

F.No. O-17024/85/2018-HFA-1 (FTS-9037819)
Government of India
Ministry of Housing and Urban Affairs

New Delhi, Nirman Bhavan
Dated August 9, 2018

To

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

Sir/ Madam

The Pradhan Mantri Awas Yojana (Urban) [PMAY (U)] has completed three years of its implementation. The three-year journey has been witness to transforming lives and impacting families of the urban citizens across the country and has been satisfying. Building homes, transforming lives, enriching the quality of life especially of the women has been an achievement of this Scheme. Aligning with the vision of Housing for All by 2022, the PMAY (U) has sanctioned 11,226 projects comprising total project cost of Rs. 2.96 Lakh crore for construction of 53,79,562 houses under various verticals.

2. I would like to reiterate the importance of documentation, communication and its dissemination for effective implementation and spreading awareness about the Scheme. The State/UTs have made substantive progress and houses under PMAY (U) are in various stages of completion, it is pertinent that the States/UTs capture the same in form of photographs and videos as testimonials.

3. It is, therefore, requested to kindly issue suitable directions to the concerned officials / IEC/GIS Experts (SLTC/CLTCs) to take the following actions/steps in regular manner:

- a. Capture high resolution photographs (atleast 300 dpi) of completed houses along with beneficiary's families.
- b. Video clips (30 - 45 seconds) of success stories of beneficiaries in front of beneficiary house having logo of PMAY(U). The stories should portray the problems faced by beneficiary prior to getting a house and the experience after getting a house under PMAY (U). Video clips should also be labelled with beneficiary and project details *viz.* name of beneficiary, project name, city and State.
- c. The surveyor should also capture video testimonials of beneficiaries while geotagging the completed houses for further submission to this Ministry.

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4. The expenditure incurred towards the above will be met out from IEC funds already released to the States/UTs. For any coordination with this Ministry in this regard, States may contact Mr. Raj Aryan, IEC Expert, PMU (Email: iecpmay@gmail.com) and Ms. Neha Sharma, CB Expert, PMU (Email: nehapmayproject@gmail.com).

5. The high quality photographs and videos should be shared with the Ministry through the above mentioned E-mail IDs for the purpose of documentation and its dissemination for spreading awareness among the citizens.

Encl: Advisory Note for the Documentation of Beneficiary testimonials in the form of photographs and videos.

Yours faithfully


(Amrit Ahijat)

Advisory note

Documentation of Beneficiary testimonials through videos and photographs

VIDEO TESTIMONIALS

A. The beneficiary testimony should contain following information:

- a) The beneficiary should introduce herself, specify the name of the City and State that she belongs.
- b) The family background of beneficiary, occupation and the monthly income of the family should be captured.
- c) The Beneficiary should speak about the problems experienced in a kutcha house.
- d) She should mention about how she came to know about the PMAY (U) scheme and the process adopted to get a house under the scheme
- e) The beneficiary should explain about the Life Transforming experience that has come after moving into a pucca house under PMAY (U)-
 - i. 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.)
 - ii. 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.

B. Do's for video testimonials.

- a) While capturing the video, the beneficiary should be along with the whole family in a single frame in front of the house.
- b) PMAY (U) logo must be visible in front of the house.
- c) The beneficiary may speak in her vernacular.
- d) The beneficiary should be in a presentable attire preferably in traditional clothing.
- e) The beneficiary should be comfortable during the video shoot and should speak naturally.
- f) The narration/ experience of the beneficiary should be captured in original.

- g) While capturing the video it may be ensured that the surroundings are neat and tidy to the extent possible.
- h) 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 eg.(348040362970100200_Ranjana Devi)

C. Don't for the Beneficiary video testimonials.

- a. The audio and video quality should be high and should not have blur effects or background sounds.
- b. The video should be recorded professionally giving a complete visual of the beneficiary's house. The half frame shouldn't be captured.

PHOTOGRAPHS

A. Do's for the Photographs.

- a) The Photographs should 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) While capturing the photo women should be focused along with the whole family in a single frame in front of the house.
- c) PMAY (U) Logo must be visible in front of the house.
- d) The beneficiary should be in a presentable attire preferably in traditional clothing.
- e) The expression of the beneficiary should reflect his/her emotions, feeling of happiness.
- f) While capturing the photographs it may be ensured that the surroundings are neat and tidy to the extent possible.
- g) 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)

B. Don't for the photographs.

- a. Mobile phone should not be used to take photographs.
- b. A Half Frame of the house or the Beneficiary should not be captured.
- c. Pictures should not be photographed when Exposure of Light is low.
- d. Beneficiary should not be photographed in any discomfort.