"IEC ACTIVITIES AND CONVERGENCE WITH NULM"

Under

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URBAN DEVELOPMENT & HOUSING DEPARTMENT
GOVERNMENT OF JHARKHAND
Pre-Implementation
Demand Generation

Initiation of HFAPoA Preparation

- Stakeholder workshops with elected members.
- Bankers, Beneficiaries, inter and intra department.
- Inviting direct application at ULBs.
- Door to door Survey.
- Camps at ward level.

Documentation and Community Participation

- HFAPoA approved by ULBs Board with proper documentation.
- List of beneficiaries circulated to all ward members for their comments.
  - Invite objections at ward level (in a Printable format).
  - Validation committee setup to resolve it.
Camp

Stall

Advertisement in Newspapers

Social Media

Agreement

Advertisement to stop fraudulent
During Construction

**BENEFICIARY PASSBOOK.**
- Scheme related information
- Details of Beneficiary
- Records of Installments disbursed
- Record of Physical progress and Geo-tagging
- Recommended by GOI to other state

**BADGE FOR UTKRIST & PRAGATISHIL BENEFICIARY.**

Ukrist: Completed House.

Pragatishil: Construction in last stage

**SOP for Implementation of PMAY – vertical 4.**
Social Media - YouTube, Facebook, Twitter.

- Photos of completed Houses with beneficiary.
- Success Stories.
- Scheme and its latest amendments.
- MIS training

Camp & Counseling to Motivate the Beneficiaries.

- To start work
- To complete work
- If beneficiaries have some issues on spot solution.

Public Grievance Management System.

Public awareness through bulk SMS and Voice Call under Public Grievances Management System (PGMS).
Convergence with DAY-NULM

**Mason Training**
- Total trained – 290
- Training under process - 1320

**Plumbing / Electrician**
- Total Training (Elec.) - 3710
- Training Under Process (Elec.) - 720
- Total Trained (Plumbing) – 320
- Training Under Process (Plumbing) – 270

**Rani Mistri**
SHG Groups / PMAY beneficiaries is being trained on associate activities of construction work.
Convergence with other scheme

Eight Major Schemes

1. Ujjwala Yojan
2. Jan Dhan Yojna
3. Saubhagya Yojna
4. Jeevan Joyti Bima Yojana
5. Suraksha Bima Yojana
6. Mission Indradhanush
7. Ujala Yojna
8. Mudra Yojna

Water Supply
Skill Development
Other schemes of urban development
Swachh Bharat Mission
After completion
Way Forward

- **Grih Nirman Divas** (Target 15th Aug- 15000)
- **Training of Rani Mistri**
- **Traditional paintings in the PMAY houses.**
- **Grih Pravesh Divas**
Happy Families with New BLC Houses.