



Training of Trainers Manual



सत्यमेव जयते

Ministry of Housing and Urban Affairs
Government of India



Angikaar

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MoHUA acknowledges and thanks the contribution of creators and owners of photographs and informative material used in this document for the purpose of illustration and dissemination of messages for social change management among Pradhan Mantri Awas Yojna (Urban) beneficiaries.

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Section - 1

angikaar – A Campaign for Change Management

1.1 The Vision

Mahatma Gandhi had envisioned a clean, green, healthy and litter free India. As India commemorates 150th birth anniversary of the Father of Nation, his principles continue to guide us on our journey towards “New India”. In line with Gandhiji’s vision, Pradhan Mantri Awas Yojana-Urban (PMAY-U) proposes to launch **angikaar**, a 60 day campaign to mobilise communities for behavioural change management.

This Facilitator’s Guide has been designed to equip the State/ Cities to orient the trainees on the concept and implementation of angikaar. The trainees may include Community Resource Persons (CRPs) under National Urban Livelihood Mission (NULM), volunteers, students or community members who will be involved in awareness generation campaign. Henceforth, they will be called Angikaar Resource Person (ARP). After the training, they should be able to communicate key messages envisaged under this campaign effectively.

Before we proceed further lets understand what angikaar is.....

1.2 Introduction

angikaar- is an awareness campaign for social behaviour change, focusing on issues such as water & energy conservation, waste management, health, sanitation and hygiene for **beneficiaries of completed houses** under PMAY (U), through community mobilisation and IEC activities. For this purpose, the campaign will converge with Missions of Ministry of Housing and Urban Affairs (MoHUA) and other Ministries such as Health and Family Welfare, Environment Forest & Climate Change, New & Renewable Energy, Petroleum & Natural Gas, Power, Jal Shakti, etc. The objective of convergence is to link the PMAY (U) beneficiaries with the schemes and programs of other Ministries.





1.3 Objectives of angikaar

- Create awareness among PMAY(U) beneficiaries to conserve and maintain basic amenities such as electricity, water, sanitation and solid waste management.
- Acclimatise families, Resident Welfare Associations (RWAs) in adapting to newly constructed PMAY(U) homes by fostering cohesive living through social behaviour change management.
- Encouraging beneficiaries to adopt best practices for a sustainable environment through Rain Water Harvesting, Solar lighting, Tree plantation etc.

1.4 Activities under angikaar

1.4.1 **Door to Door awareness campaign** on schemes & services through leaflets and posters along with *Need Assessment*.

1.4.2 **Wards Level activities** to disseminate key messages through street plays, puppet shows, vehicle announcements, awareness in Schools through competitions, workshops etc.



1.4.3 **Launch & Culmination event by PMAY(U) beneficiaries on 2nd October 2019 and 10th December 2019** respectively. The event will comprise of:

- (i) Activities such as propagation of key messages across schemes, thematic speeches, distribution of awards, issue of certificates to students and volunteers who have contributed for the campaign.
- (ii) Stock taking of beneficiaries for ensuring access to schemes and services of other Ministries through a Kiosk or camps.
- (iii) Organizing health camps, plantation drives, service desk, signature campaign etc.

1.5 Committees under angikaar

In order to effectively implement and monitor the campaign, MoHUA has issued guidelines for formation of committees at the Central, State and District levels. The committee at the district level should be informed about the developments and findings at the field level. At the district level, under the guidance of the District Collector the convergence with concerned departments should be reviewed and ensured.



National, State and District Level Monitoring Committees

MoHUA	State	District
<ol style="list-style-type: none"> 1. Secretary, MoHUA 2. Additional Secretary (Housing) 3. Joint Secretary (HFA) 4. Joint Secretary (NULM) 5. Joint Secretary (AMRUT) 6. Joint Secretary (SBM) 7. Joint Secretary (NMH) 8. CEO (Ayushman Bharath) 9. Joint Secretary (MNRE) 10. Joint Secretary (MoEF &CC) 11. Joint Secretary (Jal Shakti) 12. Joint Secretary (P&NG) 	<ol style="list-style-type: none"> 1. Chief Secretary 2. Principal Secretary, Urban Development/ Housing 3. Principal Secretary, Forest 4. Principal Secretary, Renewable Energy 5. Principal Secretary, Water Resources 6. Principal Secretary, Food and Civil Supplies 7. Principal Secretary, Health and Family Welfare 	<ol style="list-style-type: none"> 1. Municipal Commissioner/ District Collector/ Divisional Commissioner 2. CDO/CEO, Zila Parishad 3. All EOs of ULBs 4. District Level Officer <ul style="list-style-type: none"> ▪ Forest ▪ Water Department ▪ Renewable Energy ▪ Food and Civil Supplies ▪ Health and Family Welfare ▪ Education ▪ WCD (WE & ICDS)

1.6 Monitoring & Evaluation

The Monitoring Committees formed at Centre, State and District level as mentioned above will review the progress of campaign every fortnight. The outcomes will be measured and monitored through Qualitative and Quantitative indicators.

a. Qualitative indicators

- a) Through photographs/ videos and testimonies on PMAY(U) web portal and PMAY (U) Mobile App

b. Quantitative indicators

i. Use of Recycled Water

- No. of AHP and ISSR projects using STP recycled water.

ii. Environment

- No. of trees planted during the campaign
- No. of AHP and ISSR projects with rain water harvesting structures/percolation pits
- Number of rain water harvesting / recharge / restoration pits in BLC houses





iii. Energy Conservation:

- No. of solar energy devices such as solar lighting, cookers, water heater.
- No. of PMAY(U) houses/ projects using LED bulbs/fans



iv. Solid Waste Management

- No. of PMAY(U) households where segregation at source is initiated.
- Number of wet and dry dustbins beings used



v. Outreach:

- No. of PMAY(U) beneficiaries outreached for awareness on schemes and services.
- Number of people (non PMAY –U) outreached during for awareness on schemes and services in wards (BLC locations).



1.7 Understanding Pradhan Mantri Awas Yojana- Urban

The Hon'ble Prime Minister of India launched PMAY(U)- Housing for All Mission on 25th June 2015. The Mission aims at providing all weather pucca house to all eligible beneficiaries of urban India by the year 2022. The eligibility criteria include, belonging to EWS category (except CLSS), having kutchha or semi-pucca house and not owning any pucca house in his/her name or any other family members, anywhere in India.

MoHUA in partnership with States/ UTs facilitates construction of houses under different verticals of the Mission. A fixed amount is provided to the beneficiary for construction of house by Government of India and State Government, where gap funding is done by the beneficiary themselves to own a house. The salient features of four verticals of the Mission are mentioned below:

1.8 PMAY(U) – Verticals

A. *In-situ” Slum Redevelopment (ISSR)*

- a. Envisages slum redevelopment by using land as a resource, with participation of private developers.
- b. Central Assistance of Rs. 1.0 lakh per house under ISSR.
- c. De-notification of slums after redevelopment, by State/UT Government.

B. *Credit Linked Subsidy Scheme (CLSS):*

- a. Beneficiaries of Economically Weaker Section (EWS) and Low-Income Group



(LIG) seeking housing loans from Banks, Housing Finance Companies and other such institutions are eligible for an interest **subsidy of 6.5 %** on loan amount upto Rs. 6 lakhs.

- b.** Interest **subsidy of 4%** on loan amount up to Rs.9 lakh and **3%** on loan amount up to Rs.12 lakh for MIG income segments of Rs 6-12 lakh and Rs 12-18 Lakh, respectively.
- c.** The beneficiary may directly contact the Banks or HFCs for availing subsidy under the scheme.

C. *Affordable Housing in Partnership (AHP)*

- a.** To increase availability of houses for EWS category at an affordable rate, States/UTs, either through its agencies or in partnership with private sector to plan affordable housing projects.
- b.** Central Assistance of **Rs. 1.5 Lakh** per EWS house is provided by GoI.
- c.** The AHP housing project could have a combination of EWS/LIG/MIG houses for cross subsidization.



D. *Beneficiary-led individual house construction/enhancement (BLC)*

- a.** Central Assistance of **Rs. 1.5 lakh** to individual eligible EWS families to construct new houses on their own.
- b.** The beneficiary should own the land where house will be constructed.
- c.** If beneficiary already owns pucca house less than 21 sq. mt. carpet area, he/she can be included for Enhancement of existing house upto 30 sq. mt.





Section - 2

Ministries and Schemes for Convergence

Now, let's discuss the programmes/schemes of Ministries to converge with and key messages

2.1 Ministry of Petroleum and Natural Gas

Pradhan Mantri Ujjawala Yojana (PMUY) aims to safeguard the health of women & children by providing them with a clean cooking fuel – LPG, so that they don't have to compromise with their health in smoky kitchens or wander in unsafe areas collecting firewood. The scheme provides LPG connections to the BPL households across the country. Identification of the BPL families under PMUY is done through Socio Economic Caste Census (SECC) data.

The objectives of the scheme are:

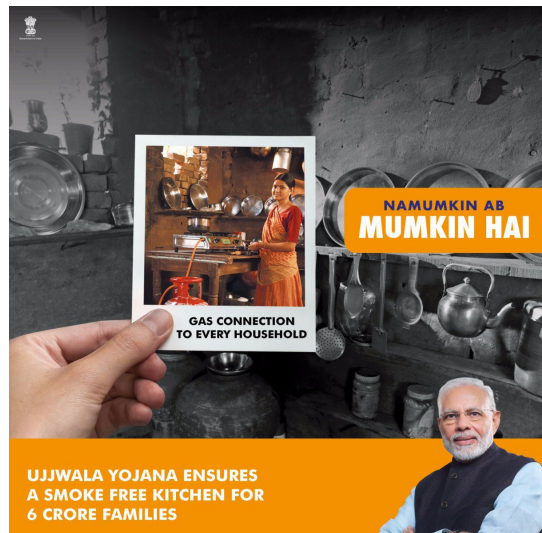
- Empowering women and protecting their health.
- Reducing the serious health hazards associated with cooking based on fossil fuel.
- Reducing the number of deaths in India due to unclean cooking fuel.
- Preventing young children from significant number of acute respiratory illnesses caused due to indoor air pollution, by burning the fossil fuel.

Key Messages:

- Smoke free kitchen for better health;
- Swachh Eendhan- Behtar Jeevan;
- Gas Connection to Every BPL Household;
- How to avail the scheme benefits;

Process of availing Ujjawala scheme:

- A woman of the BPL household, may apply for a new LPG connection (in the prescribed format) to the nearest LPG distributor.
- While submitting the application form, the woman needs to submit





detailed address, Jandhan Bank Account and Aadhar number of all members of the household.

- The connection will be issued by the Oil Marketing Companies (OMCs) to the eligible beneficiaries after processing the application.
- In case the consumer opts for EMI, the EMI amount will be adjusted against the subsidy amount due to the consumer on each refill.



Instructions for awareness:

- If the beneficiary is aware of the Ujjawala scheme and has not availed the benefits of the scheme, show the booklet and explain the procedures to avail the scheme benefits.
- ARP will also facilitate and help beneficiaries to connect to the torch bearer of the scheme i.e. the service provider, at the local level.

2.2 Ministry of Health & Family Welfare

Ayushman Bharat Yojana or Pradhan Mantri Jan Arogya Yojana (PMJAY) is a centrally sponsored health insurance scheme, aiming at making interventions in primary, secondary and tertiary care systems, covering both preventive and promotive health, to address healthcare holistically. It is an umbrella of two major health initiatives namely, Health and Wellness centres and National Health Protection Scheme (NHPS).

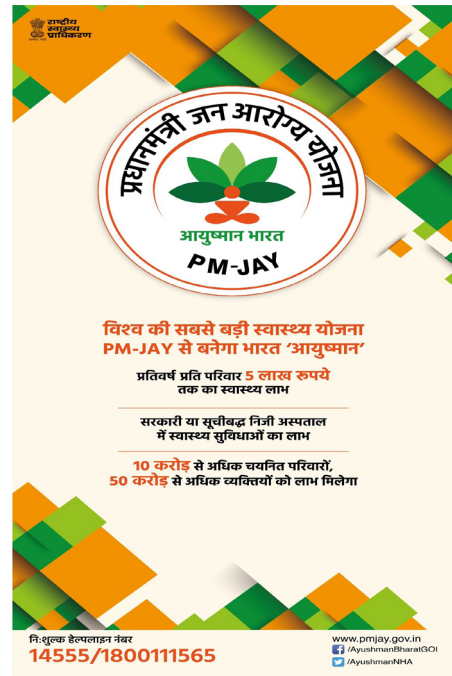
Key Messages:

1. Government provides health insurance cover up to Rs. 5 lakh per family per year. More than 10.74 crore poor and vulnerable families (approximately 50 crore beneficiaries) are covered across the country. All families listed in the SECC database as per defined criteria will be covered. No cap on family size and age of members.
2. Priority to girl child, women and senior citizens.
3. Free treatment available at all public and empanelled private hospitals in times of need.





4. Covers secondary and tertiary care hospitalization.
5. 1,350 medical packages covered including surgery, medical and day care treatments, cost of medicines and diagnostics. All pre-existing diseases covered. Hospitals cannot deny treatment.
6. Cashless and paperless access to quality health care services.
7. Hospitals are not allowed to charge any additional money from beneficiaries for the treatment.
8. Eligible beneficiaries can avail services across India, offering benefit of national portability. Can reach out for information, assistance, complaints and grievances to a 24X7 helpline number – 14555.



Instructions for awareness:

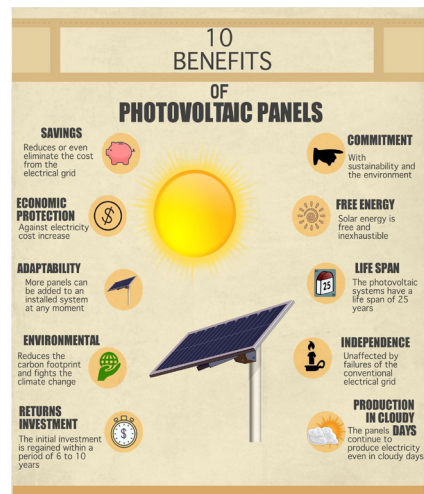
- i. If the beneficiary does not own Ayushman Bharat card, explain the benefits of the scheme by showing the booklet. Check the eligibility using Mobile App. If found eligible, explain the procedures to avail the Ayushman card.
- ii. ARP will also facilitate and help beneficiaries to connect to the nearest Citizen Service Centre (CSC) or the hospital to get the card made.
- iii. Beneficiaries should also be sensitized to exercise daily, stay fit and lead a healthy life.

2.3 Ministry of New and Renewable Energy

National Solar Mission aims to promote ecologically sustainable growth while addressing India's energy security challenge. It will also constitute a major contribution by India to the global effort to meet the challenges of climate change.

Key Messages:

- Solar Energy is a clean and cheaper source of





energy.

- Install solar panels at subsidized cost and use solar cooker, lights etc.

Instructions for awareness:

- Describe about the solar energy scheme through the use of IEC materials on the method in which solar rooftop-grid can be installed particularly in AHP and ISSR projects.
- Explain about the low-cost feature of electricity consumption to PMAY (U) beneficiaries.

2.4 Ministry of Power

UJALA (Unnat Jyoti by Affordable LED's for All) is an initiative of Ministry of Power, Government of India to promote efficient use of energy at residential level and to also enhance the awareness of customers about the efficacy of using energy efficient appliances. It may be noted that the scheme was initially labelled DELP (Domestic Efficient Lighting Program) and was relaunched as UJALA.

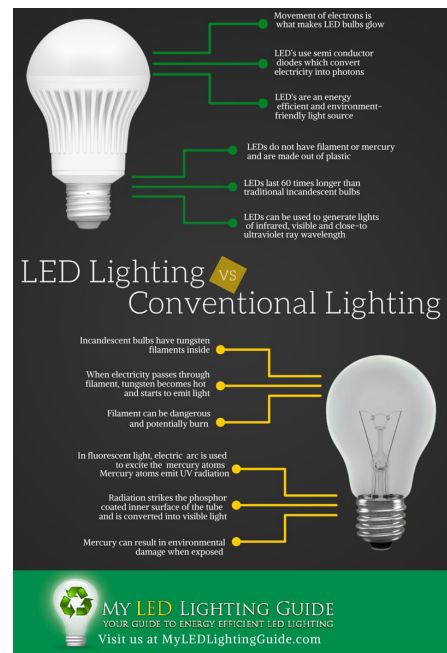
Description:

The consumer will get a branded LED bulb and tube light and 5 star rated ceiling fans at most discounted prices in comparison to market price. Customer's electricity bill will be reduced with usage of each LED bulb, tube light and ceiling fan, thus making earlier cost recovery. This will lead to savings in electricity and lowering consumption of fossil fuels, thus benefiting the environment as well. Hon'ble Prime Minister urged beneficiaries to use LED bulbs, save money, save energy and take part in helping the nation. Under this scheme the customer is eligible to purchase any number of:

- 9W LED bulbs at affordable cost of Rs.70/-inclusive of GST;
- 20W energy efficient LED tube lights at affordable cost of Rs.220.
- BEE 5-star rated Ceiling Fans at affordable cost of Rs.1100

Key Messages:

- Adoption of energy efficient appliances.





- Adopt the energy conservation practices to save electricity.

Instructions for awareness:

- i) The ARP will explain the benefits of using LED
- ii) If the beneficiary is aware and not using LED lighting the ARP will encourage the use of LED detailing about the savings and the benefits of energy conservation.
- iii) The ARP shall guide the beneficiaries to access the outlets where LED lights are being sold at discounted price in the city.
- iv) Apart from adopting LED the beneficiaries should also be made aware about conserving energy through adopting few practices as explained below:

Energy Conservation: Energy conservation is the effort made to reduce the consumption of energy by its judicious use. This can be achieved either by using energy more efficiently (using less energy for a constant service) or by reducing the intensity of service used. Energy can also be conserved by reducing wastage and losses, improving efficiency through technological upgrades and improved operations and maintenance.

Instructions for awareness

- i) *Switch off appliances when not in use:* Electrical appliances like light, fan, AC, geyser, TV, mixer, computer keep on using electricity even when not in use. Just switch them off if you don't need them immediately.
- ii) *Use maximum daylight:* Turn off lights during the day and use daylight as much as possible. This will reduce the burden on the local power grid and save good amount of money in the long run.
- iii) *Plant shady landscaping:* Shady landscaping outside your home will protect it from intense heat during hot and sunny days and chilly winds during the winter season. This will keep your home cool during summer season and will eventually turn to big savings when you calculate the amount of energy saved at the end of the year.
- iv) *Optimum utilization* - Effective and minimum utilisation of energy.

2.5 Ministry of Environment, Forest & Climate Change (MoEF &CC)

Planting trees in the neighbourhood is one of the best things one can do for the local environment and for the mother earth. Besides producing oxygen and removing carbon dioxide and contaminants from the air, trees have many other social, economic, and



environmental benefits.

Key Messages:

- i) Explain the beneficiaries about benefits of planting tree in each house with the theme of “*hariyali aur khush hali*”.
- ii) Trees are like the lungs of the planet as they breathe in carbon dioxide and breathe out oxygen.
- iii) Besides improving air quality, they also contribute to rainfall and cool the earth.
- iv) Trees absorb sound and reduce noise pollution. Planting trees can also help cool your home in the summer
- v) In the winter, trees can act as windbreaks for your home and will help you save on heating costs.
- vi) Some life-saving medicines is extracted and prepared from trees, for example; Tulsi, Pipal, Bargad, Aleovera etc.
- vii) If trees are not yet planted in the house, the beneficiary should be motivated to plant one, linking them to the concerned department for getting the saplings.



2.6 Ministry of Jal Shakti

Ministry of Jal Shakti is working towards larger goal of conserving water resources. Water conservation is the practice of using water efficiently to reduce wastage of water. Water conservation is important because fresh clean water is a limited resource. Conservation of this natural resource is critical for the environment. Collecting and storing the rain water is also an imperative step in water conservation. While using water judiciously, we also need to restore rain water through adopting water harvesting techniques which can be used for various non-drinking purposes. The Ministry has also initiated nation-wide campaign for water conservation by adopting various means.

Key Messages:

Explain the beneficiaries how to save water as indicated below:



- i. Turn off tap while brushing teeth/ applying soap/ doing dishes.
- ii. Turn off tap after each use.
- iii. Take shorter baths.
- iv. Wash fruits or vegetables in a bowl of water.
- v. Use the flushed-out RO water to wash cars and bikes.
- vi. Catch the condensation that drips from your AC in a bucket that you can use for cleaning or for watering plants.
- vii. Detect & repair leaks.

The ARP should explain the benefits of rain water harvesting. A small soak pit can be made in smaller house also, where accumulated water can be used for non-drinking purposes. In addition, it will also recharge the water level.

- Harvest rainwater by cleaning the tin roofs and regular roofs of homes or by using large pots
- Develop a water harvesting structure for the storage and use

of rainwater in irrigation and domestic uses (not human consumption), which allow to collect, distribute and store the water to be used especially during the dry season.

The ARP should connect the beneficiaries with the concerned department which is promoting rain water harvesting under **Jal Shakti Abhiyan**.

2.7 Ministry of Housing and Urban Affairs

The Ministry of Housing & Urban Affairs (MoHUA) is implementing **SBM**, **DAY-NULM** and **AMRUT** which can be converged with PMAY (U).

A. Swachh Bharat Mission (SBM)-Urban

SBM aims at making all Urban Local Bodies (ULBs) 100% Open Defecation Free (ODF) by 2019. This will entail providing access to clean and usable toilet facilities for the citizens. It

METRO WATER 'BUCKET LIST'

Please Help Save Water... Help Save Your Future...

Start using your bucket at home and save upto 300 litres of water a day, Here's How...

Each family can save atleast 300 Liters of water per day with minor changes in lifestyle...

Please use bucket and you will find a notable difference... Every drop of water is precious Save water... Now!

CHENNAI METROPOLITAN WATER SUPPLY AND SEWERAGE BOARD
 No.1, Pumping Station Road, Chintadripet, Chennai - 600 002. Phone : 2845 4080
 Website : <http://chennaiwater.tn.gov.in>

Activity	Running tap	Bucket	Saving
BATHING	Shower 100 litres	Bucket 18 litres	Saving 82 litres
BRUSHING TEETH	Running tap 5 litres	Mug 0.75 litres	Saving 4.25 litres
FLUSHING AFTER TOILET	Flush 20 litres	Bucket 6 litres	Saving 14 litres
SHAVING	Running tap 5 litres	Mug 0.75 litres	Saving 4.25 litres
WASHING CLOTHES	Running tap 116 litres	Bucket 36 litres	Saving 80 litres
WATERING POTTED PLANTS	Running tap 50 litres	Bucket 10 litres	Saving 40 litres
WASHING CAR	Running tap 100 litres	Bucket 18 litres	Saving 82 litres
WATERING GARDEN	Running tap 100 litres	Sprinkler system 25/ 30 litres	Saving 70/75 litres



has two major components i.e. waste management and segregation of waste.

- i. Waste management** is also a focus area of SBM which means collecting, treating, and disposing of solid material that is discarded, because it has served its purpose or is no longer useful. Improper disposal of municipal solid waste can create unsanitary conditions. In turn, it can lead to pollution of the environment and outbreaks of vector-borne disease—that is, diseases spread by rodents and insects. The tasks of solid-waste management present complex technical challenges. They also pose a wide variety of administrative, economic, and social problems that must be managed and solved.

Description:

SBM-Urban has following objectives:

- To bring about an improvement in the general quality of life in the urban areas, by promoting cleanliness, hygiene and eliminating open defecation.
- To accelerate sanitation coverage in urban areas to achieve the vision of Swachh Bharat by 2nd October 2019.
- To motivate communities to adopt sustainable sanitation practices and facilities through awareness creation and health education.
- To encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- To develop, wherever required, community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the urban areas.

Key Messages:

- Segregation of dry and wet waste at source.
- Collection and disposal of solid waste and adopt basic sanitation and hygiene practices.
- Waste-water treatment and reuse.
- Promote composting at local level





Instructions for awareness:

- i) If the beneficiary is unaware or is not segregating waste correctly, the ARP shall explain using posters that explain the benefits of source segregation.
- ii) The ARP will further detail on the process of segregation, the colour difference of waste bins.
- iii) Keep two dustbins, 1 blue and 1 green. Use green for Wet Waste and blue for Dry Waste.
- iv) Regular inspection of sanitary conditions.
- v) If the segregated waste is not collected from the door step the ARP should encourage the beneficiary to drop the waste in the specified bins for dry and wet waste placed in the lane.
- vi) In case waste is not segregated or not collected or the lane/ ward has no bins, the ARP shall ensure that the ULB addresses the issue and arranges for the same.
- vii) In the AHP projects the community should be encouraged to practice composting within the society. Install composting equipment and make compost by putting fruits and vegetables peels in the compost bin. This can be used for kitchen garden.



ii. Sanitation: Sanitation refers to public health conditions related to clean drinking water and adequate treatment and disposal of human wastes and sewage. Sanitation systems aim to protect human health by providing a clean environment that will stop the transmission of disease, especially through the oral route, for example, diarrhoea. Sanitation and hygiene are critical to health, survival, and development. Basic sanitation is described as the ability to maintain hygienic conditions, through services such as garbage collection, industrial/hazardous waste management and wastewater treatment and disposal.



Key Messages

- Hands should be washed before meals to make them germ free. If hands are



rubbed thoroughly with soap and water before washing, then no germs will enter our body.

- Hands should be rubbed thoroughly with soap and then washed to make them germ and odour free after defecation.
- Different diseases arise because of inadequate sanitation.
- Drink clean water.
- Clean your house on daily basis.
- Keep your washrooms clean.
- Go green say no to plastic. Refuse, reduce, reuse and recycle

Instructions for awareness:

The ARP should explain the beneficiaries on benefits of adopting best sanitation practices as mentioned above. The leaflets and creatives should be used to describe and distributed to them subsequently.



B. Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM)

DAY-NULM is another scheme of MoHUA to converge with this campaign. It believes that the poor are entrepreneurial and have innate desire to come out of poverty. The challenge is to unleash their capabilities to generate meaningful and sustainable livelihoods.

Description:

DAY-NULM aims to reduce poverty and vulnerability of the urban poor households by enabling them to access gainful self-employment and skilled wage employment opportunities. It will result in an appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots level institutions of the poor. The mission would also address livelihood concerns of the urban street vendors by facilitating access to suitable spaces, institutional credit, social security and skills to the urban street vendors for accessing emerging market opportunities.

Key Messages:

- Acquire skills for better living
- Increase employment opportunities through community engagements.



Instructions for awareness:

The ARP is expected to explain the opportunities available under NULM for increase income opportunities. They can be linked with training institution for skill upgradation.

C. Atal Mission for Rejuvenation & Urban Transformation (AMRUT)

AMRUT, another flagship scheme of MoHUA which aims to establish infrastructure that could ensure adequate robust sewage networks and water supply for urban transformation by implementing urban revival projects. The scheme is being implemented in 500 cities with population of 1 lakh and above.

Description:

Providing basic services (e.g. water supply, sewerage, urban transport) to households and build amenities in cities which will improve the quality of life for all, especially the poor and the disadvantaged is a national priority. The purpose of AMRUT is to:

- Ensure that every household has access to a tap with assured supply of water and a sewerage connection.
- Increase the amenity value of cities by developing greenery and well-maintained open spaces (e.g. parks)
- Reduce pollution by switching to public transport or constructing facilities for non-motorized transport (e.g. walking and cycling). All these outcomes are valued by citizens, particularly women. Indicators and standards have been prescribed by MoHUA in the form of Service Level Benchmarks (SLBs).

Instructions for awareness:

If the town is covered under AMRUT, the ARP will make aware the beneficiaries about services offered by AMRUT. If trunk infrastructure of water supply and sewerage is laid under the scheme, the household connection is also provisioned with nominal cost. The ULB should also be encouraged to connect the PMAY (U) houses especially with water supply and other infrastructure.



Section - 3

Training Procedure and Activities

Having understood the salient features of PMAY (U), let's move to implementation of angikaar-How to conduct this?

3.1 Step-wise Training Procedure

Welcome the participants to the workshop

1. Explain the agenda of the workshop and the role of various participants for the angikaar campaign.
2. Explain that MoHUA under PMAY (U), has a specific goal to address social behavioural change among beneficiaries of completed house under the Mission. It is built on Gandhian thoughts on cleanliness, hygiene and sanitation geared towards creating an enabling environment, where beneficiaries get accustomed to new habitat. The beneficiaries should be able to adopt the new infrastructure, basic civic facilities and also ensure water & energy conservation and practice sanitation, personal hygiene and waste management.
3. Explain the following five key activities of angikaar that need to be conducted:
 - i. Door to door awareness campaign** with beneficiaries of completed houses under PMAY (U), with thematic leaflet and pamphlets provided by State along with Need Assessment (NA). The need assessment as per the format provided would help in converging with necessary sectoral departments for linking PMAY (U) beneficiaries for service delivery.
 - ii. Devising IEC strategy** and corresponding messages for social behaviour change as per the need of the beneficiaries in the wards through various Mass Media and Intra & Interpersonal Communication Tools (ICT).
 - iii. Designing key messages** to be communicated through puppet shows, street plays and other modes of communications.
 - iv. Conducting 4-6 IEC activities** at each ward/ clusters of wards periodically within the campaign period.
 - v. Organizing 2 city level events** (a) launch on 2nd October on 150th Gandhi Jayanti and (b) culmination event on 10th December, 2019 with all beneficiaries by inviting dignitaries of the town.



3.2 Door to Door Campaign through IEC

After explaining the broad contours of angikaar campaign to the trainees, they should be told about the methodology of the same. The standard IEC material with key messages developed by the respective Ministries and adapted by PMAY (U) Mission will be used for the campaign. These messages will include thematic area of water and energy conservation, renewable energy, tree plantation, health, gas connection etc.

Methodology

1. The City Level Technical Cell (CLTC) specialists in coordination with the ULB staff and **Angikaar Resource Persons** (ARPs) shall map all the PMAY (U) wards/projects.
2. Before going to the field, the ARP should ensure that the following materials are with him/her
 - a. List with names and details of PMAY (U) beneficiaries.
 - b. IEC toolkit (pamphlets, brochures, booklets etc.)
 - c. Smart phone with mobile with required mobile app installed for need assessment.
3. The mobile app for needs assessment consists of the subsidy/ services being provided by the Government namely, Ayushman Bharat and Ujjwala Yojna (LPG).
4. The ARP should introduce himself/herself to the beneficiary, and explain about the objectives of angikaar as a campaign informing the beneficiary about the series of activities that will be conducted in the ward/ clusters of ward level.
5. Handover the pamphlets, leaflets on key messages and explain as per the awareness level.
6. ARP shall spend a minimum of 15 minutes in spreading awareness of the schemes in each household.
7. The ARP should not visit more than 10 to 12 beneficiaries in a day.
8. Invite the beneficiary to participate in the 150th birth anniversary celebrations of Mahatma Gandhi on 2nd October, 2019 as well as culmination event on 10th December, 2019.

3.3 Guidance on conducting Need Assessment:

Community Based Need Assessment is one of the core activities of angikaar.

The study is to be conducted in all the areas/ wards where PMAY (U) is being implemented. The assessment will help the Urban Local Bodies to have a clear understanding on awareness and the uptake of urban services by the PMAY (U) beneficiaries. It will further help in determining the focus areas for convergence with other Urban Missions and sectoral



departments. The campaign particularly focuses on converging with **Ujjawala** for gas connection and **Ayushman Bharat** for health insurance.

Methodology

The need assessment will be done through a Mobile App developed as a sub-set of PMAU (U) mobile app. In order to use the Mobile App the ULB needs to upload the list of ARPs or volunteers in PMAY (U) MIS, who will be engaged in door to door activities and need assessment. The ARP will enter his/her mobile number in the App and will receive an OTP after verification for conformation. Now the Mobile App is ready for use in need assessment and will have access to beneficiary details of the city. *A separate guidance will be issued explaining step wise process to use the Mobile App.*

The Mobile app has two components of need assessment for the purpose of convergence i.e. Ayushman Bharat (health) and Ujjawala (gas connection).

1. Ask whether the beneficiary owns the Ayushman Bharat card for health benefits. **if YES**, ARP to select the (✓) “Aware” box.
2. If the beneficiary’s response is **NO**, then the eligibility can be checked through the App on the basis of mobile no., ration card no. etc tick. If found eligible as per SECC data then the beneficiary should be advised to visit any CSC and get the card after paying Rs. 30.
3. Similarly, for Ujjawala also same procedure will be adopted.
4. At the end of the day the ARPs shall assemble in the ULB where the CLTC specialists and other concerned staff shall review the outcome of need assessment to understand the Beneficiary’s awareness on schemes and services.
5. The need assessments will present a clear picture to the ARPs about the required convergence and further necessary action that needs to be taken.
6. The concerned ULB staff/ officer shall further submit/ forward/ discuss the needs with the District Level Monitoring Committee and work towards provision of services.

3.4 Developing IEC plan

Devising IEC plan will include following aspects:

- i. *Inter-Personal Communication (IPC)*
 - Door to door outreach, community events, school workshops,
 - competitions and challenges, learning material in the form of booklets, pamphlets, etc.
- ii. *Mass Media*
 - Wall paintings and hoardings
 - Radio ads and Jingles, television ads



iii. Digital Media

- Social media (Facebook, Twitter, etc.), online coverage on blogs, mobile applications, phone calls, IVR outreach, mass SMS campaign, Local Cable, Radio etc.

iv. Digital Cinema

- Upload films / Photos on Facebook, Website, YouTube

3.5 Conducting IEC activities at the Ward Level

The ward level activities will consist of 4-6 activities as indicated below:

- Street Plays, Puppet Shows, Posters, leaflets
- Facilitation of beneficiaries to access schemes and services
- Banner/ Wall Painting, Bill Boards
- Mobile Van Branding & speaker announcements
- Awareness in Schools through competitions, workshops etc.
- Radio Jingles

3.6 Launch & Culmination Ceremony

Two events at city level will be conducted:

- *Launch on 2nd October, 2019*
- *Culmination on 10th December, 2019.*

The launch ceremony will be held on the occasion of 150th birth anniversary of Mahatma Gandhi Celebrations by PMAY(U) beneficiaries on **2nd October, 2019** and culmination event on **10th December, 2019**. All the beneficiaries of PMAY (U) should be called and summary of learning should be shared with all. The local MP/MLA/Mayor/Municipal Commissioner/Parshad/Sabhasad should be called to speak on the issues covered and motivate beneficiaries to continue with best practices learned during campaign. The activity may include:

- Key messages, speeches for Who's Who of the city
- Distribution of awards to volunteers,
- Distribution of awards for clean house, society and disposal of waste management etc.
- Issue of certificates to students
- Stock taking of beneficiaries for schemes and services and placement of helpdesk on the event day
- Plantation Drives
- Continuous outreach through awareness
- Ensuring last mile connectivity of services



Section - 4

Change Management for AHP & ISSR

With respect to housing, the Mission has extended all support to States in facilitating policy changes and has ensured that all basic facilities are provided for the family as a whole. It has also taken necessary measures at the planning level to create an enabling environment especially about group housing, wherein the beneficiary along with spouse and children have a smooth transit to their new homes with all facilities and infrastructure in place.

However, to go beyond provision of housing with all amenities and bring quality to living conditions in new homes and new environment for the urban poor, it is essential to work towards addressing issues that arise from change. It is important to create an enabling environment where the urban poor accustom themselves to new environment which include supporting and advocating beneficiaries to brace themselves to get used to infrastructure, facilities, closed private spaces, and cohesive community living.

To address this issue States/UTs need to address the socio - environmental issues of the urban poor. States/UTs should make concerted efforts to include stake holders, civic agencies, Resident Welfare Associations (RWAs), communities, social & private organizations and the Government to play a proactive role to make change management a fruitful exercise wherein beneficiaries have a smooth transit to new homes and new environment. Active public participation and stakeholder engagement will help facilitate the following change management communication for the urban poor by States/UTs.

Some of the key benefits or advantages for the beneficiary:

- A long-term benefit - the beneficiary receives a civilised and quality life with dignity.
- Security of tenure, safety to life and good health.
- Convenience and access to infrastructure i.e. potable drinking water supply, solid waste management, sanitation, and community health centre wherein institutional deliveries are provided & promoted.
- Beneficiary and family as a unit will be enabled to channelize their energies for growth and development
- Surpass encountering day to day problems which is inclusive of senior citizens and their daily living conditions.
- Their contribution to society at large in prevention of communicable diseases that arise from poor sanitation that lead to several communicable diseases.



4.1 Adapting to an Apartment Culture

1. **Believing and adapting to the shift to an apartment life style:**

- While getting a new house is a dream come true to the beneficiary, adapting to a structured environment is time consuming as it requires an understanding of the changes that come with living in a pucca structured apartment along with other families.
- Families of beneficiaries need to be oriented to living in an apartment that includes basic facilities like water, electricity, kitchen and toilet and utility services such as lift, community hall, parking area, playground, common path areas etc.

2. **Acclimatising to closed spaces and comfort within the house:**

- The houses provided under ISSR and AHP include basic amenities like water, electricity, one/two bedrooms, kitchen and toilet within the house.
- Families should acclimatise themselves to utilise these facilities which is common and community centric. It is important to orient beneficiaries on the comfort of nesting in a closed environment which is protective and gives privacy and dignity to life.
- Beneficiaries should be given walk through of the house where they are able to sense and feel the new environment and this enables them to adapt to the environment.

3. **Appropriate use of common areas and open spaces:**

- It is important for beneficiaries to understand the change in the pre and post environment conditions. There should be an ownership to not just the house/flat but to the common areas and open spaces as they are going to be used by the families of the beneficiaries only. Hence each owner should be taught to maintain the cleanliness of these common spaces.
- **Use of infrastructure facilities inside and outside the house (lift, bedroom, kitchen slab/sink, shelves, lofts, cistern etc.)**
- Families need to be oriented to enjoying and using the infrastructure facilities inside and outside the house (lift, bedroom, kitchen slab/sink, shelves, lofts, cistern etc.) These facilities should be explained to them.
- With respect to toilets appropriate use of cistern, conservation of water and hygienic maintenance of toilets/washrooms should be explained.
- Judicious use of resources and conservation of the same (water, electricity etc.) should be emphasised upon.

4. **Ownership and management of Community Utility Facilities (Community hall, parks, school, place of worship, Aaganwadi etc.)**

- The occupants/families need to form a Resident Welfare Association (RWA).



- Roles and responsibilities (on a rotation basis) should be assigned to each of the members of the RWA for ensuring the maintenance of Community Utility Facilities.
- RWA should conduct monthly meetings to address any issue.
- The RWA should be trained in maintaining a corpus, accounts and minutes of meetings.
- The families should be oriented on adherence to rules and norms of the society's (RWA) in terms of finances, maintenance etc.

4.2 Community Engagement for Social and Behavioural Change

1. **Appropriate waste management practices at the household and the community level.**
 - Principles of Solid Waste Management to be followed.
 - Upkeep and maintenance through daily garbage collection by local authorities to be established.
 - General cleanliness and upkeep of the house and neighbourhood to be made a practice.
2. **Warding off diseases through closed defecation (use of in-house toilets)**
 - Families should acclimatise themselves to use toilets within the house
 - Importance of maintaining a hygienic and clean toilet.
3. **Cohesive living by empathising with needs and challenges of the family members and neighbours**
 - An apartment consists of a mixed population of people who belong to different religions, cultures, age groups.
 - It is important for members to understand and respect these different backgrounds and exercise tolerance to all people living together.

4.3 Operation Maintenance (O&M) and Sustainability

Operation and maintenance of group housing is a major challenge. But through cooperation and living with a community sense, makes it easier to maintain the houses.

Following measures may be considered for this purpose:

1. Formation of Resident Welfare Association (RWA) in a democratic manner,
2. Creating a corpus for Operation and Maintenance,
3. Liaison with Local Government for resource mobilisation,
4. Training for financial sustainability of O&M including provision for building adequate funds, for capital expenditure and one-time expenditure.



4.4 Discussion Guide for Beneficiaries – AHP Project Level

The Project Level workshops is to be conducted in a participative method to understand the aspirations of the beneficiaries with respect to housing, their existing living conditions and what are their expectations.

1. *Infrastructure and facilities:*
 - a. Availability of community facilities such as markets/space
 - b. Availability of community halls, public parks, playgrounds etc.
2. *Availability of basic services*
 - a. Water supply
 - b. Electricity,
 - c. Garbage/Waste collection and management
 - d. Street lights
3. *Physical infrastructure*
 - a. All weather roads
 - b. Connected to sewerage network & drainage system
 - c. Primary Schools
 - d. Primary health care centres
 - e. Aaganwadis
4. *Community toilets including Pay & Use Toilets (PUTs)*
 - a. Facilities inside the toilets
 - b. Women friendly community toilets
 - c. Safety & security
 - d. Any payment levied (PUTs)
 - e. Water supply
 - f. Electricity
 - g. Gender segmentation of toilets
5. *Safety & security of women & senior citizens*
 - a. Incidents of violence against women in the area
 - b. Membership in self-help groups
 - c. Senior citizen friendly environment
 - d. Access to Police station and women’s protection cell

Instruction: The moderator should understand and summarise the needs and issues as discussed with the beneficiaries and manoeuvre the discussion.



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