Angeekar Campaign

The details about the PMAY (Urban)- LIFE mission project giving financial assistance for construction of houses in urban areas had already been detailed in ‘Making an Impact Article-14’. A new campaign is now launched to extend various services to the beneficiaries of PMAY (U) - LIFE through convergence of multiple schemes. This campaign, named ‘Angeekar’ will run for more than 2 months viz. from 2 October-10 December 2019.

Under PMAY (U) - LIFE project construction of the houses of 72,274 beneficiaries in the urban areas had been started, and out of these, 25,599 houses has already been completed. Through ‘Angeekar’, Kudumbashree aims at assisting the beneficiaries of these houses by helping them avail the benefits of various schemes for which they are eligible. Also, we aim to provide trainings to communicate about positive behaviour changes so that the families can live with more happiness and increased social integration.
In the first phase of the Angeekar Campaign, selected resource persons of Kudumbashree would visit the houses of the PMAY (U) - LIFE beneficiaries. During each house visit, the resource persons will conduct a short survey to understand their needs and requirements. This survey, which is being conducted with the help of a mobile app (with geotagging) would be completed by 30 October 2019.

In the next phase, actions would be taken to provide assistance to the families for availing the benefits of various schemes for which they are eligible. ‘Angeekar’ aims to provide benefits of various central and state sponsored programs. Also, there will be convergence with specific projects of ULB s.

Eligible beneficiaries will be enrolled at once for the centrally sponsored schemes like Ujjwala programme, which entitle gas connection to all, Ayushman Bharath which enables Health Insuarance, Ujala Programme which provides LED bulbs and NULM-ESTP programme which is aimed at providing skill training to the youth etc. Further, there will be convergences with State Government’s programmes of Haritha Keralam Mission, Social Forestry department, Social Security Mission etc. Also, PMAY (U) - LIFE beneficiaries will be enrolled for eligible schemes of their respective Urban Local Bodies.

In addition to this, ‘Angeekar’ also aims at spreading awareness on water conservation, energy usage, environment conservation, hygiene, health etc and hope to make needy behaviour changes, enabling quality improvements in the lives of family members. For this, special activities and trainings would be conducted from ward level to state level. By the end of ‘Angeekar’ Campaign period, we expect that there will be considerable improvement, social inclusion and increase in quality of life for all PMAY (U) - LIFE beneficiaries/ their families living in urban local bodies of Kerala.