Care for beneficiaries of PMAY (U) - LIFE

Pradhan Manthri Awas Yogana-Urban LIFE (PMAY-U - LIFE) is the housing scheme being implemented in the urban areas of Kerala. Kudumbashree is the state nodal agency for this scheme. Hope you all recall the ‘Making an Impact’ Article - 14 and ‘Making an Impact’ Article - 31, in which various components of this programme and the progress of the project was well explained. Through PMAY (U) - LIFE project, the construction of 75,695 houses had already been started. Construction of more than 50,000 houses had been completed and 36,726 beneficiaries had received their last instalment.

Most of the beneficiaries of PMAY (U) - LIFE project envisaged for completion of their dream houses before the rains. These two months were well suited for fast paced construction works. But due to the lock down, which was notified to contain the spread of corona virus pandemic, their dream of completing the construction of their houses is temporarily stopped now. Along with
that, as their source of income was blocked due to lock down, it affected the efforts of beneficiaries to arrange some amount of their own for construction works. Though, nothing much could be done in this situation, we have framed and we are implementing a programme to directly contact our beneficiaries whose houses are in different stages of construction. The aim is to motivate them and tell them that this time will pass. The aim is to provide them support to attain more strength for fulfilling their dream.

There are 10,714 people who had availed second instalment and 19,048 people who had availed the third instalment as part of this scheme. The construction works of the houses of these people were progressing at a rapid pace. Our aim was to call them at least once and give them needed motivation and encouragement. The officials of Kudumbashree in urban areas was entrusted with the task. If one official has to call more than 100 people a day, they were permitted to appoint an additional resource person. Out of the 29,222 beneficiaries, we were able to contact 24,703 families till date. We were able to extend them mental support and spread the message that Kudumbashree would be there for them in these tough days. Our phone calls brought happiness and hope to them. 69 officials and 62 resource persons had worked for this. We are sure that this phone message helped them a lot. Our team assured the distribution of the third instalment at the earliest. Also, promised support for construction works after the lock down. We are happy to note that our messages brought strength and happiness to them all.