

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'

1. PRE PROJECT FORMULATION

Housing for All (URBAN)-2022



State Mission Director, 'Housing for All' is targetting implementation at 27 Urban Local bodies in Manipur.

For enquiry pliz dial - 8259816547 or 7085935098

(Call center opens from 9 a.m. to 4 p.m.)



RESS

ইচেল ষ্টেট

ইম্ফাল, অগষ্ট ১৫, ২০১৬ ইং লেবাকপোকপা

স্বাচ সুরভেঙ্কন অমদি হাউসিং ফোর ওলগী মতাংদা এরারনেস পাঙথোকথ্রে

ইচেল নাজ নেটরাক
ইম্ফাল, অগষ্ট ১৪

ইম্ফাল সহরবু লু-নালহন্দুনা স্মার্ট সিটিগী লিষ্টতা হেয়া অরাংবা থাজা লাকুবগী পান্দমদা মণিপূর অর্বাণ দিভলপমেন্ট এজেন্সি (মুদা)গী স্পোন্সর মখাদা ওল মণিপূর রাকিং জনেলিষ্ট মুনিয়রা শীন্দুনা স্বাচ সুরভেঙ্কন-২০১৭ অমদি হাউসিং ফোর ওল-২০২২ হায়বা হিরমসিদা পাউমীশিংগী ওইবা এরারনেস প্রোগ্রাম অমা ঙসি পাঙথোকথ্রে।

ইম্ফালগী মেজোর খুলদা লেবা মণিপূর প্রেস ক্লবতা পাঙথোকথিবা নোংমগী ওইবা এরারনেস প্রোগ্রাম অমদি মুদাগী সেক্রেটারি নেপ্রম পিতকুমারনা অধোইবা মীথুংলেন অমদি অমজগী প্রসিডেন্টরাংখেমচ শমজাইনা খৌরম মণু ওইনা শরক



মথং চহীগী জানুৱারি ১৪দগী হৌরগা পাঙথোকথৌরিবা সিটিশিং লু নানবগী কম্পিউসন

এরিয়াশিংদা লৈরিবা মীওইশিংনা মুম শানিংলবদি মতৌ করম্মা মতেং লৌদগগে অমদি কদায়সগী

চঙলোই। অদুবু মণিপূর গভর্নমেন্টগী নো ওবজেক্সন অমদি চঙই। অনীঅবদা লুপা লাক ১.৫গী

মহাক্কা মখা তানা হায়, ফো: অসি লৌনবগী ৱেবসাইট কয় হাংদুনা লৈরে। ফোর্ম অসি হৌজিন হৌজিক ওনলাইন্দা অপলো! তৌদুনা লৈরে অমদি ওনলাইন্দ অদুয়ক সবমিট তৌবা য়াগনি। ৱে: সাইটশিং অদুদি muda.mn.gov.ir imc.mn.gov.in নি। মসিদা নঙন হাউসিং ফোর ওল-২০২২ অর্বা মণিপূর হায়বা ফেসবুক পেজ অমা হাংলে। হিরম অসিগী মতাংদ অপেন পেন্দ অমদি হায়নিংব ৱাফমশিং ফোঙদোকপা য়ানবা ই মেইল অমসু হাংদোকুনা থগে হাংলিবা অদুদি hfamanipur@gmail.com নি।

অদুবু হায়রিবা খুংদোংচাব অসি লৌগদবা মীওইশিংনা অধা: কার্দ অমদি বেঙ্ক একাউন্ট লৈতব হাদে হায়খি। খৌরমগী মখা চখরকপ

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 *kutcha*/semi-*kutcha* 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

HL-P/9732/9

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

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

লিঙ্গম/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

HL-P/2745/5



2. DURING PROJECT FORMULATION



2. DURING PROJECT FORMULATION

Publication of Final list of Beneficiaries
announced in Newspapers

OFFICE OF THE
SEKMAI NAGAR PANCHAYAT
SEKMAI, MANIPUR

འཕྲོད་ཁྱབ་ཆེད་/NOTICE
Sekmai, the 15th July, 2017

No. 3/1/2017-SNP (HFA) :- It is hereby notified for information of all the concerned that the Final list of Beneficiaries, based on the Demand Survey and Online Applications has been prepared, for providing financial assistance under the sub-component "**Subsidy for Beneficiary-Led Individual House Construction**" of the **Pradhan Mantri Awas Yojana-Housing for All (Urban)**.

A copy of the said list beneficiaries is available at the office of the undersigned and the concerned Ward Councillors/Member Secretary of Ward Development Committees (WDCs). The same can also be seen at Manipur Development Agency's Website www.muda.mn.gov.in.

Sd/- **Awungshi Phungrei**, Executive Officer
Pk/21023/25th Sekmai Nagar Panchayat

muda.mn.gov.in



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Manipur Urban Development Agency

Home National Urban Livelihoods Mission (NULM) Swachh Bharat Mission (Urban) CCBP Notification Tender Gallery Login

NOTIFICATION

Housing for All - Notice inviting Claims & Objections issued by Lilong Thoubal Municipal Council

Preliminary list of beneficiaries for BLC - HFA (U) Lilong Thoubal Municipal Council

Letter of Empanelment for EST&P component under DAY-NULM - Apparel

Letter of Empanelment for EST&P component under DAY-NULM - Chemical & Petrochemical

Letter of Empanelment for EST&P component under DAY-NULM - Healthcare

1st State Level Swachhta Award 2017

Final list of beneficiaries for BLC - HFA (U) Sekmai NP

Notice for publication of Final list of beneficiaries for BLC - HFA (U) Sekmai NP

3. DURING PROJECT IMPLEMENTATION



Awareness Programme for Beneficiaries

VISIBILITY IN SOCIAL MEDIA

Housing for All - 2022, Urban Manipur
@HousingforAllManipur2022

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Housing for All - 2022, Urban Manipur
November 9 · 🌐

A family member of a beneficiary of #PMAYUrban in Mayang Imphal town is going to her parental home on the occasion of #NingolChakkouba.
#PMAYU_Manipur
#TEAM Housing for All (Urban) Manipur extends warm Ningol Chakkouba wishes.

Oinam Sumati Devi
Mayang Imphal Municipal Council, Manipur

Team Housing for All (U) Extends NINGOL CHAKKOUBA GREETINGS!

Send Message

Map: Khagempalli Road

Town Planning Department, Directorate Complex, North AOC Imphal 795001
Get Directions

Typically replies within minutes
Send Message

muda.mn.gov.in
Government Organization
Suggest Edits

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Activities of PMAY-U are regularly updated at FB Page for widespread visibility & Comments from public

WAY FORWARD

- **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!