

an>

Title: Need to take action against builders for publishing misleading advertisements and cheating common people.

DR. KIRIT SOMAIYA (MUMBAI NORTH EAST): It is understood that in Pune, Amravati in Maharashtra and Noida in Uttar Pradesh various fraudulent builders have cheated thousands of common people under the garb of providing housing at Rs. 5 lakh. One particular company has published misleading advertisement with the photograph of Hon'ble Prime Minister and also depicted their "Aple Ghar Scheme" as Pradhan Mantri Awas Yojana. Common men have been cheated and were asked to book flat of one bedroom, hall and kitchen at Rs. 5 lakh. Subsequently, it came out that it was not a Government scheme. The builder had played trading tricks and cheated thousands of people. Similar types of incidents seem to have been found at Amravati, Noida and other places in the country.

I urge upon the Hon'ble Minister of Housing to pay attention to this issue and take appropriate action against these companies including refraining them from publishing such misleading advertisements.