



“ घर यानि वो जगह जहाँ जीवन जीने लायक सारी सुविधाएं उपलब्ध हों, जिसमें परिवार की खुशियां हों, जिसमें परिवार के हर व्यक्ति के सपने जुड़े हों, प्रधानमंत्री आवास योजना के मूल में यही भाव है। ”
- नरेन्द्र मोदी



What is **Angikaar**



angikaar - a campaign for change management.

Mahatma Gandhi had envisioned a clean, green, healthy and litter free India. As India commemorates his 150th birth anniversary, Babu's principles continue to guide us on our journey towards "New India". In line with Gandhiji's vision, Pradhan Mantri Awas Yojana (Urban) launches angikaar, a campaign to mobilise PMAY (U) beneficiaries for social behaviour change management.

angikaar - translates to acceptance, through this campaign, PMAY(U) mission aims to converge with schemes/ services of various urban missions and other Central Ministries. It will also create awareness through a series of Information Education Communication activities. This campaign will be rolled out in all PMAY(U) cities.

The objectives of angikaar

- **Create awareness** on best practices of water & energy conservation, waste management, health & hygiene, tree plantation and environment protection.
- **Converge with missions** and programs of this Ministry and other concerned Central Ministries to create an enabled environment for PMAY (U) beneficiaries through their schemes/services.
- **Engage communities** for a happier and healthier living by dedicating themselves to work towards social and environmental goals.
- **Acclimatise families** and communities in adapting to the new environment by fostering cohesive living through social behaviour change management.

Outcomes

Change adaptation

Beneficiaries adapting to change in new environment - use of toilet, kitchen, electricity, lifts, maintenance of community assets etc.

Convergence

Benefits from other urban missions for drinking water supply, solid waste management, sanitation, health, energy conservation etc.

Conservation of Resources

Environment conservation through tree plantation, use of solar energy, LED lights, Rain Water Harvesting etc.

Cohesive Living

Promote peaceful, harmonious and cohesive living amongst communities to sustain natural habitat.

Convergence for Services/Schemes



SWACHH BHARAT MISSION
Segregation of Waste - wet waste in green bin & dry waste in blue bin

AYUSHMAN BHARAT (PM-JAY)
Free treatment at empanelled hospitals

UJJWALA
Smoke free kitchen for better health

WATER CONSERVATION
Water is life- Save every drop. Harvest Rain Water - Recharge and Reuse

TREE PLANTATION
Go Green-Plant trees to save environment

ENERGY CONSERVATION
Use LED Bulbs. Use Solar Energy Devices

HEALTH & HYGIENE
Maintain hygiene, exercise daily and stay fit

ENVIRONMENT PROTECTION
Say no to plastic - Refuse, Reduce, Reuse and Recycle