



**Ministry of Housing
and Urban Affairs**

Government of India



Pradhan Mantri Awas Yojana (Urban) Housing for All

Advisory Note

on

**DOCUMENTATION OF
BENEFICIARY TESTIMONIALS
THROUGH PHOTOGRAPHS AND VIDEOS**



ADVISORY NOTE ON DOCUMENTATION OF BENEFICIARY TESTIMONIALS THROUGH PHOTOGRAPHS AND VIDEOS.

VIDEO TESTIMONIALS

A. The beneficiary testimony should contain following information:

- a) The beneficiary should introduce himself / herself, specify the name of the City and State that she belongs.
- b) The beneficiary's family background, 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) They should mention about how they 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 he/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 embossed and visible in front wall of the house.
- c) The beneficiary may speak in his/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(U)-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 embossed and visible in front wall 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(U)-MIS followed by an underscore followed by Name. For e.g.(348040362970100200_Ranjana Devi)

B. Don't for the photographs.

- a) Mobiles 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.



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