



Angikaar 2020

Implementation Methodology

ANGIKAAR RUN for FIT India



- The module will be integrated in PMAY (U) Mobile App. as **ANGIKAAR RUN for FIT India**
- SLTC/CLTC specialists, surveyors and officials of States/UTs/ULBs to individually run/walk on her/his chosen route, time & pace.
- Surveyors to **encourage all beneficiaries to register & individually run/walk on her/his chosen route, time and pace & upload daily kms ran/walked along with photograph on the ANGIKAAR FIT India module, available in the PMAY(U) Mobile App.**
- ANGIKAAR RUN for FIT India** will be conducted during special events (International Women's Day, / Health Day/ Yoga Day/ 74th Independence day/ Gandhi Jayanti [ANGIKAAR Anniversary])

PMAY (U) Awas Quiz

- SLTC/CLTCs to coordinate with Surveyors & ensure citizens/ families of beneficiaries participate in the PMAY(U) Awas quiz.



Target for each states/UT is **20,000 for PMAY(U) Awas quiz Participation**

COVID-19 Intensive & Focused Campaign

- Disseminate consistent COVID-19 messages; **'Wear Masks', 'Follow Physical Distancing', 'Maintain Hand Hygiene'** through
 - Web banners in **SLNA websites & Messages** on landing pages of websites
 - Creatives on Social Media handles & SMS to beneficiaries
- Banners and Posters** at public places
 - ULB premises & Prominent roundabouts and other strategic locations
 - AHP and ISSR project sites
- Messages on **e-bills/e-receipts/communication** of different Govt. services like **property tax, water cess, advertisement** (billboards, hoardings, pamphlets, flyers, standees etc).
- Involve stakeholders like religious leaders, NGOs, social media influencers, etc. for impact messaging
- Acronyms/ taglines/radio jingles/ advertisement or scroll in local TV channel
- Acronyms/ taglines/jingles



Eat Right India Movement

- Detect Adulteration with Rapid Test book (DART) and empower PMAY (U) beneficiaries to **address adulteration** through simple 'RELEVANT' home tests;
- Provide Guidance Notes & Myth Busters** on various misconceptions, myths and negative news around food.
- Help make healthy choices through awareness **on food fortification**. Increase awareness on the right amount of intake of **salt, sugar and fat**

- Sustainable initiatives will be taken up through awareness on **Jaivik Bharat**, to enable PMAY (U) beneficiaries to identify authentic
 - organic foods**
 - Save food Share food**
- Donation of surplus food grains, edible oils, salt etc through **ANGIKAAR food ATMs** in 52 million plus cities



Financial Awareness Messages

- Last mile financial literacy through Financial Awareness Messages (FAME) to PMAY (U) beneficiaries in all the Four verticals:



- By ARPs** at BLC, AHP and ISSR project sites
- By PLIs** to beneficiaries of EWS/ LIG categories under CLSS
- Propagate FAME messages through **standees & posters** in the **ULB premises**
- Disseminate FAME through **print/ electronic mode/platform**
- Send **bulk SMS** to CLSS beneficiaries on FAME
- Promote FAME on the **SLNA's web portal**
- Outreach** beneficiaries through **social media**

Need Assessment & Door to Door awareness

- The mission is visualizing a special role for all surveyors with respect to this activity as they are the primary contact of the beneficiary. Considering the importance of their ability to outreach the last mile, it is mandated that all surveyors be registered as ARPs.
- They will conduct Need Assessment at the time of **Geo tagging**
- This will be followed by handing out 'ANGIKAAR 2020; Healthy, Wealthy, Wise!' pamphlet towards completing the orientation of beneficiaries. Selfie with beneficiaries post the orientation will be uploaded in **ANGIKAAR module, available in the PMAY(U) Mobile App**

