

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

KrishiBhawan,
New Delhi 110001
Dated : 3rd November 2017

To
The ACS / Principal Secretary/Secretary (RD),
All State Governments and UT Administration
Dealing with Pradhan Mantri Awaas 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,

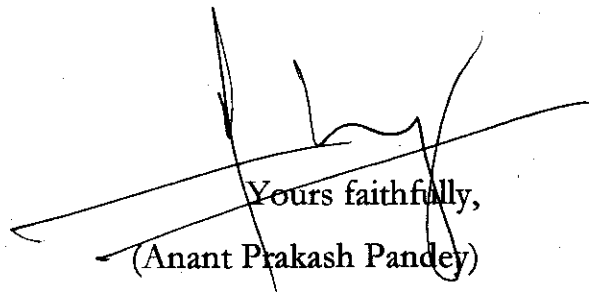
The Rural Housing division at MoRD is constantly taking initiatives to reach the last mile beneficiaries through various mediums including electronic and print media, so that appropriate information reaches the beneficiaries and PMAY-G, and its implementation becomes transparent & effective. One of such 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 4th 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.

These episodes will capture different aspects / stories of PMAY-G beneficiaries in various states, and how houses constructed under PMAY-G are changing the lives of millions of most deprived households in rural India. On 4th and 11th November 2017 stories of Madhya Pradesh under PMAY-G will be telecast, followed by stories of Chhattisgarh on 18th, 25th November and 2nd December 2017. Stories from other states will follow in subsequent episodes of the show. These episodes would also be telecast in regional languages, date and time for which could be ascertained from the local Door Darshan Kendras.

3. Accordingly, I request you to instruct all officials, especially those concerned with the implementation of PMAY-G in your state, to watch these episodes every Saturday starting from 4th November, 2017.

4. The Ministry would be happy to receive views, comments and feedback on this initiative.


Yours faithfully,
(Anant Prakash Pandey)

Director-RH