

**GOVERNMENT OF INDIA  
HOUSING AND URBAN AFFAIRS  
LOK SABHA**

UNSTARRED QUESTION NO:625

ANSWERED ON:19.07.2017

Misleading Advertisement on PMAY

Chowdhary Shri Pankaj;Patel Shri Prahlad Singh

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

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

- (a) whether the Pradhan Mantri Aawas Yojana (PMAY) Urban is being run in the country and if so, the details thereof;
- (b) the target set regarding the number of families to be provided houses during the financial year 2017-18, State-wise;
- (c) whether the scheme is likely to be implemented through Government agencies or the builders from the private sector and if so, the details thereof, State-wise including Madhya Pradesh;
- (d) whether the Government is aware that several private builders are looting the common man by using Pradhan Mantri Aawas Yojana in their advertisements openly;
- (e) if so, whether the Government proposes to take any action against such builders who publish misleading advertisements; and
- (f) the details of the amount sanctioned under PMAY Housing for All (urban) during the last 3 years and the current year, State-wise?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF HOUSING AND URBAN AFFAIRS  
(RAO INDERJIT SINGH)

(a): In pursuance of the Government's vision of facilitating housing for all by 2022, Pradhan Mantri Awas Yojana (Urban) (PMAY(U)) was launched on 25th June 2015 for providing houses to all eligible families/beneficiaries by 2022.

So far a total of 4884 projects have been considered for providing central assistance of Rs. 32,860.16 Cr for construction of 21,00,859 houses under PMAY(U).

(b): Under PMAY(U), target of Government is to provide admissible central assistance for all housing requirement as may be proposed by States/UTs during the Mission period to achieve the goal of 'Housing for All by 2022'.

(c): Private sector participation is envisaged under the Affordable Housing in Partnership (AHP) and In-situ Slum Redevelopment (ISSR) components of the PMAY (U) mission. Central assistance of Rs.1 lakh per house, on an average, under the ISSR component and Rs.1.5 lakh per house under AHP component, is admissible for projects approved under the mission. State/UT wise details of houses sanctioned/central assistance involved under PMAY(U) including ISSR and AHP components is at Annexure-I.

(d) & (e): To deal with alleged complaints/representations regarding bogus builders/developers who have registered and enlisted a large number of customers for allotment of economically weaker sections/lower income group houses in the name of Pradhan Mantri Awas Yojana (Urban) (PMAY(U)), the following actions have been taken by the Ministry:

(i) To ensure transparency and facilitate the citizens in registration for demand assessment, the Ministry has enabled the facility of online application using the platform of Common Service Centre(CSC) and PMAY(U) MIS Portal.

(ii) A disclaimer has been posted on the website of the Ministry intimating general public that this Ministry has not authorized any private entity or person to collect money as a consideration for availing of any benefit under the PMAY (U) Mission.

(iii) State/UT Governments have been requested to issue disclaimer/public notice cautioning the general public about unscrupulous individuals/ entities from cheating the general public.

(iv) Principal Secretaries/ Secretaries in charge of Housing/ Urban Development have been requested to exercise vigil on such advertisements or instances where the nomenclature of PMAY (U) mission is being used with mala fide intentions and to proceed against the wrongdoers as per law. The States/ UTs have further been advised to issue appropriate instructions to the concerned officials at the district/ULB level for similar action at their end.

(v) A public notice cautioning general public against possible fraud in the name of PMAY(U) (coloured advertisement) has been published on 14th May, 2017 in 51 major regional dailies (pan India) through DAVP.

(f): The details of the amount sanctioned under PMAY Housing for All (urban) during the last 3 years and the current year, State-wise is at Annexure-I.

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