

**UMEED: A DROP OF HOPE**  
**TASK 1 WEEKLY REPORT**  
**GOVERNMENT SCHEME AWARENESS CAMPAIGN**

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## **INTRODUCTION**

During my participation in the PAN INDIA INTERNSHIP organized by UMEED NGO, I was assigned the task of reaching out to underprivileged individuals such as rickshaw pullers, domestic maids, and wage workers to raise awareness about various Government schemes.

My responsibilities included :

1. Conducting a basic survey to assess whether these individuals were benefiting from existing Government schemes.
2. I informed them about other schemes that could be advantageous for them.
3. I aimed to explain the importance of these schemes.
4. I provided assistance in completing the necessary forms for their enrollment & also explained to them how & where to apply.
5. I provided them with my personal contact number so that they can get any assistance in future from my side.

## **IMPORTANCE OF THIS TASK**

Government schemes are designed to provide social security, financial support, and essential services to citizens, particularly the underprivileged. These schemes play a crucial role in improving the living standards of the poor and marginalized sections of society.

Despite the benefits, many eligible individuals are unaware of these schemes or do not know how to access them. Therefore awareness campaigns for government schemes are vital in ensuring that the benefits reach the intended recipients, particularly the poor and needy.

## **MY STRATEGY / TECHNIQUE**

I visited the people working in my neighborhood and my locality like car drivers, maids, car cleaners, etc.

I also visited a nearby Park to make people such as gardeners & keepers aware about the government schemes.

I also spread awareness about government schemes to low income workers in my neighborhood.

### HOW I DID IT ? AND CHALLENGES FACED

I made a list of important government schemes with category wise & target people. I explained to them about those schemes which may be needed most. I explained them with visulas & tried to answer all their queries. I also provided assistance in enrolling in the schemes & what all necessary documents they would require.

I visited the nearby Park & other needed ones in my locality and in a factory. I requested them to listen to my explanation & asked them if they have any questions or any assistance needed from my side.

I explained maids about:

**Pradhan Mantri Ujjwala Yojana (PMUY)** & its benefits like offers free LPG connections, reducing dependency on traditional fuels like firewood and improving health outcomes by reducing indoor air pollution.

**Mahila E-Haat** Scheme & its benefits provides an online marketing platform to showcase and sell products made by women, thus promoting financial independence.



I also explained all other people about:

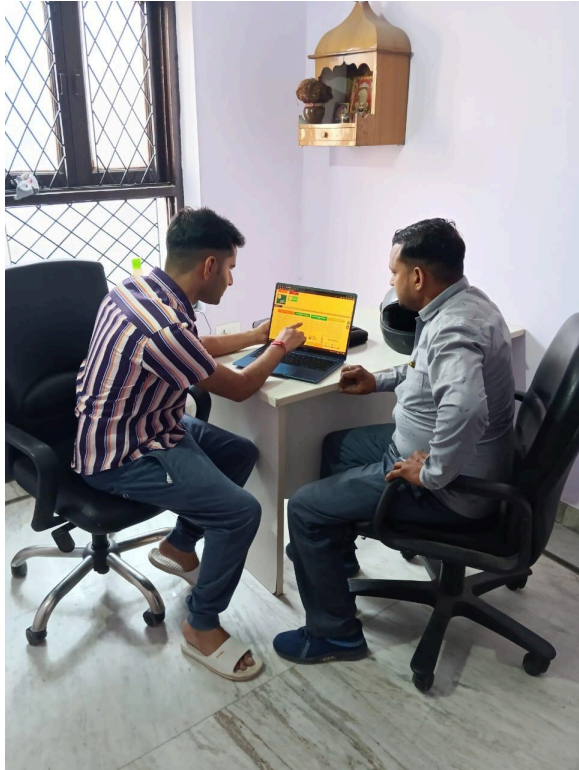
**Pradhan Mantri Jan-Dhan Yojana (PMJDY)**

**Pradhan Mantri Awas Yojana (PMAY)**

**Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (PMJAY)**

**Pradhan Mantri Mudra Yojana (PMMY)**

**Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)**



- I in advance prepared a presentation to better explain them.
- I also provided them with some interview videos from youtube of some people who benefited from those schemes.
- I also filled out the form for the scheme for one maid.







The **challenges** I faced were mainly that people were reluctant to capture their photo because they thought that it might be any false awareness.  
People were somewhat also reluctant to enroll in these schemes because they thought that they might need to pay for it.  
People were also reluctant to tell about their experiences with previously enrolled schemes.

## FINAL RESULT (OBSERVATION)

Despite the government's efforts to widely promote these initiatives, the information is not effectively reaching the intended beneficiaries. I realized this after engaging with people. I provided them with my personal contact number so that they can get any assistance in future from my side. I realized that they were very interested in knowing about these schemes & enrolling them as fast as possible. Also their point of view towards government was also somewhat changed after realizing about schemes.