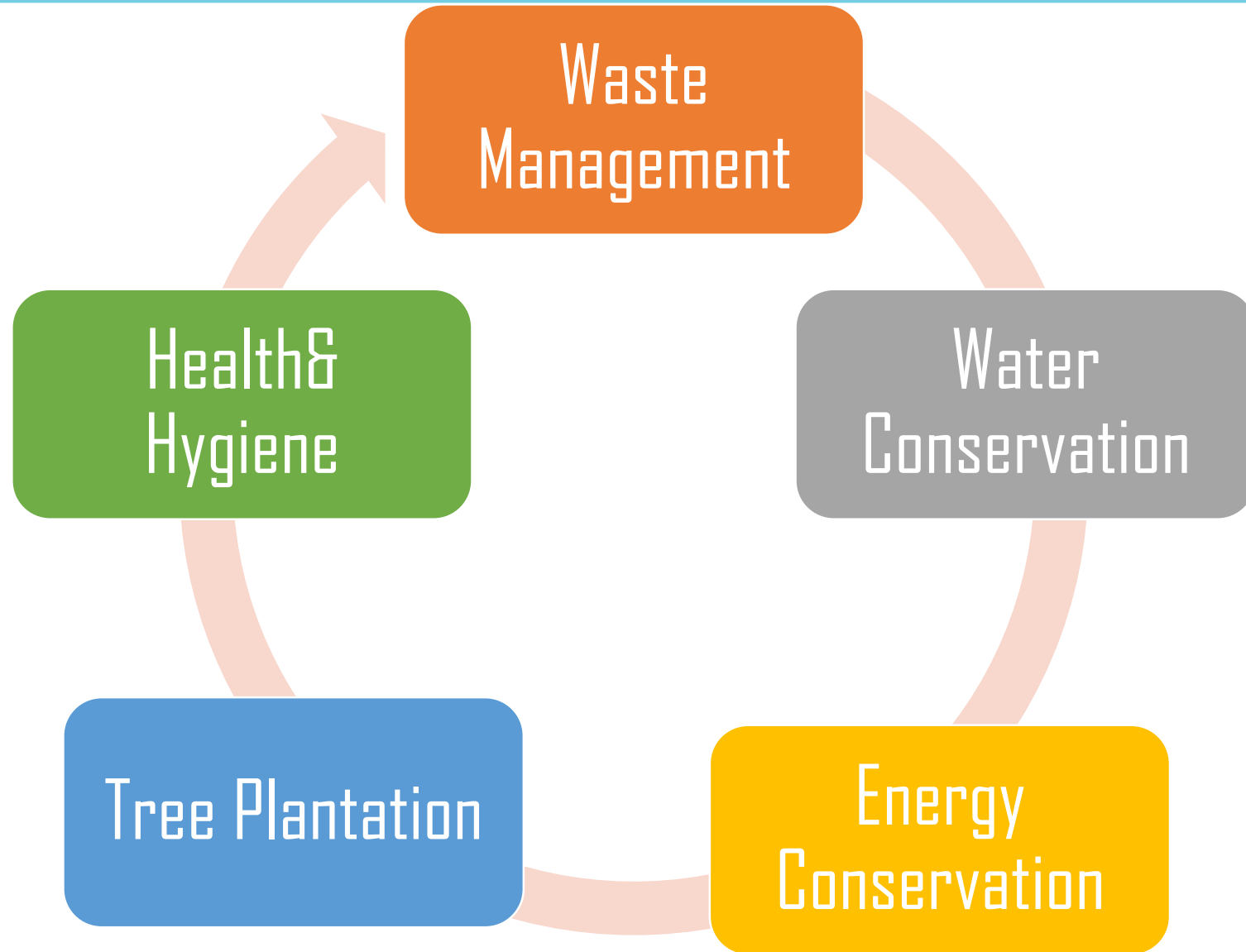
Objectives

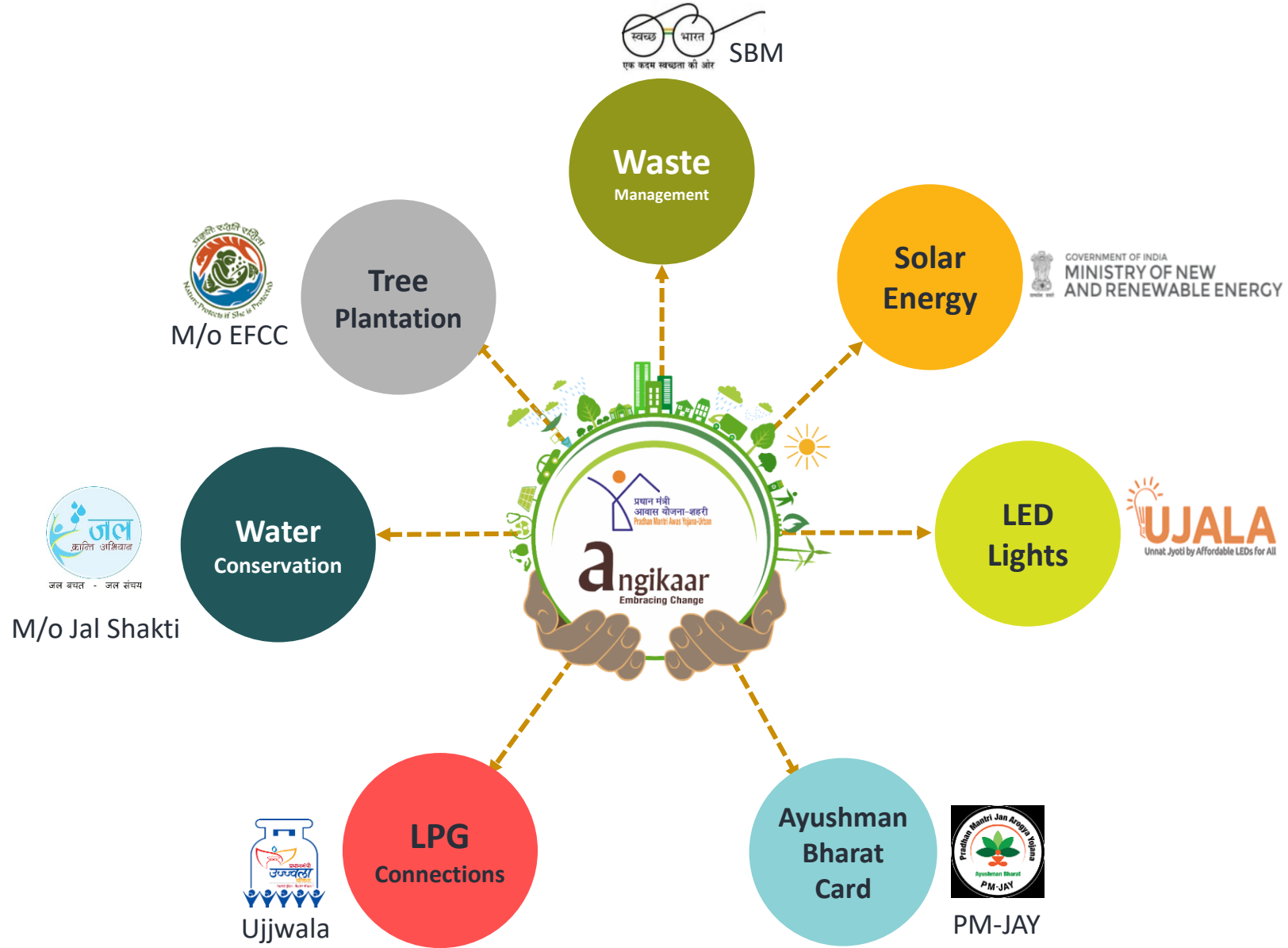
- 1 Creating awareness on water and energy conservation, waste management, health & sanitation amongst beneficiaries
- 2 Aid convergence with missions of central Ministries to create an enabling environment
- 3 Enable families in adapting to newly constructed PMAY(U) homes through social behaviour change management
- 4 Build capacities of beneficiaries for Rain Water Harvesting, Tree plantation, Waste management etc.



Energy Conservation

Social Behavioural Change- Adopting Best Practices





Convergence for Services/ Schemes

Orientation

for angikaar Resource Persons, SLTC/CLTCs, ULB and nominated staff of other departments

01

02

Door to Door campaign

Door to Door awareness campaign on schemes & services along with Need Assessment

03

Awareness Camps

disseminating key messages, Street plays, puppet shows, posters, leaflets, vehicle announcements etc.

04

Celebrations

Key messages, speeches & distribution of Awards, issue of certificates to students and volunteers

05

Outcome & Feedback

Qualitative and Quantitative indicators, IVRS, Tele-calls & Survey

Timelines



29th Aug	Launch of Angikaar by Hon'ble Minister (HUA)
30th Aug - 30th Sep	Training and Need Assessment (Door to Door Activity)
02nd Oct	Launch of the Campaign (City Level)
03rd Oct - 09th Dec	Awareness Campaign (Street Plays, Vehicle announcements & other campaigns at ward & city level)
10th Dec	Culminating Events (City level)

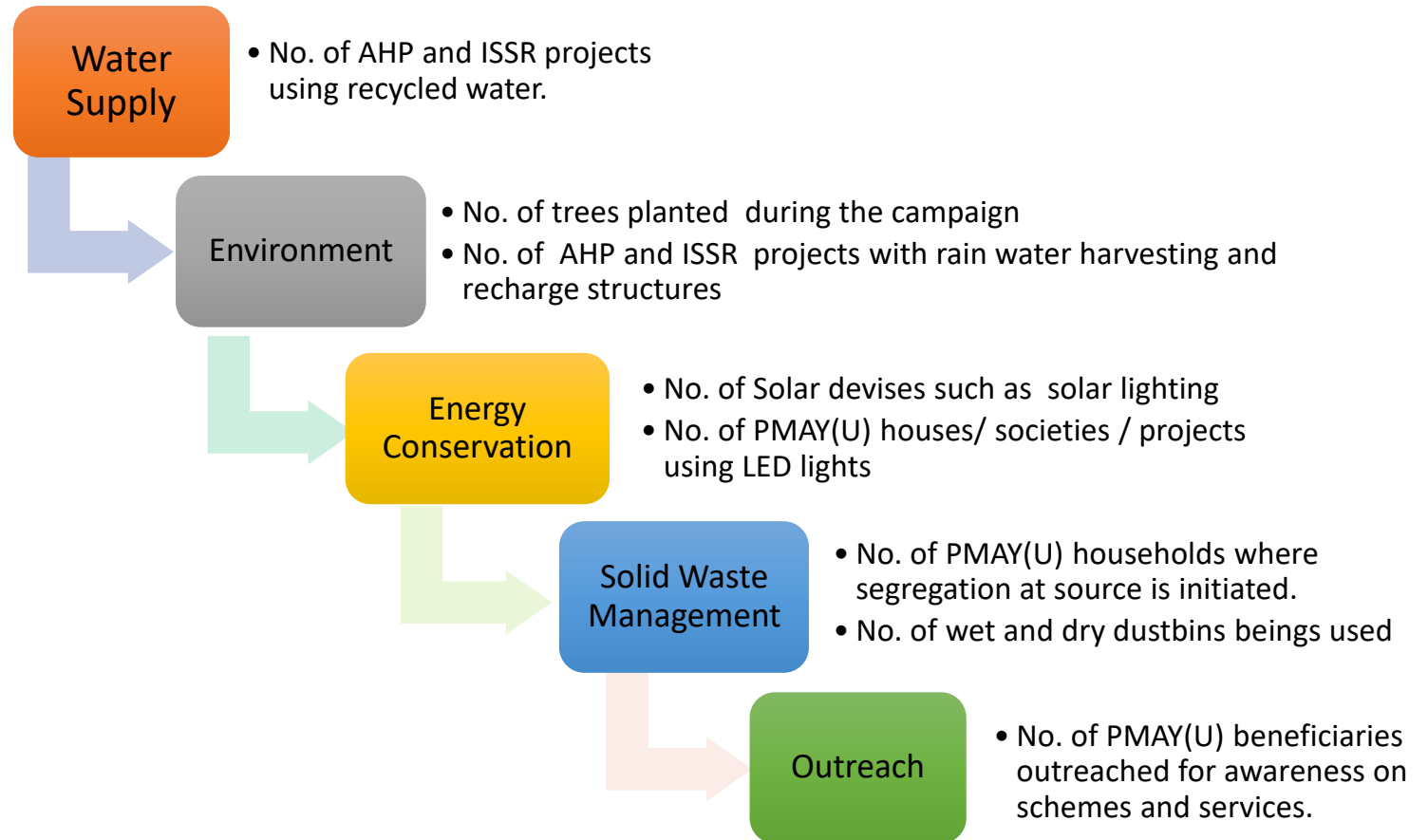
Angikaar - impact Assessment

Qualitative Analysis

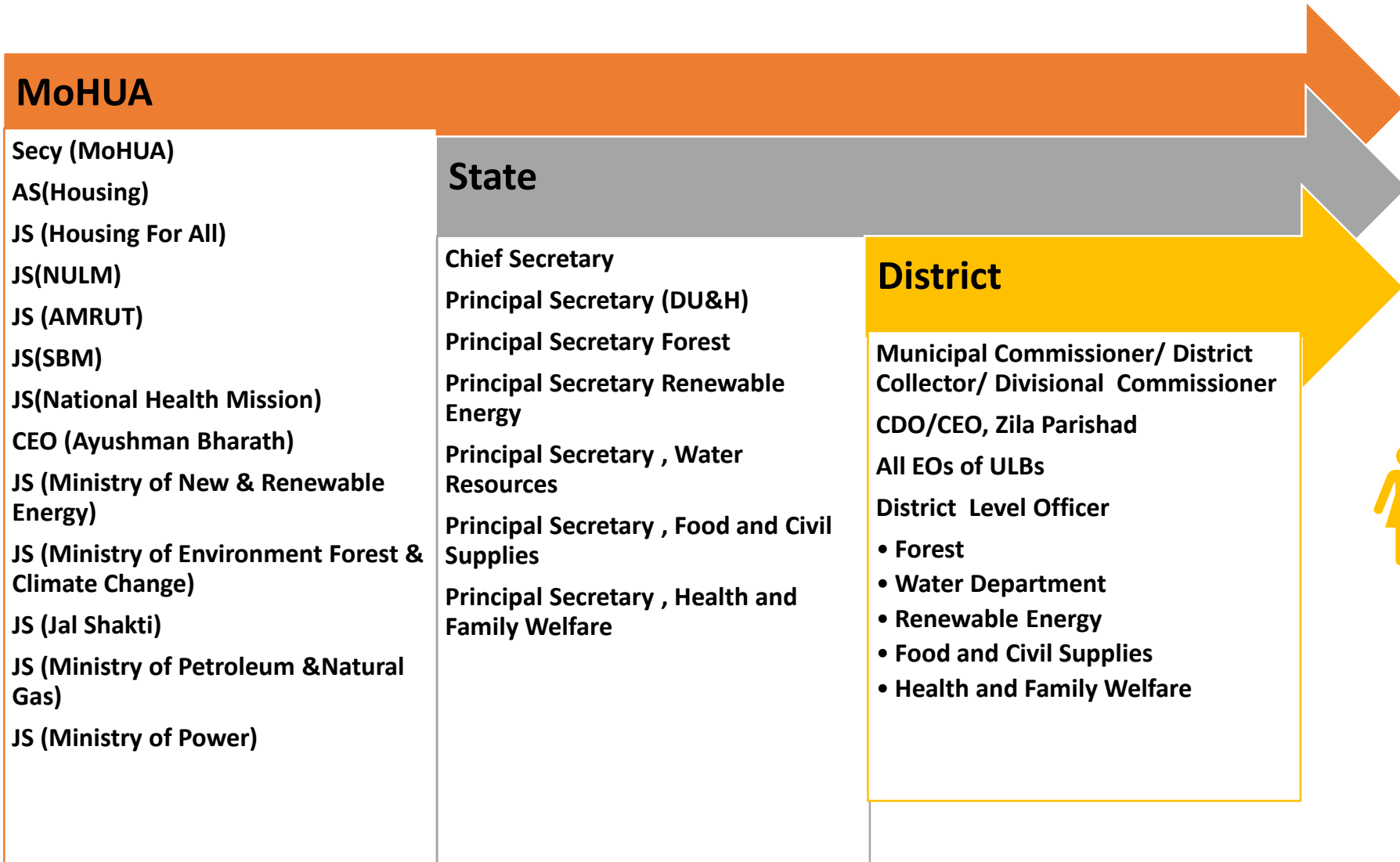
Through photographs/ videos and testimonies on PMAY(U) web portal and PMAY (U) Mobile Application



Quantitative Analysis



Monitoring Committees



Angikaar



How do we identify ARPs

Who are ARPs?

- ARPs : **angikaar Resource Persons**
- Community Resource Persons (CRPs), Self Help Groups (SHGs), Civil Society Organisations (CSOs), Educational Institutions, Domain Experts, Public Representatives, CSR Partners, Volunteers amongst others
- The exercise of deploying ARPs will be done through the approval from Competent Authority

Do we pay them???

- Yes, We do
- MoHUA, has made fund allocation under the A&OE budget.
- They get an honorarium for each successfully uploaded Need Assessment.
- However, in the event when a city has 100 or less beneficiaries, the CLTC is expected to complete the Need Assessment.
- And it will be done free of COST!!
- CLTCs, Community Organisers, Surveyors: WILL NOT RECEIVE AN HONORARIUM.

Way Forward

- 1. Identify ARPs and register them on mobile app**
- 2. Facilitate training of ARPs at city level**
- 3. Constitution of Committees – at State and District level.**
- 4. Prepare strategy and rolling out plan- IEC calendar**
- 5. Printing of IEC materials shared by the Ministry**
- 6. Facilitate Need Assessment at the field level**
- 7. Engage Nukkar Natak groups and prepare an action plan**
- 8. Prepare for launch event on 2nd October**



Thanks