

Pradhan Mantri Awas Yojana - Urban



आवास पर
संवाद

Seminars/Workshops by Educational Institutions and
Primary Lending Institutions to deliberate, discuss and disseminate on

'Housing for All'

amongst students and professionals

Standard Operating Procedure (SoP)



Pradhan Mantri Awas Yojana (Urban) [PMAY-U] Mission under Ministry of Housing and Urban Affairs (MoHUA) proposes to conduct workshops and seminars '**Awas Par Samvaad**' for multiple stakeholders i.e. urban practitioners, engineering/planning/architecture/social sciences/finance students, faculties, academia, Civil Society Organisations, etc., from 1st July to 30th September 2021 through Educational Institutions and Primary Lending Institutions (PLIs) / Banks/ Housing Finance Companies (HFCs) in association with States/UTs.

Objective

Awas Par Samvaad aims to deliberate, discuss, disseminate share learnings and knowledge on 'Housing in Urban Spaces' amongst multiple stakeholders belonging to varied streams of learning and practices e.g. engineering, urban community development, planning, finance, etc.

Illustrative themes

- An educational institution/ PLI can choose to conduct seminar/ workshop on one theme only

Target Audience

Multiple stakeholders: urban practitioners, students of engineering, urban planning, town planning, architecture, social sciences, geography, other humanities subjects, finance, economics, Marketing, Micro Finance, faculties, academia, Civil Society Organisations, Real Estate Sector, Bankers, public representatives, community leaders, Government officials of other urban missions like Smart Cities, AMRUT etc and other stakeholders.

Theme: 1

Interventions through PMAY-U Mission

Topics for Panel Discussions:

- Learnings and opportunities of 'Housing for All' mission
- Transformational stories of Pradhan Mantri Awas Yojana- Urban
- Vision of Urban India- 2050
- Transforming Urban Landscape

Theme: 2

Inclusive Housing

Topics for Panel Discussions:

- Inclusive approach in Urban Housing
- Widening horizons through inclusivity – promoting healthy and liveable cities
- Vision for a slum free India- approaches and strategies and implementation mechanisms
- Role of private sector in Affordable Housing
- Impact of Real Estate Regulation Development Act (RERA) Home Buyers feel more secure under the regime of RERA
- Model Tenancy Act (MTA) 2021, a game changer in India upcoming rental market
- Policy measures by Government of India in promoting Affordable Housing
- Global innovations and best practices in Affordable Housing
- Affordable Rental Housing Complexes (ARHCs) for an 'AatmaNirbhar Bharat'

Theme: 3

Technology and Innovation

Topics for Panel Discussions:

- New emerging construction technologies and opportunities for Technograhis to learn and adopt from Light House Projects (LHPs) with real time demonstration.
- Changing faces of construction practices in India.
- Role of indigenous housing technologies in transforming Indian construction sector using local material and practices.
- Transformational role of innovative construction technologies in mass housing and large- scale adoption.
- Methods to make housing climate resilient adopting environment friendly practices and meeting Sustainable Development Goals (SDGs).
- Measures of Quality Control & Assurance in housing projects.

Theme: 4

Financial Inclusion

Topics for Panel Discussions:

- Mainstreaming Economically Weaker Sections (EWS) into the formal banking sector.
- Empowering young professionals and Middle Income Group (MIG) to own a house through Credit Linked Subsidy Scheme (CLSS).
- Role of Banks, Housing Finance Companies (HFCs) and Micro-Finance Institutions (MFIs) in facilitating access to finance for urban poor in all verticals of PMAY(U).
- Contribution of CLSS in reaching out to all sections of society for achieving the goal of Housing for All.
- Creating conducive housing eco-system in order to enable to facilitate stakeholder participation such as builders-bankers-beneficiaries (BBB) at City level.
- Strategies to facilitate financial mechanisms in order to address beneficiary gap funding for completion of PMAY (U) houses.

Theme: 5

Social Mobilisation

Topics for Panel Discussions:

- Significance of social mobilization and community engagement in social housing projects including adoption and acceptance of new environment.
- Transformational changes in the life of PMAY (U) beneficiary.
- Ways to promote cohesive living in group housing projects, managing & maintaining common infrastructure, parks and community services.
- Good practices to encourage live-work-play opportunities in group housing projects.

- Role of social workers as change agents in addressing issues through advocacy ensuring satisfactory delivery of services.
- Relevance of social audit in housing programmes and ways to make it effective.
- Formation and functioning of Residents Welfare Associations (RWAs)



Implementation Methodology

1. The Mission proposes to initially conduct 75 seminars and workshops across States/UTs through the following schedule:
 - Registration through PMAY (U) website from 1st to 28th July 2021
 - Seminars/ Workshops: 21st July to 30th September 2021
2. Seminars/ workshops can be conducted :
 - OFFLINE- classroom model (WEBCAST compulsory) If OFFLINE, four sessions of 30-40 mins each, including a 10 minute session to showcase PMAY (U) videos and life transformation stories of PMAY(U) Beneficiaries
 - ONLINE ONLY-If ONLINE, a session for ONE hour should be conducted, including a 10 minute session to showcase PMAY (U) videos and life transformation stories of PMAY(U) Beneficiaries
3. For the successful roll out of 75 seminars/ workshops, MoHUA, has developed a 'Awas Par Samvaad' module in the PMAY (U) website: <https://pmay-urban.gov.in/>
4. A helpdesk- Phone Nos. 011- 23061827, 23063285, to facilitate educational institutions/ PLIs is made available at MoHUA. Educational institutions/ PLIs may write to kka-pmayurban@gov.in for any queries.
5. While broad themes have been suggested by MoHUA, institutions will have the leverage to identify topics for panel discussions. However, it is mandated that every workshop should include a session on PMAY(U) mission, life transformation journey - experience sharing , show casing videos and short films of PMAY(U).
6. MoHUA in association with UN-Habitat will issue a certificate of participation which can be downloaded from the PMAY (U) website <https://pmay-urban.gov.in/>
7. The workshop/ seminar shall not exceed the strength of maximum 50 participants (in Classroom model, i.e. OFFLINE) per workshop/ seminar, adhering to all COVID-19 safety protocols.
8. The State Level Nodal Agency shall be the coordinating agency. It will also approve and recommend the educational institutions for onward review and approval by MoHUA.
9. The Commissioner or Executive Officer (EO) of ULB shall nominate respective City Level Technical Cell (CLTC) specialists to orient and train beneficiaries to articulate their experiences during the workshop.
10. The ULB Commissioner/ EO and the respective CLTC specialists shall oversee the workshop proceedings and provide all necessary facilitation for the institutions and PLIs.

1. MoHUA has provisioned an amount of ₹ 35,000/- for each seminar/ workshop conducted shall be provided as reimbursement to Institutions. Break-up of which is as per the table below:

S.No	Description	Nos	Unit Rate (₹)	Total
1	Honorarium for panelists (4 sessions, minimum of 3 panelists)	12	2000	24,000
2	Refreshments	60	30	1,800
3	Beneficiary local travel and other expenses	3	500	1,500
4	Banners	4	1,000	4,000
5	Administrative and Other expenditure	-	-	3,700
Total				35,000

3. With respect to ONLINE ONLY seminars/ workshops an amount of ₹ 7,000/- per workshop/ seminar, has been provided catering to the Honorarium of panelists (1 session, minimum of 3 panelists) and ₹ 1000/- towards expenditure for banners.

4. Further, no cost will be provided for life transformation journey - experience sharing by PMAY (U) beneficiaries, in ONLINE ONLY workshops/seminars as beneficiaries will be interacting from their residence only.

5. The expenditure for reimbursement shall be claimed in a prescribed format certified by the Head of the Department and Nodal Officer for the seminar/ workshop and submitted to the SLNA along with all event reports, photographs, videos, media coverage, and detailed list of participants for reimbursement and uploading the same on the PMAY (U) website.

6. The SLNA will meet this expenditure from the State IEC budget under Capacity Building.

Registration, Sign in and Booking of Schedule

1. Educational Institutions/ Primary Lending Institutions (PLIs) shall visit PMAY (Urban) website <https://pmay-urban.gov.in/> and register themselves along with nodal officer details.

2. After successful registration, educational institutions/ PLIs will login based on mobile number and OTP validation and submit a proposal to conduct seminar/ workshop.

3. Educational institutions/ PLIs will submit the information against the parameters mentioned below:-

- Workshop/seminar details
- Themes and topics for discussion
- Objective of the Workshop/seminar

- Expected outcome
- Details of panelists and participants
- Agenda of the workshop/seminar
- Copy of proposal
- Name and details of the Nodal Officer for Workshop/Seminar

4. After submission of the proposal by educational institutions/ PLIs, State/UT will download and evaluate the proposal. The Educational institution should be a recognized registered body to qualify for evaluation. During evaluation, State/UT can either:

Reject or

Accept or

Raise a query to Institutes/PLIs

5. If State/UT rejects a proposal, it will mention the reason for rejection and the system will display the status to the Educational Institutions/ PLIs.

6. If State/UT raises a query, then State/UT will post the query and request Educational Institutions/ PLIs to submit explanation for the same.

7. If State/UT accepts, it will forward the proposal to MoHUA along with remarks and recommendation.

8. A evaluation committee at MoHUA shall examine, evaluate and shortlist the educational institutions/ PLIs based on set criteria such as (i) Recognition and affiliation to credible universities/ governing bodies/ council, (ii) Year of establishment, etc.

8. MoHUA will download and evaluate proposal. During evaluation, MoHUA can either

Reject or

Accept

9. If MoHUA rejects the proposal, it will mention the reason for rejection and system will display status to the State/UT and educational institutions/ PLIs.

10. After MoHUA approves the proposal, the system will display result inside State/UT and educational institutions/ PLIs login and send SMS alert to the concerned stakeholder.

11. After Seminar/Workshop, Institutes/PLIs will upload following:-

- Proceeding and list of attendees
- Photos
- Videos
- YouTube link
- Dossier on Print and Social Media Coverage
- Upload signed copy of claim for reimbursement to the SLNA.
- Logo of Educational Institution/ PLI to be included in the certificate

12. After submission of proceedings by Educational Institutions/ PLIs, system will generate participant wise Certificate of Participation and send SMS to the participants to download certificate from the PMAY (U) website <https://pmay-urban.gov.in/> after entering registered mobile number and OTP validation.

13. Educational institution/PLIs will upload the certified copy of claim for reimbursement, along with all event reports, photographs, videos, media coverage, and detailed list of participants.

14. The SLNA will verify and reimburse the educational institutions through the IEC budget under Capacity Building.

15. The registration of seminars/ workshops in the initial phase are limited to 75 in number for States/UTs.

16. MoHUA solely reserves the right to amend or permit or revise the number of workshops/seminars in States/UTs on its own discretion.

Workshop Model

1. The workshop shall be conducted for around three to four hours factoring all panel discussions, sessions, show casing films, dialogues, experience sharing, including Q&A.

2. Panel discussions (minimum 3 members per panel) and sessions shall consist of lectures by eminent speakers, life transformation journey - experience sharing by PMAY (U) beneficiaries, showcasing videos and short films of PMAY (U).

3. Institutions shall coordinate with the concerned ULBs for mobilizing PMAY (U) beneficiaries to be a part of the workshop/seminar.

4. Institutions shall share the proceedings of the workshop through YouTube and upload photographs on PMAY (U) website.

5. Highlights and key lessons/actions from each workshop shall be reported in at least one blog post or press release in local media and on PMAY (U) website

6. They shall propagate the programme actively through press, respective website, social media such as Facebook, Twitter, urge students and stakeholders share details of seminars/ workshops through their individual/ Organisational accounts.

1. 75 seminars/ workshops will be conducted across the Nation. 'Housing for All' Mission would have promoted housing as a subject with more practical and relevant experiences from the grassroots.
2. A platform for student, professionals and urban practitioners to enable them learn about government policies/frameworks for future application and implementation of housing programmes.
3. The seminars/ workshops will trigger young minds to explore the realms of large scale government programmes and further bring in new perspectives in their dealings as professionals.
4. The seminars/ workshops would set a precedent for educational institutions to conduct more programmes as a part of their curriculum, addressing the universality of housing from various perspectives.
5. The events are expected to create a buzz around housing among various stakeholders by wide media coverage of events by institutions.
6. Surge in activities on social media by students and institutions through information sharing among peer groups.

Disclaimer

1. MoHUA reserves the right to use photographs and videos of the seminars/ workshops in any appropriate platforms for the purpose of dissemination.
2. With respect to Transformational stories of PMAY (U) beneficiaries, it is assumed that the educational institution has taken the consent of the beneficiary for use of her/ his photograph and video.

Helpdesk : 011- 23061827, 23063285
Email for any queries : kka-pmayurban@gov.in

S.No	Name of States/UTs	No. of workshops to be conducted
1	Andhra Pradesh	5
2	Bihar	3
3	Chhattisgarh	3
4	Goa	1
5	Gujarat	5
6	Haryana	1
7	Himachal Pradesh	1
8	Jharkhand	2
9	Karnataka	7
10	Kerala	1
11	Madhya Pradesh	6
12	Maharashtra	6
13	Odisha	1
14	Punjab	1
15	Rajasthan	1
16	Tamil Nadu	6
17	Telangana	1
18	Uttar Pradesh	9
19	Uttarakhand	1
20	West Bengal	1
21	Arunachal Pradesh	1
22	Assam	1
23	Manipur	1
24	Meghalaya	1
25	Mizoram	1
26	Nagaland	1
27	Sikkim	1
28	Tripura	1
29	A&N Island (UT)	1
30	UT of DNH & DD	1
31	J&K (UT)	1
32	Ladakh (UT)	1
33	Puducherry	1
Grand Total		75



**‘Awas Par Samvaad’
through
PMAY(Urban) Website**

Visit PMAY(Urban) Website
<https://pmay-urban.gov.in/>



Click on ‘Awas Par Samvaad’

Registration by Educational Institutions
and Primary Lending Institutions



Submit proposal to conduct workshop as
per the preferred module

Moderation of the proposal by State/UT



NO

Proposal Rejected

MoHUA will finalise the calendar and
Institutions for workshops

Selected institutions will download
required training KIT from the website

Institutions will organise workshops as per
calendar, invite panellists, participants,
media, beneficiaries, and other
stakeholders.

Institutions will upload proceedings of the
workshops along with photos, videos, YouTube
links, list of participants, expenditure incurred
and signed copy of Claim of Reimbursement as per
SOP. The same will be forwarded to SLNA for
verification and reimbursement

System will generate **Certificate of Participation**
and send SMS to the participants to download e-
certificate from the portal after entering mobile
number and OTP validation.





Pradhan Mantri Awas Yojana-Urban (PMAY-U)

Undertaking and Claim of Reimbursement for Awas Par Samvaad

It is hereby certified that a sum of Rs._____ has been utilized for conducting_____No. of workshops/ seminars on Dates_____, under Awas Par Samvaad.

A consolidated statement of actual expenditures has been attached. All bills/voucher etc. have been scrutinized, verified, and safely kept with us for future audit and other references. Along with this Certificate, I have also attached a brief report highlighting impact of the workshop conducted in the Institute. The following expenditures were undertaken for conducting the workshops:

S.No	Description	Unit Rate (Rs.)	Nos	Total
1	Honorarium for panelists			
2	Refreshments			
3	Beneficiary local travel and other expenses			
4	Banners			
5	Administrative and Other Expenditure			

The following documents have been uploaded in the PMAY (U) website:

1. Photographs of the workshop
2. Videos, YouTube links
3. Brief report with Print & Social media coverage
4. Receipt of Honorarium given to Panelists
5. Receipt of payment made to Beneficiaries

Signature
(Nodal Officer for the Seminar/ Workshop)

Signature
(Head of the Department/ Institution/ PLI)



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