



Change Management Campaign - ANGIKAAR

Pradhan Mantri Awas Yojana (Urban) [PMAY (U)], implemented by Ministry of Housing and Urban Affairs (MoHUA), is playing a pivotal role in fulfilling the vision housing for all by 2022 and bringing smiles to families.



1.08 crore families have benefitted so far. In order to address issues that arise after moving into a pucca house, ANGIKAAR a reformatory campaign for social change management was launched on 29th August, 2019. The nationwide campaign was launched in 4427 cities celebrating the 150th birth anniversary of Mahatma Gandhi on 2nd October 2019.

The objectives of the campaign include:

- i) Create awareness on best practices in water & energy conservation, health, hygiene and sanitation.



ANGIKAAR adopted 3Cs Strategy to create 360- degree approach focused on mass media and inter & intrapersonal communications for behaviour change management. The activities planned during the campaign were participatory and area & audience specific covering beneficiaries from all four verticals of PMAY (U).

- 1. **Convergence:** To achieve the objective of building capacities of PMAY (U) beneficiaries in adapting to change through door-to-door awareness on best practices in water & energy conservation, health, hygiene and sanitation. Convergence was brought in with other welfare oriented schemes of the Central and

State Governments viz., Ayushman Bharat, Ujjwala, Ujala, Jal Shakti Abhiyan, Fit-India Movement, Poshan Abhiyan and Solar Mission.

- 2. **Community Engagement:** A first of its kind campaign of this magnitude, this was a collective effort with proactive participation of PMAY (U) beneficiaries, State Governments, UT Administrations, Urban Local Bodies and elected representatives. Around 18,500 Angikaar resource persons (ARPs) were trained by about 2,200 specialists of City Level Technical Cells (CLTCs) working in 4,427 cities of PMAY (U). They acted as foot soldiers and helped propagate the message of the campaign.

- ii) Provide an enabled environment through convergence with various Urban Missions and schemes of other Central Ministries.
- iii) Enable families, communities and resident welfare associations in adapting to newly constructed PMAY (U) houses by fostering cohesive living through social behaviour change management.
- iv) Build capacities of beneficiaries and facilitate them to implement best practices like water & energy conservation, waste management, rainwater harvesting, tree plantation etc.





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आवास योजना-शहरी
Pradhan Mantri Awas Yojana-Urban

Angikaar
Embracing Change

Angikaar wishes you a
HAPPY REPUBLIC DAY

3. **Communication:** A National and State/UT/ Urban Local Bodies (ULB) level information, education and communication strategy was devised. Various Mass Media and intra & interpersonal communication tools (ICT) were developed along with the roll out of 5-6 ward/city level IEC activities like Swachhata Pledge, Ban on Single Use Plastic, tableaus, sand art, essay competition, Angikaar 'pledge' on change management, street plays, folk songs, rallies, wall paintings, health camps, tree plantations & cleanliness drives and campaigns such as swachh pathshaala, swachh makaan, swachh colony, plogging runs, distribution of LED and solar lights, building rain water harvesting structures etc. were rolled out.

The campaign continued with various activities throughout 2019 and into 2020, some of which include celebrating the 71st Republic Day (26th January 2020), International Women's Day (8th March 2020) along with need assessments, financial outreach and awareness. As part of the campaign, PMAY (U) beneficiaries were also sensitised on COVID-19 safety measures.

The four components of Angikaar are:

i) **Need Assessment:** MoHUA developed an ANGIKAAR module on PMAY (U) mobile application to conduct need assessment. It works in tandem on real time basis with Ayushman Bharat and Ujjwala schemes to check

eligibility and provide benefits under the scheme to PMAY (U) beneficiaries.

- ii) **Door-to-Door Awareness:** Based on the gap of services ARPs created awareness on best practices of waste management, water and energy conservation, environment protection and sanitation & hygiene and handed over flyers with key messages on change management.
- iii) **City and Ward level activities**
 - a) One to One ward/ cluster level awareness activities using pictorial creative content through flip charts, pamphlets, posters, and banners etc. Flyers with key messages were disseminated in regional/local language.
 - b) One to Group communications at ward/ cluster through street plays, short films, folk songs, rallies etc with themes such as water & energy conservation, proper disposal of waste, rainwater harvesting/recharge etc.
 - c) Community activities like distribution of saplings, dustbins, solar and LED lights, tree plantation and cleanliness drives, wall paintings, drawing competitions, etc.
 - d) Hoardings, Billboards, Posters at strategic viewpoints of ULB premises or entry gate of Affordable Housing in Partnership (AHP), In-Situ Slum Redevelopment (ISSR) and other PMAY (U) project areas/locations for awareness.



- e) Transit media: Awareness through public and private transports, bus shelters, vehicle announcements and mobile van branding in wards/ city markets for creating awareness.
- f) Audio-Visual tools for embracing change such as e-tutorials through Youtube, documentaries, Radio/ FM, scrolls in cinemas, local TV channels at ward /city level
- g) Cleanliness Runs: Dedicated campaigns such as plogging runs, swachh pathshaala, swachh makaan, and swachh colony etc. for community engagement.
- h) Digital platforms like Facebook, Twitter, website banners etc. used for awareness.
- iv) **Outreach for financial literacy:** Economically weaker section & low-income group beneficiaries were outreached through financial literacy by primary lending institutions (PLIs). Orientation programmes were done on government schemes such as Pradhan Mantri Jan Dhan Yojana, Jeevan Jyoti Bima Yojana, Suraksha Bima Yojana, Atal Pension Yojana, Stand up India, Vaya Vandana Yojana etc.

Achievements under the programme are summarized below:

- a) 20 lakh families reached through campaign.
- b) 4.5 lakh beneficiaries adopted effective waste management practices.
- c) 4.10 lakh saplings planted.
- d) 3.90 lakh households began using LED lights.
- e) 2.90 lakh households began using solar devices.
- f) 240 households built rain water harvesting structures.
- g) 920 health camps conducted across the country.

