

अमृत अभिजात

संयुक्त सचिव एवं मिशन निदेशक
सबके लिए आवास (शहरी)

AMRIT ABHIJAT

Joint Secretary & Mission Director
Housing For All
Tel.: 011-23061419
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सत्यमेव जयते

भारत सरकार
आवासन और शहरी कार्य मंत्रालय
निर्माण भवन, नई दिल्ली- 110011

GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
NIRMAN BHAWAN, NEW DELHI- 110001
<http://mohua.gov.in>

D.O. No.-N-11011/624/2017-HFA-1-UD(FTS-9022227)

Dated: 20th June, 2021

Madam/Sir,

Pradhan Mantri Awas Yojana-Urban (PMAY-U) is completing 6th year of its implementation on 25th June, 2021. Since its inception, Mission has sanctioned 1.12 crore houses; out of which, more than 48 lakh houses have been completed and delivered to the beneficiaries and remaining are at various stages of construction. By providing pucca houses with all basic amenities, the Mission has been successful in transforming lives of lakhs of families in urban India.

2. On this momentous occasion of 6th anniversary of the Scheme, an event is being organised by Ministry of Housing and Urban Affairs on 25-6-2021 from 4:15 PM onwards in the august presence of Hon'ble Minister of HUA and Secretary, MoHUA. You are requested to participate in the event along with respective Mission Directors through video conferencing. Weblink for the event is appended.

3. States/UTs have been playing an important role in the successful implementation of the Scheme. It is, therefore, appropriate that States/UTs run a 14 days IEC campaign starting from 25-6-2021 in order to spread awareness among beneficiaries and other stakeholders about PMAY-U and achievements made under the Scheme. The campaign may be run through appropriate media like print/electronic/social media etc. The campaign may include the following activities:

- I. Dissemination of information on Social Media through creatives, completed PMAY-U house photos, video testimonials of beneficiaries.
- II. SMS Text Messages to the beneficiaries.
- III. Sharing/hosting of event link on Facebook, Twitter, YouTube platforms.
- IV. Website banner on 6th anniversary of PMAY-U to be hosted on websites.

4. In view of above, you are requested to issue suitable directions to the concerned officials to take necessary action in this regard. Further, Such campaigns may be run at regular intervals as a part of 'Azadi ka Amrit Mahotsav'- 75th Anniversary of India's Independence for wider

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dissemination. It is also requested that extant guidelines on COVID appropriate behaviour are followed while organising the activities for the campaign.

With regards,

Yours Sincerely,


(Amrit Abhijat)

To

Principal Secretaries/Secretaries (Urban Development/Housing/Local Government Department)
of All States/UTs

Link and password for participation:

<https://mohua-india.webex.com/mohua-india/onstage/g.php?MTID=e40f4b0761d1d3417b00798f089ac0f56>

Event password: 1234

<https://www.facebook.com/smartcitiesmohua>