

**GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO. 1656
ANSWERED ON 04/08/2025**

MANDATORY DISPLAY OF LOGO ON BENEFICIARY HOUSES UNDER PMAY (U)

1656. DR. JOHN BRITTAS:

Will the Minister of HOUSING AND URBAN AFFAIRS be pleased to state:

- (a) the details of the dimensions, colours, texts and images mandated in the logo insisted to be affixed on each house under PMAY-(U);
- (b) whether it is a fact that States including Kerala have objected to the mandatory PMAY-(U) logo display on beneficiary houses citing dignity, privacy, self-respect of economically weaker beneficiaries, and federal concerns; and
- (c) if so, whether Government will review its insistence on permanent branding on homes under PMAY-(U), considering that safe housing is a basic right of citizens and not a gift to warrant permanent branding on private homes?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF HOUSING AND URBAN AFFAIRS
(SHRI TOKHAN SAHU)**

(a): The scheme guidelines of Pradhan Mantri Awas Yojana – Urban (PMAY-U) and PMAY-U 2.0 have been prepared after a series of consultations with States/Union Territories (UTs) and a large number of other stakeholders. As per the PMAY-U 2.0 scheme guidelines, it is mandatory for States/UTs to ensure display of PMAY-Urban logo along with the details of beneficiary embossed or engraved thereon, preferably in local language on all houses constructed under the scheme. Display of logo on PMAY-U houses ensures authenticity and transparency in the implementation of the scheme across States/UTs. Therefore, States/UTs have been advised to keep the name of the scheme intact and not modify it in any manner during implementation.

(b) & (c): The branding ensures openness & transparency in selection of beneficiaries and has qualities of inherent social audit. All States/UTs signing Memorandum of Agreement (MoA) have agreed to implement the PMAY-U 2.0 as per guidelines and not sought any exemption. The State of Kerala is yet to sign the MoA for implementing the PMAY-U 2.0 scheme.
