

No. K-11012/01/2017-RH  
Government of India  
Ministry of Rural Development  
Department of Rural Development

KrishiBhawan,  
New Delhi 110001  
Dated : 3<sup>rd</sup> November 2017

To  
The ACS / Principal Secretary/Secretary (RD),  
All State Governments and UT Administration  
Dealing with Pradhan Mantri Awas Yojana (PMAY-G).

**Subject:** Telecast of episodes on PMAY-G on Door Darshan – National and regional channels in the programme Gaon Vikas Ki Ore.

Sir/Madam,

The Rural Housing division at MoRD is constantly taking initiatives to reach the last mile beneficiaries through various mediums including electronic and print media, so that appropriate information reaches the beneficiaries and PMAY-G, and its implementation becomes transparent & effective. One of such initiatives is telecast of specific episodes on PMAY-G on Door Darshan – National and regional channels in the programme 'Gaon Vikas Ki Ore' to encourage & motivate stakeholders for enhancing efficiency in the delivery system and sharing of the best practices undertaken by various state governments in implementing PMAY-G.

2. In continuation to the above-mentioned efforts, I am directed to inform that starting 4<sup>th</sup> November 2017, sixteen PMAY-G specific episodes, as part of 'Gaon Vikas Ki Ore', will be telecast on DD-1 / DD-National, every Saturday at 5:30 PM.