

**GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO. 853
ANSWERED ON 27/07/2026**

MANDATORY PMAY URBAN LOGO DISPLAY ON HOUSES

853. DR. JOHN BRITTAS:

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

- (a) whether States including Kerala are repeatedly objecting the mandatory PMAY-Urban logo display on beneficiary houses citing dignity, privacy, self-respect of economically weaker beneficiaries and federal concerns;
- (b) if so, whether Government will review its insistence on permanent branding on homes under PMAY-U 2.0;
- (c) the total amount allocated and outstanding to Kerala under PMAY-U during the last five years; and
- (d) the details thereof and reasons therefor?

ANSWER

**THE MINISTER OF STATE OF 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 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.

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(c) & (d): PMAY-U has been extended up to 30.09.2026 only for the completion of houses sanctioned on or before 31.03.2024 and grounded on or before 31.12.2025. Based on the project proposals submitted by State of Kerala, a total of 1.62 lakh houses have been sanctioned under PMAY-U, out of which 1.49 lakh houses have been started for construction and 12,932 are non-starter. Against the started houses, a total of 1.43 lakh houses are completed/delivered to the beneficiaries so far. Under PMAY-U, the State is eligible for a maximum Central Assistance of ₹2,471.84 crore. However, Central Assistance amounting to ₹2,499.36 crore has already been released to the State, resulting in an excess release of ₹27.52 crore. Accordingly, the Government of Kerala has been requested to refund the excess amount released by the Ministry.

As on date, all States except Kerala have signed Memorandum of Agreement (MoA) to implement PMAY-U 2.0 as per scheme guidelines. Thus, PMAY-U 2.0 is not being implemented by Govt of Kerala. Due to not signing MoA by Government of Kerala, potential beneficiaries of the State are losing the opportunities to have pucca houses.
