

Hon'ble Minister for Housing and Urban Affairs launches Angikaar 2025 campaign under Pradhan Mantri Awas Yojana - Urban 2.0

Angikaar 2025: Last-mile outreach campaign to create awareness about PMAY-U 2.0

Posted On: 05 SEP 2025 2:46PM by PIB Delhi

Shri Manohar Lal, Hon'ble Minister for Housing and Urban Affairs, launched "Angikaar 2025", a last-mile outreach campaign under Pradhan Mantri Awas Yojana - Urban 2.0 (PMAY-U 2.0), in New Delhi on 4th September 2025. The event was also graced by Shri Tokhan Sahu, Hon'ble Minister of State (MoS) for Housing and Urban Affairs. Shri Srinivas Katikithala, Secretary, Ministry of Housing and Urban Affairs (MoHUA), Shri Kuldeep Narayan, Joint Secretary & Mission Director (JS&MD), Housing for All (HFA) and other senior officials of the Ministry were also present on the occasion.



Angikaar 2025 is an outreach campaign that will accelerate the implementation of PMAY-U 2.0 by creating widespread awareness about the scheme across the country. The campaign is also designed to fast-track verification of applications under the scheme and expedite the completion of already sanctioned houses under PMAY-U.

Another key objective of Angikaar 2025 is to inform stakeholders about the Credit Risk Guarantee Fund Trust for Low Income Housing (CRGFTLIH) scheme. The campaign will ensure last-mile delivery and holistic development outcomes through active community mobilisation, targeted engagement and convergence with other Government of India schemes. Additionally, benefits of the PM Surya Ghar: Muft Bijli Yojana will be provided to beneficiaries of PMAY-U and housing needs of beneficiaries from Special Focus Group identified under PMAY-U 2.0 will be prioritised.

Under PMAY-U, 120 lakh houses have been sanctioned, out of which 94.11 lakh pucca houses have been already completed and delivered to beneficiaries. Angikaar 2025 campaign will facilitate the completion of the other remaining houses. Aligning with the goal of 'Housing for All', the scheme was revamped and launched as PMAY-U 2.0 in September 2024. Under PMAY-U 2.0, one crore additional families of urban

India will receive financial support of up to ₹2.50 lakh by the Government to construct or purchase a pucca house in cities.

Angikaar 2025 reaffirms the Government's commitment to bring welfare schemes closer to the people by bridging the implementation gap. It will reach out to the vulnerable sections of society to provide benefits of the housing scheme.



Angikaar 2025 will run for a period of two months from 4th September 2025 to 31st October 2025 across 5,000+ Urban Local Bodies (ULBs) in the country. Widespread door-to-door awareness will be created across the country and by other outreach mediums and community mobilisation. It will feature a line-up of camps, loan melas, and cultural events designed to engage prospective beneficiaries and other related stakeholders to participate in the Jan Bhagidari movement.

Post the launch of Angikaar 2025, Shri Kuldeep Narayan, JS&MD, HFA chaired a meeting with State/UT officials to discuss about the strategies and methods to ensure effective implementation of the campaign.



As part of the campaign, PMAY-U Awas Diwas will be celebrated on 17th September 2025 to mark the first year of launch of PMAY-U 2.0. Additionally, an anchor event named “PM Awas Mela – Shehri” will be held at District Headquarters. In case of larger cities, the PM Awas Mela - Shehri would be organised at the Municipal Corporation level. The anchor event will be conducted in two phases – the first phase from 17th September 2025 to 27th September 2025 and the second phase will be any day between 16th October 2025 to 31st October 2025.

This flagship event will serve as a vibrant platform for delivering and showcasing the benefits of PMAY-U and PMAY-U 2.0 while promoting convergence and community outreach at the grassroots level. PM Awas Mela - Shehri will feature a wide array of services and vibrant community engagement activities. In addition to the PM Awas Mela - Shehri, a series of events/activities will be conducted by ULBs at ward/cluster/city level to create momentum on the Angikaar 2025 campaign through various mediums.

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(Release ID: 2164173)