

N-11011/43/2017-HFA-I(FTS-9029438)

Government of India
Ministry of Housing & Urban Affairs
[HFA-I Division]

Nirman Bhawan, New Delhi

Dated: 19th August, 2020

To,

The Principal Secretaries/Secretaries (Housing/Urban Development) concerned
of all States/UTs.

**Subject: Advisory on Digital/Social Media, documentation and dissemination of
achievements under Pradhan Mantri Awas Yojana - (Urban).**

Madam/Sir,

Pradhan Mantri Awas Yojana - Urban [PMAY- (U)] has completed five years on 25 June 2020. During this journey several milestones have been achieved under the Mission. It is the world's largest housing programme aimed at delivering dreams to 1.12 Crore families. So far, 1.07 Crore houses have already been sanctioned, out of which 67 Lakh have been grounded and 36 Lakh are completed and delivered.

2. Centre and States/UTs are putting concerted efforts to ensure 'Housing For All' by 2022. I am sure, you will agree that in order to take the benefits to the doors of maximum beneficiaries, an effective dissemination and documentation of the scheme's various contours are required. Therefore, effective and appropriate use of Digital and Social Media platforms are critical.

3. States/UTs have made significant progress under the scheme with completion of a large number of houses. It is equally important to document these achievements and milestones. This can be done through photographs, videos and testimonials which can be uploaded on the official Website(s) and Social Media platform(s) of States/UTs. This will help wider dissemination and promote transparency by allowing citizens access to information and updates about the Scheme. These citizen centric initiatives will lead to reduced public grievances.

4. States/UTs have been requested on various fora and through various communications, to ensure display of PMAY(U) logo, either engraved on the stone plate or embossed, to make it prominently visible in front of all housing units constructed under the scheme. It is once again requested that the logo is properly displayed in all houses.

5. The progress in this regard is slow and States/UTs are requested to initiate following necessary steps:

- a. Capture high resolution photographs of completed houses with PMAY (U) logo along with beneficiary's family (at least 300 DPI/ more than 3MB file size).
- b. Video testimonials or success stories/experiences narrated by the beneficiary in front of the house with PMAY (U) logo (duration of video should be 30 — 45 seconds)



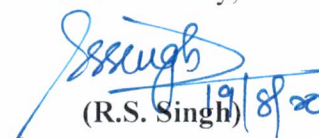
- c. Surveyor may be directed to capture video testimonials of beneficiaries while Geo Tagging the completed houses for further submission to this Ministry.
- d. Upload best practices, success stories, case studies, photographs of beneficiary family along with their house and testimonial videos and measures taken to deal with issues arising out of COVID-19 on their respective websites, IEC module (<https://pmay-urban.gov.in/>), social media platforms and also on PMAY(U) mobile App.

This will enable cross-learning apart from wider dissemination and lead to better outcomes.

6. An Advisory Note for capturing/sharing/uploading of beneficiary testimonials through photographs and videos and management of social media platforms and websites is enclosed. For further clarification or coordination Shri Aakash Mathur (Email: akash.mhupa@gmail.com) and Shri Deevakar Anand (Email: deevakar.pmay@gmail.com) may be contacted.

7. In the above background, you are requested to issue suitable directions to concerned officials for taking necessary action in this regard so that the achievements and good work done by States/UTs under the scheme is made more accessible for all stakeholders.

Yours faithfully,


(R.S. Singh)

Director (HFA-1)

Tel : 011 23062279

Copy to: Mission Directors/Directors of State Level Nodal Agencies in all States/UTs.

Advisory note for Digital/Social Media and documentation of Beneficiary testimonials through videos & photographs

VIDEO TESTIMONIALS

The beneficiary testimony should contain following information:

- i. The beneficiary should introduce herself/himself; specify the name of the City and State s/he belongs to.
- ii. The family background of the beneficiary, occupation and monthly income of the family should be captured.
- iii. The beneficiary should speak about the problems s/he experienced in a kuccha house.
- iv. S/he should mention how s/he came to know about the PMAY (U) scheme and the process adopted to get a house under the scheme.
- v. The beneficiary should explain about Life Transforming experience that has come after moving into a pucca house in the following format:
 - a. Some of the key factors which can be elaborated by the beneficiary may include Dignified living, Availability of Basic Amenities (Water, electricity, Kitchen, toilet etc.)
 - b. The beneficiary may be able to express emotions she has experienced such as: Increased Self Esteem, Sense of pride and dignity, Improved Social Status, Safety and Security for the family, Protected Environment for the girl child, Ability to focus better on children's education especially that of the girl child.

Do's for video testimonials.

- i. While capturing the video, beneficiary should be along with the whole family in a single frame in front of the house
- ii. PMAY (U) logo must be visible in front of the house.
- iii. Beneficiary may speak in her vernacular language.
- iv. Beneficiary should be in a presentable attire preferably in traditional clothing.
- v. Beneficiary should be comfortable during the video shoot and should speak naturally.
- vi. Narration/ experience of the beneficiary should be captured in original.
- vii. While capturing the video it may be ensured that surroundings are neat and tidy to the extent possible.
- viii. The Video file must be saved in an 18 digit format; Beneficiary ID as per PMAY-MIS followed by an underscore followed by Name. For e.g.(348040362970100200_ Ranjana Devi)

Don'ts for the Beneficiary video testimonials.

- I. Audio and video quality should be high and should not have blurred effects or background noise.
- II. Video should be recorded professionally giving a complete visual of the beneficiary's house. The half frame shouldn't be captured.

PHOTOGRAPHS

There are two ways of capturing of the Photographs:

- a. The Photographs can be captured with a Full Frame Camera/ DSLR and the picture should be of high resolution (at least 300 DPI/ more than 5 MB file size).
- b. The Photographs may be captured through smart phone for use/upload on PMAY(U) mobile app.

Do's for Photographs.

- i. While capturing photo, women should be focused along with the whole family in a single frame in front of the house.
- ii. PMAY (U) Logo must be visible in front of the house.
- iii. Presentable attire / preferably in traditional is recommended to add to the aesthetics of the photograph
- iv. The expression of the beneficiary should reflect his/her emotions, feeling of happiness.
- v. While capturing the photographs it may be ensured that the surroundings are neat and tidy to the extent possible.
- vi. Overall visual appeal of photo should be strong. Avoid dull photos even if they qualify in other parameters.
- vii. The Photo must be saved in an 18 digit format; Beneficiary ID as per PMAY-MIS followed by an underscore followed by Name. For e.g. (348040362970100200_ Ranjana Devi)

DON'Ts for the photographs.

- i. A half frame of the house or Beneficiary should not be captured.
- ii. Pictures should not be photographed when Exposure of Light is low.
- iii. Beneficiary should not be photographed in any discomfort.

WEBSITE

The Website should contain following:

- i. A dedicated webpage for PMAY(U) should be present on the SLNA's website with Tab/Link in the Home Page.
- ii. Create a dedicated 'Tab' for ARHCs & CLAP on the dedicated PMAY (U) webpage on SLNA's website.
- iii. Place banners of Glorious 5 Years of PMAY(U), 1 Crore & more , CLSS , ARHCs and Mobile application.
- iv. Create a Photo Gallery section in SLNA's website and upload the Beneficiaries photos, photos of Completed Projects etc
- v. Create a Video Gallery section in SLNA's website and upload Testimonials, Videos/ Films etc.
- vi. Upload all IEC material such as Flyers, Brochures, Booklets, and Guidelines etc.
- vii. Provide the links of the following websites on States/UTs PMAY(U) page: MoHUA, PMAY (U), CLAP, GHTC, ARHCs and link the same to the dedicated website and apk (application key) of PMAY(U) mobile App.

SOCIAL MEDIA

Social Media plays an important role in disseminating information and spreading awareness about scheme and its achievement. Following steps may be taken in this regard:

- i. Create a State/ UT PMAY Urban official account on Facebook, Twitter and YouTube
- ii. Upload information about Best Practices, Success Stories, Case Studies along with Beneficiaries Photos and Testimonial Videos on social media accounts
- iii. Place PMAY (U) logo as Profile Photo and fill required information in the 'About Us' Section of the account
- iv. Follow/Tag/Retweet MoHUA, PMAY (U), and social media accounts of other States/UTs for wider outreach.