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PMC Orders Mandatory Use of Marathi in Project Name Signage

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The Pune Municipal Corporation (PMC) has issued a directive requiring all residential and commercial projects to display their names in Marathi. The move is aimed at promoting the state's language and cultural identity across the city's built landscape.

According to a circular signed by PMC Commissioner Naval Kishore Ram, the requirement will apply to both ongoing and completed projects within the city limits. The directive

mandates that the project name in Marathi must be displayed clearly and prominently on the site.

The decision comes after repeated appeals by the Maharashtra Navnirman Sena (MNS). Party leader Prashant Kanojia had highlighted that several developers were failing to adhere to earlier language norms, with signboards often displayed only in English or other languages.

In response, PMC has made the Marathi name signage a compulsory clause in the terms and conditions for granting building permissions. The civic body is also expected to begin inspections to ensure developers comply with the rule.

MNS representatives have welcomed the move and urged the administration to conduct regular checks to enforce compliance. They argue that the directive will reinforce Marathi identity in a city experiencing rapid urbanization and increasing real estate development.

PMC data shows that construction activity in Pune has surged in recent years. The civic body approved 956 construction permissions in 2022-23, which increased to 1,709 in 2023-24 and 3,359 in 2024-25. Officials believe that implementing language-based signboards alongside this growth is necessary to maintain cultural continuity.

The rule is now in force and applies to all developers, builders, and housing societies operating within the PMC area.