प्रधान मंत्री आवास योजना-शहरी
Pradhan Mantri Awas Yojana-Urban

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

RESS

ঈচেল ষ্টেট

ইম্ফাল, অগষ্ট ১৫, ২০১৬ ইং লৈবাকপোকপা

স্বাচ সুরভেক্সন অমদি হাউসিং ফোর ওলগী মতাংদা এব্রারনেস পাঙথোকখ্রে

ঈচেল ন্যুজ নেটৱার্ক
ইম্ফাল, অগষ্ট ১৪

ইম্ফাল সহরবু লু-নালহন্দুনা স্মার্ট সিটিগী লিষ্টতা হেন্না অৱাংবা থাক্তা লাক্কবগী পান্দমদা মণিপুর অর্বান দিভলপমেন্ট এজেন্সি (মুদা)গী স্পোন্সর মখাদা ওল মণিপুর ৱার্কিং জর্নেলিষ্ট য়ুনিয়ন্না শীন্দুনা স্বাচ সুরভেক্সন-২০১৭ অমদি হাউসিং ফোর ওল-২০২২ হায়বা হিরমসিদা পাউমীশিংগী ওইবা এব্রারনেস প্রোগ্রাম অমা ঙসি পাঙথোকখ্রে।

ইম্ফালগী মেজোর খুলদা লৈবা মণিপুর প্রেস ক্লবতা পাঙথোকখিবা নোংমগী ওইবা এব্রারনেস প্রোগ্রাম অদুদা মুদাগী সেক্রেটরি নেপ্রম গিতকুমারনা অথোইবা মীথুংলেন অমদি অমজুগী প্রসিদেন্ট ৱাংখেমচা শমজাইনা থৌরম মপু ওইনা শরুক

মথং চহীগী জানুৱারি ১৪দগী হৌরগা পাঙথোক্কদৌরিবা সিটিশিং লু নানবগী কম্পিটিসন

এরিয়াশিংদা লৈরিবা মীওইশিংনা য়ুম শানিংলবদি মতৌ করম্না মতেং লৌদগগে অমদি কদায়সগী

চঙলোই। অদুবু মণিপুর গভর্নমেন্টতগী নো ওবজেক্সন অমদি চঙই।
অনীগুবদা লুপা লাক্ষ ১.৫গী

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 crossed-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**

HL-P/9732/9 ***Executive Officer***, Jiribam Municipal Council, Manipur

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

ইঙাগী নোংজু চঙখিদ্রবা হাওজিং ফোর ওলগী ফিল্ড ভেরিফিকেসন

- সোরোক নোরেন -

“Moonsoon Rain Could not Hamper Field Verification (of HFA)”

Newspaper articles on Activities under 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

NOTICE

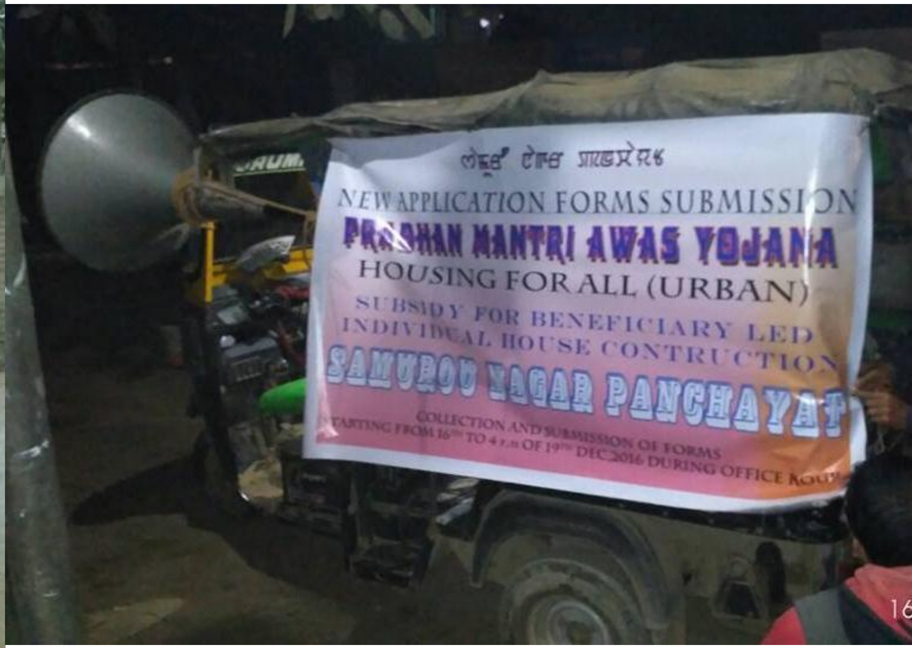
Lilong, the 4th September,2017

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

/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
Sekmai Nagar Panchayat

Pk/21023/25th

3. DURING PROJECT IMPLEMENTATION

Awareness Programme for Beneficiaries

3. DURING PROJECT IMPLEMENTATION

হাওসিং ফোর ওলদা জিও টেগকী তঙাইফদবা

সোরোক নোরেন

“Need for Geo-tagging in Housing for All”

Newspaper articles on Activities under PMAY-U

VISIBILITY IN SOCIAL MEDIA

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!