

**GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO. 96
ANSWERED ON 21/07/2025**

BRANDING OF HOUSES UNDER PMAY(U)

96. DR. V. SIVADASAN:

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

- (a) whether Government has issued any guidelines or directions for branding or marking the houses built under the Pradhan Mantri Awas Yojana (Urban);
- (b) if so, the details of such branding requirements, including size, placement, and mandatory elements;
- (c) whether Government has considered the impact of such branding on the dignity and privacy of the beneficiaries, and the response of Government in this regard; and
- (d) whether the Central Government has received any request from the State Governments for removing or relaxing the branding requirements on PMAY houses, and if so, the details thereof?

ANSWER

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

- (a) & (b): 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 scheme guidelines, it is mandatory for States/UTs to ensure display of PMAY-Urban logo and beneficiary details 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. These guidelines mandate the display of the PMAY-U logo along with the details of beneficiary embossed or engraved with the logo preferably in local language. The specifications include display of the PMAY-U logo prominently in front of all housing units constructed under the scheme.
- (c) & (d): 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 guideline and not sought any exemption.
