



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

. One of the most significant solutions is the government policies and initiatives. The Pradhan Mantri Awas Yojana (PMAY) is a flagship program of the Government of India, aimed at providing affordable housing for all by 2022.

. The PMAY has helped in providing affordable housing to millions of people in India. The allocation of ₹79,000 crore in the Union Budget 2023 towards PMAY is a positive approach to affordable housing

The program provides financial assistance to eligible beneficiaries to build houses or to buy houses under the Credit Linked Subsidy Scheme (CLSS).

The Rajiv Awas Yojana (RAY) is another government initiative aimed at providing affordable housing to the urban poor. The program provides financial assistance to the urban poor to build houses, and it also provides tenure security to the slum dwellers.



Persona’s name  
Short summary of the persona

The Housing for All by 2022 program is also a significant initiative taken by the government to achieve affordable housing in India.

This can help in reducing the cost of construction and land prices, which are significant challenges for affordable housing in India.

Public-private partnerships are another solution to affordable housing in India. By partnering with the private sector, the government can leverage private sector expertise and resources to build affordable housing projects.

By involving the community in the planning and design of the housing projects, developers can build houses that meet the needs and aspirations of the community. This can help in creating a sense of ownership and community spirit, which can lead to better maintenance of the housing projects



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?