

Pradhan Mantri Awas Yojana (PMAY-U)



**Proposal for Pradhan Mantri Awas Yojana (Urban) projects under vertical
Beneficiary Led Construction and Annual Capacity Building Plan**

Presented to Chairman, CSMC held on 27th Dec' 2017

**Government of Arunachal Pradesh
Dept. of Urban Development and Housing
Itanagar**



PART A:- BENEFICIARY LED CONSTRUCTION

1. PROGRESS OF PMAY (U)



INDICATORS	CURRENT STATUS (NO.)
▪ Cities Approved	29
▪ Demand Survey Completed	29
▪ Total Demand	13871
▪ Demand received through Common Service Centre and Online Application	N.A.
▪ Cases accepted/rejected	13871 accepted out of 21000
▪ Whether HFAPoA Submitted	HFAPoA of 11 towns have been approved by CSMC and further HFAPoA for 7 towns have been for 29 th CSMC, viz:- Aalo, Basar, Boleng, Longding, Mariyang, Palin & Koloriang and remaining of HFAPoA 11 towns will be submitted by Jan' 2018.

Continued to slide next....



1. PROGRESS OF PMAY (U)



Continued from previous slide ...

Indicators	Current Status (No.)
<ul style="list-style-type: none"> Whether AIP Submitted 	<p>HFAPoA of 11 towns have been approved by CSMC and further HFAPoA for 7 towns have been for 29th CSMC, viz:- Aalo, Basar, Boleng, Longding, Mariyang, Palin & Koloriang and remaining of HFAPoA 11 towns will be submitted by Jan' 2018.</p>
<ul style="list-style-type: none"> Whether HFAPoA & AIP entered in MIS 	<p>Not Yet</p>
<ul style="list-style-type: none"> SLTC/CLTC staffs approved vs. placed 	<p>Placed 42 out of 45 approved.</p>
<ul style="list-style-type: none"> Target of DUs in 2017-18 	<p>3518 1. BLC (N)=2650, 2. CLSS=868)</p>
<ul style="list-style-type: none"> State Budgetary Provision for PMAY (U) in 2017-18 	<p>Govt. approved in-principle of Rs 0.50 Lakh/dwelling unit (2650x Rs 0.5 = Rs 1325.00 Lakhs)</p>



2. STATUS OF MANDATORY CONDITIONS



MANDATORY CONDITIONS	CURRENT STATUS
▪Dispensing the need for separate Non Agricultural (NA) Permission	In Arunachal Pradesh, so far the State Govt. has not enacted zoning of Agricultural & Non-agricultural Land . Therefore, this Reform does not hinder the scope of Housing Project under PMAY.
▪Prepare/amend their Master Plans earmarking land for Affordable Housing	<ol style="list-style-type: none">1. In the State, there are 33 urban towns out of which Master Plan for Itanagar and Naharlagun have been approved.2. In addition, the Master Plan of 5 Urban towns namely- Pasighat, Ziro, Aalo, Tezu and Namsai are under process. The selection of beneficiaries has been done as per the land possession certificate produced by beneficiaries during survey.
▪Single-window, time bound clearance for layout approval and building permissions	<ol style="list-style-type: none">1. Under PMAY, the sizes of dwelling units have been restricted to 30 sq.mtr and 60 sq.mtr carpet area for EWS and LIG respectively.2. As per model Arunachal Pradesh building bye-laws-2010, up to 100 sq.mtr dwelling size, no individual permission is required. Therefore, there shall be no hindrance for implementation under PMAY.

Continued to slide next....



2. STATUS OF MANDATORY CONDITIONS



Continued from previous slide ...

Mandatory conditions	Current Status
<ul style="list-style-type: none">▪ Adopt the approach of deemed building permission and layout approval on the basis of pre-approved layouts and building plans.	<p>For adopting uniform building plan/layout plan, State Govt. has already approved building plan measuring carpet area of 30 sq.mtr.</p>
<ul style="list-style-type: none">▪ Amend or legislate existing rent laws on the lines of the Model Tenancy Act.	<p>The Arunachal Pradesh Building (Lease, Rent & Eviction Control) Act 2014 has already been notified incorporating all the provisions of Model Tenancy Act circulated by the GOI.</p> <p>Therefore, there is need to amend existing rent laws of Arunachal Pradesh.</p>
<ul style="list-style-type: none">▪ Additional Floor Area Ratio (FAR)/Floor Space Index (FSI)/Transferable Development Rights (TDR) and relaxed density norms.	<p>The State Govt. is considering to increase FAR/FSI and accordingly building bye-laws shall be amended.</p>



3. INTERFACE WITH MIS



INDICATORS	CURRENT STATUS (NO.)
▪Survey entry made (%)	68.08% (9166 out of 13871)
▪Projects approved:	18
▪Projects entered (7A/B/C/D)	7C
▪DUs approved under BLC	1720
▪Beneficiaries attached	462
▪Houses geo-tagged	16
▪Total fund transferred through DBT (Rs. Lakhs)	Nil

Continued to slide next....



3. INTERFACE WITH MIS



Continued from previous slide ...

Indicators	Current Status (No.)
<ul style="list-style-type: none"> ▪ National Electronic Funds Transfer (NEFT) 	<p>Nil</p>
<ul style="list-style-type: none"> ▪ PFMS/ DBT 	<p>Direct Benefit Transfer (DBT):</p> <ul style="list-style-type: none"> ✓ Initialization of DBT will start when we received fund in scheme account. ✓ The salaries of SLTC and CLTC have been credited to DBT. ✓ No transaction has been made till date for scheme beneficiaries. <p>Public Finance Management System (PFMS):</p> <ul style="list-style-type: none"> ✓ PMAY-HFA(U) scheme is registered in PFMS Portal for Head Qaurter Itanagar but DBT couldn't be initiated as the ULBs/DUDAs are not yet registered in PFMS portal. (Completed :- 21, In-progress:- 2 viz Anini & Hawaii)
<ul style="list-style-type: none"> ▪ Aadhar Payment Bridge (APB) 	<p>Nil</p>



4. PROGRESS OF PROJECTS



NAME OF TOWN:- BOMDILA

Verticals	Houses Approved	Tendered	Work order Issued	Grounded/In Progress				Completed
				Foundation	Lintel	Roof	Total	
■ISSR								
■AHP								
■BLC (N)	1720		Issued	3	6	4	13 Nos. Of Houses, Construction under progress. (Remaining houses to started - 27)	16
■BLC (E)								
■Total	1720			3	6	4	13	
■CLSS	No. of loan sanctioned							

Note:-

1. In Arunachal Pradesh only BLC and CLSS are as per choice of the beneficiary
2. Beneficiary can take advantage under one component only



5. GLIMPSES OF PROGRESS



NAME OF TOWN:- BOMDILA

Pro vide High resolution quality photographs with details.

1. Beneficiary: Sita Khiliju

Location: 1 Mile



3. Beneficiary: Lamchey Miji

Location: 1 Mile



2. Beneficiary: Bichey Rikong

Location :Apeda Colony



4. Beneficiary: Rita Moriju

Location: Medical Colony



Continued to slide next....



5. GLIMPSES OF PROGRESS



NAME OF TOWN:- BOMDILA

Continued from previous slide ...

5. Beneficiary: Lamu Longliju
Location: Medical Colony



6. Beneficiary: Lama Leki
Location: Near Power House



7. Beneficiary: Tsering Lamu
Location: Gandhi Colony



8. Beneficiary: Yang Dron
Location: Near Power House



Continued to slide next....



5. GLIMPSES OF PROGRESS



NAME OF TOWN:- BOMDILA

Continued from previous slide ...

9. Beneficiary: Chawang Lamu

Location: 7 No. Tanki



10. Beneficiary: Phassang Droma

Location: 1 Mile



11. Beneficiary: Jangchu Wangmu

Location: 1 Mile



12. Beneficiary: Tashi Wangmu

Location: 1 Mile



Continued to slide next....



5. GLIMPSES OF PROGRESS



Continued from previous slide ...

13. Beneficiary: Wangmu Kharm
Location: 1 Mile



14. Beneficiary: Pema Chojom
Location: 1 Mile



15. Beneficiary: Tenzin Wangmu
Location: Lower Gompa



16. Beneficiary: Lobsang Droima
Location: Forest Colony





6. PROJECT PROPOSAL BRIEF



Verticals	ISSR	AHP	BLC (New)	BLC (E)	Remarks
■No. of Projects			6		
■No. of DUs			2822		
■Project Cost			Rs 15692.42 Lakhs		
■Central Share			Rs 4223.00 Lakhs		
■State Share			Rs 1422.00 Lakhs		
■ULB Share			Nil		
■Beneficiary Share			Rs 10048.42 Lakhs		

BLC (N) PROPOSAL TOWN WISE.

Verticals (Rs. Lakhs)	Per Unit Cost	Central Share	State Share	ULB Share	Beneficiary Share	Completion Time
1. Khonsa	5.82	1.5	0.5	Nil	255.94	12 – 18 Months
2. Naharlagun	5.53	1.5	0.5	Nil	5499.74	12 – 18 Months
3. Itanagar	5.53	1.5	0.5	Nil	2975.79	12 – 18 Months
4. Seppa	5.89	1.5	0.5	Nil	1073.64	12 – 18 Months
5. Tawang	6.33	1.5	0.5	Nil	30.31	12 – 18 Months
6. Palin	5.00	1.5	0.5	Nil	213.00	12 – 18 Months
Total	-	-	-	-	10048.42	-



6. PROJECT PROPOSAL BRIEF



Continued from previous slide ...

BLC (N) TOWN WISE DETAILS.

Sl. No.	Name of the Town/ULB	No. of beneficiaries			Per Unit Cost	Carpet Area	Rate/Sqmtr	Total project cost
		Male	Female	Total				
1	Khonsa	39	28	67	5.82	29.00	20068.97	389.94
2	Naharlagun	375	1183	1558	5.53	29.62	18669.82	8615.74
3	Itanagar	309	534	843	5.53	29.62	18669.82	4661.79
4	Seppa	76	200	276	5.89	26.87	21920.36	1625.64
5	Tawang	2	5	7	6.33	26.85	23575.42	44.31
6	Palin	38	33	71	5.00	29.80	16778.52	355.00
Total		839	1983	2822	-	-	-	15692.42

Continued to slide



6. PROJECT PROPOSAL BRIEF



Continued from previous slide ...

CHECKLIST	STATUS (Y/N)
▪Layout plan(as per NBC norms) Attached	Yes
▪SLAC/SLSMC approval/Minutes submitted	Yes
▪Land title status (encumbrance free)	Yes
▪Beneficiary list (BLC) submitted	Yes
▪No. of Beneficiaries with Aadhar ID	2822
▪No. of Beneficiaries with other Unique ID	Nil
▪No. of Aadhar seeded Bank accounts	Total Nos Aadhar seeded -452
▪Status of physical & social infrastructure	Yes
▪Implementation plan/Completion period	2018
▪Beneficiary Consent Sought	Yes



7. BEST PRACTICE/INNOVATION



Innovative technology Adopted

- ✓ In compliance to guidelines of PMAY, the construction of dwelling units have been proposed to use **Bamboo, Timber and other eco-friendly** building materials.
- ✓ The use of such materials will not only comply with the green technology concept but these will become beneficiaries' contribution in terms of cost of building construction.

Best practice to be shared

- ✓ Since Arunachal Pradesh falls under **Zone-V seismic zone, the RCC construction in columns, plinth beams and Lintel beams** have been adopted to mitigate catastrophe such as earthquake.



8. DETAILS OF IEC INITIATIVES



The Media strategy for PMAY-HFA (U) includes various activities that can be broadly classified into:

✓ **Information Components**

This strategy has integrated various activities to generate information, processing and dissemination. Management of information related to PMAY-HFA (U) will be shared among different platforms for better effectiveness in programme management and cost effectiveness. Developing informational tools such as PMAY-HFA (U) guidelines and manuals, preparation of success stories, setting up documentation system and dissemination of information related to PMAY-HFA (U) falls under this category.

✓ **Education Components**

Capacity building activities such as workshops and trainings for better implementation of IEC activities have been envisaged and planned under this component. This include participatory activities such as awareness camps, workshops and trainings that would enable platforms for interface between the beneficiaries and the officials of the ULBs & DUDAs involved in the implementation of HFA, officials of SLNA, Directorate of Urban Development & Housing, State Urban Development Agency, NGOs, eminent persons are proposed to be the participant of the workshops.

Continued to slide



8. DETAILS OF IEC INITIATIVES



Continued from previous slide ...

✓ Communication Component

- The Communication activities for PMAY-HFA (U) in the state of Arunachal Pradesh has been planned pertaining to the communication needs of the community, town and location which may differ from area to area. Hence, the media tools for promotion of PMAY-HFA (U) will be developed keeping in consideration these factors and appropriate channels of communication will be used for disseminating the key messages of PMAY-HFA (U).
- ✓ Radio broadcast will play a vital role in communicating information and news in local dialects respective to each area.
 - ✓ Social media platforms such as facebook, YouTube are also to be utilized to enable immediate access to information regarding PMAY-HFA(U).

PART B:- ANNUAL CAPACITY BUILDING PLAN

Total Budget Proposed

The total budget proposed under Capacity Building activities of HFA (U) for the year 2017-18 for the state of Arunachal Pradesh is Rs 364.29 (Three Crore Sixty Four Lakhs Twenty Nine Thousand) only. Hence, Central Share at the rate of 90% is Rs 334.05 (Three Crore Thirty Four Lakhs Five Thousand) and State Share at the rate 10% is Rs 30.24 (Thirty Lakhs Twenty Four Thousand) only.

i. Establishment of State Level Technical Cell

ANNEXURE-1

Sl. No	Activity	Details
1	Whether the State/ UT has established SLTC under HFA	YES
2	If Yes, number and details of specialists recruited in the SLTC	1 SLTC established comprising of 5 Experts
3	Details of team composition for HFA	1. Municipal Engineer 2. Urban Planner 3. MIS Expert 4. IEC Expert 5. Social Development Expert
4	Whether the state /UT proposes to continue the existing SLTC by including additional specialists.	Yes. 1 (one) Municipal Finance Expert is proposed for inclusion in the existing SLTC as per requirement.
5	Details of funds (Central Share) under Salary component received on 15 March 2017 and utilized as on August 2017.	Fund Received: Rs 13.50 Lakhs Fund Utilized : Rs 13.50 Lakhs Unspent Balance: NIL
6	Annual Budget Proposed for FY 2017-18 (in lakhs)	
	a. State Share -10%	5.04 Lakhs
	b. Central Share-90%	45.36 Lakhs
	c. Total (in lakhs)	50.40 Lakhs

Total in words (**Rupees Fifty lakhs Forty Thousand**) Only

ii. Establishment of City Level Cell (CLTC)

Sl.No	Activity	Details
1	City wise details of existing CLTC(s) established under HFA	10 CLTC(s) for 10 clusters of urban towns.
2	Number of CLTC Experts approved to be engaged for PMAY-HFA (U) as per CB plan 2016-17.	40 Nos
3	Number of Experts currently engaged in PMAY project.	40
4	Number of Experts to be recruited	3 (Three) Social Development Experts
5	Number of cities to be covered under HFA	33
6	Details of funds (Central Share) Received under Salary component received on 15 March 2017 and utilized as on August 2017.	Fund Received: Rs 86.40 Lakhs
		Fund Utilized : Rs 86.40 Lakhs
		Unspent Balance: NIL
7	Annual Budget Proposed (in lakhs) for the year 2017-18	
	a. State Share -10%	Rs 21.60
	b. Central Share-90%	Rs 194.40
	c. Total for FY 2017-18 (in lakhs)	Rs 216.00

Total in words (**Rupees Two Crore Sixteen Lakhs**) Only

Details of CLTCs established on cluster basis

Clusters	Nos of cities	Name of Cities	Number & Designation of Specialists
Cluster 1	4 (Four) Nos of urban towns	Tawang, Dirang, Bomdila & Seppa	4(Four) Experts (Municipal Engineer, Town Planner, MIS Expert, Social Development Expert)
Cluster 2	5(Five) Nos of urban towns	Itanagar, Naharlagun, Sagalee, Doimukh & Kimin	4(Four) Experts (Municipal Engineer, Town Planner, MIS Expert, Social Development Expert)
Cluster 3	4 (Four) Nos of urban towns	Ziro, Daporijo, Raga & Dumporijo	4(Four) Experts (Municipal Engineer, Town Planner, MIS Expert, Social Development Expert)
Cluster 4	2 (Two) Nos of urban towns	Koloriang & Palin	3(Three) Experts (Municipal Engineer, Town Planner, MIS Expert)
Cluster 5	4 (Four) Nos of urban towns	Basar, Aalo, Pangin & Boleng	4(Four) Experts (Municipal Engineer, Town Planner, MIS Expert, Social Development Expert)
Cluster 6	3 (Three) Nos of urban towns	Yingkiong, Mariyang & Pasighat	4(Four) Experts (Municipal Engineer, Town Planner, MIS Expert, Social Development Expert)
Cluster 7	2 (Two) Nos of urban towns	Anini & Roing	3(Three) Experts (Municipal Engineer, Town Planner, MIS Expert)
Cluster 8	3 (Three) Nos of urban towns	Tezu, Hawaii & Namsai	3(Three) Experts (Municipal Engineer, Town Planner, MIS Expert)
Cluster 9	3 (Three) Nos of urban towns	Miao, Changlang & Jairampur	4(Four) Experts (Municipal Engineer, Town Planner, MIS Expert, Social Development Expert)
Cluster 10	3 (Three) Nos of urban towns	Khonsa, Deomali & Longding	4(Four) Experts (Municipal Engineer, Town Planner, MIS Expert, Social Development Expert)

iii. Training/Workshop/Thematic Workshop

Sl. No	No. of Workshops	Details of Participants		Duration	Training & Theme	Training Institution to be selected	Budget
		Expected No	Broad Category				
A. State Level							
1	1 (One) State level Workshop for SLTC & CLTC	50 participants attended	A state Level Workshop has already been conducted during 7 th & 8 th August 2017.	2 (Two) Days	DPR & HFAPoA preparation, MIS Entry, Communication & Media Campaigns, Social Audit	PMU Unit, MoHUA	Rs 2 Lakhs (as per ministry's Guidelines)
2	1 (One) State level Workshop on CLSS Component under PMAY-HFA(U)	100 participants attended	Conducted on 20 th Oct 2016 and was attended by representatives of SLNA, DUDAs and ULBs, SLTC & CLTC	1 (One) Day	CLSS	HUDCO	Rs 2 Lakhs (as per ministry's Guidelines)
3	1 (One) State Level Workshop on PMAY-HFA (U) components	100	Representatives of SLNA, DUDAs and ULBs and District Administrators	1 (One) Day	CLSS Components of PMAY-HFA(U), Land title issues pertaining to state	SLNA	Rs 2 Lakhs (as per ministry's Guidelines)
4	Project Monitoring	100	Representatives of SLNA, DUDAs and ULBs, SLTC	1 (One) Day	Third Party Quality Monitoring	SLNA	Rs 2 Lakhs (as per ministry's Guidelines)

B. City Level							
5	1 (one) workshop per cluster Total = 10 Nos	100 minimum	Representatives of DUDAs and ULBs, SLTC & CLTC and beneficiaries	1 (One) Day	Awareness on PMAY-HFA(U)	SLNA & DUDAs	Rs1.00 Lakhs (as per ministry's Guidelines)
C. Thematic							
6	1 (One) Training of Training	100	Nominated Supervisors and Surveyors	1 (One) Day	Geo-tagging	SLNA	Rs 1.00 Lakhs (as per ministry's Guidelines)
Total Number of Workshops= 15, Total Budget= Rs 21 lakhs (Rupees Twenty One Lakhs) Only							

iv. Exposure Visits

Annexure 4

Sl. No	Particular	Activity
1	No of visits proposed	2 (two)
2	Proposed areas/places to be visited	Cities where verticals of HFA (U) similar to the ones adopted by the state are successfully implemented.
3	Objective/Purpose of the visit(s)	To familiarize and study the best practices of implementation of HFA (U) in cities & interact with the elected representatives, officials, stakeholders, beneficiaries etc.
4	Justification for visit	First hand interactions with elected representatives, officials and beneficiaries of other ULBs & DUDAs will result in understanding the best practices adopted.
5	Number of participants along with their details	1. From ULBs & DUDAs: Tentatively about 14 participants, the exact number can be arrived after ULBs & DUDAs communicate their expected participants. 2. Others: 6 participants from SLNA and selected specialists in each visit.
6	Expected Outcomes	The ULBs & DUDAs of the state, officials and specialists will be updated on the subject of successful implementation of HFA (U)
7	Budget Proposed	Rs 6.00 Lakhs (Rupees Six Lakhs) Only

v. Research and Documentation

Sl. No	Details	
a.	Objective/purpose and methodology proposed for Case studies/documentation of best practices/ Research Studies	A comparative study on grant of security of tenure for housing and effectiveness of existing Building Bye-laws and other building control parameters, involvement of Financial Institutes/ private sectors of other states like Tripura, Assam and other states beyond NER.
b.	Expected outcomes of the Case studies/documentation of best practices/ Research Studies	The study will be beneficial to the State in framing a holistic vision document to address the housing/ real estate sector and explore possibilities of private party participation in it.
c.	No. of programmes proposed	1. Framing of study methodology 2. Visits to at least 4 cities to interact with officials and collect/ collate data with the concerned departments/ authorities.
d.	Name and details of the institution to be engaged for the purpose	As per the recommendation of Ministry of HUPA, Gol
e.	Budget Proposed (INR lakhs)	Rs. 5.00 lakhs (Rupees Five Lakhs) Only

vi. Third Party Quality Monitoring

Annexure-6

A. Particulars:			
Name of States/UT		Arunachal Pradesh	
No. of projects proposed under PMAY (As per HFAPoA/AIP)	BLC(N)	BLC(E)	Total
	18		18
No. of projects approved under PMAY	18		18
B. Desk review/Field visits proposed			
Category of project	No of visits for each project		
Beneficiary Led Construction (BLC) (new)	3		
Beneficiary Led Construction (BLC) (Enhancement)			
C. Others			
Fees proposed/ approved for each visit of TPQMA under each category of projects	Rs 40,000/- (as per Ministry's guidelines)		
Whether same or different agencies have been proposed/selected for TPQM	Same		
Whether transparent competitive bidding process has been adopted/ envisaged for the selection of TPQM Agency	Yes		
Total visits proposed = 9 Nos,			
Total fund proposed = Rs 21.60 Lakhs (Rupees Twenty One Lakhs Sixty Thousand) Only per project for the entire Mission period.			

vii. Geo -Tagging

Sl. No	No of Cities	No of Dwelling Units	Cost of per Dwelling Unit	Total Cost Per Project
1	Bomdila	56	Rs 200/-	Rs 11200/-
2	Koloriang	139	Rs 200/-	Rs 27800/-
3	Basar	08	Rs 200/-	Rs 1600/-
4	Boleng	22	Rs 200/-	Rs 4400/-
5	Ziro	430	Rs 200/-	Rs 86000/-
6	Pasighat	104	Rs 200/-	Rs 20800/-
7	Yingkiong	100	Rs 200/-	Rs 20000/-
8	Roing	25	Rs 200/-	Rs 5000/-
9	Namsai	73	Rs 200/-	Rs 14600/-
10	Jairampur	85	Rs 200/-	Rs 17000/-
11	Miao	54	Rs 200/-	Rs 10800/-
12	Aalo	40	Rs 200/-	Rs 80000/-
13	Sagalee	89	Rs 200/-	Rs 17800/-
14	Mariyang	98	Rs 200/-	Rs 19600/-
15	Daporijo	132	Rs 200/-	Rs 26400/-
16	Dumporijo	28	Rs 200/-	Rs 5600/-
17	Changlang	192	Rs 200/-	Rs 38400/-
18	Tezu	45	Rs 200/-	Rs 9000/-
Total	18 towns	1720 nos	Rs 3,44000/- Total in words (<i>Rupees Three Lakhs Forty Four Thousand</i>) Only	

IX Annual IEC Action Plan

Sl. No	Activity	Objective	Target Audience	Expected outcome of activity	Justification of the activity	Budget	Whether the budget is within the approved DIPR/DAVP rates.
1	Hoardi ng	To create wide publicity and awareness amongst the beneficiaries and the public.	General public and target segments like EWS , LIG, MIG I & II beneficiaries and stakeholders.	Mass awareness regarding the Programme. With strategic location selection the hoardings will enable g wider area coverage.	Outdoor media will aid in reaching a larger mass within the selected location. Information regarding Key features and components about the programme will be displayed for exposure to the mass.	150nos x40 sq. feet @ Rs 75 per square feet= Rs 4.50 Lakhs	Yes
2	Posters	Posters can be designed to attract the mass visually and to deliver the key messages of the scheme at the same time.	-do-	Will serve as effective reminder media. Dissemination of key components of PMAY-HFA(U)	Visually attractive and cost-effective way of communication to the target audience. Can be used at several events and at various locations. Can be used as a reminder or for summoning before workshops.	3000 nos A3 size @ Rs 50 (Rs 1.50 lakhs)	Yes

3	Name Plate outside beneficiary house	As instructed by the PMAY-HFA Guidelines steel name plates will be placed outside beneficiary houses.	-do-	PMAY-HFA (U) brand recognition and increased credibility towards the project.	For branding of PMAY-HFA (U) service and awareness. Will also aid in establishing credibility towards the project.	1500 nos @ Rs150 each plate(as per market price) 2.50 lakhs	Yes
4	Guidelines	For reference and working principle for PMAY-HFA (U).	Stakeholders and members of SLNA, ULBs.	Awareness regarding PMAY-HFA (U).	Achieving clarity in understanding the working principles of PMAY-HFA (U).	1000nos @ Rs 200 (Rs 2.00 lakhs)	Yes
5	Leaflets	To be distributed at public locations carrying PMAY-HFA (U) logo with information regarding Subsidy Schemes for EWS, LIG, MIG-I & MIG-II.	-do-	Awareness regarding PMAY-HFA (U).	Leaflets ensure unparalleled reach in numbers. Leaflets can be passed on family members; each one teach one effect Sustenance against poor memory	17500 nos @ Rs 20(As per market price) =Rs 3.50 Lakhs	Yes
6.	Professional Camera	Will be used to capture and record PMAY-HFA (U) success stories to be disseminated via UD & Housing, Itanagar Social Media accounts.	Beneficiaries houses constructed under PMAY-HFA(U)	Documentation of PMAY-HFA (U) project in the state.	For documenting success stories and events related to PMAY-HFA (U). Assembling visual Materials to be used for designing IEC materials.	Rs 2.00 lakhs	Yes

7.	New Media	Creation of PMAY-HFA (U), Arunachal Pradesh page on face book enabling interface between the public and the DUDAS, SLNA and the ULBs. Uploading Audio/Visual components related To PMAY-HFA (U) in the UD& Housing, Itanagar Channel in Youtube.	General public and target segments like EWS, LIG, MIG I & II beneficiaries and stakeholders.	Easy and Quick Access to information will be availed to the public. More interactions will be established with the public and any queries and confusing related to PMAY-HFA (U) will be eliminated.	Will give platform for interaction between the public and the officials of the SLNAs/ULBs. Useful in acquiring quick feedbacks or responses which can be used to evaluate public response towards the project.	-0-	Yes
8	Radio Broad Cast	Mass Awareness through AIR medium Information on PMAY-HFA (U) will be broadcasted in local dialects via AIR Stations in the state.	General public and target segments like EWS, LIG, MIG I & II beneficiaries and stakeholders.	Awareness about PMAY-HFA (U) at all city levels. Information on PMAY-HFA (U) will be delivered in local dialects catering to different communities. Local News will keep the radio listeners updated on information related to PMAY-HFA(U)	Radio has the largest reach amongst other Medias in the state. Information about PMAY-HFA (U) can be disseminated through radio advertising. Cost effective medium of advertising.	Rs 2.00 lakhs	Yes

CONSOLIDATED ANNUAL CB Plan

Sl. No	Name of Activity	Nos	Budget Proposed (INR Lakhs)		
			Central Share (90%)	State Share (10%)	Total
1	Establishment of SLTC	1 SLTC	45.36	5.04	50.4
2	Establishment of CLTC	10 CLTC	194.4	21.6	216
	Sub total		239.76	26.64	266.4
3	Training/workshops				
	i. State Level	4 nos	8		8
	ii. City Level	10nos	10		10
	iii. Thematic	1 nos	3		3
	Sub total		21		21
4	Exposure/study visits	2 nos	6		6
	Documentation of Case studies/Research Studies		5		5
	IEC		18		18
	Sub total		29		29
5	Geo tagging		3.44		3.44
	Social Audit		5.5		5.5
	Third Party Quality Monitoring		19.44	2.16	21.6
	Sub total		28.38	2.16	30.54
6	A& OE for 1 SLTC and 10 CLTC @ 5% of (1+2+3+4+5) i.e. 5%		15.907	1.44	17.347
	Grand total		334.05	30.24	364.29

Thank You....

Arunachal Pradesh