



N-11013/2/2021-HFA-I-UD(FTS-9110886)

**Government of India
Ministry of Housing & Urban Affairs
(HFA-1 Section)**

Nirman Bhawan, New Delhi
Dated: 7th July, 2021

To

The Principal Secretary/ Secretary (Housing/ Urban Development/ Local Government Department) in all States/ Union Territories.

Subject: Facilitating short film contest- '**Khushiyan Ka Aashiyana**' and Workshops/ Seminars on Housing – '**Awes Par Samvaad**' in States/ Union Territories - Reg;.

Madam/Sir,

Pradhan Mantri Awes Yojana-Urban [PMAY-U], being implemented by Ministry of Housing and Urban Affairs (MoHUA) has completed six years of its implementation on 25th June, 2021. The anniversary was celebrated across States/UTs through various campaigns. The flagship Mission has sanctioned 112 lakh houses; out of which, around 50 lakh are complete & delivered and the remaining are at various stages of construction.

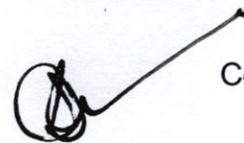
2. On this momentous occasion Hon'ble Minister, Housing and Urban Affairs, launched two unique programmes- '**Khushiyan Ka Aashiyana**'- **Short Film Contest 2021** & '**Awes Par Samvaad**'. Both are being implemented on a challenge & competition mode and are a part of the many proposed mega events for '**Azadi ka Amrut Mahotsav**'. Brief details of these are:

A. Khushiyan Ka Aashiyana- Short Film Contest 2021

- i. Short Films are invited from PMAY (U) Beneficiaries, students, youths, civil society organizations, institutions and individual/groups on broad theme of as to how six years of journey of PMAY-U Mission has impacted upon lives of people, though housing.
- ii. The competition is open to all citizens/Indian Nationals above the age of 18 years (born on or before 1st July, 2003)
- iii. The contest started from 1st July, 2021 at 10:00 AM and the final date for submission is 15th September, 2021 at 5:00 PM. The results will be declared on 30th September, 2021
- iv. Winners will be rewarded with a cash prize and certificate

B. Awes Par Samvaad:

- i. Awes Par Samvaad aims to create awareness and propel 'Housing for All' as a universal theme amongst multiple stakeholders belonging to varied streams of learning and practices. e.g. engineering, urban community development, planning, finance, etc.
- ii. This will be done through 75 workshops and seminars by educational institutions and Primary Lending Institutions country wide in association with States/UTs, from 1st July to 30th September 2021.



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- iii. Registration for workshops started from **1st** to **20th** July 2021, Workshops can be conducted from **21st** July to **30th** September 2021
 - iv. The workshops can be OFFLINE- classroom model, adhering to all COVID-19 safety protocols (WEBCAST compulsory) or ONLINE ONLY
 - v. MoHUA will issue certificate of participation to all participants.
3. In this regard to ensure smooth implementation of the above mentioned two programmes, States/UTs are requested to take the following activities:

Khushiyon Ka Aashiyana- Short Film Contest 2021:

- i. State Level Nodal Agency (SLNA) to nominate Nodal Officer and ensure validation, moderation of entries and forward the same to MoHUA.
- ii. Urban Local Body (ULB) Commissioner to nominate respective City Level Technical Cell (CLTC) specialists to liaison and facilitate all contestants who are making a film. Provide beneficiary details and accompany contestant for film shoot.

Awaz Par Samvaad

- i. SLNA to coordinate, approve and recommend the educational institutions for onward review and approval by MoHUA.
 - ii. SLNA & ULB to proactively contact educational institutions and PLIs to register on the PMAY (U) website: <https://pmay-urban.gov.in/> to conduct workshops.
 - iii. ULB to nominate respective CLTC specialists to orient and train beneficiaries to articulate their experiences during the workshop.
 - iv. ULB and the respective CLTC specialists shall oversee the workshop proceedings and provide all necessary facilitation for the Institution.
 - v. SLNA to verify and upload reimbursement claim along with all event reports, photographs, videos, media coverage, and detailed list of participants in the PMAY (U) website.
4. In view of the above, I request you to kindly issue suitable directions to the concerned officials to take necessary action in this regard. Detailed Standard Operating Procedures (SoPs) for both the programmes are enclosed for your reference. **In this connection, JS&MD(HFA) will hold a meeting with all States/ UTs through VC from 3 PM onwards on 12-07-2021. You are requested to attend the same along with State Mission Directors. Link for the VC will be shared separately.** Further, for any clarification or coordination, the following PMU specialist may be contacted:

1. Ms Lawanya Gotety, Lead Capacity Building, Mobile no. 80008554776
2. Dr. Khatibullah Sheikh, Lead Affordable Housing & Urban Specialist, Mobile No. 9990651900

Yours faithfully,



(Suvasish Das)
Director (HFA-1)
Tel- 23062279

Encls : As above.

Copy to: Mission Directors/Directors, State Level Nodal Agencies for PMAY-U in all States/ UTs.