

**GOVERNMENT OF INDIA  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
RAJYA SABHA  
UNSTARRED QUESTION NO. 76  
TO BE ANSWERED ON DECEMBER 04, 2023**

**BRANDING ON HOUSES BUILT UNDER PRADHAN MANTRI  
AWAS YOJANA (URBAN)**

**NO. 76. SHRI ELAMARAM KAREEM:**

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

- (a) the amount sanctioned for each houses under the PMAY(U) scheme in each States;
- (b) whether Government has issued mandatory guidelines for branding on houses built under this scheme;
- (c) the data on the State's share for building houses in urban areas and the States where State share is more than that of Centre's; and
- (d) the reason Government is insisting on branding, if the State share is much higher than Centre's under PMAY(U); and
- (e) whether Government will reconsider branding guidelines and allow to give houses without any branding of Centre or State Governments?

**ANSWER  
THE MINISTER OF STATE IN THE  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
(SHRI KAUSHAL KISHORE)**

- (a) to (e): Pradhan Mantri Awas Yojana - Urban (PMAY-U) is being implemented through four verticals i.e., Beneficiary Led Construction (BLC), Affordable Housing in Partnership (AHP), In-Situ Slum Redevelopment (ISSR) and Credit Linked Subsidy Scheme (CLSS). Houses under PMAY-U are being constructed using funds from Central Assistance, State share as well as beneficiary contribution. Government of India is providing a fixed share as Central Assistance of ₹1.0 lakh per house under ISSR, ₹1.5 lakh per house under AHP and BLC verticals of PMAY-U. The remaining cost of the house, as per Detailed Project Report (DPR), is shared by States/Union Territories (UTs)/Urban Local Bodies (ULB)/Beneficiaries.

As per the scheme guidelines, it is mandatory for all States/UTs to ensure display of PMAY-U logo and beneficiary details on all houses constructed under the Scheme. States/UTs have been advised to keep name of the scheme intact and not modify it in any manner during implementation and Information Education & Communication (IEC) activities.

As per the scheme guidelines, State/UT share in implementation of PMAY-U is not mandatory. However, States/UTs are advised to keep a provision of their share at the stage of preparation of DPRs to reduce the financial burden on the urban poor which varies from State to State and project to project.

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