

No. N-11011/50/2017/HFA-I/V/ FTS-9032668

Government of India
M/o Housing and Urban Affairs
HFA Mission Directorate (HFA-I/V Division)

Nirman Bhawan, New Delhi-11.
Dated: 12.11.2018.

To

The Pay & Accounts Officer (Sectt.)
M/o Housing & Urban Affairs,
Nirman Bhawan, New Delhi.

Sub: Release of Central assistance for Annual IEC Activities performed / to be performed by the various States under Capacity Building Activities under PMAY (U) for FY 2018-19 - reg.

Sir/ Madam,

I am directed to convey the sanction of the Competent Authority to the amount of **Rs. 1,20,49,375/- (Rupees One Crore Twenty Lakh Forty Nine Thousand Three Hundred and Seventy Five Only)** as **advance payment of 1st installment (50% of admissible Central Share)** towards IEC activities under PMAY (U) for FY 2018-19. State-wise details of release is as under:

Sl. No	States/ UTs	Permissible as per CB financial norms (Rs.)	50% Advance of the permissible amount (Rs.)
1.	Goa	18,00,000	9,00,000
2.	Himachal Pradesh	18,00,000	9,00,000
3.	Maharashtra	90,00,000 (Approved only 50,00,000)	25,00,000
4.	Odisha	44,98,750 (Proposed by States and approved by Central Govt.)	22,49,375
5.	Punjab	70,00,000 (Approved only 20,00,000)	10,00,000
6.	Tamil Nadu	90,00,000	45,00,000
Total		2,40,98,750	1,20,49,375

2. The above grant is subject to the following conditions:

- i. All IEC activities are allowed except T.V. advertisements and News Paper advertisements. IEC activities to be carried out in States based on pre-approved Government /DAVP rates. The agencies selected to perform the IEC activities should be empanelled with Government or should have sufficient prior experience of working with government. All expenditures will be reimbursed as per actuals and based on cost norms against urban population in the State.
- ii. The bills and Vouchers regarding the expenditure incurred under IEC are to be examined and approved at the SLNA level by the competent authority as per State rule/as the case may apply (the bills/vouchers to be counter

- signed by the finance department) and an undertaking and claim of reimbursement to be submitted to the Ministry.
- iii. A brief report highlighting **assessment of impact by IEC activities is also required for re-imburement**. All bills/voucher etc. should be safely kept at SLNA level for future audit and other references. All expenditure under this head is to be reimbursed.
 - iv. Remaining 50% of Central Assistance would be released as per actual and on receipt of Utilization Certificate alongwith Undertaking (in prescribed format mentioned in Capacity Building Activites- Norms, fund disbursal processes and Plan Templates) from the State.
 - v. PMAY (U) promotion activities should have prominent display of PMAY logo and name, Prominence of PMAY (U) in IEC materials should reflect in content, size, and in all other possible ways.
 - vi. The State/UT will comply with the terms and conditions stipulated in the guidelines, CSMC directions and instructions issued by this Ministry.
 - vii. The State/UT will utilize the sanctioned grant for the purpose for which it is released.
 - viii. The State/UT Government/Nodal Agency shall strictly monitor the progress of the preparatory work.
 - ix. The amount of central assistance approved will form a part of capacity building plan of the State/UT under PMAY (Urban).

3. The amount is debitable from the account of the Central Government in the books under the following Head of Account under Demand No. 56 M/o Housing and Urban Affairs for the year 2018-19:

Major Head:	3601	Grants-in-aid to State Governments
Sub-Major Head	06	Centrally Sponsored Schemes
Minor Head	101	Central Assistance/Share
Sub Head	31	Pradhan Mantri Awas Yojana (Urban)
Detailed Head	01	Assistance to State Governments for PMAY (U)
Object Head	31.01.31	Grants-in-aid-General

4. The amount will be credited to the State Government's Account at Reserve Bank of India as per procedure laid down by Ministry of Finance, Department of Expenditure in this regard.

5. This issues with the concurrence of the Finance Division *vide* their **Note 1.2.3... dated 30/10/18.**

6. The sanction has been registered at **Sl. No. 214** of the Grants-in-Aid Register of the HFA Division for the year 2018-19.

Yours faithfully,



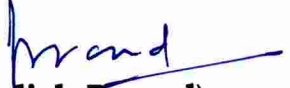
(Jagdish Prasad)

Under Secretary to the Government of India

Tele No. 2306 3029

Copy to:

1. Principal Secretary / Secretary [dealing with PMAY (U)], concerned States/UTs Government
2. Mission Director to the Concerned States/UTs
3. Reserve Bank of India, CAS, Nagpur.
4. Accountant General of concerned State Government
5. Director (IFD), MoHUA
6. DS (HFA-3), MoHUA
7. DS (Budget), MoHUA
8. DC (MIS), MoHUA to upload on Ministry's website.
9. Sanction Folder
10. File copy.


(Jagdish Prasad)

Under Secretary to the Government of India