

Pradhan Mantri Awas Yojana - Urban

BENEFICIARY AWARDS 2023

Standard Operating Procedure



June 2023



Background

Pradhan Mantri Awas Yojana-Urban (PMAY-U) has come a long way in fulfilling the dreams of millions of eligible urban dwellers across the country since its launch in June 2015. The Scheme has registered landmark success and emerged as one of the largest affordable housing schemes in the world. It is evident from the fact that so far about 1.20 crore houses have been approved; 1.10 crore are grounded, of which 75 lakh are completed/ delivered to the beneficiaries. The outcome of the PMAY-U is a result of the partnership among Government of India, State/UT Governments, Urban Local Bodies (ULBs)/Implementing Agencies (IAs), Central Nodal Agencies (CNAs), Primary Lending Institutions (PLIs), Public/Private Entities and most importantly, the beneficiaries.

Ministry of Housing and Urban Affairs (MoHUA), Government of India had instituted '**PMAY-U Awards for Implementation and Innovation**' in the year 2019 initially. The winners under different categories were announced by the Hon'ble Prime Minister on 01 January 2021. Further, the second round of PMAY-U Awards culminated on 24 November 2021 and the winners were felicitated by Hon'ble Prime Minister on 19 October 2022 during the Indian Urban Housing Conclave organized at Rajkot, Gujarat. The categories of these awards included State Level Awards, Municipal Corporation/Municipal Council/Nagar Panchayat level awards, Special Category Awards and Beneficiary Awards for Best House Construction. The beneficiary level awards were conferred to 3 winners each from all the States/UTs.

The third edition of PMAY-U Awards 2023 will focus on recognizing the proactive participation of beneficiaries from across the country and appreciating the commendable work done by States/UTs, ULBs, Implementing Agencies (IAs) under all four verticals of the Scheme i.e., Beneficiary Led Construction (BLC), Credit Linked Subsidy Scheme (CLSS), Affordable Housing in Partnership (AHP) and In-situ-Slum Redevelopment (ISSR).

Purpose of the Award

The progress of the Scheme so far has demonstrated a landmark success in fulfilling the vision of 'Housing for All'. The Scheme is being implemented in partnership mode involving the Centre, State/UT/ULBs and the beneficiaries. The overarching purpose of instituting PMAY-U Awards is to recognize the contribution of Beneficiaries and the outstanding performance of States/UTs, Districts, ULBs under the Mission.

Acknowledging that there is diversity in the approach towards planning, implementation and outcomes of projects amongst various States/UTs, it is pertinent to identify and award the 'Achievers' and encourage others to compete and attain saturation against the total approved houses under PMAY-U in a sustained manner. In order to make the Standard Operating Procedure (SOP) comprehensive, the document has been divided in two segments (i) Beneficiary Awards (ii) Awards for Scheme Implementation.

PMAY-U Beneficiary Awards 2023

Objective:

The objectives of PMAY -U Beneficiary Award 2023 may be outlined as follows:

- a) To recognize PMAY-U beneficiaries from across the country for their contribution in realizing the vision of 'Housing for All'.
- b) To recognize the achievements of the beneficiaries in the construction of their house in an aesthetic manner.
- c) To encourage other beneficiaries for speedy and beautiful construction of their house in a timely manner.

Category of Beneficiary Awards

PMAY-U Beneficiary Awards intends to recognize the efforts of the beneficiaries in constructing their houses in a beautiful and aesthetic manner across the country. For this purpose, the Awards have broadly been classified into 3 major categories:

- i. Beneficiaries from **Municipal Corporation**
- ii. Beneficiaries from **Municipal Council**
- iii. Beneficiaries from **Nagar/Town Panchayat**

These award categories include areas falling within Notified Planning/ Development area under the jurisdiction of an Industrial Development Authority/ Special Area Development Authority/ Urban Development Authority or any such Authority under State legislation which is entrusted with the functions of urban planning and regulations functions will also be eligible for participating in PMAY-U awards under respective categories i.e Municipal Corporation, Municipal Council, Nagar/Town Panchayat. Further, all Tier-3 municipal bodies such as Notified Area Committee (NAC), Town Panchayat or any other such nomenclature used in the State will be considered as Nagar Panchayat for the purpose of awards.

Selected beneficiaries from all ULBs/ Statutory towns/ Development Authorities included across the country under PMAY-U Mission will be awarded, based on the pre-defined evaluation criteria.

Modalities of the Awards

MoHUA will communicate with beneficiaries through various means such as Inland letters, WhatsApp messages and SMSs, appreciating their active efforts in realizing the dream of owning a pucca house which has transformed their lives for dignified living and secured future. This communication will be personalized and directly addressed to the PMAY-U beneficiaries urging and encouraging them to participate in the award process. The outreach plan is as follows:

- i. Personalised letters will be sent to 35 lakh BLC beneficiaries and 25 lakh CLSS beneficiaries.
- ii. Beneficiaries will be outreached six times in six months in 13 different regional languages through SMS:
 - Total **10 Crore** SMSs will be sent to all beneficiaries - nearly 1.66 Crore per month, 5.55 Lakh per day
- iii. Beneficiaries will be outreached through WhatsApp three times in six months in 13 different regional languages.
 - Total **1.8 Crore** WhatsApp messages will be sent to all beneficiaries - on an average 60 Lakh in two months, 1 Lakh per day

Nomination of beneficiaries

- i. The first step begins at the beneficiary level where two good quality photographs and one video testimonial need to be captured/recorded and uploaded on the PMAY (U) Mobile Application available on Android and iOS platforms.
- ii. The two photographs must include one of beneficiary's house and the other of the beneficiary posing in front of the house along with the family.
- iii. The photographs captured by beneficiaries will be moderated by the respective ULBs and selected number of photographs will be sent to the States/UTs for further screening and moderation.
- iv. With respect to CLSS beneficiaries, the CNAs i.e. HUDCO, State Bank of India (SBI) and National Housing Bank (NHB) shall coordinate with the respective PLIs for uploading of house photographs and videos by the CLSS beneficiaries.
- v. For selection of photographs under CLSS component of the Mission:
 - (a) First preference will be given to individual houses constructed on their own land.
 - (b) Second preference will be given to G+2/ G+3 houses.
 - (c) Third preference should be given to multistorey buildings/apartments.
- vi. The State/UT would further moderate and select the photographs for final selection to MoHUA.

Category wise number of Awards

The number of photographs to be forwarded by ULBs to States/ UTs to MoHUA from each Municipal Corporation, Municipal Council and Nagar Panchayat is mentioned below:-

| S.No | Categories of ULBs | Nominated to State by ULBs (including CLSS) | Nominated to MoHUA by States/UTs | Final Selection by MoHUA for Awards | No. of ULBs | Total No. of Awards |
|--------------|-----------------------|---|----------------------------------|-------------------------------------|--------------|---------------------|
| 1. | Municipal Corporation | 120 | 40 | 15 | 269 | 4,035 |
| 2. | Municipal Council | 60 | 20 | 8 | 1,866 | 14,928 |
| 3. | Nagar Panchayat | 45 | 15 | 5 | 2,827 | 14,135 |
| TOTAL | | | | | 4,962 | 33,098 |

The detailed specifications and instructions for capturing the photographs of Houses, video testimonials of beneficiaries etc. are at Annexure-1.

- Municipal Corporations (MC) /Nagar Nigam** will include area of Municipal Corporation, Notified Planning area, Area Development Authority, Industrial Development Authority, Special Development Authority, Urban Development Authority or any such Authority notified by the State Government. Break up of awards (MC – 8 + DA -3 + CLSS-4).
- Municipal Council/ Nagar Palika Parishad (NPP)** will include area of Municipal Council Notified Planning area, Area Development Authority, Industrial Development Authority, Special Development Authority, Urban Development Authority or any such Authority notified by the State Government. Break up of awards (NPP – 4 + DA -2 + CLSS-2).
- Town Panchayat/ Nagar Panchayat (NP)** will include area of Nagar Panchayat, Notified Planning area, Area Development Authority, Industrial Development Authority, special Development Authority, Urban Development Authority or any such Authority notified by the State Government. Break up of awards (NP – 3 + DA -1 + CLSS-1).

Evaluation Methodology for Awards

The evaluation of the Beneficiary Awards with respect to pictures/videos/testimonials nominated by the States/UTs/ULBs will be done based on the following criteria:

| Pictures | Video testimonials |
|--|---|
| <ol style="list-style-type: none"> Prominent visibility of PMAY-U Logo in front of the house with nameplate in regional or any other language Strong visual appeal of the photo Photographs of beneficiaries in traditional clothing Photos reflecting expressions and emotions of joy and happiness of the beneficiary Photographs with neat and tidy surroundings | <ol style="list-style-type: none"> Beneficiary clearly describing the benefits of the Scheme Narration of life transformation of the beneficiary Beneficiary in traditional clothing |

Roles and Responsibilities for Photo/Video Moderation

The role of all States/UTs/ULBs is crucial for the success of the award process. The clear roles and responsibilities would help in realizing the purpose of the Beneficiary Awards. States/ UTs are required to actively engage various stakeholders from ULBs and others as applicable. They shall proactively ensure that the initiative is effective and PMAY-U beneficiaries are engaged enthusiastically.

Roles and Responsibilities

A. Ministry of Housing and Urban Affairs

- i. Prepare roll out strategy for PMAY-U Awards 2023
- ii. Develop creatives, infographics, short film etc.
- iii. Develop social media plan for outreach purposes.
- iv. Propagate the awards on the MyGov platform and other relevant platforms for wider dissemination.
- v. Dispatch of Personalized letters and sending WhatsApp/text messages to the PMAY-U beneficiaries.
- vi. Monitor and coordinate the process in partnerships with States/UTs and other stakeholders.
- vii. Finalize winners of PMAY-U Beneficiary and States/UTs Award.

B. States/UTs

- i. Communicate/ Coordinate with ULBs ensuring last mile outreach and capture maximum number of photos/videos on the PMAY-U Mobile Application.
- ii. Follow up with ULBs to moderate the required number of good quality photographs and testimonials received from beneficiaries every month during the entire period.
- iii. Forward the required number of selected photographs to MoHUA from the pool of photographs forwarded by ULBs for the final selection of awardees every month during the entire period.

C. Urban Local Bodies (ULBs)

- i. Officials of Municipal Corporation/ Municipal Council/ Town Panchayat and CLTC specialists shall coordinate with beneficiaries belonging to Notified Planning/ Development area under the jurisdiction of an Industrial Development Authority/ Special Area Development Authority/ Urban Development Authority or any such Authority under State amongst others.
- ii. Instruct/coordinate and closely follow up with CLTC specialists, surveyors, supervisors for outreach of PMAY-U beneficiaries.
- iii. Facilitate beneficiaries to download the PMAY-U Mobile Application wherever necessary.
- iv. Support the beneficiaries in capturing good quality photographs of house as well as with family as per requirement during the entire period.
- v. Facilitate beneficiaries in preparing video testimonials as per the specifications mentioned in the SOP.
- vi. Ensure timely uploading and moderation of the photographs every month including those of Notified Planning/ Development area under the jurisdiction of an Industrial Development Authority/ Special Area Development Authority/ Urban Development Authority or any such Authority under State amongst others
- vii. Ensure maximum participation of the PMAY-U beneficiaries and upload their house photographs/ testimonials every month till finalization of PMAY-U Awards for the entire period.
- viii. Organize appropriate events for distribution of awards and felicitation of beneficiaries.

Awards for States/UTs for Scheme Implementation

Introduction

The segment on awards for Scheme Implementation aims to recognize and felicitate the States/UTs, ULBs, IAs, CNAs, PLIs, Public/Private Entities for their contribution and achievements in reaching the goal of Housing for All.

Objectives

The objective of Awards for States/UTs under scheme implementation is mainly to promote the States/UTs in accelerating the progress of the scheme within the Award time period.

The Specific objectives for this segment are as follows:

- i. To promote grounding/ completion/ occupancy/ geotagging of all projects/houses sanctioned.
- ii. To recognize the achievements in the Mission especially during the award period.
- iii. To encourage healthy competition among States/UTs/ULBs for achieving the goal of 'Housing for All' within stipulated time.

Category of Awards

For the purpose of Awards for Scheme implementation, the States/UTs are divided into two groups:

- **Group I:** **18 States:** Andhra Pradesh, Bihar, Chhattisgarh, Goa, Gujarat, Haryana, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh & West Bengal
- **Group II:** **8 North Eastern and 2 Hilly States:** Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura, Himachal Pradesh & Uttarakhand
- **Group III:** **7 Union Territories (UTs):** A&N Islands, Chandigarh, D&N Haveli and Daman & Diu, Delhi, Jammu & Kashmir, Ladakh & Puducherry

Level & Number of Awards

| S.No | Award | No. of Awards |
|------|--|---------------|
| 1. | Best Performing States | 3 |
| 2. | Best Performing North Eastern and Hilly States | 3 |
| 3. | Best Performing UTs | 1 |
| | Total | 7 |

Evaluation Methodology

The evaluation for States/UTs under Scheme Implementation Award-2023 will be based on the progress made by States/UTs during the six months period, starting from 25 June 2023 to 31 December 2023.

The progress of States/UTs for scheme implementation as on 25 June 2023 will be announced and the evaluation will be done based on the below mentioned criteria during the six months' time period:

- i. Percentage of beneficiaries' photo and video testimonials uploaded on PMAY-MIS against houses sanctioned
- ii. Percentage of houses completed against sanctioned
- iii. Percentage of houses occupied against completed AHP houses
- iv. Percentage of houses grounded against ungrounded houses as on 31 March 2023
- v. Percentage of houses geotagged up to foundation level and above during FY 2023-24
- vi. Percentage of houses for 3rd installment claimed against houses sanctioned
- vii. Percentage of projects completed against sanctioned

Validation of Data/Progress made by States/UTs during the period

The evaluation of the awards will be based on the progress reported by States/UTs in the Monthly Progress Reports (MPRs) in PMAY-U MIS. The States/UTs need to be careful while submitting the progress each month, since the progress will be taken on an incremental basis.

Timeline (25 June 2023 - 31 December 2023)

- **Award launch:** The award is launched on 25 June 2023 marking the beginning of the award period.
- **Finalization of Nomination by ULBs:** All ULBs should select, shortlist and finalize the nominations (photographs/ video testimonials) on the portal upto 20 December 2023 and forward to the States/UTs on a monthly basis
- **Moderation by SLNA:** States/UTs should shortlist the number of required nominations of beneficiaries as recommended by the ULBs and further forwarded by States/UTs to the Ministry upto 31 December 2023 on a monthly basis
- **Declaration of Winners:** MoHUA shall announce/declare the awardees both beneficiaries and States/UTs under each category on 01 January 2024.

Scoring Criteria

The evaluation of the PMAY-U Beneficiary Award 2023 and PMAY-U States/UTs Award for Scheme Implementation-2023 will be based on the following criteria and corresponding scores leading to selection of awardees:

| S.No | Criteria | Maximum Score |
|--|---|---------------|
| A. PMAY-U Beneficiary Awards 2023 | | |
| 1. | Prominent visibility of PMAY-U logo in front of the house | 20 |
| 2. | Nameplate in regional language | 10 |
| 3. | Strong visual appeal of photo | 10 |
| 4. | Photographs of beneficiary in traditional clothing | 10 |
| 5. | Photos reflecting expressions and emotions of joy and happiness of the beneficiary | 10 |
| 6. | Photographs with neat and tidy surroundings | 10 |
| 7. | Complete Beneficiary details on the PMAY-U Mobile Application (including CLSS beneficiaries) | 10 |
| 8. | Video: Beneficiary describing benefits of the scheme along with their life transformational story | 20 |
| | Total | 100 |

| | | |
|---|--|------------|
| B. PMAY-U States/UT Awards for Scheme Implementation | | |
| 1. | Percentage of beneficiaries' photo and video testimonials uploaded on PMAY-MIS against houses sanctioned | 30 |
| 2. | Percentage of houses completed against sanctioned | 10 |
| 3. | Percentage of houses occupied against completed AHP houses | 10 |
| 4. | Percentage of houses grounded as on 31 December 2023 against ungrounded houses as on 31 March 2023 | 10 |
| 5. | Percentage of houses geotagged foundation level and above during FY 2023-24 | 10 |
| 6. | Percentage of Houses for 3 rd instalments claimed against houses sanctioned | 15 |
| 7. | Percentage of projects completed against sanctioned | 15 |
| | Total | 100 |

Part A: PMAY-U Beneficiary Award 2023 - Explanation

| | Criteria for scoring | Max Marks |
|----|--|-----------|
| 1. | Prominent visibility of PMAY (U) Logo in front of the house: Location and Placement, the PMAY logo should be strategically placed in a location where it is easily visible to passersby and visitors. | 20 |
| 2. | Nameplate in regional language: Using a regional or any other language on a nameplate adds a sense of cultural identity and reflects the local traditions and heritage. | 10 |
| 3. | Strong visual appeal of photo: The beneficiary and family should be in focus. Beneficiaries who are home based workers may take a photo of themselves working, children studying etc | 10 |
| 4. | Photographs of beneficiary in traditional clothing: The photographs should capture the beneficiaries wearing authentic traditional clothing that represents their specific culture or region accurately. | 10 |
| 5. | Photos reflecting expressions and emotions of joy and happiness of the beneficiary: The photos should capture the genuine expressions and emotions of the beneficiaries. They can capture moments of laughter and smiles that create a positive and uplifting atmosphere. Photos can show expressions of satisfaction, pride and happiness in accomplishing their goals. | 10 |
| 6. | Photographs with neat and tidy surroundings: Photos should be taken in clean surrounding with no dustbins, paan spots, oil marks etc. on the walls of the house, railing, stands, drainage etc. in front of house. | 10 |
| 7. | Complete Beneficiary details on the PMAY-U Mobile Application (including CLSS beneficiaries): 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). | 10 |
| 8. | Video: Beneficiary clearly describing the benefits of the Scheme and Narration of life transformation of beneficiary: Video should clearly articulate the benefits they have received from the scheme. Speak about the improvements in housing conditions, access to basic amenities, enhanced livelihood opportunities, saving of expenses for paying of home loan EMI (CLSS beneficiary). | 20 |

Scoring Range

The following range shall be followed while awarding scores against **Part B** (PMAY-U States/UT Awards) of the scoring criteria:

| I | Percentage of beneficiaries' photo and video testimonials uploaded on PMAY-MIS against houses sanctioned | | Maximum Score |
|-------|--|-----------------------|---------------|
| Range | Below 10% | 10% to 100% | 30 |
| Score | 0 | Actual percentage x30 | |

| II | Percentage of houses completed against sanctioned | | Maximum Score |
|-------|---|-----------------------|---------------|
| Range | Below 25% | 25% to 100% | 10 |
| Score | 0 | Actual percentage x10 | |

| III | Percentage of houses occupied against completed AHP houses | | Maximum Score |
|-------|--|-----------------------|---------------|
| Range | Below 25% | 25% to 100% | 10 |
| Score | 0 | Actual percentage x10 | |

| IV | Percentage of houses grounded against ungrounded houses as on 31 March 2023 | | Maximum Score |
|-------|---|-----------------------|---------------|
| Range | Below 60% | 60% to 100% | 10 |
| Score | 0 | Actual percentage x10 | |

| V | Percentage of houses geotagged upto foundation Level and above during 2023-24 | | Maximum Score |
|-------|---|-----------------------|---------------|
| Range | Below 50% | 50% to 100% | 10 |
| Score | 0 | Actual percentage x10 | |

| VI | Percentage of Houses for 3 rd instalments claimed against houses sanctioned | | Maximum Score |
|-------|--|-----------------------|---------------|
| Range | Below 5% | 5% to 100% | 15 |
| Score | 0 | Actual percentage x15 | |

| VII | Percentage of projects completed against sanctioned | | Maximum Score |
|-------|---|-----------------------|---------------|
| Range | Below 5% | 5% to 100% | 15 |
| Score | 0 | Actual percentage x15 | |

Part B: PMAY-U States/UT Awards for Scheme Implementation -Explanation

| S.No | Criteria for scoring | Maximum Marks |
|------|--|---------------|
| I | Percentage of beneficiaries' photo and video testimonials uploaded on PMAY-MIS against houses sanctioned (States/UTs are expected to upload the photos of completed PMAY-U houses from all four verticals of the scheme in the PMAY-U website) | 30 |
| | Below 10%: States/UTs who have facilitated beneficiaries to upload photos/videos, BUT, have not been successful to complete 10% of the overall count of beneficiaries who have completed their house. | 0 |
| | Above 10%: States/UTs who have facilitated beneficiaries to upload photos/ videos, and they have been successful to complete more than 10% of their State/UTs overall completed household count. The evaluation for such State/UTs shall be based on the scoring provided on the actual percentage of progress made. (Actual percentage) x30 | 30 |
| II | Percentage of houses completed against sanctioned (The cumulative number of houses completed upto 31.12.2023 as against the total number of houses sanctioned as on 31.03.2023 will be considered) | 10 |
| | Below 25%: States/UTs who have below 25% houses completed out of total number of houses sanctioned | 0 |
| | Above 25%: States/UTs who have completed more than 25% houses. The evaluation for such State/UTs shall be based on the scoring provided on the actual percentage of progress made. (Actual percentage) x10 | 10 |
| III | Percentage of houses occupied against completed AHP houses (The cumulative number of houses occupied upto 31.12.2023 against the total number of houses completed as on 31.03.2023 will be considered) | 10 |
| | Below 25%: States/UTs who have below 25% houses occupied against total AHP houses completed. | 0 |
| | Above 25%: States/UTs who have more than 25% occupied houses against total AHP houses completed. The evaluation for such State/UTs shall be based on the scoring provided on the actual percentage of progress made. (Actual percentage) x10 | 10 |

| S.No | Criteria for scoring | Maximum Marks |
|------|--|---------------|
| IV | Percentage of houses grounded against ungrounded houses as on 31 March 2023 (The cumulative number of houses grounded upto 31.12.2023 as against the total number of houses sanctioned as on 31.03.2023 will be considered) | 10 |
| | Below 60%: States/UTs who have below 60% houses grounded against ungrounded houses as on 31 March 2023 | 0 |
| | Above 60%: States/UTs who have more than 60% houses grounded against ungrounded houses as on 31 March 2023. The evaluation for such State/UTs shall be based on the scoring provided on the actual percentage of progress made. (Actual percentage) x10 | 10 |
| V | Percentage of houses geotagged Foundation Level and above during 2023-24 (The cumulative number of houses geotagged upto 31.12.2023 as against the total number of houses sanctioned as on 31.03.2023 will be considered) | 10 |
| | Below 50%: State/UTs who have below 50% houses geotagged in FY 2022-23 | 0 |
| | Above 50%: State/UTs who have above 50% houses geotagged in FY 2022-23. The evaluation for such State/UTs shall be based on the scoring provided on the actual percentage of progress made. (Actual percentage) x10 | 10 |
| VI | Percentage of Houses for 3rd instalments claimed against houses sanctioned (Number of houses against which State/UT has claimed the 3rd instalment based on Annexure generated in MIS and after furnishing all compliances will be considered) | 15 |
| | Below 5%: State/UTs who have claimed below 15% of funds for 3rd installment out of total houses sanctioned as on 31.03.2023. | 0 |
| | Above 5%: State/UTs who have claimed above 15% of funds for 3rd installment out of total houses sanctioned as on 31.03. 2023.. The evaluation for such State/UTs shall be based on the scoring provided on the actual percentage of progress made. (Actual percentage) x15 | 15 |
| VII | Percentage of projects completed against sanctioned (The projects comprising of more than 95% completed houses shall be considered as complete.) | 15 |
| | Below 5%: State/UTs who have completed below 5% of the projects out of total projects sanctioned as on 31.03.2023. | 0 |
| | Above 5%: State/UTs who have completed more than 5% of the projects out of total projects sanctioned as on 31.03.2023. The evaluation for such State/UTs shall be based on the scoring provided on the actual percentage of progress made. (Actual percentage) x15 | 15 |

Award Ceremony

With respect to PMAY-U Beneficiary Awards 2023, shortlisted beneficiaries will be awarded with a downloadable Scroll and Citation (Memento) in digital form. This will be followed by dispatching the physical copy of the same by the Ministry to the concerned ULBs and States/UTs. It may be distributed in an appropriate function organized by the respective ULBs/ District administration. Similarly, the awards to the winning States/UTs under Scheme Implementation shall be announced in an appropriate event.

During the function, the winners' house photos, video testimonials should be screened for the audience & the beneficiary may be requested to share their experience. Local media, relevant stakeholders may also be invited to capture/witness the event for better outreach. Photographs/videos should also be uploaded on social media by States/UTs and forwarded to Ministry as well for documentation purposes.

Documentation of Beneficiaries Awards 2023

A compendium including the photographs, success stories of the beneficiaries, quotes of officials explaining the entire concept, process of Awards can be released by MoHUA. Experiences of the beneficiaries may also be included in the compendium. A separate section including the Media/Social Media outreach of the programme may be part of the Compendium.

Disclaimer: MoHUA at its own discretion may alter the number of awards, indicators, and weightage for the award process, if required, without detailing out the reason thereof.

**Specifications of photographs of House**

The photographs to be captured and forwarded should follow the specifications mentioned as under:

- i. The Photographs should be captured with a good mobile camera and should have resolution not less than 500 KB and upto 1 MB file size.
- ii. While capturing the photo, beneficiary should be in focus along with the whole family in a single frame in front of the house.
- iii. PMAY-U Logo must be prominently visible in front of the house.
- iv. The beneficiary should be in a presentable attire preferably in traditional clothing.
- v. The expressions of the beneficiary should reflect his/her emotions, feeling of happiness.
- vi. While capturing the photographs it may be ensured that the surroundings are neat and tidy to the extent possible.
- vii. Overall visual appeal of photo should be strong. Avoid dull photos even if they qualify in other parameters.
- viii. 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).
- ix. While taking photographs, it should be ensured that full frame of the house or beneficiary should be captured and pictures should not be taken when exposure of light is low.

Specifications of video testimonials

Video testimonials must contain the following action steps:

- i. The beneficiary should introduce herself; specify the name of the city and State she/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 he/she experienced in a kutchha house.
- iv. He/ She should mention how he/ she 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 the Life Transforming experience that has come after moving into a pucca house under:

- 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.) how living standards have improved, how the family, especially the children, have got better education opportunities.
- b. In case any member of the beneficiary family utilizes a part of the PMAY (U) house for some income generating activities like tailoring, weaving, business etc., this aspect should also be included in the video testimonial.

vi. The beneficiary may be able to express the 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.

vii. Beneficiary may preferably speak in local/ regional language.

viii. Beneficiary should be in presentable attire preferably in traditional clothing.

ix. Beneficiary should be comfortable during the video shoot and should speak naturally.

x. There should be no prompting while making the video testimonial.

xi. Narration/experience of the beneficiary should be captured in original.

xii. While capturing the video, it may be ensured that the surroundings are neat and tidy to the extent possible.

xiii. Audio and video quality should be high and should not have blur effects or background sounds.

xiv. Video should be recorded professionally giving a complete visual of the beneficiary's house. The half frame shouldn't be captured.

xv. The video should not be more than 2 minutes.

xvi. 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)



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