

AHMEDABAD **OUTDOOR** **ADVERTISEMENT** **POLICY-2023**

Approved by Standing Committee of Ahmedabad Municipal Corporation as per resolution No. 1032 dated: 07/12/2023 and sanctioned by Municipal Board of Ahmedabad Municipal Corporation as per resolution No. 827 dated: 22/12/2023.

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*indicates approval given by Standing Committee with correction as per resolution No. 1032 dated: 07/12/2023 and sanctioned by Municipal Board resolution No. 827 dated: 22/12/2023.

NOTIFICATION

The following draft which Ahmedabad Municipal Corporation in exercise of the powers conferred by section 244, 245 and 386 of the Gujarat Provincial Municipal Corporation Act, 1949 (hereinafter referred to as the said Act.) proposes to make "Outdoor Advertising Policy".

CHAPTER-1 PRELIMINARY

1. SHORT TITLE AND COMMENCEMENT

1. This policy shall be called the "Ahmedabad Outdoor Advertisement Policy 2023"

2. It shall come in to force from the approval of Municipal Board. The policy shall be applicable for new advertisement with immediate effect. However, it will be made applicable for the existing advertisements after the completion of permitted tenure.

PREFACE

In exercise of the powers conferred by section 244, 245 and 386 of the Gujarat Provincial Municipal Corporation Act, 1949 that providing and maintaining outdoor advertisement is the local government's responsibility.

Due to peculiar geographical condition of the city, nature of human settlement and land use pattern, most of the roads in the City remain narrow and congested. Moreover, keeping in mind the safety of hoarding on road, visible to traffic, improve in city aesthesis and the impact on the environment of city, As part of this initiative, this policy document has been prepared setting guidelines for Installation of advertisement boards with a standard set of norms and illegitimizing those which are against the set norms. The Ahmedabad Municipal Corporation also wishes to spell out guidelines for removal of hazards from the immediate vicinity of roads to improve traffic flow and improve in city aesthesis.

This policy has been prepared aimed at:

- i. Reducing hazardous situations thereby improving traffic flow and driving experience etc.
- ii. Keeping the public space clean and tidy by regulating the use of space for advertisements/promotion/marketing.
- iii. To preserve the natural beauty and working on city aesthetics
- iv. For outdoor advertisement has been based on the emerging global practices as well as the need to maintain the character of the city.

- v. Creating opportunities to generate revenue for AMC.

2. DEFINITION

1. ADVERTISEMENT

Means and includes any device or representation in any manner such as announcement or direction by word, letter, model, sign by means of posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards, sky sign, placard, etc. for the purpose of commercial exploitation or for publicity. However any display in the form of graffiti and civic messages published by the AMC or any government authorities for the benefit of the citizens shall not be considered as an advertisement.

2. ADVERTISING DISPLAY INFRASTRUCTURE / ADVERTISING SIGN AND HOARDING

Means any surface or structure with characters, letters or illustrations applied there to and displayed in any manner whatsoever outdoors for the purpose of advertising or giving information or to attract the public to any place, person, public performance, article or merchandise, and which surface or structure is attached to, forms part of, or is connected with any building, or is fixed to a tree or to the ground or to any pole, screen, fence or hoarding or displayed in space, or in or over any water-body included in the jurisdiction of the Authority.

3. ADVERTISER

Means the person, who caused the advertisement to be shown or the advertising structure to be erected, or the owner or tenant of the place on which the advertisement is displayed or the advertising structure is erected when he/she/they are doing such thing in his/her/their/own commercial interest towards the product/service endorsement or the person or persons on whose behalf the advertisement purports to be or the agent of such person or persons.

4. ADVERTISING SIGN

Means a display on screen, wall or any other object, structure or device, freestanding or attached to any wall or structure, in a fixed position intended to be used or used for the purpose of displaying any advertisement and any object, structure, tool which is in itself an advertisement, in or in view of public place.

5. ADVERTISEMENT ON BALLOONS

Means advertisement on air balloons (hot) which are filled with gas and floats in the air.

6. ADVERTISEMENT ON VEHICLE (MOVABLE)

Means single or double sided advertisement board affixed by means of sticker on side panel or behind a vehicle in a manner that the advertisements draw visibility while the vehicle is driven on the road.

7. AGENCY

Means an applicant who may be an individual, registered charitable organization, firm, partnership or a company incorporated under the Companies Act, 1956.

8. AMC

Means Ahmedabad municipal corporation.

9. AUTHORIZED OFFICIAL / REPRESENTATIVE

Means any official of the Corporation who has been authorized by the commissioner to implement and enforce the provisions of these policy and bye-laws.

10. BANNER

Means cloth or any other material, which contains some advertisement or announcement or written matter for display in public place.

11. BUILDING

building includes a house, out-house, stable, shed, hut and other enclosure or structure whether of masonry, bricks, wood, mud, metal or any other material whatever, whether used as a human dwelling or otherwise, and also includes verandahs, fixed platforms, plinths, doorsteps, walls including compound walls and fencing and the like.

12. BUILDING UNIT

Means a land or plot or part of a land / plot or combination of more than one land / plot as approved by the competent authority. However where an alignment has been fixed on any road by any competent authority, the building unit shall mean and refer to the land excluding the portion falling in alignment.

13. COMMISSIONER

Means Municipal Commissioner of Ahmedabad Municipal Corporation.

14. COMPETENT AUTHORITY

Means Commissioner or any officer of the Municipal Corporation duly authorized by the Municipal Commissioner or AMC.

15. CORPORATION

Means the Municipal Corporation of Ahmedabad.

16. CGDCR

Means Comprehensive General Development Control Regulation ,2019 or prevailing CGDCR sanctioned by Government of Gujarat from time to time.

17. DIRECTION BOARDS

Means any surface of structure erected on ground or any portion of roof of a building or on or above the parapet / wall of any structure which indicate a direction to a road, building, park or any site and boards put up by private and commercial establishments to indicate direction to their offices or commercial outlets, etc. Direction Boards set up by Government or semi-government authorities will not require any kind of permission.

18. ELECTRONIC DISPLAY

Means electronically operated advertisement display fixed on a structure.

19. GANTRY ADVERTISEMENT

Means advertisement affixed on a gantry erected across a road and usually fabricated from metal section pillars fixed on either side of a road with a beam shaped section connecting the top of the pillars across the road with advertisement on the face opposite to the direction of traffic.

20. GPMC ACT

Means Gujarat Provincial Municipal Corporation Act, 1949

21. HOARDING/BILL BOARD

Means any surface or a structure with character, letter, illustration or illumination applied there and to be displayed in any manner whatsoever to public view from outdoor for the purpose of advertising or giving information regarding or to attract the people to any place, person, public performance, article or merchandise or service and such surface or structure attached to forms part of, or is connected with any land/or building, or is fixed to a wall, hoarding, frame, post, kiosk, structure, ground or fence or is displayed in space or on person included in the limits of notified area of Ahmedabad Municipal Corporation.

22. KIOSK

Means a small structure in a public area used for providing information or displaying advertisements, often incorporating an interactive display screen or screens on pole structure.

23. L.E.D.

Means Light Emitting Diode.

24. LICENSE

License is permission, accorded by a competent authority, conferring the right to do some act which without such authorization would be illegal, or would be a trespass or a tort.

25. LICENSE FEES

License fees refer to an amount of money paid by an individual or business to a government agency / competent authority for the privilege of performing a certain service or engaging in a certain line of business.

26. OUTDOOR ADVERTISEMENT

Means display of any advertisement in or in view from any public place.

27. OWNER

1. Owner when used in reference to any premises, means the person who receives the rent of said premises or who would be entitled to receive the rent there of, if the premises were let and include:
 - a. An Agent or trustee who receive such rent on account of owner,
 - b. An agent or trustee who receives the rent of, or is entrusted with or concerned for, any premises devoted to religious or charitable purposes,
 - c. A receiver, sequestrator or manager appointed by any Court of competent jurisdiction to have the charge of, or to exercise the rights of an owner of, the said premises, and
 - d. A mortgagee-in-possession, and
2. When used with reference to any animal, vehicle or boat, includes the person for the time being in charge of the animal, vehicle or boat.

28. OCCUPIER

- a. any person who for the time being is paying or is liable to pay to the owner the rent or any portion of the rent of the land or building in respect of which such rent is paid or is payable.
- b. an owner living in or otherwise using his land or building;
- c. a rent free tenant;
- d. a licensee in occupation of any land or building; and

- e. any person who is liable to pay to the owner damages for the use and occupation of any land or building.

29. PERSON

Person includes an individual, agency, trust, society, registered charitable organization, firm, partnership, or a company incorporated under relevant laws.

30. PERMIT

Means written permission of the Municipal Commissioner to erect, fix or retain any sky sign / advertisement.

31. PREMISES

Means messages, buildings and lands of any tenure; whether open or enclosed, whether built on or not and whether public or private.

32. POSTER

Means sheet of paper or any other material used to advertise something for display in a public place.

33. PRIVATE SITES

Means sites other than Corporation sites and includes residential and commercial building.

34. PUBLIC STREET

1. heretofore leveled, paved, metalled, channelled, sewerred or repaired out of municipal or other public fund, or
2. which under the provisions of section 224 is declared to be, or under any other provision of this Act becomes a public street;

35. SKY-SIGN

1. Means any word, letter, model, sign, device or representation in the nature of an advertisement, announcement or direction, supported on or attached to any post, pole, standard frame-work or other support, wholly or in part upon or over any land, building, or structure which, or any part of which sky-sign, shall be visible against the sky from some point in any street and includes all and every part of any such post, pole, standard frame-work or other support. It shall also include any balloon, parachute, or other similar device employed wholly or in part for the purposes of any advertisement, announcement or direction upon or over any land, building or structure or upon or over any street.
2. A sky - sign shall not include
 - a. Any flagstaff, pole, vane or weathercock, unless adapted or used wholly or in part for the purpose of any advertisement, announcement or direction.

- b. Any sign, or any board, frame or other contrivance securely fixed to or on the top of the wall or parapet of any building, or on the cornice or blocking course of any wall, or to be the ridge of a roof. Provided that such board, frame or other contrivance be of one continuous face and not open work, and do not extend in height more than three feet above any part of the wall, or parapet or ridge to, against, or on which it is fixed or supported;
- c. Any word, letter, model, sign, device, or representation as aforesaid, relating exclusively to the business of a railway administration, and placed wholly upon or over any railway, railway station, yard, platform or station approach belonging to a railway administration and so placed that it cannot fall into any street or public place.
- d. Any notice of land or buildings to be sold, or let, placed upon such land or buildings.

36. PROPERTY TAX

Means a tax on buildings and lands in the city

37. TEMPORARY ADVERTISEMENT

Means such advertisement which is displayed on Temporary Structure (Frame, Banner, Cut-out, Gate etc.) for a limited duration with the intent to discontinue such advertisement as well as structure upon the expiration of the time period.

38. VEHICLE

Vehicle shall include auto-motor cars, and every wheeled conveyance which is used or capable of being used on a public street.

39. VMD

Means Visual Media Display.

40. WALL PAINTING ADVERTISEMENT

Means an advertisement displayed by painting it directly on the wall or structure of a building or any civil structure.

41. WALL (BUILDING) WRAP ADVERTISEMENT

Means an advertisement displayed on any building front- age using a vinyl or flex printed material usually stretched across the building frontage or on the scaffolding of a building under construction or repair or by sticking or fixing it to a glass frontage or window.

3. SCOPE

The scope of the policy & bye-laws is to provide guidelines and standards to control the use of land, buildings or any other structure for outdoor advertising. It has to regulate outdoor advertising in the jurisdiction of the Ahmedabad Municipal Corporation (AMC) area. This policy should strike a balance among:

1. Regulatory control over advertisement & displaying of any sort
2. Outdoor advertising opportunities
3. Preserve the natural beauty and working on city aesthetics.
4. Creating opportunities for the local people, local business and the industry to advertise, and the impact on the environment, traffic safety, the nature and tourist attractions of the area.
5. Creating opportunities to generate revenue for AMC.

4. APPLICATION

1. These policy & bye-laws shall apply to all advertisements within the Ahmedabad Municipal Corporation limit, whether on-Land, Building, Wall, Hoarding, Frame, Post, Kiosk, Gantry, Balloon, Traffic booth, any structure, or by any other means whatsoever by which it is open to public view in any manner, visible from a public street or public place, whether moving or non-moving. (Including any advertisement exhibited by means of cinematograph).
2. These policy & bye-laws shall apply in general to Balloons, Banners, Direction Boards, Foot over-bridges, Gantries, traffic booth, sub-ways, Illuminated and Non-illuminated Hoardings (incl. Neon signs, electronic sign boards, Video Display boards etc.), Mobile Vans, Passenger Shelters, Posters, Signs, Temporary Arches and any other means of display of advertisements.

5. OBJECTIVE

1. To insist or permit advertisement hoardings & other displays and to indicate guideline for locating these advertisements keeping in view of public safety and road safety.
2. To ensure that man-made structure do not conflict with the environment and blend with the surroundings by proper placement and pleasing designs and also to ensure that advertising does not constitute a hazard to the safety and welfare of the public at large.

3. To ensure the reduction of carbon footprint viz-a-viz displaying of advertisement.
4. To discourage visual clutter caused by advertisement hoardings or displays.
5. Use of advertisement to enhance the physical character and visual appearance of the city.
6. To encourage advertisement on public service, amenities.
7. To consider the ambience of an area, the architectural character of the area or building in particular while permitting the advertisement. This would require the policy to consider location, size, design and type of sign where the potential for creation of visual clutter and conflict with traffic safety is minimal.
8. To specify the maximum size and dimension of the hoarding taking into account of visibility and structural concerns.
9. To specify enforcement measure to ensure that hoardings follow these stipulation, To penalize and remove unauthorized hoardings, displays and advertisement.
10. Creating opportunities to generate revenue for AMC.

6. CATEGORIES OF ADVERTISEMENT

1. On AMC properties
2. On private properties / places / area
3. Kiosks on electric poles
4. On Gantry
5. On Pay & Use Toilets
6. On traffic booth
7. On vehicles (Motorized – Non-motorized)
8. On floating balloons
9. On Bus Passenger Shelters
10. On Foot over bridges, Flyovers, Bridges
11. Temporary advertisement / display
12. Self signage display
13. Any other mode of advertisement as elucidated in the Act and such other mode of Advertisement that will be determined by the Municipal Authorities from time to time.

7. GUIDING PRINCIPAL FOR PERMITTING ADVERTISEMENT ON HOARDINGS

1. The policy shall explicitly work to discourage visual clutter and other means of negative/adverse aspects.
2. The policy shall be so designed that it does not compromise on road safety, it should ensure that outdoor advertising is not hazardous to road and pedestrian traffic. Moreover, it will not push bio-diversity in danger and will not destroy National/State/Public property.
3. The policy shall ensure in maintaining the desire of uniformity in advertisement.
4. To encourage lesser carbon footprint and more environment friendly means of advertisement.
5. Creating opportunities to generate revenue for AMC.

CHAPTER- 2 LEGAL PROVISION

8. APPLICABILITY OF LEGAL PROVISIONS FOR ADVERTISEMENT

1. SECTION OF 244 OF GPMC ACT 1949

1. No person shall, without the written permission of the Commissioner, erect, fix or retain any sky-sign of the kind prescribed by rules whether existing on the appointed day or not. Such written permission [may be granted or renewed for a period not exceeding two years] from the date of each such permission or renewal, subject to the condition that such permission shall be deemed to be void if,
 - a. Any addition is made to the sky-sign except for the purpose of making it secure under the direction of the City Engineer.
 - b. Any change is made in the sky-sign, or any part thereof.
 - c. The sky-sign or any part thereof falls either through accident, decay or any other cause.
 - d. Any addition or alteration is made to, or in, the building or structure upon or over which the sky-sign is erected, fixed or retained, involving the disturbance of the sky- sign or any part thereof.
 - e. The building or structure upon or over which the sky-sign is erected, fixed or Retained becomes unoccupied or be demolished or destroyed.
2. Where any sky-sign shall be erected, fixed or retained after the appointed day upon or over any land, building or structure, save and except as permitted as hereinbefore provided, the owner or person in occupation of such land, building or structure shall be deemed to be the person who has erected, fixed or retained such sky- sign in contravention of the provisions of this section, unless he proves that such contravention was committed by a person not in his employment or under his control, or was committed without his connivance.
3. If any sky-sign be erected, fixed or retained contrary to the provisions of this section, or after permission for the erection, fixing or retention thereof for any period shall have expired or become void, the Commissioner may, by written notice require the owner or occupier of the land, building or structure, upon or over which the sky- sign is erected, fixed or retained, to take down and remove such sky-sign.

2. SECTION OF 245 OF GPMC ACT 1949

1. No person shall, without the written permission of the Commissioner, erect, exhibit, fix or retain any advertisement upon such land, building wall, hoarding or structure:

Provided always that such permission shall not be necessary respect of in any advertisement which is **not illuminated** advertisement or a sky-sign and which-

- a. Is exhibited within the window of any building, or
- b. Relates to the trade or business carried on within the land or building upon which such advertisement is exhibited or to any sale or letting of such land or building or
Any effects therein, or to any sale, entertainment or meeting to be held upon or in the same or to the trade or business carried on by the owner of any omnibus or other vehicle upon which such advertisement is exhibited, or
- c. Relates to the business of any railway company or;
- d. Is exhibited within any railway station or upon any wall or property of a Railway administration not fronting any streets.

2. Where any advertisement shall be erected, exhibited, fixed or retained after three months from the enactment of this section upon any land, building wall, hoarding or structure in contravention of the provisions of sub-section (1) the owner or person in occupation of such land, building, wall, hoarding or structure shall be deemed to be the person who has erected, exhibited, fixed or retained such advertisement in contravention of the provisions of this section, unless he proves that such contravention was committed by a person not in his employment or under his control or was committed without his connivance.

3. If any advertisement, be erected, exhibited, fixed or retained contrary to the provisions of this section or after the expiry of the permission granted under sub- section (1) the Commissioner may, by notice in writing, require the owner or occupier of the land, building, wall, hoarding or structure upon which the advertisement has been erected, exhibited, fixed or retained, to take down or remove the advertisement.

4. (a) The words "structure" in this section shall include an omnibus and any vehicle or moveable board used primarily as an advertisement or an advertising medium;

And

- (b) The expression "illuminate advertisement" in this section shall not include an illuminated display of goods, if such display,-
- i. Of goods merely bearing labels showing the name of the article or of its manufacture or of both, and
 - ii. Is made by lighting which is not, in the opinion of the commissioner, more than is necessary to make the goods and labels visible at night

3. SECTION OF 386 OF GPMC ACT 1949

General provisions regarding grant, suspension or revocation of licenses and written permissions and levy of fees, etc.

1. Whenever it is provided by or under this Act that a license or a written permission may be given for any purpose, such license or written permission shall specify the period for which, and the restrictions and conditions subject to which, the same is granted and the date by which an application for the renewal of the same shall be made and shall be given under the signature of the Commissioner or of a municipal officer empowered under section 69 to grant the same.
2. Except as may otherwise be provided by or under this Act, for every such license or written permission a fee may be charged at such rate as shall from time to time be fixed by Commissioner, with the sanction of the Corporation.
3. Subject to the provisions of the proviso to sub-section (1) of section 378, any license or written permission granted under this Act may at any time be suspended or revoked by the Commissioner, if he is satisfied that it has been secured by the holder through misrepresentation or fraud or if any of its restrictions or conditions is infringed or evaded by the person to whom the same has been granted, or if the said person is convicted of an infringement of any of the provisions of this Act or of any rule, by-law or standing order in any matter to which such license or permission relates.
4. When any such license or written permission is suspended or revoked, or when the period for which the same was granted has expired, the person to whom the same was granted shall, for all purposes of this Act, be deemed to be without a license or written permission, until the Commissioner's order for suspending or revoking the license or written permission is

cancelled by him or until the license or written permission is renewed, as the case may be:

Provided that, when an application has been made for the renewal of a license or permission by the date specified therein, the applicant shall be entitled to act as if it has been renewed, pending the receipt of orders.

5. Every person to whom any such license or written permission has been granted shall, at all reasonable times, while such written permission or license remains in force, if so required by the Commissioner, produce such license or written permission.
6. Every application for a license or written permission shall be addressed to the Commissioner.
7. The acceptance by or on behalf of the Commissioner of the fee for a license or permission shall not in itself entitle the person paying the fee to the license or permission.

CHAPTER- 3 GENERAL POLICY GUIDELINE

9. PERMISSION FOR DISPLAY OF ADVERTISEMENT

1. Permission for display of advertisement shall not be granted , if
 - a. The advertisement contravenes any provisions of Ahmedabad Municipal Corporation under the GPMC, Act. and other regulations or,
 - b. The fees, charges if any, due in respect of the advertisement has not been paid,
 - c. Application of renewal should not apply before a month of expiry date of the advertisement
 - d. The concerned advertising agency has been debarred / black listed by any Government / Municipal Corporation / Parastatal Body.
 - e. A sign or hoarding considered to be offensive or the type, size, appearance, illumination, animation, content, or other characteristics of the sign or hoarding, in the opinion of Municipal Commissioner, may adversely affect:
 - a) The ambience of the area or
 - b) The architectural character or appearance of the building, streetscape or precinct or
 - c) Traffic safety
 - d) Contravenes the statutory and regulatory provisions promulgated by Union Government & State Government
 - e) Any other reasons which may create social or other problems in the city
 - f) Any billboard that is prohibited or restricted for the purpose of public appearance under local or state or national law.

N.B.

1. Notwithstanding anything contained in this Regulation, when Model Code of Conduct at the time of Election of Union/State Government/Local Body will be in force, permission for temporary banners/flexes/cutouts or Election related non-commercial advertisement will be granted as per the norms and

guidelines specified in the Model Code of Conduct of the Election Commission.

10. THEMATIC CONTENT

Advertisements having the following themes/messages will not be allowed:

1. Nudity
2. Racial advertisements or advertisements disseminating caste, community or ethnic differences
3. Advertisement encouraging drugs, alcohol, cigarette or tobacco items
4. Advertisement on cigarette or tobacco items in the manner which is prohibited in COTPA Act, 2003
5. Advertisement proliferating exploitation of women or child
6. Advertisement having sexual allusion
7. Advertisement showing brutality to animals
8. Advertisement depicting any nation or institution in poor light
9. Advertisement casting aspersion of any brand or person
10. Advertisement forbidden by the Advertisement Council of India or by law
11. Advertisement glorifying violence
12. Items depicting explosives and/or destructive devices
13. Any psychedelic, laser or moving displays, blinking neon signs
14. Advertisement of weapons and related items (such as firearms, firearm parts and magazines ammunition etc.
15. Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing.
16. Advertisements which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986
17. Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860 or

18. Any other items considered inappropriate by the Municipal Commissioner.

11. PLACE/AREA WHERE ERECTION AND DISPLAY OF HOARDINGS ARE PROHIBITED

1. Subject to the provision of the Act, no advertisement shall be permitted in front of / inside the compound of / on the walls (or obstructing the view) of any -
 - a. Buildings of archaeological, architectural, aesthetical, historical or heritage importance
 - b. Places of worship or of religious significance
 - c. Statues, minarets or pillars of heritage importance
2. Painted advertisements and display in any form on tree barks / fauna.
3. Wall Painting for advertisement but it shall not be applicable to government / semi government / artistic painting.
4. Body of the live animals and live trees should not be used for advertisement purpose
5. Any billboard that is prohibited or restricted for the purpose of public appearance under local or state or national law.
6. No Advertisement area / places as declared by Corporation
7. Municipal commissioner may review the prohibited area / places for advertisement and accordingly the prohibited area / places may add / modify / cancel from time to time.

12. RESTRICTIONS FOR ALLOWING PERMISSION FOR TEMPORARY DISPLAYS

To maintain the cleanliness of the City, following restrictions, ordinarily, have been imposed on the temporary advertisements

1. Flex Banners above the size of 1.67 sq.mt.
2. Cut outs above the size of 2.23 sq.mt. (maximum height 2.43 meter)
3. No displays shall be allowed in front of statue and heritage buildings
4. No permission would be given for displaying advertisement on declared "No Advertisement area / places"

5. No permission would be given within 50 meters radius of any cross road (circle).

Municipal Commissioner may decided / relax in the above regulation for the display of messages related to Central / State Government for the public purpose.

However, AMC may earmark dedicated spaces at some strategic and prominent places of the city for Temporary displays which would bring sense of place, culture and control in visual pollution. Standardizing the dimension of Temporary Displays may further bring desired uniformity. The location of such spaces will be decided by Municipal commissioner subject to approval of standing committee from time to time.

13. NO ADVERTISEMENT AREA / PLACES

No advertisement area / places may be decided and notified by the Municipal Commissioner from time to time considering the following aspect:

1. the ambience of the area or
2. the architectural character or appearance of the building, streetscape or precinct or
3. traffic safety
4. contravenes the statutory and regulatory provisions promulgated by Union Government & State Government
5. Any other reasons which may create social or other problems in the city

14. COLOUR

1. Advertisements shall not use flashing Red, blue or amber point light sources which, viewed from the roads could give the appearance of an emergency service for warning lights.
2. Advertisement shall follow the code of practice for Road signs IRC: 67-2001 or its further amendments, by Indian Road Congress prescribe the standard legend/ background colour combinations.

15. STRUCTURE / IMPEDIMENTS

The structure used for display of advertisements should not –

1. Obstruct the clear vision of any traffic signal.
2. Materially obstruct/ cover the vision of the river, greenery, landscaping or large size trees in the adjoining areas. The word 'materially' is important and in each case will have to be examined on its own merits. The Municipal Commissioner's decision would be final in this respect.

3. Materially obstruct/ cover the vision of the river, greenery, landscaping or large size trees in the adjoining areas. The word 'materially' is important and in each case will have to be examined on its own merits. The Municipal commissioner's decision would be final in this respect.
4. Damage, cut or otherwise harm any tree. If it is found that trees are being damaged, cut, or otherwise harmed for the sake of visibility of an existing hoarding/ advertisement, such display will be taken down immediately without any further reference and concerned advertiser(s) will be asked show cause for such act.
5. The exposed part of the structure visible from the road from any angle should not be left exposed but aesthetically covered.
6. Block any space on any street/lane/bye lane/pavement in any manner that disturbs the movement of the traffic or pedestrians.
7. No advertisement in any form should block the existing advertisement boards/ hoarding or the proposed site for the advertisement board / hoarding for which permission is already accorded by the AMC. It is not applicable to AMC owned potential display sites.

16. STRUCTURE DESIGN FOR ERECTION OF HOARDING

1. The advertisement shall be checked for structural stability viz-a-viz extreme wind conditions, earthquake resistance, soil bearing capacity, foundation etc;
2. The structural design of the foundation shall be in accordance with the various types of dead / live loads and wind pressures and shall be necessarily approved by a registered structural engineer (Grade I) as per CGDCR / prevailing regulation.
3. Structural framework should be Stable, Safe, Aesthetic with possibility of using steel-pipe structure (instead of Joints, Channels, Angles for aesthetic reason and high strength to weight ratio advantage of basic structural material with less surface area and self-weight).
4. Single pole hoardings would be preferred.
5. Single pole (Unipole) hoarding shall have sufficient vertical clearance from the top surface of the carriage way.
6. Circular framing unipole is preferable with standard size display
7. The Unipole/monopoles will be preferable in "T" shape.
8. All existing double legged street hoardings have to be gradually converted into unipole / monopole.

9. The design/erection of the hoarding shall be aesthetically designed and strictly as per the structural design plan approved by a AMC registered Structural Engineer.
10. The hoarding structure will have to be fenced with appropriate fabricating to maintain the aesthetic value of the hoardings.
11. The supporting structure shall have a non-reflective finish to prevent glare. The device structure shall be well maintained at all times. It shall be painted in colors that are consistent with the surrounding area.
12. When there are no such commercial display available to the hoardings, the hoardings should be covered up by white flex to maintain the aesthetic value of the city.
13. No advertisement/hoarding shall be allowed on such buildings which are declared as dangerous/ dilapidated/ insecure by AMC./ concern authority.
14. The renewal of the license is subject to submission of structural stability certificate every year from the registered structural engineer.
15. Advertisers should have to check the electrical fittings including proper earthing on regular basis.
16. The uni-poles / hoarding should not be installed in the nallah, near the place of worship, in close proximity to HT / LT electrical wires. The uni-poles hoardings should be erected on footpath but no projection on carriage way with considering public / traffic safety point of view.
17. Inspection by licensed engineer(s) appointed by the concern advertiser are required to check the overall condition of the structure on regular basis.
18. It is advisable to use eco-friendly biodegradable cloth materials as an alternative to traditionally used PVC flexes in order to reduce the pollution. In such case different rates / relaxation may be decided by Municipal Commissioner.

17. PRECAUTIONS

1. The advertiser shall take all precaution to avoid any accident during display of advertisement. In the event of occurrence of any accident, the advertiser shall solely be responsible to pay for the damages or any other consequences, whatsoever and AMC shall be kept unharmed. In case of any damage, loss etc. due to the act of the agency, he/ they will have to compensate the Corporation of such amount as may be

decided by the Municipal Commissioner or any other competent authority.

2. In case of narrow footpath the board size should be adjusted as per available space of the footpath without encroaching public thoroughfare. However, the area of display will not be increased.
3. Use of substandard materials is strictly prohibited to ensure the safety of the citizens with utmost care.

18. SOURCE OF POWER AND ILLUMINATION OF HOARDING

1. The electrical connections to advertising devices shall be obtained by the advertiser / the agency at their own cost **and risk**
2. The electrical installation work shall be performed by a licentiate electrical worker in accordance with the electricity regulation.
3. No generators running on diesel/ petrol/ kerosene or any bio fuel would be allowed for providing power for illumination of any advertising device.
4. The level of luminance should not exceed a source limit of 1 cd/em ~~*with an operational limit of not more than 16 hours in a day.~~
5. Illuminated hoardings should be put off by midnight 11PM. excepting festival period.*(Delete)
6. It is preferable to use renewable source of energy for the illumination purpose to decrease the carbon footprint as per the norms & regulation made by the Government thereon. In such case different rates / relaxation may be decided by Municipal Commissioner.
7. Flickering advertisements are not permitted.
8. All lighting associated with the Advertising Device shall be directed solely on the Advertising Device and its immediate surrounds.
9. External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.
10. Illumination of advertising device is to be concealed or be integral part of it.
11. Upward pointing light of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign to prevent or minimize the escape of light beyond sign.
12. Any light source shall be shielded so that glare does not extend beyond the Advertising Device.

13. Variable message advertising devices LED / LCD / VMD screens shall be permitted on case to case basis by the Municipal Commissioner.
14. The guidelines on the illumination / lighting may be prepared by Municipal Corporation if necessary for more clarification.

19. GRANT OF PERMISSION FOR ADVERTISEMENT HOARDINGS

1. No person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame, post, kiosk or structure any advertisement, or display any advertisement to public view in any manner whatsoever, visible from a public street or public place, in any place within the city without the prior permission of the Municipal Commissioner under the GPMC Act.
2. A person intending to use a site for the purpose of advertisement or whose permission and license for use of any site is about to expire, shall apply for a permission and license or renewal of a permission and license, as the case may be, to the Municipal Commissioner through AMC web portal.
3. The Municipal Commissioner or his representative shall after making such inspection as may be necessary and within(30) thirty days of the receipt of the application, grant, refuse, renew or cancel a permission and license, as case may be, on payment of such fees as may be determined by the Corporation from time to time.
4. The permission shall be granted for such period as to be determined by the Municipal Commissioner / concern authority.
5. The ~~written~~ permission or the renewal granted by the AMC / Authority shall become void.
 - a) If any hoarding or the part thereof falls either through an accident or any other causes
 - b) If any addition is made except for the purpose of making it secure under the direction of the Authority
 - c) If any change in size, design etc, is made in the hoarding structure or part thereof or the structure is shifted from the sanctioned place to any other place without any prior permission from the Corporation. In that case the structure will have to be removed by the concerned agency within 15 days (or such date as decided by the authority),

failing which AMC will remove the same without any further reference.

- d) If any addition or alteration is made to the building or structure upon or over which the hoarding is erected and if such addition or alteration involves disturbance of the hoarding or any part thereof.
 - e) If the building or structure upon or over which the hoarding is erected demolished or destroyed or
 - f) If there is an outstanding dues against that particular advertisement for one year or more.
6. The licensee shall be responsible for the observance of all the rules and regulations laid down by the AMC / Authority / Government from time to time.
7. Municipal Commissioner has the right to disapprove a sign or hoarding which he considers to be offensive, or when he is of the opinion that the type, position, size, appearance, illumination, animation, content or other characteristic of the sign or hoarding may adversely affect-
- a) The ambience of the area.
 - b) The architectural character or appearance of the building, streetscape or precinct or.
 - c) Traffic safety
8. All hoardings shall conform to the general requirement given in National building code.

20. ALIGNMENT OF HOARDING

- 1. As far as possible, uniformity of size of the hoarding and alignment thereof in a particular locality / road (in accordance with the width of the road) shall be maintained as per the CGDCR.
- 2. Agency shall realign, readjust, shift or remove/ dismantle the hoarding whenever Commissioner to do so at his own cost without claiming any compensation. In case of shifting of hoarding. Corporation will suggest an alternative site as far as practicable.

CHAPTER- 4 PROVISION FOR SPECIFIC ADVERTISEMENT

21. PROVISION FOR DISPLAY OF ADVERTISEMENT ON AMC / GOVERNMENT / AUTHORITY PROPERTIES

Permission shall be required for any nature of outdoor Advertising Display Infrastructure or Communication Infrastructure Telecommunication infrastructure / microwave communication tower as per **Schedule 7** (other than sign boards for way-finding). This is applicable for but not limited to Billboards with Liquid Crystal Display Board (LCD) Light emitting diodes (LED), Kiosks, Wall Signs, Glass display, Vehicles (non-motorized and motorized etc.), floating balloons, digital display.

1. Billboards / hoardings on public roads

The Billboards/ Hoardings on Public Roads shall be permitted and shall be regulated as per table. Provided that, the competent authority shall decide with respect to the following for which it shall record reasons in writing.

Table no: 1

ROAD WIDTH(MT)	Min.Ground Clearance(mt.)	Permissible Size of the Billboard/Hoarding (width height) (mt. X mt.)
(1)	(2)	(3)
UP TO 60 MT	3.0	9.0 X 4.5
ABOVE 60 MT	3.0	12.0 X 6.0

2. Billboards / hoardings on Marginal space & on Roof top / Terrace

The provision mentioned in table no 2 and 3 shall be applicable..

General provisions:-

- a) The municipal commissioner may allow / disallow exceptional size the erection on specific location considering the safety in case of display on public road, marginal spaces and on roof top / terrace of AMC / Government / Authority properties.
- b) Any grievance awaiting out of action taken in accordance with these Regulations need to be addressed to the concern Deputy Municipal Commissioner or his authorized officer within 30 days from the receipt of

orders or cause of action as the case may be by the Applicant and follow the provision appeal mention in this policy.

- c) In case of ambiguity in guideline about size, shaped, location, municipal commissioner decision shall be final and abide to all.
- d) The other provisions and guidelines will be applied as mentioned in this policy / bye-laws as per the requirement.

22. PROVISIONS FOR DISPLAY OF ADVERTISEMENT AT PRIVATE PROPERTIES / AREA / SITES

The advertisement at private properties / area/ sites shall be permitted as per following norms:-

1. Size of hoarding

a) In marginal space

AA. One Billboard / Hoarding is permitted in the margin open space up to 1000 sq.mt area of the Building Unit. Up to a maximum of two Billboards per Building Unit shall be permitted in the marginal open space in Building Unit above 1000 sq.mt.

AB. The Billboards/ Hoarding shall be permitted in the marginal space of the Building Unit as per table:

Table no: 2

Location	Road width (mt)	Max.Billboard / Hoarding Size (w x h)(mt.xmt.)	Min. Margin Road Side (mt.)	Min.Ground Clearance (mt.)	Max. Height (mt.)
(1)	(2)	(3)	(4)	(5)	(6)
MARGINAL OPEN SPACE	UP TO 60	9.0 X 4.5	0.6	3.0	16.5
	ABOVE 60	12.0 X 6.0	1.5	3.0	16.5

b) On roof top / Terrace

Table no: 3

Location	Road width (mt)	Max.Billboard / Hoarding Size (w x h)(mt.xmt.)	Max. no. of billboard/ hording size	Min. Margin		Max. Height (mt.)
				Road side	Between two board	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
On Roof Tops / terrace	Up to 60	12.0 X 6.0	2 (Different facing direction)	1.5m from parapet	1.5 m	7.5
	Above 60	18.0 X 9.0				10.5
Notes:						
1. On Roof Tops: Maximum permissible height of the Billboard/ Hoarding shall be considered over and above the permissible/ existing height of the Building.						
2. No Roof top Billboards/ Hoardings shall extend beyond the Building line of the building on which it is erected, nor shall it extend beyond the roof in any direction.						

2. Display shall be permitted on a roof top / terrace and in marginal space, only such building has valid building use permission. It is not applicable for government or authority building or open plot / land (Building unit).
3. Hoarding advertisement shall not be permitted within the distance of 50 m from public hoarding site (A.M.C.) (Existing / proposed).
4. The structural design of the foundation shall be in accordance with IS standard with specific load / pressure in context to cyclone approved by a registered structural engineer (Grade 1) as per CGDCR / prevailing regulation.
5. The minimum distance between two hoardings on the same side of the road / alignment shall be maintained in such a way that the proposed hoarding will not obstruct the view of existing permitted hoardings.
6. Agency shall realign, readjust, shift or remove / dismantle the hoarding whenever Commissioner to do so at his own cost without claiming any compensation. In case of shifting of hoarding corporation will suggest an alternative site as far as practicable.
7. Billboard / hoarding shall not project outside the boundary of the building unit.

8. The rate of license fees shall be applicable as decided by municipal commissioner from time to time.
9. The owner/ leasee / person who has legal possession of property shall be eligible to apply for the permission with the relevant document as prescribed by A.M.C.
10. A fresh / renewal of permission shall be allowed subject to submission of no due certificate from advertisement department of AMC.
11. The Owner / leasee / person who in possession of property under the legal documents shall make agreement with agency for display of advertisement on private property and issue indemnity bond by owner of the property and agency for compliance of regulation mentioned in this policy.
12. Any grievance awaiting out of action taken in accordance with these Regulations need to be addressed to the concern Deputy Municipal Commissioner or his authorized officer within 30 days from the receipt of orders or cause of action as the case may be by the Applicant and follow the provision appeal mention in this policy.
13. In case of ambiguity in guideline about size, shaped, location, municipal commissioner decision shall be final and abide to all.
14. The other provisions and guidelines will be applicable as mention in this policy / bye-laws.

23. PROVISIONS FOR DISPLAY OF ADVERTISEMENT ON KIOSK

The advertisement such illuminated / Non-illuminated boards on street pole shall be permitted as per following norms:-

1. No ground sign shall be erected so as to obstruct the free access to pedestrian.
2. The size of kiosk shall not exceed *0.9 1.0 meter X *1.2 1.25 meter (H x V) in portrait format. The size of kiosk may be vary on the basis of local condition by Municipal Commissioner.
3. A sign projection from the face of the pole on which it is mounted, shall not be more than 15 cm on each side.
4. The commercial advertising sign attached to Pole Kiosk shall be non-reflective in nature.
5. The bottom of an advertisement shall not be less than 3.0 m above the ground level.*(Delete)

6. Advertisement Device / kiosk shall not be displayed on the first three street lamp poles from any intersection or traffic light.
7. No projection, cutout on the pole kiosk is permitted.
8. Fee / rate will be decided by municipal commissioner from time to time.
9. The Municipal commissioner may decide and modify the conditions and guidelines as and when required.
10. The other provisions and guidelines will be applicable as mention in this policy / bye-laws as per the requirement.

24. PROVISIONS FOR DISPLAY OF ADVERTISEMENT ON GANTRY

The advertisement on gantry shall be permitted as per following norms:-

1. The gantry shall be permitted on road width 18.00 meter or more or as decided by municipal commissioner.
2. The ground clear height from the top level of road width shall minimum 5.5 mt from ground level or as per local condition.
3. Height of display shall be up to maximum 4.00 meter.
4. The sufficient space for the pedestrian shall be maintained.
5. Display structure shall not be lower than ground clearance of gantry.
6. The maximum size of the gantry shall not be more than road width.
7. The design of gantry shall be harmonious with the traffic flow and aesthetic of road and place.
8. The agency / advertiser shall be strictly follow the order / guideline issued by municipal commissioner from time to time.
9. The design of structure of gantry shall be followed as per N.B.C. and I.R.C. guidelines.
10. The municipal commissioner may allow / disallow exceptional size the erection on specific location considering the safety and local condition.
11. The other provisions and guidelines will be applicable as mention in this policy / bye-laws as per the requirement.

25. PROVISIONS FOR DISPLAY OF ADVERTISEMENT ON PAY AND USE TOILET

The advertisement on pay and use toilet shall be permitted as per following norms:-

1. Wall area and roof of the public toilet may be used for the displaying advertisement.
2. The size of hoarding shall be as per the provision of private hoarding site for roof display.
3. Fee/rate will be decided by municipal commissioner from time to time.
4. No projection of display is allowed more than public toilet outer periphery wall.
5. The other provisions and guidelines will be applicable as mention in this policy / bye-laws as per the requirement.

26. PROVISION FOR DISPLAY OF ADVERTISEMENT ON TRAFFIC BOOTH

The advertisement on traffic booth shall be permitted as per following norms:-

1. Permission shall be granted on traffic booth at junctions with road width of 18 meters or more or as decided by traffic police department.
2. The board size for advertising on booth shall be allowed at maximum 1.20 meters x 1.20 meters (L X H) on 4 sides.
3. Traffic police NOC is necessary for erecting such display.
4. Fee/rate will be decided by municipal commissioner from time to time.
5. The other provisions and guidelines will be applicable as mention in this policy / bye-laws.

27. PROVISION FOR DISPLAY OF ADVERTISEMENT ON VEHICLE (MOTORIZED / NON-MOTORIZED)

The advertisement on vehicle (Motorized / Non-motorized) shall be permitted as per following norms:-

1. Advertising boards can be placed in such a way that no projection comes out of the vehicle.

2. The permission will be granted only after submitting necessary NOC from (a) Commissioner of Police / Traffic Department and (b) RTO (fitness certificate) (c) PUC certificate of vehicle as applicable.
3. During advertisement, the vehicle should be kept moving continuously and no parking at one place shall be allowed.
4. The vehicle movement shall not be hindrance to the traffic movement.
5. The license fee will be decided by Municipal commissioner from time to time.
6. In case of accident, damage and cause of injury during the movement / advertisement, AMC will not responsible in any case. It is solely responsible of applicant/ licensee/ concern person.
7. The display of advertisement will not be allowed on Heavy vehicles like trucks etc. It is not applicable for government message / advertisement.
8. It may be LED / LCD panel or backlit display but not allow video / cinematograph display.
9. The other provisions and guidelines will be applicable as mention in this policy / bye-laws.

28. PROVISIONS FOR DISPLAY OF ADVERTISEMENT ON FLOATING BALLOON

The advertisement on floating balloon shall be permitted as per following norms:-

1. The advertiser shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisements.
2. The advertiser shall make necessary arrangements for monitoring the movement of the balloon during its display.
3. The gas used in inflating the balloon shall not be hazardous or flammable.
4. No other smaller balloons shall be attached to the balloon or its supporting or secure lines.
5. The advertiser shall produce No Objection Certificate (NOC) from the Ministry of Civil Aviation, Government of India, and shall compliance all their rules and regulations & terms and conditions of NOC.

6. NOC from police department is necessary for security purpose and shall compliance all their rules and regulations & terms and conditions of NOC.
7. The advertiser shall be liable to pay damages for any accident or any injury which may be caused to any property or person by reason of keeping the said balloon or the material, gas or any device used in respect thereof or by reason of the fall or otherwise of the said balloon or any part thereof due to storm, faulty operation. negligence, accident or any other cause whatsoever.
8. Permission for illuminated or non-illuminated advertisement by means of floating balloons may be granted subject to compliance.
9. The other provisions and guidelines will be applicable as mention in this policy / bye-laws.

29. PROVISIONS FOR DISPLAY OF ADVERTISEMENT ON BUS PASSENGER SHELTERS

The advertisement on bus passage shelter shall be permitted as per following norms:-

1. The height of display on Bus Passenger Shelters (BPS) shall not be more than 1.2 meter in any circumstances.
2. The advertisement display projection shall not exceed the Bus Passenger Shelters (BPS).
3. Advertisement signs are allowed at Bus Passenger Shelters (BPS) provided they are fully integrated into the overall design of the Bus Passenger Shelter.
4. The advertiser ensure a visually neat and tidy streetscape and to maintain unobstructed and safe pedestrian movement.
5. The advertising display shall meet traffic safety standards of the public entity. The proposed advertising display does not constitute a hazard to traffic.
6. Non renewable source of energy is preferable option for illumination of display. Roof of the bus passenger shelter may be used for solar panels as alternative source of energy.
7. Illumination advertisement shall be permitted.
8. The other provisions and guidelines will be applicable as mention in this policy / bye-laws.

30. PROVISION FOR DISPLAY OF ADVERTISEMENT ON FLYOVER BRIDGES AND FOOT OVER BRIDGES

The advertisement on flyover bridges and foot over bridges shall be permitted as per following norms:-

1. The minimum ground clearance of the advertisement shall be equal to the ground clearance of the bridge.
2. The maximum height of the advertisement shall be ~~*4.20~~ 1.50 mt or the height of the parapet of the bridge whichever is more.
3. Display structure shall be erected as per approved structural design given by registered structural engineer as per prevailing CGDCR.
4. Advertiser shall be follow up the public safety measures during and after the erection of display structure and must be ensure that bridge structure is not damaged by erection of display structure.
5. Registered engineers appointed by the concern advertiser are required to check the overall condition of the structure on regular basis.
6. The other provisions and guidelines will be applicable as mention in this policy / bye-laws.

31. PROVISIONS FOR TEMPORARY DISPLAY

The temporary display shall be permitted as per following norms:-

1. The permission for display of temporary hoarding shall be only permitted at places / locations as decided by the Municipal Commissioner from time to time.
2. The permission for display shall not be more than 15 days.
3. Display shall be allowed only the purpose of motivation / upliftment / awareness of the subject of Education, Religious, Health, Sport, Environment by the non-profitable institutions / trust / organization.
4. The size of hoarding shall be max 3.0 mt X 3.0 mt (B x H)
5. Structural framework shall be Stable, Safe and ensure the public safety.
6. Advertisement spaces will be allotted to the advertisers on first cum first serve basis and submission of fees, charges on advertisement in advance based on the approval of Standing Committee of AMC.
7. The hoarding shall not block any space on any street / lane / bye lane/ pavement in any manner that disturbs the movement of the traffic or pedestrians.

8. Fee / rate will be decided by municipal commissioner / standing committee from time to time.
9. The temporary display shall be permitted by the sanction of standing committee.
10. The other provisions and guidelines will be applicable as mention in this policy / bye-laws.

32. PROVISIONS FOR DISPLAY OF ADVERTISEMENT - SELF SIGNAGE

The advertisement by self signage shall be permitted as per following norms:-

1. Fascia sign

- a) The criteria for self-signage shall be included the following parameters: The length of the board should be equal to the width of the entrance. The maximum height (H) of the board should be 0.9m and the maximum width (B) should be 0.45m. The minimum ground clearance shall be 2.5m.
- b) No part of the signage board shall be projected beyond the top level of the wall.
- c) If a projection is approved at the roof level in any property, no additional projection can be kept beyond the approved projection, nor can the board be placed higher than the height of the parapet.
- d) The length of the board shall not be exceed the width/frontage of the shop.
- e) In case of double height openings in frontage the datum line of the sign shall be at 0.9 mt from the soffit of the ceiling.
- f) One additional sign board may be permitted for such business establishment having a rear, or side building face with a public entrance.
- g) No flashing or mechanical movement graphics may be permitted.
- h) An internally illuminated, semi-transparent board in such a manner that the letter, symbol or inscription on the board appears illuminated shall be subject to approval.
- i) No fees / charges shall be levied for only one fascia sign of each business / establishment.

- j) Owner of commercial institution, showroom, hotel, restaurant, mart, shopping complex located on major roads above 18.00 m or in building units having an area of more than 1500 sq.m., self signage having more than 2.00 mt height shall be permitted with prior approval of AMC.

2. Projected sign

- a) Minimum ground clearance shall be 2.5m.
- b) Maximum height of letters for horizontal alignment shall be 250 mm. And the maximum height of words for vertical alignment shall be 400 mm.
- c) The maximum height of logo for business unit advertisement shall be 750 mm.
- d) In no case the projected sign shall be attached to electric poles, traffic signs, other adjacent premises, heritage buildings, educational buildings and government buildings.
- e) The projection of the signage board outside the building shall not be more than 0.9 m including the frame.
- f) The projecting sign shall be placed at right angles to the public road.
- g) The projecting sign shall not be mounted above the parapet or roof top.
- h) Only one projecting sign may be installed horizontally or vertically on the main road wall of Building. Additional board shall be permissible and chargeable.
- i) Frame material or structure shall not be made by combustible material and also follow the fire prevention norms / regulations.
- j) The projecting sign shall be properly designed for all types of horizontal and vertical loads.

3. Real estate sign

- a) The maximum height of the board shall be 1.0 m and maximum area of board shall be 2.0 sq mt. .
- b) Advertisement for sale/rent/lease of one's own property shall be done on one's own property only.
- c) All real estate sign shall be temporary in nature but adhere to the safety norms.
- d) Real estate sign shall be limited to one sign per street face.
- e) Only one such advertisement shall be allowed on any one face of the building. Additional board shall be chargeable.
- f) An internally illuminated semi-transparent board in such a manner that the letter, symbol or figure on the board appears illuminated shall be subject to approval.

4. Construction sign

- a) The maximum area of board shall be 20 sq. meter.
- b) For mounted sign board / display, the ground clearance shall be minimum 3.0 meter.
- c) The display on compound wall / plot boundary, minimum ground clearance shall be 0.60 meter from ground level.
- d) Construction site advertisement boards shall be granted only after obtaining the development permission.
- e) In no case, Projection of display / sign shall be allowed beyond the plot boundary.
- f) The foundation structure of the board shall not be damaged any underground utility services.
- g) The structure of the board shall be structurally safe.
- h) If a board has to be installed for advertisement with an area of more than 20 square meters at the construction site, it shall be installed after the prior approval of AMC with prescribe charges.

5. General condition

- a) The above types of advertisement boards shall not be attached to trees / shrubs in any way.

- b) If the business building/premises are owned by a single owner, the owner shall display only one board of business information. If there are different ownership or rental business units in a building, each shall display separate boards of their business information.
- c) In case of suspension or revocation of registered under the Shops and Establishment Act, the licensee shall remove the hoarding. Ordinarily, a 30(thirty) days notice shall be given to the licensee to remove the advertisement in such case. However, in case of exigency. AMC reserves the right to remove/dismantle the advertisement without any intimation to the licensee.
- d) Any of the above type of advertisement shall not exceed 25% of the facade area of the building.
- e) On premise advertising device in any form shall not obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings.
- f) Advertisement boards shall be non-reflective or have a non-mirror-like background to prevent disturbance to vehicle drivers and traffic flow. They shall not obstruct vision or focus.
- g) Boards shall not be placed in places where fire safety equipment installed in the building or not obstruct the access or exit.
- h) Advertisement boards are only for self-advertisement.
- i) All on Self signages must have the compulsory required information as under : Name of the trade and business, Shop/Premise number.
- j) All the signs be visually interesting and exhibit a high level of design quality.
- k) All On Self signages must conform to structural / architectural discipline of the surface / edifice / building / open areas.
- l) Material used and all On Self signages devices should be non-polluting, fire resistant and injury proof.
- m) No sign under any circumstances shall be supported from, hung or placed on other signs. Each sign should be self-supporting or fixed securely with the architectural structure.
- n) The advertisement board for self-signage shall be such as to maintain the safety of pedestrians, motorists and others.

- o) Any unsanctioned / illegal boards shall be removed by the Ahmedabad Municipal Corporation.

CHAPTER- 5 FEES AND CHARGES ON ADVERTISEMENT

33. LICENCE FEE ON ADVERTISEMENT

1. The license fee on advertisement except on public road and AMC properties, levied as per the provision shall be shown in **Schedule I**.
2. The competent authority may adopt policy to impose differential rate of fees under section 386 of GPMC Act depending on site of the advertisement as well as the places from where the advertisements are visible.
3. The municipal commissioner may revise rate of license fee as per the sec 386 of the GPMC Act.

34. FINE / PENALTY

1. The municipal commissioner / authorized official may levied additional charges / fine / penalty for the breach of the provisions of the policy or illegal advertisement as mentioned in **Schedule II**.
2. The municipal commissioner may revise the additional charges / fine / penalty from time to time.

CHAPTER- 6 ENFORCEMENT OF THE POLICY

35. VIOLATION

Every person, who

1. Contravenes or fails to comply with any provisions of these policy / bye-laws.
2. Refuses or fails to comply with any notice served on him in terms of or for the purposes of these policy / bye-laws.
3. Refuses or fails to comply with the terms and conditions of any approval issued in terms of these policy / bye-laws.
4. Obstructs, hinders or interferes with an authorized official or other official of the Corporation acting under power delegated to him, in the exercise of any power or the performance of any duty under these policy / bye-laws or
5. Refuses or fails to comply with the order of direction lawfully given in terms of or for the purposes of these policy / bye-laws, will be treated as guilty of violation of the provisions and Municipal Commissioner / Authorized officer may without any notice or reference to the advertiser or advertising agency or interested person considering any advertisement illegal and dismantle and/or pull down/ remove the advertisement and/or structure of such display.

36. INSPECTION

The Municipal Commissioner / authorized officer shall have the power of inspection of any advertising sign at any time, for the purpose relating to implementation and enforcement of these policy / bye-laws.

37. PRESUMPTION IN CASE OF CONTRAVENTION

Where any advertisement has been erected, exhibited, fixed or retained upon or over any land, building, wall, hoarding, frame, post, kiosk or structure or displayed to public view from a public street or public place by any means in contravention of the provisions of the Act or this provision, it shall be presumed, unless the contrary is proved, that the contravention has been committed by the person or persons on whose behalf the advertisement purports to be or the agents of such person or persons and punitive action as stated may be taken against them.

38. POWER TO ISSUE NOTICE

If in the opinion of the Municipal Commissioner / authorized officer, any advertising sign is in violation of these policy / bye-laws, he may serve a notice on the advertiser of such sign and or on the owner of the building premises, where it is displayed, and ask him to remove such advertising sign at his own cost or take other steps relating to the maintenance as specified in the notice, within a period so specified.

Provided that, if the Municipal Commissioner / authorized officer is of the opinion that an advertising sign constitutes an imminent danger to any person or property, he may without serving a notice, order for removal of the advertising sign or take other steps which he may deem fit.

39. REMOVAL OF SIGN AND RECOVERY OF COST

1. If the advertiser or owner of the building, as the case may be, fails to comply with the notice issued under these policy / bye-laws in time, the Municipal Commissioner / authorized officer may enter into the said building premises and remove the advertisement sign.
2. The cost incurred by the Corporation for the removal and storage of an advertising sign, and any other cost incurred by the Corporation, may be recovered from the owner of that advertising sign or any other person in whose name such activity is displayed on that advertising sign.
3. Any advertising sign removed under provisions of these policy / bye-laws shall be deemed to be property of the Corporation. The same shall be disposed off by the Corporation, as it may deem fit.
4. The Corporation shall not be responsible of any loss or damage to the property of the owner occurring during removal of any advertising sign.

40. POWER TO REGULARIZE

The Municipal Commissioner shall have the power to regularize installation of an advertising sign, which has been installed without permission, **by charging double the amount** of the permission fee, license fee etc. with penalty as applicable, for the entire period of the permission. The amount of penalty shall be decided by municipal commissioner from time to time.

41. REQUIREMENT TO KEEP LICENSE AND OTHER DOCUMENTS

The owner of a property upon which a sign or an advertising sign is erected, attached, displayed or exhibited, shall retain certified copies of all documentation relating to the application for approval of such sign in terms of these provisions, for as long as that sign is erected or displayed, and shall on request by an Authorized Official, present such documentation for his inspection.

42. RESCISSION OF PERMISSION

In the event of any contravention of any of the provision of the Act or the policy / bye-laws or relevant statutory provisions or any material change is made in the advertisement or any part thereof without the prior permission of Municipal Commissioner or the advertisement or any part thereof falls otherwise than through accident or if due to the work of Government, Corporation or Statutory Authority or promulgation of any order declaring any zone as "No Advertisement area / places" or so, the advertisement is required to be displaced, the permission shall stand void and the concern agency will not claim any refund of fees, charges etc. already paid in this regard.

CHAPTER- 7 PROCEDURES FOR PERMISSION OF ADVERTISEMENT

43. ENLISTMENT OF ADVERTISERS

Any advertiser who intends to carry out advertising business in the city shall apply through AMC web portal with all its details to record his name in its register and obtain No Outstanding Certificate (NOC) in its name. To obtain NOC following details are required to be submitted along with the application.

1. Incorporation Certificate or Registration of Shops and Establishment
2. Name Contact No and email id of authorized person
3. GST No. (photocopy)
4. PAN Card (Photocopy)
5. AADHAR linked Bank A/c No.
6. Undertaking (Appendix - M)

44. APPLICATION

- (i) The agency / advertiser shall apply for permission to the Advertisement Department of the Ahmedabad Municipal Corporation through AMC web portal prior to erect, exhibit or fix any advertisement or renewal of existing advertisement within the jurisdiction of the Corporation.
- (ii) Along with the application form, the following documents are required to be submitted-
 - a) Aadhar card
 - b) PAN card
 - c) GST number
 - d) Lay-out plan
 - e) Structural detail plan
 - f) NOC from property holder
 - g) 2 copies of photograph of the actual site
 - h) Electricity Bill of last month
 - i) Property Tax Bill
 - j) Agreement copy
 - k) Building use permission of Property / premises.
 - l) Record of rights of property (7-12 city survey etc.)
 - m) Stability certificate of building / property in case of display on roof top / terrace
 - n) Undertaking (Appendix - M)

45. PROCESSING OF APPLICATION

1. After submission of the application, a pre-scrutiny of the application and the accompanying documents would be made by the personnel of the advertisement department of respective zone. If the application is found complete in all respects, only then the same shall be accepted and a site inspection date will be communicated to the applicant within 7 days from receiving of the application. Hence, applicants are advised to submit complete applications for faster processing.
2. The detailed scrutiny along with the site visit would be completed within 14 days from receiving the application.
3. Applicant shall get the decision on his application i.e. either a grant of permission or a rejection along with reasons within 30 days from receiving of the application.
4. In case the application is approved, demand for the hoarding/advertisement will be generated and an identification number (U PIN) for that hoarding/ advertisement will be issued to the applicant within 51 days from receiving of the application. This UPIN should be displayed on the bottom right hand corner of the hoarding along with allotted agency name, contact no. of the agency, period of allotment with allotment date, type of hoarding/display, size with dimension etc.
5. The applicant will be required to make payment of the aforesaid demand and only after the successful payment, the permission for the said hoarding/ advertisement will be treated as valid.

46. POST- APPROVAL

1. Within 48 hrs of erection of the hoarding, or other structure meant for display of advertisement, the advertiser shall submit to AMC a certificate from a registered Structural Engineer certifying that the hoarding has been constructed as per the specifications and engineering drawings.
2. Within 15 days of receipt of such certificate from the applicant, the AMC shall undertake a field visit to the approved hoarding and check for inconsistencies or deviations, if any.
3. In case deviations are found, the agency would be given a notice period up to 30 days to rectify the same, except in cases where immediate action may be required.

4. After the lapse of 30 days notice, if deviations are still found, AMC would get the hoardings and the structure demolished. The fees and all charges including security deposit, if any, would be forfeited and a suitable penalty and fine may be imposed.
5. Alternatively, the Municipal Commissioner may regularize the said hoarding/advertisement by charging double the amount of the permission fee, license fee etc. with penalty as applicable, for the entire period of the permission. The amount of penalty shall be decided by municipal commissioner from time to time. However, Municipal Commissioner has full discretion to take decision in this regard.

47. DUTIES AND RESPONSIBILITIES OF THE LICENSE HOLDER AGENCY AND LAND / PROPERTY OWNER / CONCERN PERSON

1. The license holder shall ensure that the structure and the advertisement board are aesthetically designed and properly maintained at all time abiding by the advertisement regulation in all respect.
2. The license holder will ensure to have a valid permission and license at all times, as laid down by this policy, during the currency of the license.
3. It will be mandatory on the part of the agency / advertiser to display, at their cost, a civic message or any other message as and when directed by AMC.
4. The agency / advertiser shall be submitted the copies of paid receipt of license fees to AMC against the hoarding annually to the owners. In case, the owner does not receive the same, it will be his duty to pull down the hoarding & to inform AMC immediately.
5. In case of termination of contract, allotment of site to some other agencies and any addition/ alternation is made in the existing structure etc, the owner or lessee, sub-lessee or the occupier shall have to be communicated to AMC with fresh documents failing which the owner may be liable to clear the fees. Charges etc. and will be liable for illegal construction in his/her premises.
6. Any changes of address, closure of business or discontinuation of Advertisement should immediately brought to the notice of the authority with supporting documents.

48. HOARDING ON THE PREMISES OF OTHER PUBLIC AUTHORITIES

Agencies desirous of erecting hoardings on the land or premises of other public authorities, whether government, semi governments / Authority have to obtain permission and valid license from the Ahmedabad Municipal Corporation before they can erect the hoarding or display advertisements. Advertisement not related to the service rendered by the Authority, commercial in nature or products of other commercial agency, fees may be charged as decided by Municipal commissioner / AMC.

49. ALTERATION OF EXISTING HOARDING SIZE

1. An agency / advertiser may alter the size of his existing hoarding(s) and/or change shape of the existing hoarding within the frame work of these policy / bye-laws by producing the revised structural plan of the hoarding(s), structure stability certificate, wind pressure certificate, no objection certificate from land owner and up to date advertisement fees, charges etc. payment statement for that hoarding(s) to this department, subject to fulfillment of all the conditions as laid down in this policy / bye-laws and with prior approval of AMC authority to that effect. No claim of refund of fees, charges etc. for the remaining days, months, quarter etc. will be entertained.
2. If any point of time it is found that the agency / advertiser has increased the size of his existing hoarding or altered the existing hoarding structure or part thereof without obtaining the prior permission from AMC, the permission of that particular hoarding will be automatically get void and AMC would ordinarily get the hoarding or the structure demolished. The fees and all charges would be forfeited and appropriate penalty and fine may be imposed. Alternatively, AMC may regularize the said hoarding by charging double the amount of the permission fee, license fee etc. with penalty as applicable, for the entire period of the permission. The amount of penalty shall be decided by municipal commissioner from time to time. However, Municipal Commissioner has, full discretion to take decision in this regard.

50. LICENSE TRANSFER OF EXISTING ADVERTISEMENT

License of an existing advertisement may be transferred with the prior permission of AMC under the following terms & conditions:-

1. In case of legal transfer, legal documents to prove the legal succession status of the transferee.
2. In case of transfer through sale, sale document.
3. Affidavit indemnifying the AMC from all other claimants.
4. Fresh agreement with land owner.
5. Up to date payment of advertisement fees, charges etc. against the subject hoarding.
6. Structural Stability Certificate of hoardings as well as building where the said hoarding is mounted from registered Structural Engineer.

51. DISCONTINUATION OF HOARDING

If an agency / advertiser wants to discontinue his existing hoarding(s), he may do so by applying through AMC web portal and producing the following documents –

1. Supporting photographs with proper Geo-location which reveals the non-existence of that hoarding(s).
2. Up to date Advertisement fees, charges etc payment statement for that particular hoarding(s).

On the basis of the application, Municipal Commissioner or his representative shall make an inspection and subsequently that particular hoarding will be treated as discontinued on the basis of the report and satisfaction of the authority. If the payment of advertisement fees, charges etc for that particular site is made for the whole year or up to the ongoing quarter of the year or up to a particular quarter of rest of the year, no claim of refund of fees, charges etc. for the remaining days, months, quarter etc. will be entertained.

52. ADVERTISEMENT ON CORPORATION LAND / PROPERTIES

AMC permits the use of its land/ properties for display of advertisements. Land / property is allotted to agency / advertiser for display of advertisement subject to the following:

1. Advertisement on Corporation sites shall be allowed ordinarily by inviting bids / tenders through an open, transparent and competitive bidding process. Based on bidding criteria as decided by the Municipal commissioner / AMC, highest bidder shall be entitled to make the agreement for installation of advertising signs in the designated places on terms and conditions, as given in the bid documents/tender documents published by the Corporation in this regard.
2. After expiry of the period of the allotment letter, the agency shall hand over the site with the structure to the AMC. Thereafter, display of advertisement on the said site would be allowed by auctioning or by inviting competitive tenders, if not otherwise decided by the Municipal commissioner / AMC (for extension/renewal of contract or otherwise).
3. At any stage during the contract period, if it is found that the tender is obtained by misrepresentation or fraud or terms & conditions are being violated, the contract will be liable to be cancelled and bidder will not be entitled to get any compensation.
4. Civic messages can be displayed on hoardings on Corporation properties if hoarding is found blank for non response of tender.
5. If there is no bid arrive in tender process, the municipal commissioner may allot the site for display through simple application for the maximum period of one year at the rate as decided by municipal commissioner with consideration of market scenario.

CHAPTER- 8 MISCELLANEOUS

53. MODIFICATION OF EXISTING HOARDING / DISPLAY / ADVERTISEMENT

1. All existing hoardings so recorded in the book of records of AMC with specific UPIN, on AMC's land/ property and on private land/building or land/building of other Govt. agency/statutory body are to be modified, if it is necessary to comply with the instant regulation.
2. In case it is seen that the hoardings do not satisfy these guidelines then such hoardings may be re-aligned, re- adjusted, shifted or permanently removed as the case may be, at the direction of the Municipal Commissioner / AMC.
3. Efforts would also be taken to maintain uniformity of size of hoardings on a particular road.
4. AMC or the advertiser on advice from AMC shall complete such modification within 2 (two) months from the date from which this guidelines / provisions become effective.
5. In case the advertiser fails to modify the hoarding / display / advertisement within a time period of 2 (two) months, Municipal commissioner may take action in accordance with the relevant provision of the act and the instant regulation.

54. DIRECTION OF GOVERNMENT TO BE SUPPLEMENTRY TO REGULATIONS

The directions given from time to time, by the government shall be supplementary to but not in derogation of the provisions of these regulations.

55. REMOVAL OF DOUBTS

If any doubt arises, relating to interpretation, scope or application of these provisions / guideline, decision of the Municipal Commissioner shall be final and abide to all.

56. REPEAL

All existing rules, regulation, byelaws, orders that are in conflict or inconsistent with these Regulation shall stand modified to the extent of the provisions of this policy.

57. CONFLICT

In the event of there being any conflict between the provisions of these policy / bye-laws and the provisions of the contract, if any entered into by the corporation under the purview of these provision / guideline, the provisions of this policy / bye-laws shall prevail.

58. APPEAL

Any grievance awaiting out of action taken in accordance with these Regulations need to be addressed to the deputy municipal commissioner within 30 days from the receipt of orders or cause of action as the case may be. Deputy municipal commissioner, for sufficient cause, at his discretion may condone any delay of filing up to 30 days. Decision of deputy municipal commissioner, upon hearing shall be final. The applicant may seek redressal in a court of law for the same cause of action, only after the appeal decision is issued.

59. JURISDICTION

All disputes shall be subject to the jurisdiction of the courts of Ahmedabad only.

SCHEDULE 1. RATE AND FEES ON DIFFERENT CATEGORY OF DISPLAY OF ADVERTISEMENT

1. RATES OF LICENSE FEE FOR BOARDS/HOARDING IN VARIOUS ZONE WISE ON PRIVATE PROPERTIES

Table no : 04

Sr.No	AMC Zone	Sanctioned revised rate per sq.m. / Per annum (in Rs.)	Remarks
(1)	(2)	(3)	(4)
1.	East Zone and North Zone	1000/-	
2.	Central Zone	1500/-	
3.	South Zone (except Maninagar and Kankaria)	1500/-	
4.	South Zone (for Maninagar and Kankaria)	2000/-	
5.	West Zone (except Ashram Road and CG Road)	2000/-	
6.	West Zone (for Ashram Road)	2500/-	
7.	West Zone (for CG Road)	4000/-	
8.	New West (For SG Highway Gandhinagar-Vaishnodevi Circle-Ujala Circle-Sanathal Circle Chokdi Road)	3500/-	
9.	New West (132 feet Ring Road and Keshav Bagh- Judges Bunglow- For Pakwan Circle Road, Helmet Circle, Gurukul, Thaltej Circle Road)	3500/-	Created separate zones from the west zone i.e. North West Zone and South , West zone area will be applicable.
10.	New West (For Roads Except As No.8 & 9)	2000/-	

The rate may be revised by Municipal commissioner subject to prior approval of the standing committee from time to time.

2. RATES OF LICENSE FEE FOR LED / WALLRAPPS / GLASS DISPLAY TYPE OF ADVERTISEMENT IN PRIVATE PROPERTIES IN THE ENTIRE AREA OF A.M.C

Table no : 05

Sr. No	Type of advertisement board	Annual License Fee Rate per sq.m
(1)	(2)	(3)
1.	LED (Computerized Digital Display)	Rs.8,000/-
2.	Wall Raps/Glass Display	Rs.5,000/-

The rate may be revised by Municipal commissioner subject to prior approval of the standing committee from time to time.

3. RATE FOR TRAFFIC BOOTH DISPLAY

Table no : 06

Sr. no.	AMC Zone	Per Booth License fee / per year (Rounding Rs.)
(1)	(2)	(3)
1	NORTH	60,000/-
2	SOUTH	94,000/-
3	EAST	61,000/-
4	WEST	1,35,500/-
5	CENTRAL	71,500/-
6	NORTH WEST	2,01,000/-
7	SOUTH WEST	2,19,000/-

i.e. 4 Feet x 4 Feet x 4 Sides = 1.2 m x 1.2 m x 4 = 5.76 sq.mt per booth

The rate may be revised by Municipal commissioner subject to prior approval of the standing committee from time to time.

4. RATE FOR ADVERTISEMENT ON MOVING VEHICLE

Table no : 07

FOR 01/04/2023 TO 31/03/2024				
Sr .No	Types of vehicle	Rate for one month for one zone in rs.	Rate for one month for two zones in rs.	Rate for one month for all (seven) zones in rs.
1	For cycle rickshaw, hand Lawry	7983	11976	27942
2	For three wheeler (auto rickshaw, tempo etc.)	17963	26945	62869
3	For lite four wheeler (car, jeep, tempo)	27942	41913	97796
4	For four wheeler like matador, tata-407 etc.	53889	80834	188612
FOR 01/04/2024 TO 31/03/2025				
1	For cycle rickshaw, hand Lawry	8782	13173	30736
2	For three wheeler (auto rickshaw, tempo etc.)	19759	29639	69156
3	For lite four wheeler (car, jeep, tempo)	30736	46105	107576
4	For four wheeler like matador, tata-407 etc.	59278	88917	207473

The rate may be revised by Municipal commissioner subject to prior approval of the standing committee from time to time.

5. RATE FOR ADVERTISEMENT BY BALLOON

For on terrace or in open land Rs.6000 per square meter per year

The rate may be revised by Municipal commissioner subject to prior approval of the standing committee from time to time.

6. RATE FOR SELF SIGNAGE

Table no: 08

Sr. no	AMC Zone	Self signage rate per sq.m. / year (R.s.)
(1)	(2)	(3)
1	East zone and North zone	500/-
2	Central zone	700/-
3	South zone(excluding Maninagar and kankaria)	700/-
4	South zone (for maninagar and kankaria)	900/-
5	West zone(excluding Ashram road and C.G. Road)	900/-
6	West zone (for Ashram Road)	1100/-
7	West zone (for C.G.Road)	2200/-
8	New west (for S.G.Highway Gandhinagar - Vishnodevi circle - ujala circle - santhal cross road)	2200/-
9	New west (for 132 feet ring road and keshav baug-judges bungalows-pakwan circle-gurukul-thaltej circle road)	2000/-
10	New west(excluding sr.no. 8 and 9)	1000/-

The rate may be revised by Municipal commissioner subject to prior approval of the standing committee from time to time.

SCHEDULE 2. FINE / PANELTY

Fine / penalty for unauthorized / illegal display of advertisement.

Table no: 09

Sr. No	The type of unauthorized / illegal display of advertisement	Unit	Suggested provision per unit (Rs)	
			In Private property	In the A.M.C/ Government Property
1.	Unauthorized boards, banners, text	Sq.m	50/-	100/-
2.	Hoarding, gantries or arches	Sq.m	50/-	100/-
3.	Wall wrap, glass display or attached to the wall in any way	Sq.m	50/-	100/-
4.	LED Electronic display, Any electric / laser type display	Sq.ft	50/-	100/-
5.	Kiosk Type Electric Illuminated Button Advertising	Sq.ft	50/-	100/-
6	Various cut-outs, mannequins, structures of various shapes (counting according to height)	m	50/-	100/-
7.	The flags, patakas & toran for advertisement Purposes (Length Wise)	m	50/-	100/-
8.	Flying or floating balloon objects (approximate coverage area wise)	m	50/-	100/-
9.	Vehicular Advertisement (Non-Mechanized Vehicles)	Sq.m	50/-	100/-
10.	Vehicular Advertising (Mechanized Vehicles)	Sq.ft	50/-	100/-

11.	Advertising by individuals or groups of people in different shapes and sizes in clothing or in hand, by putting up posters, leaflets, small cardboards.	Nos	50/-	100/-
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Guidelines for charging fine / penalty:-

Apply the above fine / administrative charges keeping in mind the following guide lines.

1. The above rate shall be the minimum administrative charge to be recovered immediately at the expense and risk of the unauthorized advertiser from the first time such advertisement is made. Regarding the irregularity or the incident which is related to making such unauthorized advertisement, a written assurance of non-repetition will have to be obtain along with levy of fine and administrative charges.
2. Notice shall be issued to those agency / advertiser who displayed advertisement unauthorized / illegal, have to be removed within three (3) days in case of manual or small structures and seven (7) days in case of large hoardings / electric / electronics type.
3. The fine / penalty shall be levied to the tune of period mentioned in the notice as per the rate decided in the schedule. Later on, the advertisement shall be removed with structure after verification.
4. For repetition of such act, the fine shall be levied twice the prescribed rate each time.
5. If a business agency or organization is found to have engaged in unauthorized acts related to advertising, it may be treated as negligent in such activity and penal action may be taken, including denial of permission to display advertisements on private property.
6. In addition to the above penalty, the impounded advertisement vehicles, storage or godown or damage charges shall be applicable at prevailing rates.
7. If any company / firm is found to be making unauthorized advertisement by the firm, then it is an illegal act in collusion with the elements. AMC was treated as an act prejudicial to the interest of Municipal

Corporation. In such circumstances, AMC will disqualify the said company / firm for availing any type of services / facilities.

8. The unauthorized / unpermitted advertising goods in city use shall not be removed for the sake of public interest, but the display of advertisement shall be removed immediately.
9. Any such advertisement which has not obtained the prior permission of AMC under the GPMC ACT, 1949, including Section 244 or 245, shall not be entitled to any protection. Actions should be taken to remove such advertisement immediately.

APPENDIX - A
APPLICATION FOR PERMISSION FOR ERECTION OF NEW
PRIVATE HOARDINGS

1. DETAILS OF APPLICANT :-

- a) Name of the owner:
- b) Address:
.....
.....City : Ahmedabad , Pin :
- c) Contact Details: 1) Landline :
2) Mobile No:
- d) Email Address:
- e) Name of Authorized Person (Agency):
- f) Name of Firm / Agency / company :
- g) Address:
.....
.....City : Ahmedabad , Pin :
- h) Contact Details: 1) Landline :
2) Mobile No:
- i) Email Address:

2. DETAILS OF HOARDING :-

- a) Type : A) At Ground level (.....) B) At Terrace level (.....)
- b) Size : (B) mt. , (H) mt.
Area : Sq.mt.
- c) Address:
.....
.....
.....City: Ahmedabad , Pin:
- e) Detail of the Owner / Land Lord / legal possession holder of property :
 - i. Name :
 - ii. Address :
.....
.....

- iii. Contact No: (1) Landline No :
- (2) Mobile No :
- f) Latitude: , Longitude :
- g) Height from the surface of the ground / roof below it :
-

3. DETAILS OF AGREEMENT BETWEEN APPLICANT AND OWNER OF LAND OR PREMISES :-

- a) Date of Agreement:
 - b) Date of Commencement:
 - c) Date of Termination:.....
 - d) Period of agreement / contract:
 - e) Whether renewable or not :- YES / NO
4. Any Projection of proposed hoarding beyond the property line ? :-
(Y / N)
5. Property tenement no.:
- Any dues of property tax: (Y / N)
6. Details of property tax paid receipt :
-

7. LIST OF ENCLOSED DOCUMENT :-

Sr. no.	Description	Page no.	"YES" OR "NO"
1	Application Form (Ensure that all the requested details in the application form are factually correct / incorrect		
2	Application form fees paid receipt		
3	Proof of ownership of property where display is proposed (7/12 utara , property tax bill, city survey)		
4	Building use permission of the property where display is proposed		
5	The tenement number of the place related to the placement of the board is mentioned in the application form		
6	layout plan of the structure with proposed location of hoarding/board and proposed structural design of the board along with full dimensions of the roof are submitted. Also the necessary photographs are included.		
7	The hoarding/board structure does not projected beyond the municipal road or building line.		
8	The last financial year property tax of the property referred to in the application form is paid.		
9	It is ensured that there are no more hoarding boards than the sanctioned eligibility.		
11	Declaration of no outstanding due for advertisement		
12	A copy of the latest electricity bill of the property		
13	Copy of Agreement with Property Owner and agency		
14	Copy of Indemnity bond of owner and agency (Appendix - D)		
15	Copy of declaration by owner / agency (Appendix - E)		
16	Copy of acceptance by owner (Appendix - C)		

I have read carefully the Advertisement Policy of the Ahmedabad Municipal Corporation and have complied with all the terms & conditions laid down there under. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the permission, if granted, will be liable for cancellation and no right to claim any refund of fees paid and I am liable for such penal actions as prescribed under the law.

Signature of the owner.....
Full name.....
Contact No.

Signature of the applicant.....
Full name.....
Contact No.
Designation with seal

APPENDIX – B

APPLICATION FOR PERMISSION OF ADVERTISEMENT THROUGH BALLOON

1. APPLICATION DETAILS :-

- a) Name of the owner:
- b) Address:
City : Ahmedabad , Pin :
- c) Contact Details: 1) Landline :
 2) Mobile No:
- d) Email Address:
- e) Name of Authorized Person (Agency):
- f) Name of the Company / Firm / Agency:
- g) Full address of the Applicant / Company / Firm / Agency :
- h) Official Contact No:
- i) E-mail address :

2. DETAILS OF ADVERTISENT :

- a) Size of balloon in sq.mt.:
- b) Period of Display:

3. LIST OF ENCLOSED DOCUMENTS :

Sr. no	Description	Y/N	Remarks
1	Work order from client (in case of advertisement will be done through agency)		
2	Details of Location		
3	Copy of the logo / advertisement to be displayed		
4	NOC from Airport Authority of India (In case of gas balloon)		
5	NOC from police department		
6	Copy of GST Registration Certificate of the Applicant		
7	Any other additional document(s)		

I have read carefully the Advertisement Policy of the Ahmedabad Municipal Corporation and have complied with all the terms & conditions laid down there under. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the permission, if granted, will be liable cancellation and no right to claim and refund of fees paid and I am liable for such penal actions as prescribed under the law.

Signature of the owner.....
Full name.....
Contact No.

Signature of the applicant.....
Full name.....
Contact No.
Designation with seal

**APPENDIX – C
DECLARATION
TO WHOM IT MAY CONCERN (ACCEPTANCE LETTER BY
OWNER)**

This is to declare that I / We Sri / Smt
son / daughter / wife of Sri / Smt,.....
or Director / Proprietor / Partner / Technical officer and Authorized Signatory of
.....
aged aboutand years, residing at.....
.....
have no objection for any hoardings or structure(s) proposed to be installed by M/s.
.....
represented by its Director / Proprietor / Partner / Technical Officer / Secretary /
Authorized Signatory Sri / Smt.of
..... on the roof top / ground of the
building of my / our premises no.
.....

All necessary permission regarding erection of hoarding, structure(s) etc. from
concerned authorities would be obtained by me / us and M/s.
.....
.....

We do not object to display the advertisement at aforesaid property as per the
terms and conditions of AMC.

We are the first / primary responsible person to pay license fees as per the terms
and condition of AMC.

We herewith attach the copy of property tax bill and 7/12 utara of aforesaid
property.

We also attach the copy of agreement between property / land owner and agency
for utilization of space / place / terrace / location for display of advertisement.

NOTE : The name of person, designation, signature duly stamped in case the
owner of property / land is owned by Organization / Institution.

(Deponent)

APPENDIX – D
INDEMNITY BOND (FOR PRIVATE SITES AND BALOON
ADVERTISEMENT)

INDEMNITY BOND (To be taken in 300 Rs stamp paper drawn in the name of Agency and to be notarized)

To

Municipal commissioner

Ahmedabad Municipal Corporation

Ahmedabad.

Respected Sir / Madam,

This has reference to the agreement dated executed between us
in respect of Erection of New Media Structure at

.....

Definition:

Applicant Agency applying for the advertisement license / approval to be referred hereafter as "**Media Owner**". Owner of the Location / Land / Building / Property / Advertisement Site Place to be referred hereafter as "**Space Owner**". Advertisement site of any size / shape / nature shall be referred hereafter as "**Site**" for brevity.

- 1) I / We / Applicant Agency for applying for the advertisement approval license (hereafter to be referred as Media Owner) hereby undertaken to indemnify and keep indemnified AMC against all present and future actions, proceedings, claims, license fees, demands, damages, costs and expenses arising out of any non-compliance of statutory obligations, breach of the terms and conditions of the agreement mentioned therein, or in connection with the Media Erection deeds or misdeeds of Media Owner and/or attributable to Media Owner and/or the Space Owner of the site where the media site to be erected.
- 2) Further Media Owner and Owner of the Location /Land /Building / Property / Advertisement Site Place (hereafter to be referred as Space Owner) hereby undertake to indemnify AMC from present and future actions, proceedings, claims, demands, damages, costs and expenses if any, arising on account of no settlement of the license fee or tax to be paid to AMC by the Media Owner.
- 3) Media Owner acknowledges that he/she or Space owner shall be liable to AMC consequent upon resignation of the Agreement for any reason whatsoever in respect of any undue, overdue taxes, interests on late payment, penalties or any anticipated bookings for AMC.
- 4) We Media Owner and Space Owner also notify AMC in advance for the end of the agreement. For overdue or unpaid taxes to be paid to AMC, we would we both Media Owner and Space Owner would be liable for that even after the end of the agreement between us.

NOW THIS LETTER OF INDEMNITY WITNESSETH THAT I / We hereby undertakes the following:

- 1) I, Media Owner undertake to erect the site as per the rules & regulations, norms and relevant standards prescribed for such site confirming to and also abide by to comply all terms and conditions described by AMC for such site.
- 2) We Media Owner and Space Owner have consented for the erection and usage of the said site as per the terms and conditions and undertake to comply all norms for the payment of the advertisement license fees, interest, late payment penalties or any other applicable charges whatsoever for the said site.

- 3) I Media Owner will be responsible to pay regularly all such site related dues during the prescribed period of the advertisement license. However in case of dues remaining unpaid for any reason whatsoever AMC will be authorize to recover as tax dues.
- 4) Space owner shall be responsible to oversee for all payments made related to advertisement site and undertake to pay in such case of default after the expiration of an advertisement license as dues payable to AMC.
- 5) It will be joint responsibility of Media Owner and Space owner to update, upload, and provide agreement duly updated or revised in case of period expiring during the license period.
- 6) Any dues related to this site will be recoverable from the property owner.

IN WITNESS WHEREOF, the parties have set their hands free, hereunto on the day, month and year first above written.

Signed, sealed and delivered on

Behalf of Media Owner Name /

Behalf of Space Owner Name/

by its Proprietor / Partner / director-

by its Proprietor / Partner / Director-

WITNESS:

- 1.
- 2.

APPENDIX – E DECLARATION

I / We Sri / Smt
(owner of the property), residing at
.....

I / We Sri / Smt
son / daughter / wife of Sri / Smt,.....

Director / Proprietor / Partner / Technical officer and Authorized Signatory of M/s..

aged about
and years, residing at

having its Regd. Office at

do hereby solemnly declare and say as follows:

1) That I / We am / are owner / director / partner / Technical officer of M/s,

2) I / We intend to use the site at (Location details).....

.....
Ahmedabad for the purpose of advertisement in the
name of display area
sq.ft. and for purpose, I have taken lease / sub-
lease / license from the owner / authority or occupier of such premises from
..... to

3) I / We declare that the structure used for display of advertisement will not obstruct the clear vision of any traffic signal or block the passage, entrance or cause inconvenience of access to any building (both entry & exit) or block the passage of light or circulation of air/ventilation to any building or block, conceal or inconvenience the public view of the front of any shop or establishment in a direct or indirect manner causing the business behind is affected or cause damage, cut or otherwise harm any tree or block the visibility of any existing advertisement board / hoarding / structure.

4) I / We declare that in the event of any contravention of any of the provision of the Act or any Guideline, Rules, Regulation made under the Ahmedabad Municipal Corporation Act or relevant statutory provisions of Union & State Government or any material change is made in the advertisement or any part thereof without permission of Municipal Commissioner or any advertisement

or part thereof falls otherwise than through accident or if due to the work of Government, Corporation or Statutory Authority or promulgation of any order declaring any zone as "No Advertisement place / area" or so, the advertisement is required to be displaced, the permission shall stand void and I/We will not claim any refund of fees, charges etc, deposited there under.

- 5) I / We declare that if there is any contravention of any conditions and terms of the License and statutory provisions and if there is any addition/alteration made to or in the building wall, hoarding, frame, post, gantry, kiosk or structure, upon or over which the advertisement is created, exhibited, fixed or retained the license shall become void and we shall be punished subject to relevant penal provision of GPMC Act 1949 and cannot claim any refund of fees, charges etc. deposited there under.
- 6) I / We also declare that structural stability of the hoarding has been duly certified by the registered Structural Engineer of AMC and the building on which the advertisement has been proposed to be erected is not a dangerous/ dilapidated/ insecure one declared by AMC and I / We also declare that due to erection of hoarding, frame, post, gantry, kiosk or structure if any accident occurs or right easement, window / light is affected I/We shall be responsible and the Ahmedabad Municipal Corporation under no circumstances shall be held responsible for such act. I / We further declare that I / We shall compensate AMC for any loss or damage due to my / our act or commission as will be determined by the Municipal Commissioner or any other competent authority.
- 7) I / We also declare that I / We will install the hoarding / advertisement within stipulated time period from the receiving of the permission failing which the permission will be deemed to be cancelled and I / We will not claim any refund of fees, charges etc. deposited there under.
- 8) I / We further declare to display name of advertiser, authorized person with contact no, u-pin number, type of display, size with dimension, Period of allotment and allotment date in conspectus manner, at / with the display / structure/ gantry/ kiosk/ hoarding as applicable.
- 9) I / we further declare that I / we will inform AMC in case of the said hoarding is terminated / removed before the expiry date of permission granted by AMC within 7 (seven) days.
- 10) I / we also declare that I/we erase or remove or take down the advertisement within seven days of expiry of permission or license period by my/our own cost or shall apply for renewal of permission before expiry of existing permission.

The statements declared above are true to my knowledge and belief.

Signature of the Owner

Signature of the Agency
Designation

APPENDIX – F

APPLICATION FOR PERMISSION OF ADVERTISEMENT ON MOTORIZED AND NON-MOTORIZED VEHICLE

1. APPLICATION DETAILS :-

- a) Name of the Applicant / Company / Firm / Agency:
.....
.....
- b) Full address of the Applicant / Company / Firm / Agency :
.....
.....
- c) Official Contact No:
- d) E-mail address:

2. DETAILS OF ADVERTISEMENT :-

- a) Vehicle registration (Vehicle type):.....
.....
- b) Size of Advertisements with dimensions:
- c) Period of Display:
- d) Zones covered for display:

3. DOCUMENTS SUBMITTED:

Sr. no	Description	Y/N	Remarks
1	Work order (in case of advertisement will be done through agency) from competent authority		
2	Details of non-motorized vehicle		
3	Details of motorized vehicle		
	a) Copy of registration certificate from RTO		
	b) Copy of PUC certificate		
	c) NOC from commissioner of police / Traffic Police Department		
4	Copy of the logo / advertisement to be displayed (in case of advertisement on Motorized / Non-Motorized vehicle)		
5	Copy of GST Registration Certificate of the applicant		
6	Any other additional document(s)		

I have read carefully the Advertisement Policy of the Ahmedabad Municipal Corporation and have complied with all the terms & conditions laid down there under. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the permission, if granted, will be liable cancellation and no right to claim and refund of fees paid and I am liable for such penal actions as prescribed under the law.

Signature of the applicant.....

Full name.....

Contact No.

Designation with seal.....

APPENDIX – G
DECLARATION (FOR ADVERTISEMENT ON BUS /
DELIVERY VAN ETC.)

I / We Sri / Smt
son / daughter / wife of Sri / Smt,.....
.....
Director / Proprietor / Partner / Technical officer and Authorized Signatory of M/s..
.....
aged about
and years, residing at
.....
having its Regd. Office at
..... , do hereby solemnly declare and say as follows:

- 1) I / We intend to display advertisement on Bus back panel/bus entire exterior body as per the enclosed list / vehicle / delivery van having no.
- 2) I / We further confirm and state that no statutory dues with respect to advertisement are recoverable from me/ us by AMC or any Government, Agency or Autonomous Body or Semi Government Organization of Central or State Govt.
- 3) I/we further undertake to follow all the terms & conditions as mentioned in the GPMC Act, 1949 and other laws, regulations, guidelines etc. for the time being inforce.
- 4) I / We also undertake not to display any advertisement which is objectionable in the eyes of law or any relevant statutory provision of Union & State Government and Rules, Regulations, Guidelines made there under and which may create objection from the public.
- 5) I / We declare that in the event of any contravention of any of the provision of the Act or any Guideline, Rules, Regulation made under the GPMC Act or relevant statutory provisions of Union & State Government or any material change is made in the advertisement or any part thereof without permission of Municipal Commissioner, the permission shall stand void and I/We will not claim any refund of fees, charges etc. deposited there under.

- 6) I / We declare that Bus / Vehicle Advertising Devices shall not interfere in any way with the mandatory vehicle signs such as purpose of the bus service, number plate, route names etc.
- 7) I / We will obtain necessary clearance and abide by the terms & conditions as provided by Traffic Police and R.T.O.

Signature of the Deponent
Designation

APPENDIX – H

APPLICATION FOR PERMISSION OF ADVERTISEMENT THROUGH TRAFFIC BOOTH

1. APPLICATION DETAILS :-

a) Name of the Applicant / Company / Firm / Agency:

.....
.....

b) Full address of the Applicant / Company / Firm / Agency :

.....

c) Official Contact No:

d) E-mail address :

2. DETAILS OF ADVERTISENT :

a) Location with full address:

.....

b) Size of Display : Length 1.20 mt X height 1.20 mt X 4 Side

3. LIST OF ENCLOSED DOCUMENTS :

Sr. no	Description	Y/N	Remarks
1	Detail of location with Sketch		
2	Copy of the logo / advertisement to be displayed		
3	NOC from police department		
4	Copy of GST Registration Certificate of the Applicant		
5	Any other additional document(s)		

I have read carefully the Advertisement Policy of the Ahmedabad Municipal Corporation and have complied with all the terms & conditions laid down there under. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the permission, if granted, will be liable cancellation and no right to claim and refund of fees paid and I am liable for such penal actions as prescribed under the law.

Signature of the applicant.....

Full name.....

Contact No.

Designation with seal.....

APPENDIX – I
NO OBJECTION CERTIFICATE FROM DEPUTY
COMMISSIONER OF POLICE (TRAFFIC) FOR ERECTING
ADVERTISEMENT BOARD ON TRAFFIC BOOTH

Permission to the applicant Agency/ Institution/ firm
..... to construct and
maintain a traffic booth for the staff on traffic duty to stand at
..... Cross Road/
Junction/ Circle for the period from to
at the place as per sketch provided under BOT project. All its expenses are BOT
basis, which the agency will have to bear. NOC is issued to agency / Institution/ firm
to set up traffic booths for police department. We have issued permission to display
commercial advertisements on above mentioned traffic booth within a maximum area
of 1.20 m × 1.20 m (all four sides). Advertisement shall be permitted on traffic booth
by AMC subject to the terms and condition laid down by AMC and on the payment of
license fees prescribed by AMC from time to time.

Deputy Commissioner of police (Traffic)
Ahmedabad city

Date:
Location:

APPENDIX- J
DECLARATION REGARDING APPLICATION FORM
(TRAFFIC)

I / We hereby declare that the copies or original documents contained in the application form for obtaining approval of A.M.C. to display advertisement on traffic booths are as per the particulars or as requested and all the particulars are true to the best of my knowledge. If the details mentioned in the application form are incorrect, then we are fully responsible for this. As these details were found to be incorrect, we confiscated the license fee paid while obtaining the said approval from the Municipal Corporation. We are willing to pay any penalty/difference charge that the Corporation may decide. And agree to reimburse any other additional administrative charges in this regard as may be decided by the Corporation. Having read and understood all the conditions of the application form, which shall be acceptable and binding on us and undertake to comply with the same. Also, any person who has been issued approval based on the matters and conditions mentioned in the application forms, any irregularity or violation of the prescribed policies/rules/norms of A.M.C. in respect of these matters or the advertisement site or its use, shall be liable to be canceled with immediate effect. Also, the prescribed penalty or punitive action of A.M.C will be binding on us. All the above details are known and accepted by us.

Applicant signature :

Full name :

Applicant agency / institution seal :

Address:

APPENDIX – K
APPLICATION FOR RENEWAL OF LICENCE

1. APPLICATION DETAILS :-

- a) Name of the owner:
- b) Address:
.....
.....City : Ahmedabad , Pin :
- c) Contact Details: 1) Landline :
2) Mobile No:
- d) Email Address:
- e) Name of Authorized Person (Agency):
- f) Name of Firm / Agency / company :
- g) Address:
.....
.....City : Ahmedabad , Pin :
- h) Contact Details: 1) Landline :
2) Mobile No:
- i) Email Address:

2. DETAILS OF ADVERTISEMENT :-

- a) Type of advertisement:
- b) U-Pin No:
- c) Size with dimension:
- d) Location with full address:.....
.....
.....
- e) Latitude & Longitude of the location:
- f) Date of commencement of the agreement with owner / land lord / occupier :
.....
- g) Period of agreement / contract:

3. DETAILS OF RENEWAL:-

- a) Date of expiry of the existing license:
- b) Payment of fees, charge etc. made up to:

4. LIST OF ENCLOSED DOCUMENTS:-

Sr. no	Description	Y/N	Remarks
1	Up to fees, charges, payment receipt of that particular advertisement		
2	Copy of agreement with owner / landlord / occupier		
3	Fitness / stability certificate of the hoarding structure from Registered Structural Engineer		
4	Any other additional document(s)		

I have read carefully the Advertisement Policy of the Ahmedabad Municipal Corporation and have complied with all the terms & conditions laid down there under. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the permission, if granted, will be liable cancellation and no right to claim and refund of fees paid and I am liable for such penal actions as prescribed under the law.

Signature of the owner.....
 Full name.....
 Contact No.

Signature of the applicant.....
 Full name.....
 Contact No.
 Designation with seal

APPENDIX – L
APPLICATION FOR DISCONTINUOUS OF
ADVERTISEMENTS

1. APPLICATION DETAILS :-

- a) Name of the owner:
- b) Address:
.....
.....City : Ahmedabad , Pin :
- c) Contact Details: 1) Landline :
2) Mobile No:
- d) Email Address:
- e) Name of Authorized Person (Agency):
- f) Name of Firm / Agency / company :
- g) Address:
.....
.....City : Ahmedabad , Pin :
- h) Contact Details: 1) Landline :
2) Mobile No:
- i) Email Address:

2. DETAILS OF ADVERTISEMENT TO BE DISCONTINUED:-

- a) Type of advertisement:
- b) UPIN No:
- c) Size with dimension:
- d) Location with full address:
.....
.....
- e) Latitude & Longitude of the location:
- f) Date of commencement of the agreement with owner / land lord / occupier :
.....
- g) Period of agreement / contract:

3. DETAILS OF DISCONTINUATION:-

- 1) Period from which discontinuation sought for:
- 2) Payment of fees, charge etc. made up to:
- 3) Cause of discontinuation:
- 4) Consent taken from owner / land lord of the premises (in case of discontinuation sought before expiry of the existing contract):
.....YES/NO

4. LIST OF ENCLOSED DOCUMENTS:-

Sr. no	Description	Y/N	Remarks
1	Up to fees, charges, payment receipt of that particular advertisement		
2	Supporting photographs of the location which reveals the non-existence of that hoarding		
3	Consent letter from the owner / landlord expressing mutual cancellation of the existing agreement , if any		
4	Any other additional document(s)		

I have read carefully the Advertisement Policy of the Ahmedabad Municipal Corporation and have complied with all the terms & conditions laid down there under. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the permission, if granted, will be liable cancellation and no right to claim and refund of fees paid and I am liable for such penal actions as prescribed under the law.

Signature of the owner.....
Full name.....
Contact No.

Signature of the applicant.....
Full name.....
Contact No.
Designation with seal

APPENDIX - M
UNDERTAKING (THAT THE AGENCY / FIRM IS NOT BLACK LISTED BY ANY GOVERNMENT AGENCY IN INDIA)

To,
The manager
Advertisement Department, AMC
3 rd floor, 'B' Block, Gol imda,
Danapith, Ahmedabad-380001.

I / We M/s.
.....(the name and address of registered office) hereby certify and confirm that I/We are or any of our directors are not barred/ blacklisted by the (the name and address of Govt. of Gujarat or any State Govt, or Central Govt./Departments/ agency in India from participating in project. tenders etc.

I / We further confirm and state that no statutory dues with respect to advertisement are recoverable from me/ us by AMC or any Government, Agency or Autonomous Body or Semi Govt. organization of Central or State Govt.

We do hereby undertake that I/we have not left any project incomplete and have also not surrendered any projects before the completion of period of the contract.

I / We further undertake to follow all the terms & conditions as mentioned in the GPMC Act, 1949 regulations guidelines etc. for the time being in force.

I / We also undertake not to display any advertisement which is objectionable in the eyes of law or any relevant statutory provision of Union & State Government and Rules, Regulations, Guidelines made there under and which may create objection from the public.

Signature of the Deponent
Designation

APPENDIX- N
DECLARATION (FOR TEMPORARY ADVERTISEMENT)

I / We Sri / Smt
son / daughter / wife of Sri / Smt,.....
.....
Director / Proprietor / Partner / Technical officer and Authorized Signatory of M/s.....
.....
aged about
and years, residing at
.....
having its Regd. Office at
.....,
do hereby solemnly declare and say as follows:

- 1) I / We intend to put up number of (type of display) of size at the location as per the list for the days
- 2) I / We would not fix any kind of advertisement etc. on trees.
- 3) I / We would not fix any kind of advertisement etc. on Trident Lamp Posts.
- 4) I / We would not fix any kind of advertisement on any building which is declared as dangerous / dilapidated / insecured by Estate / T.D.O. Department, AMC.
- 5) I / We would remove all the hoarding, flexes etc, within 2 (Two) days after the expiry of the permission.
- 6) I / We will not advertise in "No Advertisement Place / Area" .
- 7) I / We will not advertise in any manner that may obstruct the view of or not in harmony the city esthetic.
- 8) I / We declare that the structure used for display of advertisement will not obstruct the clear vision of any traffic signal or block the passage, entrance or cause inconvenience of access to any building (both entry & exit) or block the passage of light or circulation of air / ventilation to any building or block, conceal or inconvenience the public view of the front of any shop or establishment in a direct or indirect manner causing the business behind is affected or cause damage, cut or otherwise harm any tree or block the visibility of any existing advertisement board/ hoarding / structure.
- 9) I / We further confirm and state that no statutory dues with respect to advertisement are recoverable from me/ us by AMC or any Government Agency or Autonomous Body or Semi Govt. organization of Central or State Govt.

- 10) I / We further undertake to follow all the terms & conditions as mentioned in the BPMC Act, 1949 and other laws, regulations guidelines etc, for the time being inforce.
- 11) I / We also undertake not to display any advertisement which is objectionable in the eyes of law or any relevant statutory provision of union & state Government and Rules, Regulations, Guidelines made there under and which may create objection from the public.
- 12) I / We declare that in the event of any contravention of any of the provision of the Act or any Guideline, Rules, / Regulation made under the GPMC Act or relevant statutory provisions of union & state government or any material change is made in the advertisement or any part thereof without permission of Municipal Commissioner or any advertisement or part thereof falls otherwise than through accident or if due to the work of government, Corporation or Statutory Authority or promulgation of any order declaring any zone as "No Advertisement Place / Area" or so the advertisement is required to be displaced the permission shall stand void and I/We will not claim any refund of fees, charges etc. deposited there under.
- 13) I / We declare that if there is any contravention of any conditions and terms of the License and statutory provisions and if there is any additional/alteration made to or in the building wall, hoarding, frame, post, kiosk or structure, upon or over which the advertisement is created, exhibited, fixed or retained the license shall become void and we shall be punished subject to relevant penal provision of GPMC Act, 1949 and cannot claim any refund of fees, charges etc.
- 14) I/We also declare that due to erection of hoarding, frame, post, kiosk or structure if any accident occurs or right easement, window/light is affected I/We shall be responsible and the Ahmedabad Municipal Corporation under no circumstances shall be held responsible for such act, I/We further declare that I/We shall compensate AMC for any loss or damage due to my/our act or commission as will be determined by the Municipal Commissioner or any other competent authority.

If the above are not complied by me/us then AMC may take necessary action against me/us as per law.

Signature of the Deponent
Designation

APPENDIX – O
TERMINATION OF PRIVATE SITE (INDEMNITY BOND)

To,
Municipal Commissioner,
Ahmedabad Municipal Corporation,
Ahmedabad.
Respected Sir / Madam,

This has reference to the agreement dated on executed between Media Owner and space Owner in respect of Erection of Media Structure has License Upin no, On Terrace / ground / Wall / LED at location:

NOW THIS LETTER OF INDEMNITY WITNESSETH THAT We hereby undertakes the following:-

- 1) I, Media Owner undertake that the said site is removed as per the rules an regulation described by AMC for cancellation process.
- 2) We Media Owner and Space Owner have consented for the site removal of the said site as per the terms and conditions and undertake to comply all norms for the payment of the advertisement license fees, interest, late payment penalties or any other applicable charges whatsoever for the said site.
- 3) We Media Owner and Space Owner have cleared all the dues of the said site.
- 4) The structure has been removed on date and proof has been submitted to zonal office / updated in online system of AMC web portal.
- 5) We solely responsible for above information and indemnify that we have not produced or represented any false documents or details.

Signed by media owner

Signed by space owner

Witnesses

1.

2.