

**GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO. 72
ANSWERED ON 20/07/2026**

OBJECTION TO THE PMAY PUBLICITY BOARDS

72. DR. V. SIVADASAN:

Will the Minister of *Housing and Urban Affairs* be pleased to state:

- (a) whether Government of Kerala had earlier objected to displaying Government symbols, logos or publicity boards in front of houses constructed under PMAY;
- (b) whether the present Government of Kerala has communicated any change in its position;
- (c) whether Government has issued any mandatory guidelines regarding such displays; and
- (d) whether Government proposes to discontinue compulsory display of publicity material in order to uphold the dignity and self-respect of beneficiaries?

ANSWER

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

- (a) to (d): The scheme guidelines of Pradhan Mantri Awas Yojana – Urban (PMAY-U) and PMAY-U 2.0 were 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-U and PMAY-U 2.0 logo and beneficiary details on all houses constructed under the scheme. Display of logo ensures authenticity and transparency in the implementation of the schemes 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. The scheme guidelines mandate the display of the PMAY-U and PMAY-U 2.0 logo along with the details of beneficiary embossed or engraved with the logo preferably in local language. The specifications include display of logo prominently in front of all housing units constructed under the schemes.

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. Kerala is yet to participate and sign MoA for implementation of PMAY-U 2.0.
