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PART I—Orders and Notifications by the Governor of West Bengal, the High Court, Government Treasury, etc.

KOLKATA MUNICIPAL CORPORATION

5, S. N. Banerjee Road,
Kolkata - 700 013

NOTIFICATION

No. ADV/627A/2025-2026 Dated 14.06.2025— In exercise of the powers conferred by section 602, read with section 209 and sub-section (1) of Section 604 of the Kolkata Municipal Corporation Act, 1980, (West Ben. Act, LIX of 1980) (hereinafter referred to as the said Act), the Kolkata Municipal Corporation after previous publication as required under section 603 of the said Act and with the approval of the State Government hereby makes the following Regulations:–

REGULATIONS

CHAPTER-I

PRELIMINARY

1. Short title and commencement–

(1) These regulations may be called the "Kolkata Municipal Corporation (Advertisement Policy) Regulations, 2025".

(2) They shall come into force on the date of their publication in the Official Gazette:

Provided that for existing advertisements Kolkata Municipal Corporation (herein after referred to as KMC) may consider a latent period, not exceeding 3 (three) years, for enforcement of this Regulation.

2. Definitions–

(1) In these regulations, unless the context otherwise requires–

(i) "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, LED/Static hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards, sky sign, placard, etc. in any manner whatsoever or use of any moveable property or natural person or any other means for the purpose of display of any advertisement, visible from a public street or public place within the jurisdiction of the

corporation, whether illuminated or not, and employed wholly or in part for the purpose of advertising or to give information or announcement regarding, or to attract, or to direct the public to any place, person, public performance, article or merchandise whatsoever or any other advertisement by any mean for the purpose of commercial exploitation or for the publicity applied to any surface or a structure or displayed at/from any place within the meaning of Kolkata Municipal Corporation Act, 1980. However any display in the form of graffito and civic messages published by the KMC or any government authorities for the benefit of the citizens shall not be considered as an advertisement;

(ii) "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 so that the vehicle can be driven on road for a better display of the advertisement;

(iii) "Advertiser" means the person, who has 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 is/are doing such thing in his/her/their own commercial interest towards product/service endorsement or within the meaning of the Kolkata Municipal Corporation Act, 1980, the person or persons on whose behalf the advertisement purports to be used or the agent of such person or persons;

(iv) "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 a public place;

(v) "Agency" means an applicant who may be an individual, registered organization, firm, partnership or a company incorporated under the Companies Act, 1956;

(vi) "Authorized Official" means any official of the Corporation who has been authorized by the Commissioner to implement and enforce the provisions of these Regulations;

(vii) "Banner" means cloth or any other material, which contains some advertisement or announcement or written matter for display in public place (this will be permitted only for the temporary purpose).

(viii) "Building" means a structure constructed for whatsoever purpose and of whatsoever materials and includes the foundation, plinth, walls, floors, roofs, chimneys, fixed platforms, verandas, balcony, cornice or projection or part of a building or anything affixed thereto or any wall (other than a boundary wall less than three meters in height) enclosed or intended to enclose any land, signs, and outdoor display structures but does not include a tent, samiana or tarpaulin shelter.

(ix) "Building wrap advertisement" means an advertisement displayed on any building or on the scaffolding of a building under construction or repair.

(x) "Commissioner" means Municipal Commissioner of Kolkata Municipal Corporation;

(xi) "Competent Authority" means Commissioner or any Officer of The Kolkata Municipal Corporation duly authorized by Municipal Commissioner;

(xii) "Corporation" means the Kolkata Municipal Corporation.

(xiii) "Direction Boards or Indicator Boards" means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, which indicates a direction to a road, building, park or any site;

(xiv) "Electronic display" means electronically operated advertisement display fixed on a structure.

(xv) "existing advertisement" means that the advertisement(s) license is yet to be expired;

(xvi) "Gantry advertisement" means advertisement affixed on a gantry erected across a road and usually fabricated of 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 the advertisement on the face opposite to the direction of traffic.

(xvii) "Glow sign board advertisement" means an advertisement displayed on a transparent or translucent sheet of any plastic material mounted on a metal sheet box, illuminated from behind using electrical lamps;

(xviii) "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 the area of the Kolkata Municipal Corporation;

(xix) "Laser advertisement" means advertisement displayed on surface of the premises/screen by using laser projector;

(xx) "LED" means full colour video wall used for the purpose of outdoor advertising;

(xxi) "Lolly Pop" means round or square piece of advertisement board at the end of the pole erected from ground;

(xxii) "Outdoor Advertising" means display of any advertisement in or in view of any public place;

(xxiii) "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 thereof if the premises were let and include:

(a) Agent or trustee who receives such rent on account of owner, and

(b) Agent or trustee who, receives such rent on account of, or is entrusted with or is concerned for, any premises devoted to religious or charitable purpose; and

(c) receiver, sequester, 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) In case of Co-operative society, a General Body of the society;

(xxiv) "Person" includes an individual, agency, trust, society, registered charitable organization, firm, partnership, or a company incorporated under the relevant laws;

(xxv) "Poster" means sheet of paper or any other material used to advertise something for display in a public place;

(xxvi) "Premises" means buildings and lands of any tenure whether open or enclosed, whether built on or not and whether private or public including messuages;

(xxvii) "Private Sites" means sites other than Government or Corporation sites and includes residential and commercial buildings;

(xxviii) "Public Place" means any place to which the public have, or are permitted to have, access and includes any park, garden or ground.

(xxix) "Public Street" means Public Street as defined in the sub-section 71 of section 2 of the Kolkata Municipal Corporation Act, 1980.

(xxx) "Scroller display advertisement" means an advertisement having a box type shape with rollers for scrolling a display of looped printed sheet.

(xxxi) "Sky-sign" means any word, letter, model, sign, device or representation in the nature of an advertisement, announcement or directions, supported on or attached to any post, pole, standard framework or other support wholly or in part upon or over any land, building or structure which, or any part of which, shall be visible against the sky from some point in any street and includes all and every part of any such post, pole, standard framework or other support. The expression "sky-sign" shall also include any balloon,

parachute, or other similar device employed wholly or in part for the purposes of any advertisement, announcement or directions upon or over any land, building or structure or upon or over any street but shall not include:–

(a) Any flagstaff, pole, vane or weathercock, unless adopted or used only 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 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 activity of a railway company, and place wholly upon or over a railway, railway station, yard, platform or station, approach belonging to a railway company, and so placed that it cannot fall into any street and public place;

(d) Any notice of land or building to be sold, or let, placed upon such land or buildings,

(xxxii) "Section" means a section of the Act;

(xxxiii) Show Cases (Illuminated) is used for display of advertisement by any means which covered from three sided and visible from any street;

(xxxiv) "Site" means any land, building, wall or portion thereof or any hoarding, frame, post, kiosk, structure, neon sign or sky sign or any vehicle or contraption or natural person or any object place or space used or capable to be used for display of advertisement;

Explanation:–

Word 'Sign' means any writing (including letter, word or numeral); pictorial representation (including illustration or decoration); emblem (including device, symbol or trademark); flag (including banner or pennant); or any other figure of similar character which:

(a) is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on a building or other structure; and

(b) is used to announce, direct attention to, or advertise; and

(c) is on, over or in view of a public place; but does not include–

(a) traffic or regulatory devices, legal notices, or warnings at railway crossings;

(b) signs required to be maintained by law or government order or regulation;

(c) memorial signs or tablets;

(d) any other signs as may be excluded by the Municipal Commissioner.

(xxxv) "Street furniture" means and includes public facilities and structures which are not intended primarily for advertising but is not limited to seating benches, planters, bins, pole mounted bins, bus shelters, sidewalk clocks, drinking fountains, Telkom boxes, traffic signal controllers, electricity boxes, post boxes and telephone booths, but excludes road traffic signs, traffic signals, street lights or any other road-related structures;

(xxxvi) "Swiss Challenge Method" means an arrangement wherein an agency identified advertising site on corporation property and intends to display advertisement shall be treated as an applicant on "Swiss Challenge Method", and will be allotted after inviting tender only, however, the first offer will be given to the said agency if it is ready to pay the maximum bid quoted by another tenderer;

(xxxvii) "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;

(xxxviii) "The Act" means the Kolkata Municipal Corporation Act, 1980 (West Ben. Act LIX of 1980);

(xxxix) "Traffic island" means a traffic island which is a solid or painted object on a road that channels traffic. It can also be a narrow strip of island between roads that intersect at an acute angle;

(xl) "Tri-vision advertisement (or Tri-Ads)" means an advertisement hoarding/board that use rotating triangular panels in a synchronized manner so that the three faces of the triangular section are seen one after the other displaying three different advertising messages.

(2) Words and Expressions used but not defined in these Regulations would have the same meaning and expression as provided in the Act.

3. Scope of the Regulations–

The scope of the Regulations is to provide rules 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 Kolkata Municipal Corporation (KMC) area. This policy should strike a balance among:–

(a) regulatory control over advertisement & displaying of any sort,

(b) outdoor advertising opportunities,

(c) economic development,

(d) creating opportunities to generate income for Kolkata Municipal Corporation (KMC) area; and

(e) Providing opportunities for the local people, local businesses and the industry to advertise, with the impact on the environment, traffic safety, the nature and tourist attractions of the area.

4. Application–

(a) These Regulations shall apply to all advertisements within the Kolkata Municipal Corporation area, whether on/within - Land, Building, Wall, Glass wall/window, Hoarding, Frame, Post, Kiosk, any structure, and by any means whatsoever, whereby 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).

(b) These Regulations shall apply in general to Balloons, Banners, Direction Boards, Foot over-bridges, Gantries, 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 articles/ objects used for display of advertisements.

(c) This shall also include brand/sub-brand

(d) However, these Regulations are not applicable to advertisements–

(i) published in newspapers;

(ii) broadcast on radio or television;

(iii) relating to a public meeting or to an election to the Parliament or the State Legislature or the Corporation or to candidature in respect of such election;

(iv) exhibited within the window of any building, if the advertisement relates solely to the trade, profession or business (carried on in that building), for which Certificate of Enlistment issued by KMC has been obtained for that particular trade, profession or business;

Explanations- Exhibited within the window of any building means, for the purpose of this Regulation, within the show window of the shop for which Certificate of Enlistment has been issued or if the total building is commercial then within the show windows of that building, provided such advertisements

displayed/exhibited by any means are not visible from public street/public place within the meaning of sub-section (1) of sec 202 of the Act,but does not include any advertisement erected on the projection outside the building line or any projection projecting on KMC footpath/road/lane etc. This does not include any hoarding structure constructed on the roof of the building or on the outer walls of the building and any advertisement of any product which is not covered by the Certificate of Enlistment as issued by KMC.

(v) If a person holding Certificate of Enlistment under the Act for displaying his trade name at his place of business in the form as recorded in such certificate:

Provided that exemption under this clause shall be given only to one display within the meaning the relevant section of the Act:

Provided further that license fee would be chargeable for commercial display of advertisement of the business if such advertisement is displayed in the place of business of any other person whether or not the latter acts to further its business;

(vi) relating to the trade, profession or business carried on within the land or building upon or over 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 on or upon or in the same;

(vii) relating to the name of the land or building upon which the advertisement is exhibited or to the name of the owner or occupier of such land or building.

5. Objectives of the Regulation–

By virtue of the Kolkata Municipal Corporation Act, 1980, the Corporation has been empowered to make regulation with specific Outdoor Advertisement Policy by framing Regulation with specific Advertisement Policy. These regulations shall help:

(i) To insist or permit advertisement hoardings & other displays and to indicate guidelines for locating these advertisements keeping in view of public safety and road safety and bring discipline towards erection of advertisement structure and display of advertisement;

(ii) To ensure that man-made structures 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;

(iii) To ensure the reduction of carbon footprint vis-à-vis displaying of advertisement;

(iv) To discourage visual clutter caused by advertisement hoardings or displays;

(v) Use of advertisement to enhance the physical character and visual appearance of the city;

(vi) To encourage advertisement on public service and amenities;

(vii) To consider the ambience of an area, the architectural character of the area or building in particular while permitting display of 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 conflicts with traffic safety is minimal;

(viii) To specify the maximum size and dimension of the hoarding taking into account of visibility and structural concerns;

(ix) To specify enforcement measure to ensure that hoarding penalize follow these stipulation, to penalize and remove unauthorized hoardings, displays and advertisements.

(x) To ensure single enforcement point i.e. KMC as sole regulatory body.

6. Category of Advertisements–

(i) Unipole/Monopole;

(ii) Hoardings- ground level and roof top;

(iii) On electric pole and traffic signal kiosks;

(iv) On Bus Passenger Shelter;

(v) Glow sign board;

(vi) Indicator Board;

(vii) On floating balloons;

(viii) Moveable Bill board;

(ix) Advertisement on public vehicle back panel and body; Advertisement on public vehicle (Full wrap/Bus Body panel);

(x) Foot over bridge, Flyover and Bridge;

(xi) Unipole/Monopole Electronic/Digital Display Board with LED;

(xii) Temporary Advertisement including flex, banners, cut outs, gates, advertisement on umbrella, T-shirt, caps, collapsible kiosk, sky signs etc.;

(xiii) Pay & Use Toilet;

(xiv) Advertisement on KMC Markets;

(xv) Garbage Vat and Dustbin;

(xvi) Shop Shutter;

(xvii)Hangar display:

(xviii) Building Wall wrap/Billboard on Boundary walls;

(xix) Advertisement on/within Glass facade and window façade;

(xx) Digital LED/LCD electronic/Neon/Laser/Hologram and alike; or

(xxi) Any other mode of advertisement as elucidated in the Act and instant regulation and such other mode of advertisement that will be determined for the purpose of this regulation by the Municipal Authorities;

7. Guiding Principles for permitting Advertisement Hoardings–

(i) The policy for outdoor advertisement is to establish the city / area development imperatives.

(ii) The policy should explicitly work to discourage visual clutter and other negative/ adverse aspects.

(iii) The policy should be so designed that it does not compromise on road safety, and the outdoor advertising should not be hazardous to road and pedestrian traffic. Moreover, it will not push bio-diversity in danger and will not destroy National/State/Public property.

(iv) It will be to encourage lesser carbon footprint and more environment friendly means of advertisement.

(v) It will be to ensure other objectives of the regulations.

CHAPTER-II

GENERAL POLICY GUIDELINES

8. Permission for display of advertisements:

(1) No person/ individual/ agencies shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, glass façade and window façade, 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 (including any advertisement exhibited by means of cinematograph), in any place within Kolkata (as defined in the Act) without the written permission of the Municipal Commissioner.

(2) The Municipal Commissioner shall not grant such permission if–

(i) a license for the use of the particular site for purpose of advertisement has not been issued; or,

(ii) The advertisement contravenes any provisions of the Kolkata Municipal Corporation Act, 1980 or these guidelines; or,

(iii) The fees, charges, if any, due in respect of the advertisement has not been paid.

(iv) The concerned advertising agency has been debarred /black listed by any of the Government / Parastatal Body.

(3) The Municipal Commissioner may not approve 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 characteristics of the sign or hoarding may adversely affect:

(i) the ambience of the area; or,

(ii) the architectural character or appearance of the building, streetscape or precinct; or,

(iii) traffic safety;

(iv) Contravenes the statutory and regulatory provisions promulgated by the Central Government or the State Government.

(v) Any other reasons which may create social or other problems in the city.

(4) Grant of permission for display of Banners/Boards/Flags, etc. on government/semi government properties:-

No permission is required for display of illuminated/ non illuminated Banners/Boards in the premises of Kolkata Municipal Corporation, Central Government, State Government, Semi-Government Authorities for display of their Names/ Civic messages.

There will be no disfigurement while erecting such banners/boards it will be mandatory for Municipal Commissioner, Kolkata Municipal Corporation and concerned authority to take precautions of this.

(5) **Display of banners/boards/flags etc. during Durga Puja and alike:**

Display of commercial/social/ political advertisements by means of Banners/ Boards/Flags etc. during Durga Puja and alike should be done subject to fulfillment of the following conditions:

(a) Those temporary advertisements (put up by both advertising agencies and Puja Committees) may be allowed from 7 (seven) days before Mahalaya and may be continued up to 7 (seven) days after Bijaya Dashami for Durga Puja and for Kali Puja, the same may be allowed to put up 72 (seventy-two) hours before Kali Puja and may continue up to 72 (seventy-two) hours after Kali Puja;

(b) No such advertisements specially advertisements on bamboo scaffoldings will be allowed at medium verges, road dividers etc;

(c) Height of the bamboo scaffolding/structure put up for mounting such advertisements shall not exceed 22ft. from the ground level in any circumstances;

(d) No such advertisements shall obstruct the visibility of existing street hoardings, bus passenger shelters, LED Monopoles and other advertisement duly permitted by KMC;

(e) On each of such advertisements, name of the concerned Puja Committee are required to be mentioned in conspicuous manner;

(f) At the time of taking permission for organising such Pujas, concerned Puja Committees shall declare following information to KMC regarding the advertisements put up either by them or through advertising agencies for this purpose.

(i) Name of the Puja Committee;

(ii) Location with land mark of their Puja pandel;

(iii) Name of the contact person of that Puja Committee with contact number and e-mail ID;

(iv) Display of advertisement made through Advertising Agencies/self/both;

(g) If it is found that such advertisements are put up beyond the time frame as mentioned at Sl. No. (a) then KMC may remove/deface/dismantle/take down those advertisements (including structures, bamboo scaffoldings etc.) and fine, charges may be imposed as per provisions of The Kolkata Municipal Corporation Act, 1980 against advertising agencies and/or person, or company on whose behalf advertisement purports to be or the agents of such person or persons along with regular advertisement fees.

(6) Grant of permission for social/religious advertisement by means of boards/banners/flags for others social/ religious festivals:

(i) Applicant/ Agency etc. shall apply for grant of permission along with required documents at Advertisement Department, KMC;

(ii) Refundable Security Deposit as per the decision of the Competent Authority will be received from the applicant for faithful compliance of the terms and conditions of the permission granted;

(iii) Upon expiry of permission, the Applicant/Agency shall remove the banner/boards/ flag etc., else same will be removed by Kolkata Municipal Corporation and action will be initiated as per provision of The Kolkata Municipal Corporation Act, 1980.

N.B.:

1. Corporation may form an Expert Committee to determine the question of "ambience of the area" or "the architectural character or appearance of the building, streetscape or precinct" or "traffic safety" etc. Such Committee should consist, amongst others, member(s) having considerable knowhow of Outdoor Media Industry.

2. 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 vogue, permission for temporary banners/flexes/cut-outs 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. Display of advertisement by means of cloth banners, boards, cut outs, etc. by any candidate or any Political Party in public places including Roads/ Footpaths/ Gardens/ Playgrounds/ Markets and any other Municipal Corporation and Government/Semi Government property shall not be allowed during Election period. Competent authorities and applicants will be required to ensure that the Model Code of Conduct is not violated in this regard. In case of any such breach, the competent authority and the applicant will be liable for legal action.

3. Agencies or Advertisers will have to install the hoarding/advertisement within 6 (six) months of receiving of the permission, failing which the permission will be deemed to be cancelled and no claim of any kind of refund of fees, charges etc. deposited there-under will be entertained.

9. Thematic content:

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

(i) nudity;

(ii) racial advertisements or advertisements disseminating caste, community or ethnic differences;

(iii) advertisement encouraging drugs, alcohol, cigarette or tobacco items;

(iv) advertisement on cigarette or tobacco items in the manner which is prohibited of Drugs under the Cigarettes and other Tobacco products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution Act, 2003);

(v) advertisements proliferating exploitation of women or child;

(vi) advertisement having sexual allusion;

(vii) advertisement showing brutality to animals;

(viii) advertisement depicting any nation or institution in poor light;

(ix) advertisement casting aspersion of any brand or person;

(x) advertisement forbidden by the Advertisement Council of India or by law;

(xi) advertisement glorifying violence;

(xii) destructive devices and explosives depicting items;

(xiii) any psychedelic, laser or moving displays, blinking neon signs;

(xiv) advertisement of weapons and related items (such as firearms, firearm parts and magazines ammunition etc.);

(xv) advertisements which may be defamatory, trade libellous, unlawfully threatening or unlawfully harassing, in nature,

(xvi) advertisements which may be obscene or contain pornographic material or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986;

(xvii) 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, Bharatiya Nyaya Sanhita, 2023; or

(xviii) any other items considered inappropriate by the Municipal Commissioner.

10. Places for Display of Advertisements–

Municipal Commissioner may allow display of advertisement on the specified Bus Passenger Shelter, Hoarding, Kiosk visible from a public street or public place, or in anyplace, provided the regulations are complied. No person/ individual/ agencies shall erect, exhibit, or write, 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 (including any advertisement exhibited by means of cinematograph), in any place within Kolkata without a written permission of Municipal Commissioner.

11. Places/Areas where Erection and Display of Hoardings are Prohibited:–

(A) Subject to the provision of the Act, no advertisement shall be permitted in front of /inside the compound of/ on the walls (or obstructing) of any–

(i) Buildings of archaeological, architectural, aesthetical, historical or heritage importance (including **25 meter** periphery of the site);

(ii) Places of worship or of religious significance (including 10 meter periphery of the site);

(iii) Statues, minarets or pillars of heritage importance (including **15-meter** periphery of the site);

(iv) Police stations, post offices, any government or municipal corporation building/office provided the building in its entirety is used for such purpose.

(v) Parks, Gardens and square or road side gardens (including 25-meter periphery of the site); (unless awarded by the concern authority through tender/auction/PPP etc);

(vi) Any kind of water body (including **25-meter** periphery of the site);

(B) Painted advertisements and any display in any form on tree barks/other fauna;

(C) Wall Painting;

(D) 'No Advertisement Zone' as declared by Corporation;

(E) Green Zone as declared by Department of Urban Development & Municipal Affairs Department, Government of West Bengal;

(F) Body of the live animals and live trees should not be used for advertisement purpose;

(G) No sign boards / advertisement hoardings shall obstruct natural light or ventilation in the buildings;

(H) Street having width below 7meter.

12. Restriction for allowing permission for Temporary Display:

To maintain the cleanliness of the City, following restrictions, ordinarily, have been imposed on the temporary advertisement:–

(i) Flex Banner not above the size of 18 sq.ft;

(ii) Cut outs not above the size of 24 sq.ft. (maximum height 8 feet);

(iii) No display would be allowed in the gardens/parks, in front of statue, trident lamp post, tress & in front of heritage buildings;

(iv) No permission would be given in declared "No Advertisement Zone";

(v) No permission would be given within 50 meters radius of the following locations and such other locations as may be decided and notified by the Municipal Commissioner:–

(a) Gariahat Crossing;

(b) Ballygunge Phari Crossing;

(c) Park Circus Seven Point Crossing;

(d) Moulali Crossing;

(e) Rajabazar Crossing;

(f) Ultadanga- Hudco Crossing;

(g) Shyambazar Five Point Crossing;

(h) Hazra Crossing;

(i) Exide Crossing;

(j) Golpark;

(k) Taratala Crossing;

(l) Rash Behari Junction;

However, the Corporation 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 [see Appendix V]. The location of such spaces will be notified by the Competent Authority from time to time. Advertisement spaces will be allotted to the advertisers on first come first serve basis and submission of fees, charges on advertisement in advance.

Corporation may, time to time, also decide not to allow commercial temporary display at different zones/areas of the city (besides which is mentioned above) or whole area under the jurisdiction of KMC and/or may fix specific period (month/season/days etc.) for allowing temporary advertisement.

13. No Advertisement Zone:

No advertisement would be permissible in/on or obstructing the view of, the following areas:-

(a) On Jawaharlal Nehru Road from the Statesman House on the north to the starting point of Park Street flyover on the south. Originating from The Writers Building entire B.B.D Bag area;

(b) The entire Maidan area including the Citizen Park, The Eliot Park, Monohardas Tarag, The Curzon Park, the vast expense of the Maidan as such in front of Eden Garden, Netaji Indoor Stadium and The Akash Bani Bhawan. Entire Hementa Basu Sarani, Esplanade East, Victoria House, Statesman Building, Tipu Sultan Mosque;

(c) The Council House Street and two side of the said street including premises like St. John's Church, G.P.O, Calcutta Collectorate etc. Entire J.L. Nehru Road up to Exide More;

(d) The Writers' Buildings, the St. Andrews Church etc. The Old Court House Street. From Hastings along Stand Road up to Fairley Place;

(e) The High Court, the Victoria Memorial Hall, the Town Hall etc. From Fairley place to Writers' Building.

(f) East Kolkata Wetland as guided by the East Kolkata Wetlands (Conservation and Management) Act, 2006.

(g) Rabindra Sorobar, Subhas Sorobar.

Some road intersections and certain distance there from may be separately notified by the Municipal Commissioner as 'No Advertisement zones'. Corporation may time to time modify "No Advertisement Zone" and declare certain area/building/premises or group of buildings/premises or rooftop etc where advertisement are not permissible and may also restrict certain form of advertisement/structure at certain area/building/premises or group of buildings/premises or rooftop etc.

Note: However, the competent authority may allow the advertising on the properties providing public convenience such as Bus Passenger Shelters, Street Furniture or alike awarded through tender/auction/PPP model.

14. Green Zone:

(a) [As per the G.O. of the Department of Urban Development & Municipal Affairs, Government of West Bengal vide No. 866/MA/O/C-4/1A-20/2017 dated 27th December, 2017], following areas will come under the purview of the "Green Zone":–

(i) The area surrounding the Vivekananda Yuba Bharti Stadium and the Netaji Subhas Chandra Bose International Airport and surrounding areas from Airport, Jessore Road side to the stadium along with Biswa Bangla Sarani and EM Byepass upto Parama Island;

(ii) Airport to Chinar Park via Kaji Nazrul Islam Sarani, Major Arterial Road, Parama Island to Nabanna via MAA flyover & AJC Bose Road fly over, from Nabanna to New Alipore through Alipore Road, Red Road area.

(b) No hoarding/publicity material will be displayed in the 'Green Zone' (as may be notified by the Competent Authority from time to time) without the consent of the competent authority i.e. Municipal Commissioner or C.E.O. KMDA or such other authority as per memo no. 167/MA/O/C-4/1A-20/2017 dt. 05/03/2018 of Joint Secretary U.D & M.A Department, Govt. of West Bengal issued as clarification on G.O. (Appendix-N) as referred herein before. Information, Education and Communication materials which manifest the essence of 'Green Zone' are to be displayed at befitting places.

Note: However, the competent authority may allow the advertising on the properties providing public convenience such as Bus Passenger Shelters, Street Furniture and also other advertisement structures awarded through tender/auction/PPP model.

15. Private Hoarding Free Zone:

(a) Besides No Advertisement Zone area following streets are declared as private hoarding free zone:

- Mother Teresa Sarani (popularly known as Park Street);
- Abanindra Nath Thakur Sarani (popularly known as Camac Street);

(b) Kolkata Municipal Corporation may further declare any street, stretch of street, area, locality as 'Private Hoarding Free Zone' by notification.

16. Colour:

Advertising 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.

17. Structures/Impediments:

The structure used for display of advertisements should not–

(a) obstruct the clear vision of any traffic signal;

(b) block the passage, entrance or cause inconvenience of access to any building (both entry & exit);

(c) block the passage of light or circulation of air/ventilation to any building;

(d) block any door, window, verandah or any such opening in any building;

(e) Block, conceal or inconvenience the public view of the architectural features of any building;

(f) block, conceal or cause inconvenience to the public view of the front portion of any shop or establishment in a direct or indirect manner so that the business behind is affected;

(g) materially obstruct/cover the vision of the river, greenery, landscaping or large size trees in the adjoining areas. The word 'materially' is important and each case will have to be examined on its own merits. The Municipal Commissioner's decision would be final in this respect;

(h) damage, cut or otherwise harm any tree. If it is found that trees are being damaged, cut, trimmed 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 for showing cause for such act;

(i) the exposed part of the structure visible from the road from any angle should be aesthetically covered;

(j) block any space on any street/lane/bye lane/pavement in any manner that disturbs the movement of the traffic or pedestrians;

(k) block the existing Advertisement boards / hoarding or the proposed site for advertisement board/hoarding for which permission is already accorded by the KMC authority.

18. Structural design for erection of hoarding:

(a) The advertisement structures shall be checked for verifying their structural stability vis-à-vis extreme wind conditions as well as their earthquake resistance and soil bearing capacity;

(b) 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 an authorized structural engineer;

(c) Structural framework should be Stable, Safe, Aesthetic with possibility of using steel-pipe structure (instead of Joists, Channels, Angles for aesthetic reason and high strength to weight ratio advantage of basic structural material with less surface area and self-weight) [see Appendix O]. "Theme based" hoardings shall also be encouraged considering specific social/religious/heritage distinctiveness of any locality, and other specific cases /needs as the Kolkata Municipal Corporation may deem fit and proper;

(d) Single pole hoardings would be preferred;

(e) The design/erection of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by KMC enlisted Structural Engineer. For structurally unstable hoardings which were in existence before implementation of these guidelines, the agency owning such hoardings shall be advised to seek the views of a KMC empanelled Structural Engineer;

(f) The hoarding structure will have to fenced with appropriate fabricating to maintain the aesthetic value of the hoardings;

(g) 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;

(h) When there is no such commercial display available to any hoarding, such hoarding should be covered up by white flex to maintain the aesthetic value of the city;

(i) A hoarding shall be allowed to be erected on a building only if it has been examined for structural stability and also the building has been examined to ascertain whether it can withstand the pressure of the hoarding and a certificate to that effect is produced from a KMC empanelled Structural Engineer (Grade II). Every agency has to submit such certificate at the time of application for permission of erection of hoardings;

(j) No advertisement/hoarding shall be allowed on such buildings which are declared as dangerous/ dilapidated/ insecure by the Building Department, KMC;

(k) The hoarding shall be in alignment, as far as possible, with any other approved hoarding previously erected nearby;

(l) The renewal of the license is subject to submission of structural stability certificate and building structural stability certificate after five years from date of installation and thereafter for every year from the Structural Engineer;

(m) The empanelled Structural Engineers certify the wind velocity in the area where the Unipole/Hoarding is proposed to be erected. In respect of the Unipole / Hoarding erected, the empanelled Structural Engineers should certify with special reference to anchoring, proper arrangement of bolts and nuts and as to whether anti-rusting measure has been taken or not and the quality of the material used. In addition to this The Municipal Commissioner should also insist on soil testing and its suitability for erection of Unipole/ Hoarding on the ground;

(n) Advertisers should have to check the electrical fittings including proper earthing on regular basis;

(o) The unipole / hoarding should not be installed in the nallah, near the place of worship, in close proximity to HT/ LT electrical wires. The private unipoles/hoardings erected should not protrude on to the roads or foot paths from public safety point of view;

(p) For advertisement on Foot Over Bridge(s), additional Load Bearing Capacity Certificate of the hoarding structure from competent authority is required in addition to the Fitness Certificate of the concerned Foot Over Bridge issued by a reputed organization like Jadavpur University, IIEST Shibpur, IIT etc;

(q) Inspection by licensed engineer(s) appointed by the concerned advertiser is required to check the overall condition of the structure on regular basis;

(r) It is advised 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 may be fixed for such advertisement in terms the Act, along with Land Utilization Charges.

(s) The hoarding should be maintained properly by painting it from time to time to prevent corrosion. All joints should be checked periodically to ensure its safety.

(t) Prevention of Nuisance and Pollution:

  (i) the agency shall take necessary precautions to prevent any nuisance or inconveniences to the owners, tenants or occupants of adjacent properties and to the public in general and to prevent any damage to such properties and any pollution of stream and waterways;

  (ii) agency shall make good at their cost and to the satisfaction of the Kolkata Municipal Corporation, any damage to roads, footpaths, cross drainage works or public or private property whatsoever caused during the execution of the work;

  (iii) no hoarding shall obstruct any door and / or window of the building;

  (iv) all waste or superfluous materials shall be cleared away by the agency;

  (v) The competent authority may take legal action against the concerned agency in case of violation of the precaution;

(u) It is a duty of the concerned advertising agency to submit copy of Insurance Certificate of the hoarding structure as well as third party for the entire period of permission/licence for taking the liability and safeguard The Kolkata Municipal Corporation in case any accident or unforeseen mishap occurred.

19. Precaution:

(a) 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 KMC shall be kept unharmed. In case of any damage, loss etc. due to the act of the agency, he/she/they will be liable to compensate the Corporation of such amount as may be decided by the Municipal Commissioner or any other competent authority.

(b) 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.

(c) Use of substandard materials is strictly prohibited to ensure the safety of the citizens with utmost care.

(d) As per the Electricity Act the minimum distance from transmission lines and Railway overhead electric lines, shall be maintained.

(e) The illumination guidelines from BIS (Bureau of Indian Standards) and BEE (Bureau of Energy Efficiency) shall be adhered to while installing illuminated advertisements.

19A. Repairing and Maintenance of Hoarding Structure:

(a) Once the advertiser gets the permission from the competent authority then it is the responsibility of the advertiser to repair, replace either a part or the entire structure as per the approval and maintain the entire hoarding structure for its entire permit tenure and also ensure that the hoarding structure is kept in good, wellmaintained, safe, stable and instrong condition throughout the tenure.

(b) Once the permission is issued, it is the responsibility of the advertiser to keep the hoarding boards, its light, fittings and equipments in good condition. For repairing and maintenance of the said hoarding, no new permission is required. After timely repair and maintenance, the advertiser has to submit structural stability and aesthetic looks certificate from Kolkata Municipal Corporation's approved Structural Engineer and Architect. The entire responsibility for this will be that of such Structural Engineer/Architect and concerned advertiser.

20. Removal/Shifting/Relocation of hoarding:

During the period of permission, if necessitated for carrying out repairs, maintenance, laying of power lines, widening of road/pavements or for any other purpose, the advertisement hoardings has to be removed/shifted/ relocated in public interest or for any other reason and same should be done without claiming any compensation and/or rebate/refund of fees, charges etc. on advertisement and decision of Corporation shall be final and binding to all.

21. Source of Power and illumination of hoarding:

(a) The electrical connections to advertising devices shall be obtained by the advertiser/the agency at his own cost.

(b) The Power consumer or the licensee shall make application for power connection and shall obtain electricity connection from the power distribution company in his name.

(c) The electrical installation work shall be performed by a licensed electrical worker in accordance with the electricity regulation.

(d) The cabling shall be of high quality to withstand the specified load and as per the strict requirement of qualified Electrical Engineer.

(e) Meter box, ELCB, MCB, Fuse Cutout, Timer Contractor and Locking arrangement should be made as per requirements of the electricity supply company.

(f) Earthing shall be done in every hoarding in accordance with the provisions of the prescribed rules by using GI Pipe, Funnel, Charcoal, Salt, Brick Masonry work, etc.

(g) No generator running on diesel/petrol/kerosene or any bio fuel would be allowed for providing power for illumination of any advertising device.

(h) The level of luminance should not exceed a source limit of 1 cd/cm² with an operational limit of not more than 16 hours in a day (24 hours).

(i) Illuminated hoardings should be put off by midnight 11P.M. excepting the festival period.

(j) 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 may be fixed for such advertisement in terms of the provisions under the Act along with Land Utilization Charges.

22. Grant of Permission for advertisement hoardings:

a) 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 area within the city without the prior permission of the Municipal Commissioner under the Act.

b) 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 licence or renewal of a permission and license, as the case may be, to the Municipal Commissioner through KMC web portal www.kmcgov.in.

c) 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 time to time.

d) The permission to be granted for such period as to be determined by the Municipal Authority.

e) The written permission or the renewal granted by the Authority shall become void:-

(i) if any hoarding or the part thereof falls either through an accident or any other causes;

(ii) if any addition is made except for the purpose of making it secure under the direction of the Authority;

(iii) 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 (fifteen) days (or such date as decided by the authority), failing which KMC will remove the same without any further reference and Corporation shall recover the cost, fees etc. from the agency concerned;

(iv) 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;

(v) if the building or structure upon or over which the hoarding is erected, demolished or destroyed;

(vi) if there is an outstanding against that particular advertisement for one year or more;

f) In public interest, the authority shall have the right to suspend/ revoke the permission and licence of any advertisement even before the expiry period for reasons to be recorded in writing, upon which the licensee shall remove the hoarding. Ordinarily, a 60 (sixty) days notice shall be given to the licensee to remove the advertisement in such case. However, in case of exigency, KMC reserves the right to remove/dismantle the advertisement without any prior intimation to the licensee;

g) The licensee shall be responsible for the observance of all the rules and regulations laid down by the Authority.

h) Municipal Commissioner has the right to disapprove a sign or hoarding which he/she considers to be offensive, or when he/she is of the opinion that the type, position, size, appearance, illumination, animation, content or other characteristic of the sign or hoarding may adversely affect-

(i) the ambience of the area;

(ii) the architectural character or appearance of the building, streetscape or precinct; or

(iii) traffic safety;

i) The competent authority of the Corporation may refuse permission and/or licence of any hoarding/advertisement at its discretion.

23. Size of Hoarding:

a) The standard sizes of the hoarding board shall be as follows:-

(i) in case of hoardings on streets or footpath, the standard size shall be decided by the Corporation;

(ii) in case of all other hoardings, one of the following standard sizes (length X breadth) should be maintained–

For non-fringe areas		For fringe areas	
10' × 10'	10' ×15'	30' × 30'	50' × 20'
10' × 20'	20' × 10'	30' × 40'	60' × 20'
20' × 20'	30' × 20'	50' × 30'	40' × 40'
20' × 30'	40' × 20'	50' × 40'	60' × 40'
50' × 20'	30' × 30'		
30' × 40'	60' × 20'		
40' × 30'			

b) size of hoarding shall, as far as possible, be proportionate to the general average width of the abutting road;

c) size of hoarding within Kolkata City (proper) is to be restricted to 1200 sq.ft. No Hoarding above 1200 sq.ft. will be permitted within KMC area except which is visible from E.M Bye pass including Service Road, P.C Connector up to 4 No. bridge, R.B Connector up to Booster Pumping Station & Bosepukur;

d) However, Corporation may time to time change the policy with respect to sizes of private hoardings to bring further restriction in sizes;

e) back to back hoardings shall be permitted;

f) the angle made by the hoarding with the road line should not be more than 30 degrees;

g) the advertising device should be located such that the trimming of vegetation will be unnecessary. Felling of tree is not permissible. Trimming/pruning of tree in case of extreme emergency, requires prior permission of the authority and KMC shall recover the cost, fees etc. for such pruning of trees.

24. Height restriction on hoardings or permanent advertisement structure:

a) when the advertising sign is erected on the ground, the maximum height of the advertising sign shall not be in general more than 30 meters from the surface of the ground level including minimum 3 meters bottom clearance. For unipole/hoarding erected on pavement/street, bottom clearance should be at least 22 (twenty two) feet;

b) when erected on terrace of a building, if the building structure is sound and structural stability certificate is obtained then the height of the hoarding shall not exceed 40 (forty) feet including minimum 2 (two) meter bottom clearance from terrace level and the width will be according to the space available. However, care must be taken by the competent authority and the concerned agency to ensure that the building is not endangered or obstructed;

c) in case of hoarding in the vicinity of a flyover, Municipal Commissioner may relax the height restrictions as the case may be.

25. Minimum distance between two hoardings:

a) 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 hoarding.

b) If a new hoarding is proposed near an existing hoarding, then minimum distance between the two hoardings on the same side of the road/alignment shall not be less than **50 feet.** Distance between two advertisement displays on flyover panel/railway bridge/FOB must not be less than 75 meter to avoid visual clutter. However, two advertisement panel (back to back on Railway Bridge Panel/Flyover Panel/FOB i.e. both sides facing traffic) of specified size shall be permitted on Railway Bridge Panel/Flyover Panel/FOB at one location. However, minimum distance will have to be increased if aesthetic considerations so require. The decision of the Municipal Commissioner shall be final is this respect.

c) In case of V-shaped hoarding, the minimum distance norm shall not be applicable for the two parts of the hoarding. KMC authority reserves the rights to regulate modalities of the display guideline of V-Shaped hoardings from time to time.

d) The above restrictions shall not be applicable for the Bus Queue shelters/any other displays on the Public signages/Displays on utilities/any other advertisement structures awarded under the tender/auction/PPP model by the competent authority.

26. Alignment of hoarding:

a) 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 [see Appendix R].

b) Any kind of overlapping of hoardings shall not be allowed.

c) Agency shall realign, readjust, shift or remove/dismantle the hoarding whenever called upon by the Municipal 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.

27. Projection of hoardings or permanent advertisement structure:

a) No hoarding shall be permitted to be projected on a footpath either private/Govt. premises/metro etc.

b) Hoarding structure on the terrace of a built up structure/building shall not be allowed to project on foot path/ road in the interest of public safety, beyond the building line.

c) No hoarding/structure would be allowed to traverse the footpath or a road diagonally and the convenience of the pedestrians will supersede.

d) No Unipole or hoarding on private land/premises should be projected beyond the boundary of the premises. In case a portion of the hoarding projects beyond the boundary, the concerned agency shall have to pay Land Utilization Charges (LUC) as per the last tender value of the street hoarding to KMC for the entire display area of the said hoarding.

e) An elevation of maximum 2 feet may be allowed for the hoarding structures mounted on wall to facilitate the maintenance of the same [see Appendix S].

f) If the elevating structure or part thereof is projected on KMC Street/footpath, extra fees will be charged as per the decision of the competent authority.

28. Preservation of trees in the vicinity of the hoarding:

If advertising agency desires to prune the branches/trim the tree in front of their advertisement hoarding for better visibility, they shall obtain No Objection Certificate from the Parks & Square Department of Kolkata Municipal Corporation. Concerned competent authority of Kolkata Municipal Corporation may recover the schedule fees for such pruning of trees.

29. Identification of permanent advertisement structures:

a) On each permanent advertisement structure, the BAR CODE (QR CODE) having details uploaded with name of the allotted agency(with agency code) along with unit code number, period of allotment and allotment date, type of hoarding/display, KMC Premises No. & address, size with dimension, contract no. of the advertising

agency, name of the agency presently traded by etc. are to be clearly mentioned. The same should be displayed on the bottom right hand corner of each hoarding in conspicuous manner. For displays, other than hoardings, following should be mentioned–

(i) Name of the advertising agency;

(ii) Unit Code;

(iii) Size with dimension;

(iv) Allotment date & period of allotment.

b) Advertisers/Advertising agencies may be required to put/display QR Codes/Bar Codes/RFIDs or any such codes as decided by the Competent Authority at bleed area or at such conspicuous place of any advertisement as may be decided by the Competent Authority for the purpose of identification of such advertisement.

c) In case of non-compliance, the Municipal Commissioner has the power to demolish the hoarding by categorizing it as an unauthorized hoarding without any intimation.

30. Display of advertisement at traffic junctions:

a) No illuminated sign in red, orange or green colours shall be erected or maintained in close proximity to any illuminated traffic sign which may maze the motorists and pedestrians.

b) Signs using 'flickering lights' in any form shall not be allowed at traffic junction or at any place where it interferes with the effectiveness of a traffic control device. The term 'flickering lights' does not cover normal illumination of hoardings or use of neon signs but refers to fast changing colour lights or a series of bulbs that switch on and off.

c) No illuminated hoarding shall be permitted within the cone of the vision (60 degrees) of the driver without the NOC from the Traffic Police Department.

d) All advertising signs illuminated by a light other than a white light at height of less than two stories or 20 feet above the footpath, whichever be the greater height, shall be so displayed that it does not interfere with any sign or signal or control booth/ equipment.

e) External illumination sources shall be shielded and should not face the observer directly.

f) The illuminated hoardings in residential premises should not create problem to the neighbouring residence.

g) Advertisement illuminated in such a way as to obscure or diminish effectiveness of any official sign; device or signal shall not be allowed.

31. General guidelines for development and maintenance of central medians, traffic islands, strip gardens, public toilets, etc. through sponsors:

(a) Municipal Commissioner of Kolkata Municipal Corporation may consider the proposal from registered Companies, Scheduled Banks, Financial Institutions, Real Estate Developments or Advertisers, major commercial establishments.

(b) The eligible sponsors (advertisers) shall construct and/or maintain the Central Medians, Traffic Islands, Strips Gardens, etc. in civic as well as horticulture aspects.

(c) The selection of the eligible (advertisers)/sponsors shall be done on "first-come-first-serve" basis.

(d) The sponsors shall be allowed to display sponsorship boards of specific size as may be decided by the Corporation and it should clearly display the logo of Kolkata Municipal Corporation along with name of sponsors and Kolkata Municipal Corporation back to back. In case of central medians, distance of 30 meters should be kept between two sponsorship boards of one feet by one and half feet. In case of traffic island a maximum of 4 numbers of sponsorship boards will be allowed to be placed in the island.

CHAPTER-III

PROVISIONS FOR SOME SPECIFIC ADVERTISEMENT

32. **Permanent Advertisement on street, footpath, kiosk, lollypop, street hoarding, bus passenger shelter, gantry, public utility structures, foot over bridge, flyover, pier of flyover and FOB, sky walk, traffic console/signal, police assistance booth and any other street furniture, stationery/semi-stationery vehicle parked at particular street etc.**

For effective management and to exercise single point control, Right to allow all sorts of advertisement and allot spaces for advertisement at the instances and structures as mentioned above and in similar cases shall be vested to KMC only. Except KMC, no other State Government Department, organization, agency, PSU, statutory body (like I&CA, HRBC, KMDA, PWD, Kolkata Police, WBTC, Tourism Dept. etc.) shall have any right and authority to allot space on road, flyover, footpath etc. under any name like kiosk, hoarding etc. to any advertising agency for the purpose of advertisement under any terms and conditions even though such structures/street furniture are constructed by such agencies/department/organisation or responsibility of maintenance lies with them. In case such right/allotment is already given by any such authority other than KMC to any advertising agency, the same will cease to exist unless KMC decides to continue such advertisement under existing terms and conditions or after making certain revision of the existing terms and conditions as may be decided by the KMC Authority. However, advertisements on infrastructures developed by Metro Railway, Eastern Railway may be allowed on fulfilment of general conditions as noted at regulation No. 33 & 60 subject to taking concurrence and NOC from KMC before entering into tendering process under certain terms and conditions that may include but not limited to revenue sharing as mentioned in regulation No. 45.

The Corporation may permit the use of mentioned land/structure/properties for display of advertisements observing following formalities:-

a) right to display of advertisement on designated sites/structures shall be allowed ordinarily by inviting bids / tenders /s through an open, transparent and competitive bidding process. Based on bidding criteria as may be decided by the Corporation, highest bidder shall be entitled to enter into the agreement for installation of advertising structures/signs and/or display advertisement in the designated zones/places on terms and conditions, as given in the bid documents/tender documents published by the Corporation in this regard;

b) The Municipal Commissioner may permit the display of advertisement to any agency for a period and on such terms & conditions as may be decided by the Corporation on payment of land utilization charges u/s. 539 (c) & (d) and other statutory fees, charges etc. as per the Act, and on such terms and conditions as deemed fit, provided such advertisement fulfills the policy guidelines;

c) after expiry of the period of the allotment letter, the agency shall hand over the site with the structure to the KMC. Thereafter, display of advertisement on the said site would be allowed by auctioning or by inviting competitive tenders, if not otherwise decided by the Corporation (for extension/renewal of contract or otherwise).

d) 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.

e) further, besides usual tender/bidding process, in cases where any new idea for advertisement/business proposal is suggested by any individual/advertisement agency, KMC may explore the possibility of applying 'Swiss Challenge Method' or 'First come first serve method' for certain period under certain terms and conditions subject to approval of State Government.

f) instances of some specific type of permanent advertisement in this respect are given below. The list is illustrative and not exhaustive. KMC will be at liberty to include different street furniture, public utility structures and explore different possibilities of advertisement for unlocking revenue potential of such properties within the ambit of instant regulation under terms and conditions as may be specified in tender/ documents.

A. Display of Advertisement on Unipole/Monopole through Electronic/Digital Display Board with or without LED –

Existing two-legged street hoardings are space consuming and are causing hindrance to the movement of the public. Being constructed long ago, with the passing of the years, the structure became weak and old fashioned. In some places, clattering of such street hoardings within very close vicinity, give the city ugly look. In view of same-

(i) all existing two legged street hoardings shall be dismantled on completion of tender period, if any, in phased manner;

(ii) existing structures shall be replaced by monopoles; either LED or non-LED considering the need and aesthetics of the locality, and it will be a Green Field Project;

(iii) display space/sites shall be allotted and tender/auction shall be called for that purpose giving some freedom to advertising agencies for relocating, reshaping, resizing of display boards/sites, from what is initially specified terms and conditions of regulations.

(iv) Except for some junctions of major roads as may be decided by appropriate authority, there should not be more than 5 (five) monopoles, within one kilometer of stretch of any road, provided that, upon approval of KMC Authority, a cluster of maximum 3 (three) monopoles may be erected.

(v) some designated boards/advertisement spaces/ time shared should display the KMC/Government messages as supplied as per the terms & conditions of tender;

(vi) each display board (monopole) shall have sufficient vertical clearance from the top surface of the carriage way;

(vii) the monopole should be cladded with non reflective material i.e. fibre, reinforcement plastic or aluminium sheet;

(viii) the hoarding structure will have to be framed with appropriate fabrication to maintain the aesthetic value of the hoarding;

(ix) circular framing Unipole is preferable with standard size display and cascade base greening [see Appendix Q].In such case different rates may be fixed for such advertisement in terms of the Act alongwith Land Utilization Charges;

(x) in case construction is done by the advertising agency (highest bidder), erection of the display board is to be commenced only after obtaining approval of the layout and structural drawing from the KMC;

(xi) The structural stability of the unipole/monopole mounted display board shall be checked for safety against wind and other forces. The agency shall have to draw a site specific structural drawing and get approval from the KMC. The agency should produce Structural stability certificate in every 2 years considering public safety at large along with insurance policy as mentioned in regulation No. 18 (u).

(xii) use of renewable source of energy will be preferable for illumination of boards. In such case different rates may be fixed for such advertisement in terms of provisions of the Act along with Land Utilization Charges;

(xiii) the Unipole / monopoles will be either "T" shaped, "Flag" shaped, "V shaped/ back to back" or "Theme based" depending on the location and availability of spaces;

(xiv) identification of each monopole should be in the manner as mentioned under regulation No. 29.

B. Display of advertisement on Bus Passenger Shelters–

Advertisement signs are allowed at Bus Passenger Shelters (in short BPS) provided that they are fully integrated into the overall design of BPS. This is to ensure a visually neat and tidy streetscape and to maintain unobstructed and safe pedestrian movement. These advertisements must ensure the following norms:-

(i) advertising displays located on BPS are conforming to the standards as stated in the Terms and Conditions of the tender/allotment;

(ii) the advertising display shall meet traffic safety standards of the public entity. The proposed advertising display does not constitute a hazard to traffic;

(iii) BPS with advertising displays may only be allowed as approved by KMC. The area of commercial advertisement and that of KMC's notifications shall be determined by the authority;

(iv) advertising displays placed on BPS pursuant to a permit or agreement with KMC and proper maintenance on regular basis is mandatory;

(v) advertiser should maintain the cleanliness of BPS on regular basis;

(vi) area to be reserved for KMC/Govt. advertisement on specification to be determined by the Municipal Authorities;

(vii) renewable source of energy is preferable option for illumination of display. Roof of BPS may be used for solar panels as alternative source of energy;

(viii) the contractors/agencies may be permitted to display advertisement at the specified area for each BPS at back drop and Panel board of both side of BPS. One Panel Board may be kept reserved (in case of LED board: time share) for KMC/Govt. advertisement. Bus routes are to be indicated with location map in proper place of such BPS;

(ix) In case of MPLAD/BEUP, BPS etc. Corporation can allow the maintenance of the same by giving advertisement right on those BPS through tender or in such terms & conditions as decided by the Corporation;

(x) other general provisions applicable to other advertisements as set out by this policy will also be applicable to display of advertisements at BPS;

C. Display of advertisements on Flyover, Foot Over Bridge and Sky walk–

Advertisements on bridges will be subject to the following restrictions, apart from the general provisions as applicable to other advertisements:-

(i) Piers of flyover/FOB(s)/Skywalk maintained by State Government organizations/departments shall be ceased to be used for the purpose of advertisement. Those shall be used for greenery.

(ii) The advertisement board, where allowed, shall be erected by keeping the distance of 1 (one) meter from the flooring level of the skywalk/foot over bridges and the upper edge of the advertisement board shall not be higher than embankment of wall of the skywalk/foot over bridge and one uniform line shall be maintained.

(iii) The ground clearance of the advertisement shall be at least equal to the ground clearance of the bridge;

(iv) The maximum height of the advertisement shall not exceed the height of the parapet of the bridge. Railing of the bridge on both the sides should be visible and inside space of the bridge should be visible from outside. Hoarding structures to be placed within the periphery of the bridge. No elevated hoarding on the bridge is allowed;

(v) Advertisement on Lamp Post Kiosk of specific size may be allowed subject to certification of load bearing capacity by the Department In-Charge of maintaining flyovers and decision of appropriate authority of KMC.

(vi) Additional load bearing capacity certificate of the hoarding structure from competent authority is required in addition to the fitness certificate of the concern Foot Over Bridge issued by a reputed organization like Jadavpur University, IIEST Shibpur, IIT etc;

(vii) Advertisement board shall be erected strictly as per structural design based on which advertisement right on skywalk/foot over bridges are allotted;

(viii) During the period of erection and after completion of erection of the board by the agency /applicant, the same shall be inspected by the concerned authority, authorised by Municipal Commissioner, in every 2 years and stability certificate shall be submitted by the agency at that interval considering public safety along with insurance policy as mentioned in the Regulation 18(u).

(ix) Licensed engineer(s) appointed by the concerned advertiser are required to check the overall condition of the structure on regular basis.

(x) Other terms and conditions of tender shall be strictly followed.

D. Display of permanent Advertisement on Lamp Post KIOSK–

Ordinarily, if not otherwise allowed by Mayor-in-Council (subject to obtaining structural stability certificate from appropriate authority), permanent advertisement on Lamp post kiosk (non-lit) is prohibited. For lit advertisement on lamp post kiosk, additionally NOC form Lighting Department of KMC is required.

E. Indicator Board–

Ordinarily, no indicator Board shall be allowed on footpath/street.

F. Display of Advertisement on Pay and Use Toilet–

(i) If allowed, wall area and roof of the toilet may be used for displaying advertisement.

(ii) advertisement fees, charges etc. are to be imposed as per the Act, Rule and regulation; and

(iii) Authority may frame specific guidelines and provisions for displaying advertisement in consultation with concerned engineering department of the KMC.

G. Display of Advertisement on Vat and Dustbin–

(i) If allowed, design of Dustbin and Vat should be approved by the concerned engineering department.

(ii) The area for displaying advertisement should be pointed out by the concerned engineering department of KMC.

(iii) Advertisement Department may give permission of such advertisement and collect fees, charges etc. as per the rule.

H. Advertisement on traffic console/signal, police assistance booth etc.–

Several advertising agencies, at the instance of Kolkata Police have installed traffic signals of Kolkata Police and maintain the same with advertisement right through the kiosk attached to the signals, secondary poles, cantilever poles and blinker poles. Police Assistant Booths are also constructed and maintained by different advertisement agencies against advertisement right over such Police Assistance Booths (PAB). Very often the advertisement on such poles causes danger to public safety especially at the time of storm and rainy season.

Dual authority on such advertisement is also causing unregulated mushrooming of displays giving ugly look of the city. In view of the same following policy is undertaken:

(i) In view of public safety, no advertisement attached to utilities like signal poles/ secondary poles/cantilever poles/blinker poles, PABs etc. shall be allowed.

(ii) KMC will bear the responsibility of bearing cost for maintaining the traffic signals and alike under any revenue model as may be decided by KMC.

(iii) KMC may allot a contract to Engineering Procurement & Construction (EPC) /Concessionaire on Design, Built, Operate & Transfer (DBOT) for standardising operation and maintenance of Public Surveillance facilities along with the approved advertisement under the same contract.

33. Advertisement board on the pillars/Railway Over Bridges/Flyovers of Metro Railway/ Eastern Railway:

Advertisement may be allowed on fulfilment of general conditions as noted at Regulation No. 32(C) subject to taking concurrence and NOC from Advertisement Department, KMC before entering into tendering process under certain terms and conditions that may include but not limited to Revenue Sharing in Regulation No. 45.

a) The advertisers have to obtain permission from KMC and pay fees as applicable before erection of advertisement and pay yearly fees and continue to make payment on regular basis as per norms.

b) The dimension of the advertisement board at the pillar of the Metro Railway shall not exceed the dimension of 3 Ft. × 4 Ft. on maximum two sides of the pillar. However, such width in no case shall exceed the diameter of the pillar.

c) The sizes shall not be applicable if the advertisement done using the paint/graphics on the pole.

d) Concerned Department/Organization, In-charge of maintenance of such structures, will visit the site immediately after erection of advertisement/ display boards and certify that the structure erected is safe and sound considering the public safety at large and make available such certificate to KMC, failing which display will be discontinued and structure should be dismantled.

e) Agency shall submit the structural stability certificate after every 2 years along with insurance policy as mentioned in the Regulation No. 18(u).

34. Norms for display of advertisement on Business Premises and Business establishment:

The advertisement, such as illuminated glow sign boxes, illuminated/neon sign name boards or LED boards on the business premises shall be permitted/ regularized as per the Act. These advertisements should conform to the following norms:-

a) notwithstanding any permission given for such erection, any such sign which after erection is, in the opinion of authority, of such intense illumination so as to disturb occupants of the adjacent or nearby buildings shall, on the order of authority, be suitably altered or removed by the owner of the site concerned within such reasonable period as the authority may specify;

b) no ground sign shall be erected so as to obstruct the free access to or exit from any building. In case of any confusion arisen thereon, decision of DG (Building) will be final;

c) no part of the advertisement or its support structure shall project beyond the building on its sides or exceeds the height of the particular floor where the trade is taking place under normal circumstances. It shall also not project beyond the plot boundary;

d) the owner of shop / Business Establishment / Institution having valid Certificate of Enlistment under the Act shall only be permitted to advertise the organisation/business name / logo for self-signage having area less than /equal to 30 square feet which is free of charge, no surrogate advertising shall be permitted:

Provided that exemption under this item shall apply only to one board displayed within the meaning the Act.

Provided further that license fee would be chargeable upon for commercial display of advertisement of the business if such advertisement is displayed in the place of business of any other person whether or not the latter acts to further its business.

Explanation: A shop/Business Establishment/Institution having valid Certificate of Enlistment under the Act may erect/fix/exhibit/retain one display board containing its organisation / business name / logo for self-signage up to 30Sq.ft. with free of charge. However, if area of such display board exceeds 30 sq. ft., then fees, charges etc. on advertisement as applicable will be charged for the entire area of the display board.

e) The owner of Shop/ Business / Establishment/Institution shall be permitted to advertise the organisation / business/product/service/name/logo for self signage having area more than 30 square feet subject to payment of Advertisement permission and Licence Fee and prior written permission of Municipal Commissioner, KMC.

f) The maximum height limit of self signage for Commercial Institutions, Showrooms, Hotels, Restaurants, Marts, Shopping Complex etc. shall be maximum 2 metre (proportionate to the building facade area) as decided by the Municipal Commissioner, on case to case basis. The signage shall not block natural light or ventilation in building / premises and shall not contravene the criteria mentioned above in general conditions;

g) Glow Sign boards outside the building walls/projecting on KMC footpath are liable to pay advertisement fees, charges with land utilization charges;

h) Advertisement on wall façade and on/within glass facade visible from public street and/or public place by way of different means can be permitted on Business Premises/ Commercial Establishment. These advertisements should conform to the following norms:-

(i) The advertisement on glass facade (fixed at outside/inside of the glass) can be permitted on a part of it or on the entire portion of the same.

(ii) Applicant shall obtain prior permission for display of advertisement on wall façade or glass façade or from inside of glass facade if advertisement is visible from public street or public place shall pay charges for the same including licence fee as per schedule of rate.

35. Special norms for display of advertisements by floating Balloons–

Permission for illuminated or non-illuminated advertisement by means of floating balloons can be granted subject to compliance of conditions mentioned below:-

(i) the agency shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisements. The agency shall make necessary arrangements for monitoring the movement of the balloon during its display;

(ii) the agency shall produce No Objection Certificate (NOC) from the Ministry of Civil Aviation, Government of India, and shall observe all their rules and regulations;

(iii) the agency 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.

36. Display of Advertisement on Vehicle, Tableau, Delivery Van, Bus, Tram and such other public and commercial vehicles:

a) KMC have every right to impose advertisement permission and licence fees, charges etc. as per the Act, Rules and guideline for displaying advertisement at back and side of public and commercial vehicles if such vehicles ply within KMC area irrespective of their routes and terminus;

b) the licensee shall not display any advertisement which carries immoral or obscene or words that may cause nuisance to public or may hurt the sentiment of any section of public or are of hazardous nature to the public etc.;

c) area for advertisement/name/ logo shall not exceed 75% of the surface area on each side of the vehicle except the front of the vehicle;

d) no vehicle carrying advertisement shall be parked on a public right of way or in a location on a private property, which is visible from a public right-of-way;

e) no animation or movement in any form shall be permitted in fleet advertising;

f) advertising devices will be allowed inside the public utility vehicle;

g) advertising devices shall not interface in any way with the mandatory vehicle signs such as purpose of the bus service, number plate, route names etc.;

h) trams running within the city limits can use the entire exterior body of the compartment for the purpose of advertisement and permission will be given as per the information provided by Calcutta Tramways Company.

i) taking clearance from Kolkata Traffic Police and RTO etc. shall be the responsibility of advertiser and condition set by them shall be followed;

j) delivery vehicles shall only be permitted to advertise the own product / service offered /carried by the company / owner;

k) for Tableau or similar type of advertisement on vehicle, separate application for each vehicle along with registration certificate from RTO, fitness certificate, PUC certificate, insurance of the vehicle is required;

l) it will be the responsibility of the advertisers to comply with the Motor Vehicles Act.;

m) the vehicle utilized for display of advertisement shall always be in good operational condition.

n) Advertisement mounted on vehicles (Parked & Moving):

(i) Advertisements can be allowed by means of single, double or multiple sided advertisement boards or panel mounted on vehicle and same shall be parked at location for display of advertisements subject to No Objection Certificate of Traffic Department, Kolkata Police and Regional Transport Office.

(ii) The permission can be granted for illumination or non-illumination advertisement for display of board maximum up to height of 10 feet and width of 20 feet.

(iii) Advertisements can be LED/LCD panel displays or backlit with all type of cut outs and different types of lighting.

(iv) While placing such advertisement, it will be mandatory for the concerned agency and the concerned authority to ensure that the traffic and the surrounding area will not be disturbed.

(v) Parking area and time for advertisement on such movable vehicles shall be such as may be determined by Mayor-in-Council.

37. Digital/LED/LCD/Electronic/Neon/LASER show display or any other modern means of display:

a) Digital/ LED/LCD/ Electronic/ Neon Display hoardings or any other modern means of display of different sizes can be permitted within a minimum and maximum size as decided by the KMC.

b) For promotion of Digital Technology, all existing Advertisement hoardings can be converted into Digital Hoarding with prior approval of Kolkata Municipal Corporation.

c) Flickering advertisements are not permitted.

d) Digital/LED/LCD/Electronic/Neon Display or any other modern means of display shall be switched off at 11.00 P.M.

e) Automatic timer shall be fixed to switch off the illumination.

f) Structural Stability Report from empanelled structural engineer of Kolkata Municipal Corporation shall be submitted while converting existing advertisement hoarding into digital advertisements.

g) No objection certificate shall be submitted from land owner for conversion of existing display into digital display.

38. LASER Show by Projector:

Laser show by projector on building wall screen will be permitted subject to No Objection Certificate from Traffic Department, Kolkata Police and No Objection Certificate from land owner/society.

39. Hoarding on dead wall or all types of wall commercially viable:

a) New permission for Advertisement on dead wall of building can be allowed for any size, which can cover the whole or part area of dead wall.

b) Existing permitted hoarding shall be renewed on submission of Structural Stability Certificate. It should not be allowed on the building which is declared as dilapidated.

c) Advertisement display shall not be allowed beyond the edge of the dead wall.

d) Tilting of 10 feet hoarding structure/ board shall be allowed. The construction /Board of the advertisement can be placed on the dead wall at an angle that is visible to the public (subject to not obstructing to commuters

or anyone). However, there will be no defacement and the structural stability certificate of a Kolkata Municipal Corporation empanelled Structural Engineer (Grade II) will be required to be obtained.

e) Advertisement on dead walls by means of hoarding Vinyl wrap, Graffiti, Wall painting, Drop down by means of vinyl. By way of pasting Sticker will be permitted for any size which covers the whole/part area of dead wall.

f) Advertisement permission fee and licence fee will be applicable as per the actual size of the display

g) Cut outs of display can be allowed with all different types of illumination from above and behind the cut-outs. While placing such advertisement, it will be mandatory for the concerned agency and the concerned authority to ensure that the traffic and the surrounding area will not be disturbed.

40. Advertisement above in line of compound boundary wall:

a) Advertisements above in line of compound walls will be permitted to the size of compound wall of total length visible from street. Structural stability certificate will have to be submitted from KMC empanelled Structural Engineer.

b) The height of the display board shall not be more than 20 ft.

c) No objection certificate from owner and from concerned society has to be submitted.

d) All display materials like lights, boards shall not be projecting beyond the boundary wall line.

e) Cut outs of display can be allowed with all different types of illumination from above and behind the cut outs with innovative ideas.

f) Third party insurance and all necessary documents shall be submitted.

g) Advertisement on outer side of compound wall shall be permitted to be used by all means of advertisement material. The same should not project beyond the outer side boundary line.

h) While placing such advertisement, it will be mandatory for the concerned agency and the concerned authority to ensure that there is no disturbance to the traffic and the surrounding area.

41. Tri-vision Advertisement Board:

Tri-vision board having size 6 meters (Vertical) × 4 meters (Horizontal) at maximum height of 12 feet from footpath level are permissible but the distance between the two board should be minimum. Tri-vision Hoarding structures/boards can be permitted to be used by means of digital or any other modern means of advertisement subject to No Objection Certificate from landowner/Society etc.

N.B: The Application for permission u/s. 202 of KMC Act, 1980 shall accompany a declaration by the advertiser proclaiming that he/she will remove, erase or take down such advertisement after expiry of permission and licence period at his/her own cost.

CHAPTER-IV

FEES AND CHARGES ON ADVERTISEMENT

42. Rates, fees and charges on advertisement:

a) In accordance with the provision of the Act, the Corporation shall realize permission fee, licence fee and other charges, deposits etc. from all advertisements at specified rate as decided by the Corporation under section 131 of the Act.

b) All such charges and fees levied as per the provision shall be notified in the booklet for Rates, Taxes, Fees & Charges of each financial year subject to revision, if any, by the Corporation during any financial year.

c) Such fees and charges shall be payable in advance on annual basis or in such installments as may be fixed by the Corporation.

d) Every application seeking permission for displaying advertisement with special emphasis to advertisement which is temporary in nature shall be required to deposit a Security Deposit of amount as is mentioned in the Schedule of Fees, Charges, Taxes etc. of the relevant financial year for faithful compliance of the terms and conditions of permission. Security deposit will be refunded after expiry of the permission and/or license upon application of the concerned agency provided that the advertisements for which permission is given have been erased, removed or taken down by the agency. If it is found that after 7 (seven) days of expiry of the permission, the advertisements are not erased, removed, taken down by the advertiser or any contravention of the Kolkata Municipal Corporation Act 1980 or provisions of these Regulation, then Kolkata Municipal Corporation reserves the right to forfeit the security deposit in full or a part of it as per the decision of the competent authority.

e) All such dues shall be payable in cash (if the payable amount does not exceed Rs. 25,000/- or such amount as may be decided by the Corporation time to time) or by Pay order or demand draft or online or any other mode approved by the Corporation.

f) The competent authority may adopt policy to impose differential rate of fees u/s. 202 read with section 543(2) and u/s.203, and Land Utilization Charges (LUC) depending on site of the advertisement as well as the places from where the advertisement are visible.

Explanation: A hoarding located at JBS Halden Avenue (Park Circus connector) is more lucrative from commercial point of view than a hoarding at Dr. Biresh Guha Street, location wise. However, as far as visibility is concerned, if such hoarding located at atop a building at Dr. Biresh Guha Street is visible from MAA Flyover and/or JBS Halden Avenue the same may be conceded equally lucrative with the hoarding located at JBS Halden Avenue by the side of MAA Flyover and fees may be determined as such.

Similarly, if the same hoarding is visible from Dr. Biresh Guha Street only then the site may be considered as less lucrative and fees etc. may be charged at lower rate.

43. Realization of Land Utilization Charges:

Apart from the fee u/s. 202, of the Act, licence fees Under Section 203 and any other charges, deposits etc. when the advertisement is exhibited on KMC land or projected on KMC pavement or carriage way, the KMC is entitled to charge Land Utilization Charges (LUC) for permitting the use of its land as per section 539(c) & (d) of KMC Act, 1980 at such rate as may be decided under the said Act, or as per the terms and conditions of the tender/ process as applicable.

44. Fine for not paying fees under Chapter-XIV of KMC Act, 1980:

If any person erects, exhibits, fixes or retains any advertisement referred to in this regulation without paying fees, he shall be permitted to do so with three times the amount payable as such fees under section 203 of the Act.

45. Revenue Sharing:

When tender is floated in respect of Roads/Flyovers/Foot Over Bridges/Pillars/Metro Pillars & Stations constructed and maintained by Port Trust/Eastern Railway/Metro Railway or any other Central Government Authority/ PSU(s) within the jurisdiction of Kolkata Municipal Corporation for awarding display rights through hoardings, kiosks etc. on their respective Roads/Flyovers/Foot Over Bridges, then revenue sharing should be done @ 50:50 basis (or at such ratio as may be decided time to time by competent authority of KMC) by the concerned Central Government authority/PSU(s). However, this revenue sharing is in addition to the statutory fees, charges etc. on advertisement payable to KMC.

CHAPTER-V

ENFORCEMENT OF THE POLICY

46. Violations:

Every person, who

a) contravenes or fails to comply with any provisions of these regulations;

b) refuses or fails to comply with any notice served on him in terms of or for the purposes of these regulations;

c) refuses or fails to comply with the terms and conditions of any approval issued in terms of these regulations;

d) obstructs, hinders or interferes with an authorised 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 regulations; or

e) refuses or fails to comply with the order of direction lawfully given in terms of or for the purposes of these regulations–

will be treated as guilty of violation of the provisions and Municipal Commissioner may without any notice or reference to the advertiser or advertising agency or interested person considering any advertisement illegal shall dismantle and/or pull down/ remove the advertisement and/or structure of such display. Besides, Municipal Commissioner may cancel or revoke the certificate of enlistment for profession, trade or calling issued under provision of section 199 of the Act 1980 for such contravention made by the licensee. However opportunity may be given before any action is taken for revocation of certificate of enlistment.

47. Inspection:

For the purpose of efficient discharge of function under the KMC Act, 1980 and this Regulation, The Municipal Commissioner or any other officer or employee of the Corporation or any person or persons or agents of the Corporation authorized by the Municipal Commissioner or empowered by or under this Act, in this behalf may enter into or upon any land or building for the purpose of inspection in relation to any work without any prior notice to the owner/occupier.

48. 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 Regulation, 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.

49. Power to Issue Notice:

If in the opinion of the Municipal Commissioner, any advertising sign is in violation of these Regulations, he may serve a notice on the advertiser of such sign and or on the owner of the building premises, where it is displayed for requiring him, at his own cost, to remove such advertising sign or take other steps relating to the maintenance as specified in the notice, within a period so specified:

Provided that, if Municipal Commissioner 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 without serving a notice, order for removal of the advertising sign or take other steps which he may deem fit.

50. Removal of Sign and Recovery of Costs:

a) If the advertiser or owner of the building; as the case may be, fails to comply with the notice issued under these Regulations in time, the corporation may enter into the said building premises and remove the advertisement sign.

b) 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.

c) The Corporation shall not be responsible of any loss or damage to the property of the owner occurring during removal of any advertising sign.

51. Power to regularise:

The Municipal Commissioner or his representative, upon hearing, may regularise any advertising sign/structure which has been installed previously without permission by charging such fees for regularization as may be decided by the Corporation along with applicable permission fee, license fee, Land Utilization Charge (LUC), Security Deposit and statutory fine, if any, as per the Act.

52. 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 Regulations, for as long as that sign is erected or displayed, and shall on request by an Authorised Official, present such documentation for his inspection.

53. Rescission of Permission:

In the event of any contravention of any of the provision of the KMC Act or the regulation 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 by promulgation of any order declaring any zone as "No Advertisement Zone" or "Private Hoarding Free Zone" or so, the advertisement is required to be displaced, the permission shall stand void and the concerned agency will not claim any refund of fees, charges etc. already paid in this regard.

CHAPTER-VI

PROCEDURES FOR PERMISSION OF ADVERTISEMENTS

54. Enlistment of Advertisers:

Any agency who intends to carry out advertising business in the city shall apply through KMC web portal www.kmcgov.in 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 submit along with the application.

a) Incorporation Certificate or Certificate of Enlistment;

b) Name, Contact Number and email id of authorized person;

c) GST No. (photocopy);

d) PAN Card (Photocopy);

e) AADHAR linked Bank A/c. No.

55. Application:

(A) Procedure of Application –

(1) The agency shall apply for permission to the Advertisement Department of the Kolkata Municipal Corporation through KMC web portal www.kmcgov.in prior to erect, exhibit or fix any advertisement or renewal of existing advertisement within the jurisdiction of the Corporation.

(2) Applicant/Agency shall pay Rs. 500/- as processing fees during the application.

(3) Along with the application, scanned copies of the following documents are required to be submitted through KMC web portal www.kmcgov.in

a) Declaration (as per the format given in Appendix- M)/ allotment letter in original from the owner, lessee, sub-lessee,authority or occupier of land/property/building/wall over which the advertisement has been proposed to be erected, exhibited, fixed or retained and copy of agreement between such owner, lessee, sub-lessee, authority or occupier and the applicant.

b) Self attested true copy of the Work order / letter of allotment from CTC/CSTC/WBTC/HRBC/ Metro Rail/KMDA /Kolkata Police/PWD or any other Government/Semi Government Organisation/ Statutory Bodies when advertisement has been proposed to be erected on their land/premises/ property.

c) Updated property tax if any bill of the property/land/premises where advertisement has been proposed to be erected.

d) Registration certificate, electricity bill, telephone bill etc. of the society, association, trust, club or similar kind of organization registered as per the West Bengal Societies Registration Act, 1961 if the advertisement has been proposed to be crected on the land /premises/property occupied or possessed by them.

e) Structural Stability certificate of the hoarding structure and building stability certificate (Load Bearing Capacity) from KMC, if the proposed hoarding will be constructed on the any building, from empanelled LBS / Structural Engineer. In case the building has more than one hoarding then structural stability of all the hoardings taken together along with wind pressure etc. to be submitted.

f) Engineering drawing of the proposed structure blueprint duly signed by the structural engineer and owner/landlord and concerned advertising agency.

g) Wind pressure certificate from Licensed Structural Engineer.

h) Location Map of the proposed advertisement with proper latitude & longitude using Geo-data collection Apps (Mobile Application) of KMC and filling up all data fields embedded in the Apps.

i) Photograph taken from a distance of 60 meters at different angles from the proposed site with marking of the proposed hoarding thereon.

j) PAN and other tax related documents.

k) GST registration certificate.

1) EPIC / AADHAR Card or any other valid photo identity proof of owners(s) of the property when the advertisement is on private land/ building/premises.

m) EPIC / AADHAR Card or any other valid photo identity proof of the Certificate of Enlistment holder/Authorised Signatory / Director (s) as the case may be.

n) No Outstanding Certificate from Advertisement Department, KMC.

o) Declaration regarding non-blacklistment by any Government Organisation as per the proforma given in Appendix-I.

p) Declaration as per the proforma given in Appendix-J.

q) Any other documents as may be required by the Corporation.

N.B: In no case the private hoardings structure should go beyond the building line. In such case, permission given u/s. 202 of KMC Act, 1980 becomes void and fees, charges, etc deposited in this regard will be forfeited by the Corporation.

(B) Fees and Deposits for advertisement permission –

(i) In case of for grant of fresh permission, the Agency/Applicant shall make the payment of requisite advertisement fees for one year along with a security deposit equivalent to 3 (three) month's advertisement fees within the period of 30 (thirty) days on receipt of Demand-cum-Permission Letter by Applicant/ Agency failing which permission shall not be granted.

(ii) It will be the responsibility of the permit holder, to renew the permit before its expiry date. If payment is not made within the period of 1 (one) months from the date when situation arises, the permit shall be

ceased and outstanding amount of advertisement fee will be adjusted by forfeiting the security deposit and subsequently permit shall be cancelled and action will be initiated as per KMC Act, 1980 and instant Advertisement Policy.

(iii) If advertisement is found displayed without prior permission of Municipal Commissioner/Competent Authority of KMC and thereafter if agency come forward to obtain the permission for advertisement, then The Municipal Commissioner or his representative, upon hearing, may regularize any advertising sign/structure which has been installed previously without permission by charging such fees for regularization as may be decided by the Corporation along with applicable permission fee, license fee, Land Utilization Charge (LUC), Security Deposit and statutory fine, if any as per Act. In such case fees and charges shall be determined from the date of first detection of display/actual display of advertisement.

iv) Security Deposit will be refunded if the advertisement/advertisement structure is discontinued/dismantled by the advertiser/advertising agency with prior notice to Advertisement Department, KMC provided all statutory obligations are fulfilled and there is no outstanding against the advertisement/advertisement structure.

56. Processing of Application:

a) After submission of the online application, a pre-scrutiny of the application and the accompanying documents would be made by the personnel of the Advertisement Department. 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 3 days from receiving of the application. Hence, applicants are advised to submit complete applications for faster processing.

b) The detailed scrutiny along with the site visit would be completed within 6 days from receiving of the application.

c) Applicant shall get the decision on his application i.e. either a grant of permission or a rejection along with reasons within 12 days from receiving of the application.

d) In case the application is accepted, demand for the hoarding/ advertisement will be generated and an identification number (Unit code) for that hoarding/ advertisement will be issued to the applicant within 15days from receiving of the application. This Unit code should be displayed on the bottom right hand corner of the hoarding along with allotted agency name, contact number of the agency, period of allotment with allotment date, type of hoarding /display, KMC premises number & address (where applicable), size with dimension etc.

e) 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.

57. Post-approval:

a) Within 48 hours of erection of the hoarding, or other structure meant for display of advertisement, the agency shall submit to KMC a certificate from a Structural Engineer certifying that the hoarding has been constructed as per the specifications and engineering drawings.

b) Within 15 days of receipt of such certificate from the applicant, the KMC shall undertake a field visit to the approved hoarding and check for inconsistencies or deviations, if any.

c) 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.

d) After the lapse of 30 days notice, if deviations are still found, KMC 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 as per the Act.

e) Alternatively, the Municipal Commissioner may regularize the said hoarding /advertisement by charging double the amount of the permission fee, licence fee, Land Utilization Charges etc., as applicable, for the entire period of the permission. However, Municipal Commissioner has full discretion to take decision in this regard.

58. Review of Decision Taken Regarding Grant or Rejection of Permission:

a) Scope:

The authority can review its decision in the event, if authority empowered for grant/rejection of permit thinks that decision taken for grant/ rejection of permit needs to be reviewed, as decision is found incorrect on account of administrative mistake, technical flaw or misrepresentation and appearance of new facts or non-consideration of documentary evidence submitted by the applicant or the officer in-charge.

b) Prior Sanction:

(i) If the competent authority thinks it necessary to review any order which she/he has not herself/ himself passed, on the ground other than that of administrative mistake, she/he shall first obtain the sanction of the authority one step above in rank.

(ii) The reviewing Authority has to give reasons in writing of reviewing its decision and also give a chance to the advertiser to present his ease.

59. Duties and responsibilities of the license holder agency and land owner:

a) 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.

b) The hoarding structure and back side of the hoarding shall be painted with dark green enamel paint at least once in two years.

c) The licence 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.

d) It will be mandatory on the part of the agency/advertiser to display, at their cost, a civic /Govt. message or any other message as and when directed by KMC for a period atleast 15 (fifteen) days in a year and no rebate of Land Utilization Charges, fees, charges on advertisement for that period will be given by the KMC.

e) The agency should submit the copies of paid up KMC bills against the hoarding on account of advertisement charges, fees etc.annually to the Land/building owner(s). In case, the owner does not receive the same, it will be his duty to pull down the hoarding and to inform KMC immediately.

f) 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 communicate to KMC 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.

g) Any changes of address, closure of business or discontinuation of advertisement should immediately be brought to the notice of the authority with supporting documents.

h) The agency or permit holder shall ensure that on expiry of the permission, advertisement shall be removed along with the structure.

i) The agency/ advertiser will ensure that identification mark of each hoarding is being displayed on the bottom right hand corner of each hoarding in conspicuous way and in the manner as may be required by KMC from time to time.

60. Hoardings on the premises of other public authorities:

Agencies desirous of erecting hoardings on the land or premises of other public authorities, whether Government, or Semi Government, have to obtain permission and valid license from the Kolkata Municipal Corporation before erecting any hoarding and/or display advertisement.

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 KMC Authority.

Any Government/Semi-Government authority, Organization, Autonomous Body or PSU of Central Government may float tenders individually to allot advertisement rights for commercially exploiting their premises/land/flyovers/ foot over bridges or any other installation located within the jurisdiction of Kolkata Municipal Corporation after taking concurrence cum No Objection Certificate from Advertisement Department, Kolkata Municipal Corporation under certain terms and condition that may include but not limited to Revenue Sharing as noted in foregoing Regulation no. 45. The advertisers have to obtain permission and license from Kolkata Municipal Corporation and pay fees as applicable before erection of advertisement.

61. Amalgamation of hoardings:

The request for clubbing or amalgamation of hoardings shall be considered only if:

(a) there is an up-to-date payment of advertisement fees, charges etc. against the subject hoardings;

(b) the resultant single hoarding is in conformity with the standard size as prescribed in this regulation;

(c) revised structural plan, structure stability certificate and wind pressure certificate are produced for the resultant structure;

(d) consent letter from owner/land lord for such amalgamation is produced.

62. Alteration of existing hoarding size:

An agency may increase the size of his existing hoarding (s) and/or change shape of the existing hoarding within the frame work of these Regulation/guideline by producing the revised structural plan of the hoarding(s), structure stability certificate, wind pressure certificate, no objection certificate from land owner and payment statement in respect of up-to-date advertisement fees and charges etc. for that hoarding(s) to this department, subject to fulfillment of all the conditions as laid down in this Regulation and with prior approval of KMC authority to that effect.

N.B.: If at any point of time, it is found that the agency has increased the size of the existing hoarding or altered the existing hoarding structure or part thereof without obtaining the prior permission from KMC, the permission of that particular hoarding will be automatically void and KMC 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, KMC may regularize the said hoarding by charging double the amount of the permission fee, licence fee, Land Utilization Charges etc., as applicable, for the entire period of the permission. However, Municipal Commissioner has full discretion to take decision in this regard.

63. License transfer of existing advertisement:

License of an existing advertisement can be transferred with the prior permission of Municipal Commissioner on the basis of the following terms, conditions and documents:

a) In case of legal transfer, legal documents to prove the legal succession status of the transferee;

b) In case of transfer through sale, sale document;

c) Affidavit indemnifying the KMC from all other claimants;

d) Fresh agreement with land owner;

e) Up-to-date payment of advertisement fees, charges, LUC etc. against the subject hoarding;

f) Structural Stability Certificate of hoardings as well as building where the said hoarding is mounted from licensed Structural Engineer [in case of hoarding was installed more than 5 (five) years ago].

64. Discontinuation of hoarding:

If an agency wants to discontinue the existing hoarding (s), he/she can do so by applying through KMC web portal www.kmcgov.in and producing the following documents-

a) Supporting photographs with proper Geo-location which reveals the non-existence of that hoarding (s).

b) Up to date payment statement in respect of Advertisement fees and charges etc 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 and charges etc for that particular site is made for the whole year or upto the ongoing quarter of the year or upto a particular quarter of rest of the year, no claim of refund of fees and charges etc for the remaining days, months, quarter etc will be entertained.

65. Temporary Advertisement:

(A) General norms for temporary advertisements:

(i) No agency, without the permission in writing from the Competent Authority shall temporarily erect, exhibit, fix or retain any advertisement by means of advertisement boards on buildings under construction, building wrapped, building under repair and banners, boards, flags, direction boards, wall painting, and advertisement boards on mobile vans.

(ii) Temporary Advertisement permission shall be obtained prior to the display of advertisement and will be of duration of 1 (one) calendar month. No temporary advertisement will be allowed encroaching / obstructing hoarding/kiosks etc and no banners etc. will be fixed on park, railings, trees, trident light, light poles or any heritage structure or in "No Advertisement Zone". All temporary banners are to be removed immediately after the expiry date of licence by the advertiser.

(iii) The fees are required to be paid as per the schedule rate for the whole month in advance even though the permission is granted for a period less than a month.

(iv) Every application seeking permission for temporary advertisement shall require a Security Deposit of the amount mentioned in the Schedule of Rates, Taxes, Fees & Charges of the relevant financial year. Security deposit will be refunded within the 7 (seven) days after expiry of the permission and/or license upon application of the concerned agency provided that the advertisements for which permission is given have been erased, removed or taken down by the agency. If it is found that after 7 (seven) days of expiry of the permission, the advertisements are not erased, removed, taken down by the advertiser or advertisements have been put up beyond the permissible size and/or number or advertisements have been put up streets/locations other than permissible streets/locations or advertisements have been mounted on trees or any kind of Flora and Fauna,or advertisements are displayed without QR Code provided by KMC then the security deposit will be forfeited by the KMC and an amount equivalent to the security deposit will be charged as a fine to the concerned agency. Failing to pay the fine, the agency and after giving an opportunity of hearing its proprietor/directors etc. will be blacklisted for participating in any advertisement related issues in the Kolkata Municipal Corporation with the approval of the competent authority.

(v) An agency displaying advertisement / sky sign or advertisement without seeking permission of the Competent Authority or in contravention of these regulations, will be held liable for commission of an offence punishable under The Kolkata Municipal Corporation Act, 1980. Such advertisements shall be removed by Kolkata Municipal Corporation at the risk, cost and consequences of the Agency.

(vi) Identification:

Advertisers/ Advertising agencies are required to put/display QR Codes/Bar Codes/RFIDs or any such other codes as decided by the Competent Authority at bleed area or at such conspicuous place of any advertisement as may be decided by the Competent Authority for the purpose of identification of such advertisement.

In case of non-compliance, the Municipal Commissioner has the power to dismantle the advertisement by categorizing it as an unauthorized advertisement without any intimation.

(B) Norms for grant of advertisement permission on plot boundary fence, construction fence and building wrap, related to the project or any other commercial temporary advertisement:

(i) Advertisements shall be allowed on Construction Fence/ plot boundary fence/open land/ Walls/ Scaffolding or on above any other content of the building under construction or not under construction, after taking due permission from Competent Authority.

(ii) Advertisement board shall be restricted to the space available on above mentioned Regulation 65(B)(i).

(iii) It shall be responsibility of the applicant/agency to remove the advertisement boards, on completion of the time, failure to do so will lead to appropriate legal action.

(iv) Permission for temporary advertisement on construction fence as mentioned in Regulation 65(B)(i) can be granted for initial period of maximum 3 months which will be renewable for after every 3 months on submission of online payment, provided there is no genuine/justified complaint. This advertisement is required for a period of three months or for such period as will be decided by the Corporation. Provided that advertisement of such area will be as may be decided by the Kolkata Municipal Corporation as per Clause (d) of sub-section (9) of section 203 of Kolkata Municipal Corporation Act, 1980 (such advertisement is exhibited within any land or building that relates to any sale or letting of such land or building or any effects therein or to any sale, entertainment or meeting to be held on or upon in the same).

(v) Advertisement on Construction fence/Open land/Wall/Scaffolding/ or on mentioned in Regulation 65(B)(i), by means of illuminated/ non-illuminated displays, i.e. Glow Sign, Neon Sign, digital displays shall be allowed till the completion of the project.

(vi) The applicant should display the advertisements for which permission is granted and shall pay according to schedule fees if used commercially.

(vii) It will be mandatory upon the concerned agency/applicant to take precautionary measures to ensure that the premises will not be disfigured and there will be no accidents due to temporary advertisements.

(C) Procedure of Application:

The applicant has to apply for the permission for temporary advertisements through KMC web portal www.kmcgov.in with details of the locations/spots, size of the display, quantity etc. A processing fee of Rs. 500/- per application is also required to be deposited alongwith the application and following documents are required to be submitted:

(i) Work Order from client (in case of advertisement will be done through agency);

(ii) Certificate of Enlistment;

(iii) Details of Locations;

(iv) Copy of the Logo / Advertisement to be displayed;

(v) NOC from Airport Authority of India (in case of advertisement through Gas Balloon);

(vi) GST Registration Certificate;

(vii) Declaration as per Appendix-K;

(viii) Declaration as per Appendix- L for advertisement on Bus/Tram/Tableau/Delivery van etc;

(ix) Details of vehicles/ Tableau (in case of advertisement mounted on vehicle /tableau);

(a) Registration Certificate from RTO;

(b) Fitness Certificate;

(c) PUC Certificate;

(d) Insurance Certificate

(x) Any other document as may be required by KMC time to time.

(D) Notwithstanding anything contained in these regulations, the Municipal Corporation may bar display of any particular or all types of temporary advertisements and/or declare any location, zone, street or stretch as 'Temporary advertisement free zone' for any particular period of time or for good.

66. Forms and declarations: Notwithstanding anything contained in these regulations, the forms and declarations as given at Appendix -A to M are indicative and dynamic in nature. KMC may, on the basis of its necessity, modify the same as and when required.

CHAPTER-VII

MISCELLANEOUS

67. Modification of existing hoardings/displays/advertisements:

a) All existing hoardings so recorded in the book of records of KMC with specific unit code, on KMC'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.

b) 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.

c) Efforts would also be taken to maintain uniformity of size of hoardings on a particular road.

68. Direction of Government to be Supplementary 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.

69. Removal of Doubts:

If any doubt arises, relating to interpretation, scope or application of these Regulations, decision of the Corporation shall be final.

70. Conflict:

If under the purview of these regulations, there being any conflict between the provisions of these Regulations and the provisions of the contract, if any entered into by the Corporation, the provisions of these Regulations shall prevail.

71. Appeals against orders/decisions:

(A) Scope:

Disputes that arise among agencies need a definite forum for Grievance Redressed. Sometimes, agency-applicants are aggrieved by the rejection of their applications for grant of new permission/renewal. The present guidelines are providing for rejections of incomplete applications, forfeiture of deposit for cutting/ pruning of trees on Corporation footpaths etc. These issues need expeditious redressal within the system for appeal.

(B) Appellate Authorities:

(i) First Appeal against the decisions taken by the officials upto the rank of Manager (Advertisement) shall lie with the Chief Manager (Advertisement) and must be preferred within one month from the date of such decision.

(ii) A second appeal against the decisions taken by the Chief Manager (Advertisement), shall lie to such officer, who shall be higher to the Chief Manager (Advertisement), as Municipal Commissioner may specify which must be filed within thirty days from the date of the order in the first appeal.

(iii) A third appeal against the decisions to be taken by the Officer under Clause (ii), shall lie to the Municipal Commissioner within 30 days from the date of order of second appeal.

(iv) The first appeal, the second appeal or third appeal as the case may be, should be disposed of within a time frame of 2 (two) months from the date of preferring first appeal, second appeal or third appeal as the case may be, as to be preferred and in such a period the hoarding display business should be continued.

(C) Procedure for Appeal:

(i) First appeal, second appeal or third appeal as the case may be, must be filed, along with appeal fees as may be specified by Corporation.

(ii) For sufficient cause, the Appellate authority at his discretion may condone delay of filing first, second appeal or third appeal as the case may be by reasoned order, except in cases where order for removal of existing hoarding is passed by the authority on the ground of it being dangerous due to dilapidated buildings and hoarding structure etc.

(iii) Appellate authority shall decide the appeal within a period of sixty days as the case may be.

(iv) Upon filing of the appeal, if the appellant simultaneously seeks Redressal in the court of law for the same cause of action, the appeal stands dismissed and vice versa.

(v) No retrospective effect shall be applicable to any of the existing permits.

(vi) In case the hoarding owner or license holder prefers appeal being aggrieved by any order of Chief Manager (Advertisement), or the Officer under Clause (ii) during the pendency of appeal, advertiser/ agency shall be allowed to display Advertisement.

(vii) Appeal period of 30 (thirty) days will be computed from the date of payment of appeal charges.

(viii) However, if the advertiser/agency intends to display the advertisement during the appeal period, this provision will not be applicable in case of rejection of hoarding erected on the building structure declared as dangerous/dilapidated building.

(ix) If the hoarding is on ground and would not obstruct the redevelopment then the hoarding shall be continued. However, the competent authority will have to confirm this first.

(D) Procedure for next Appeal hearing date:

(i) If advertiser/agency does not attend hearing conveyed by Appellate authority within15 (fifteen) days from date of payment of appeal charges the appeal shall abate.

(ii) If the appeal is not decided, the agency/ advertiser will be eligible to claim a rebate on the advertising fee after 15 (fifteen) days. However, if the advertiser /agency subsequently seeks an adjournment/ postponement date or is absent from the hearing, the advertiser / agency will not be eligible to claim a rebate on advertising fees.

(iii) Manager (Advertisement) shall submit the pending list of appeals to respective appellate authorities by first day of every week and shall also submit report at the end of every month for kind perusal of Municipal Commissioner through Chief Manager (Advertisement) and the Officer under Clause (ii).

(iv) Pending appeals will be decided in accordance with the procedure prescribed in these regulations.

(v) If any Agency/Advertiser seeks the redressal against order passed by appellate authority in a Court of Law then the said advertising agency shall be allowed to display advertisement on alleged hoarding until disposal of the case and the KMC authority will recover License Fees accordingly.

(vi) Appellant advertiser or its authorized representative can attend the hearing. In such case, the decision taken by the appellant authority shall be final and binding on the appellant.

72. Policies to be forwarded by KMC from time to time. Notwithstanding anything contained in this regulation, appropriate authority of KMC may modify/improve policies, administrative procedure and forms and taking decisions internally within the framework of the objective of these guidelines depending on practical situation, need of the hour, changing scenario advertising niche and in the interest of public as well as exchequer at large whenever the situation arises. However, for major shift from policy guideline, concurrence of State Government will be mandatory.

73. Regulation shall be in additional to, and not in derogation to other order.

These Regulations will be subject to the order issued by the State Government or Kolkata Municipal Corporation, as the case may be.

APPENDIX-A

APPLICATION FOR PERMISSION FOR ERECTION OF NEW PRIVATE HOARDINGS/GSB

1. APPLICANT DETAILS:-

a) Name of the Applicant/Company/ Firm/Agency with agency code:- _____

_____

_____

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

_____

c) Official Contact No.:

2. Email Address:

3. DETAILS OF HOARDING/GSB:-

a) Type of Hoarding:_____

b) Size with dimension:-_____

c) Location:-_____

d) KMC Premises No. with address_____

Ward_____ Br._____

e) Assessee No. (if available):_____

f) Name of the Owner/Land lord/Authority of the land or premises:- _____

_____

g) Latitude & Longitude of the location:-

_____

h) Height from the surface of the ground/roof below it:-

4. SPECIFICATION OF AGREEMENT:-

a) Date of Commencement:-_____

b) Date of Termination:- _____

c) Lease premium paid / payable to owner/landlord:- _____

d) Period of agreement/contract:- _____

e) Whether renewable or not:- YES / NO

5. LIST OF ENCLOSED DOCUMENTS:-

	Description	Y/N	Remarks
	Attested copy of Agreement between R/O & Ad. Agency		
	Declaration in the form of affidavit before 1st Class Magistrate in prescribed format by Ad. Agency		
	NOC in the form of affidavit by R/O (Landlord) in prescribed format		
	NOC from Advt. Dept. in favour of Ad. Agency		
	Self attested copy of updated property tax receipt from R/O (Landlord)		
	Attested copies of PAN/EPIC of Applicant(s) & R/O (Landlord) / lessee or sub-lessee / occupier		
	Self attested copy of current receipt of CE (Trade Licence) of Ad. Agency		
	sketch plan duly signed by KMC approved/empanelled structural engineer and advertising agency & endorsed by landlord		
	Wind Pressure & structural stability certificate from KMC empanelled structural engineer.		
	Building stability certificate (Load Bearing Capacity) from KMC empanelled structural engineer.		
	Copy of GST Registration Certificate of the applicant		
	Copy of Location Map of the proposed hoarding		
	Any other additional document(s)		

I have read carefully the Advertisement Policy Regulations of the Kolkata Municipal Corporation and have complied with all the terms & conditions laid down thereunder. 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 I am liable for such penal actions as prescribed under the law.

Signature of the Applicant.....

Full Name.....

Contract No. .....

Designation with seal.....

APPENDIX-B

APPLICATION FOR PERMISSION FOR NEW INDICATOR BOARD (LUC) / GSB ON TOP OF THE SHOP (NON LUC).

1. APPLICANT DETAILS:-

a) Name of the Applicant/Company/Firm/Agency with agency code:-

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

c) Official Contact No.:-

d) Email Address:-

2. DETAILS OF ADVERTISEMENT

a) Type of display:- _____

b) Size with dimension:- _____

c) Location: _____
Ward _____ Br. _____

d) Owner of the land/premises /establishment: _____

e) Height from the surface & the ground: _____

3. LIST OF ENCLOSED DOCUMENTS :-

Sl. No.	Description	Y/N	Remarks
(i)	One sketch of the advertisement with proper dimension duly sign by applicant		
(ii)	Photograph showing location where Indicator Board/GSB will be installed		
(iii)	Self attested copy of current trade licence of applicant		
(iv)	Copy of Work order from client, if any		
(v)	NOC from Advertisement Department in favour of Ad Agency, if any		
(vi)	Copy of GST Registration Certificate		
(vii)	Any other additional document(s)		

I have read carefully the Advertisement Policy Regulations of the Kolkata Municipal Corporation and have complied with all the terms & conditions laid down thereunder. 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 I am liable for such penal actions as prescribed under the law.

Signature of the Applicant.....

Full Name.....

Contract No. .....

Designation with seal.....

APPENDIX-C

APPLICATION FOR PERMISSION FOR ERECTION OF NEW HOARDING AT LAND/PREMISES OF CTC/CSTC/NBSTC/METRO RAILWAY/HRBC/KOL. POLICE/PWD OR OTHER GOVT. ORGANISATION.

1. APPLICANT DETAILS:-

a) Name of the Applicant/Company/Firm/Agency with agency code:- _____

_____

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

_____

c) Official Contact No.:- _____

d) Email Address:- _____

2. DETAILS OF HOARDING/GSB:-

a) Type of Hoarding: _____

b) Size with dimension:- _____

c) Location: _____

Ward _____ Br. _____

d) Name of the Owner/Land lord/Authority of the land or premises:- _____

e) Latitude & Longitude of the location: _____

f) Height from the surface of the ground/roof below it: _____

3. SPECIFICATION OF AGREEMENT :-

a) Date of issuance of Work Order: _____

b) Date of commencement of contract: _____

c) Period of Contract: _____

d) Lease premium/rent payable by the applicant:- _____

e) Whether renewable or not: YES/NO

4. LIST OF ENCLOSED DOCUMENTS :-

Sl. No.	Description	Y/N	Remarks
(i)	Copy of Work order from competent authority and agreement, if any.		
(ii)	NOC from Advertisement Department in favour of Ad. Agency		
(iii)	Copy of certificate of Enlistment/Trade Licence of Ad. Agency		
(iv)	Declaration in the form of affidavit before 1st Class Magistrate from Ad. Agency in prescribed format		
(v)	Copy of GST Registration Certificate		
(vi)	Any other additional document (s)		

I have read carefully the Advertisement Policy Regulations of the Kolkata Municipal Corporation and have complied with all the terms & conditions laid down thereunder. 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 I am liable for such penal actions as prescribed under the law.

Signature of the Applicant.....

Full Name.....

Contract No. .....

Designation with seal.....

APPENDIX-D

APPLICATION FOR PERMISSION OF ADVERTISEMENT THROUGH COLLAPSIBLE GATE / T-SHIRT/ UMBRELLA / CAP / MOVING HUMAN BODY / BALLOON

1. APPLICANT DETAILS:-

a) Name of the Applicant/Company/Firm/Agency with agency code:- _____

_____

b) Full address of the Applicant:- _____

_____

c) Official Contact No.:- _____

d) Email Address:- _____

2. DETAILS OF ADVERTISEMENT :

a) No. of Advertisement : _____

b) Details of the locations : _____

c) Period of Display : _____

3. LIST OF ENCLOSED DOCUMENTS :-

SL. NO.	DESCRIPTION	Y/N	REMARKS
i.	Work order from client (in case of advertisement will be done through agency)		
ii.	Certificate of Enlistment/Trade Licence of the applicant		
iii.	Details of Locations.		
iv.	Copy of the logo/advertisement to be displayed.		
v.	NOC from Airport Authority of India (in case of gas balloon)		
vi.	Copy of GST Registration Certificate of the Applicant		
vii.	Any other additional document (s)		

I have read carefully the Advertisement Policy Regulations of the Kolkata Municipal Corporation and have complied with all the terms & conditions laid down thereunder. 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 I am liable for such penal actions as prescribed under the law.

Signature of the Applicant.....

Full Name.....

Contract No. .....

Designation with seal.....

APPENDIX-E

APPLICATION FOR PERMISSION OF ADVERTISEMENT THROUGH FLEX/BANNER/PILLAR/GATE/CUT-OUT ETC.

1. APPLICANT DETAILS:-

a) Name of the Applicant/Company/Firm/Agency with agency code:- _____

_____

b) Full address of the Applicant:- _____

_____

c) Official Contact No.:- _____

d) Email Address:- _____

2. DETAILS OF ADVERTISEMENT :

a) No. of Advertisement : _____

b) Size of advertisements with dimension: _____

c) Details of the locations: _____

d) Period of display : _____

3. LIST OF ENCLOSED DOCUMENTS :-

SL. NO.	DESCRIPTION	Y/N	REMARKS
(i)	Work order from client (in case of advertisement will be done through agency)		
(ii)	Certificate of Enlistment/Trade Licence of the applicant		
(iii)	Details of Loçations.		
(iv)	Declaration as per given pro-forma		
(v)	Copy of the logo/advertisement to be displayed.		
(vi)	Copy of GST Registration Certificate of the applicant		
(vii)	Any other additional document (s)		

I have read carefully the Advertisement Policy Regulations of the Kolkata Municipal Corporation and have complied with all the terms & conditions laid down thereunder. 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 I am liable for such penal actions as prescribed under the law.

Signature of the Applicant.....

Full Name.....

Contract No. .....

Designation with seal.....

APPENDIX-F

APPLICATION FOR PERMISSION OF ADVERTISEMENT ON VEHICLE/BUS/TRAM/TABLEAU

1. APPLICANT DETAILS:-

a) Name of the Applicant/Company/Firm/Agency with agency code:- _____

_____

b) Full address of the Applicant:- _____

_____

c) Official Contact No.:- _____

d) Email Address:- _____

2. DETAILS OF ADVERTISEMENT :

a) No. of vehicles/bus/tram/tableau: _____

b) Size of advertisements with dimension :_____

c) Period of display : _____

3. DOCUMENTS SUBMITTED :

SL. NO.	DESCRIPTION	Y/N	REMARKS
(i)	Work order (in case of advertisement will be done through agency) from competent authority.		
(ii)	Certificate of Enlistment/Trade Licence of the applicant		
(iii)	Detail list of Bus/Tram(s)		
(iv)	Details of vehicle/tableau :		
	a) Copy of registration certificate from RTO		
	b) Copy of fitness certificate		
	c) Copy of PUC certificate		
	d) Copy of Insurance Certificate		
(v)	Copy of the logo/advertisement to be displayed (in case of advertisement on vehicle/tableau)		

SL. NO.	DESCRIPTION	Y/N	REMARKS
(vi)	Copy of GST Registration Certificate of the applicant		
(vii)	Any other additional document		

I have read carefully the Advertisement Policy Regulations of the Kolkata Municipal Corporation and have complied with all the terms & conditions laid down thereunder. 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 I am liable for such penal actions as prescribed under the law.

Signature of the Applicant.....

Full Name.....

Contract No. .....

Designation with seal.....

APPENDIX-G

APPLICATION FOR RENEWAL OF LICENCE

1. APPLICANT DETAILS:-

a) Name of the Applicant/Company/Firm/Agency with agency code:- _____

_____

b) Full address of the Applicant:- _____

_____

c) Official Contact No.:- _____

d) Email Address:- _____

2. DETAILS OF THE ADVERTISEMENT TO BE RENEWED :-

a. Type of advertisement : _____

b. Unit Code: _____

c. Size with dimension: _____

d. Location: _____

e. KMC premises no. with address: _____

f. Ward No.: _____ Borough _____

g. Latitude & Longitude of the location: _____

h. Date of commencement of the agreement with owner/land lord/occupier: _____

_____

i. Period of agreement/contract : _____

3. DETAILS OF RENEWAL:-

a. Date of expiry of the existing licence : _____

b. Payment of fees, charges, LUC etc. made upto : _____

4. LIST OF ENCLOSED DOCUMENTS :-

SL. NO.	DESCRIPTION	Y/N	REMARKS
(i)	Upto date fees, charges, LUC payment receipt of that particular advertisement		
(ii)	Copy of agreement with owner/landlord/occupier		
(iii)	Fitness/stability certificate of the hoarding structure from chartered Structural Engineer		
(iv)	Any other additional document(s)		

I have read carefully the Advertisement Policy Regulations of the Kolkata Municipal Corporation and have complied with all the terms & conditions laid down thereunder. 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 I am liable for such penal actions as prescribed under the law.

Signature of the Applicant.....

Full Name.....

Contract No. .....

Designation with seal.....

APPENDIX-H

APPLICATION FOR DISCONTINUATION OF ADVERTISEMENT

1. APPLICANT DETAILS:-

a) Name of the Applicant/Company/Firm/Agency with agency code:- _____

_____

b) Full address of the Applicant:- _____

_____

c) Official Contact No.:- _____

d) Email Address:- _____

2. DETAILS OF THE ADVERTISEMENT TO BE DISCONTINUED :-

a. Type of advertisement : _____

b. Unit Code: _____

c. Size with dimension: _____

d. Location: _____

e. KMC premises no. with address: _____

f. Ward No.: _____ Borough _____

g. Latitude & Longitude of the location: _____

h. Date of commencement of the agreement with owner/land lord/occupier: _____

_____

i. Period of agreement/contract : _____

3. DETAILS OF DISCONTINUATION:-

a. Quarter from which discontinuation sought for: _____

b. Payment of fees, charges, LUC etc. made upto: _____

c. Cause of discontinuation: _____

d. 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 :-

SL. NO.	DESCRIPTION	Y/N	REMARKS
(i)	Upto date fees, charges, LUC payment receipt of that particular advertisement		
(ii)	Supporting photographs of the locations which reveals the non existence of that hoarding		
(iii)	Consent letter from the owner / landlord expressing mutual cancellation of the existing agreement, if any		
(iv)	Any other additional document(s)		

I have read carefully the Advertisement Policy Regulations of the Kolkata Municipal Corporation and have complied with all the terms & conditions laid down thereunder. I accept that in the event the information submitted by me is found at any time to be incorrect or false, I am liable for such penal actions as prescribed under the law.

Signature of the Applicant.....

Full Name.....

Contract No. .....

Designation with seal.....

APPENDIX-I

Format of undertaking that the agency/ firm is not black listed by any Government Agency in INDIA and there is no recoverable statutory dues.

To
The Chief Manager
Advertisement Department, KMC
5, S. N. Banerjee Road, Room no-238
Kolkata-700 013

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 Govt. of West Bengal 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 KMC 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 KMC Act, 1980 and other laws, regulations guidelines etc. for the time being inforce.

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 thereunder and which may create objection from the public.

Signature of the Deponent

Designation

APPENDIX-J

DECLARATION

I/We

Sri/Smt. _____

son/daughter/wife of Sri/Smt. _____

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

_____, aged about _____ years,

residing at _____ and having

its Regd. Office at _____

P.S. _____, do hereby solemnly declare and say as follows:-

1. That I/We am/are owner/director/partner/Technical officer of M/s. _____ _____ above named company/Firm.
2. I/We intend to use the site at Premises No. _____, Kolkata _____, for the purpose of advertisement in the name of _____display area_____ sq.ft and for the purpose, I have taken lease/sub-lease/license from the owner/authority or occupier of such premises from_____ to_____. This is not a heritage body and intended advertisement shall not obstruct the view of or destabilize the structure of or will not be in harmony with any heritage building.
3. The land, building, wall, hoarding, frame, kiosk, or structure is/will not hang over or reach any part of KMC land or Government or land of any statutory authority.
4. 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.
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 Kolkata Municipal Corporation Act or relevant statutory provisions of Union or 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 Zone" 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.

6. 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, 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 KMC Act, 1980 and cannot claim any refund of fees, charges etc.

7. I/We also declare that structural stability of the hoarding has been duly certified by the enlisted structural Engineer of KMC and the building on which the advertisement has been proposed to be erected is not a dangerous/dilapidated/ insecured one declared by Building Department, KMC and 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 Kolkata Municipal Corporation under no circumstances shall be held responsible for such act, I/We further declare that I/We shall compensate KMC for any loss or damage due to my/our act or commission as will be determined by the Mpl. Commissioner or any other competent authority.

8. I/we also declare that I/we will install the hoarding/advertisement within 6(six) months of 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.

9. I/We further declare to display name of advertiser, authorised person with contract no, unit code, type of display, size with dimension, KMC premises no. in conspectus manner, at /with the display/structure/kiosk/hoarding as applicable.

10. I/we further declare that I/we will inform Advertisement Department, KMC in case of the said hoarding is trading to any other agency for at least 6(six) months.

11. I/we also declare that I/we erase or remove or take down the advertisement within seven days of expiry of permission or licence period by my/our own cost or shall apply for renewal of permission before expiry existing permission.

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

Signature of Deponent

Designation

APPENDIX-K

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 _____ years,

residing at _____ and having

its Regd. Office at _____

P.S. _____, do hereby solemnly declare and say as follows:-

1. I/We intent to put up_____ number of_____ (type of display) of size_____ at the locations as per the list for the month _____ .
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 Post.
4. I/We would not fix any kind of advertisement on any building which is declared as dangerous/dilapidated/insecured by Building Department, KMC.
5. I/We would remove all the hoarding, flexes etc within 7 (seven) days of after the expiry of the permission.
6. I/We will not advertise in "No Advertisement Zone".
7. I/We will not advertise in "Green Zone"
8. I/We shall not advertise in any manner that may obstruct the view of or not in harmony with any heritage building.
9. 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.
10. I/We further confirm and state that no statutory dues with respect to advertisement are recoverable from me/ us by KMC or any Government Agency or Autonomous Body or Semi Govt. organization of Central or State Govt.
11. I/We further undertake to follow all the terms & conditions as mentioned in the KMC Act, 1980 and other laws, regulations guidelines etc. for the time being in force.
12. 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 thereunder and which may create objection from the public.
13. 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 Kolkata 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 Zone" 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.
14. 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 KMC Act, 1980 and can not claim any refund of fees, charges etc.
15. 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 Kolkata Municipal Corporation under no circumstances shall be held responsible for such act, I/We further declare that I/We shall compensate KMC 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 KMC may take necessary action against us/ me as per law.

Signature of Deponent

Designation

APPENDIX-L

DECLARATION

(for Advertisement on Bus/Tram/Tableau/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 _____ years,

residing at _____ and having

its Regd. Office at _____

P.S. _____, do hereby solemnly declare and say as follows:-

1. I/We intend to display advertisement on Bus back panel/bus entire exterior body / exterior body of tram as per the enclosed list or Tableau/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 KMC or any Government Agency or Autonomous Body or Semi. Govt. organization of Central or State Govt.
3. I/We further undertake to follow all the terms & conditions as mentioned in the KMC Act, 1980 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 thereunder 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 Kolkata 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, 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 Advertising Devices shall not interfere in any way with the mandatory vehicles 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 Deponent

Designation

APPENDIX-M

DECLARATION

TO WHOM IT MAY CONCERN

This is to declare that I/we Sri/Smt. _____

Son/daughter/wife of Sri/Smt. _____

or Director / Proprietor/Technical Officer/Secretary and Authorised Signatory of _____

_____, aged about _____

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 / Authorised 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 M/s. _____ .

Thanking you,

Yours faithfully

(Deponent)

APPENDIX - N

Government of West Bengal
Department of Urban Development & Municipal Affairs
(Municipal Affairs Branch)
NAGARAYAN
DF-8, Sector-1,
Salt Lake, Kolkata 700064

ORDER

No. 866/MA/0/C-4/1A-20/2017 **Dated: 27th December, 2017**

WHEREAS Government of West Bengal has initiated a unique scheme, namely Green City Mission which aims for sustainable and eco-friendly Green and Clean Cities and planned development of all 125 Municipal cities and towns of West Bengal,

AND, WHEREAS, projects under Green City Mission are being implemented successfully throughout entire state to make the cities environment friendly, sustainable, resilient, energy positive and to provide citizen friendly services in a better way.

AND, WHEREAS a good number of policy makers, corporate leaders from around the globe, delegations, academia, opinion makers often visit Kolkata as the State Capital

AND, WHEREAS The Department has already notified vide Order No.626/MA/O/C-4/1A-20/2017 dated: 15th September, 2017, the area surrounding the Stadium and the Netaji Subhas Chandra Bose International Airport and surrounding areas from Airport, Jessure Road side to the stadium along with Biswa Bangla Saroni and EM Bypass upto Parama Island as 'Green Zone' and declared the guideline to keep the zone clean and beautiful and it attracted sheer acclaim from all corners.

AND, WHEREAS it has been felt that **besides the above areas, Airport to Chinar Park via Kaji Najrul Islam Sarani, Major arterial Road, Parama Island to Nabanna via MAA Fly Over & AJC Bose Fly over, from Nabanna to New Alipore through Alipore Road, Red Road area** (hereinafter referred as the said areas) will be kept clean and beautiful to make the city of Kolkata more eco friendly and attractive.

NOW THEREFORE, it is hereby declared that the said areas shall be treated as **'Green Zone'** and the concerned Urban Local Bodies/Development Authorities shall ensure compliance of the following guidelines within their respective jurisdiction, accordingly.

Guidelines for maintenance of 'Green Zone'

1. The Urban Local Bodies Development Authorities shall make special effort for cleaning of garbage, debris etc. along the roadside and in and around the venue in periodic manner during the period. They shall also ensure that no building materials has been stacked or disposed of in the road side by anyone.

2. All major roads within the jurisdiction of the Urban Local Body connecting the said areas should be well maintained to make it smooth and hump-free and sufficiently illuminated by roadside lighting system. There should be cleaning of roads/streets twice daily.

3. ULBs/Development Authorities has to maintain footpath, service lanes, drains & medians in good conditions and take steps for beautification of the areas.

4. Placement of roadside bins should properly be done. Stacking of building materials beside roads will not be allowed. Open burring of disposable articles is also to be prohibited

5. For the purpose of security and safety of the citizens & visitors, CCTV surveillance system should be properly maintained

6. No hoardings/publicity material will be displayed in this "Green Zone" without the consent of the competent authority. Information Education and Communication materials which manifest the essence of "Green Zone" are to be displayed at befitting places.

Secretary to the
Govt. of West Bengal

No. 866/1(50)/MA/O/C-4/1A-20/2017 **Dated: 27th December, 2017**

Copy forwarded for information and necessary action to :

1. Hon'ble Mayor, Kolkata/ Howrah/Bidhannagar Municipal Corporation.
2. Chairman, New Town Kolkata Development Authority/ HIDCO
3. ACS/Principal Secretary, Environment/PWD/Transport/I & CA/Tourism Department
4. Commissioner, Kolkata Police
5. Municipal Commissioner, Kolkata Municipal Corporation
6. Commissioner, Bidhannagar/Howrah Police Commissionerate
7. Chief Executive Officer, ... Development Authorities
8. Director, State Urban Development Agency.
9. Commissioner, Howrah/Bidhannagar Municipal Corporation.
10. MD, West Bengal Industrial Development Corporation Limited.
11. DM, Howrah/North 24 Parganas/South 24 Parganas
12. PS to H'MIC, UD & MA Department
13. Sr.PS. to Chief Secretary to the Govt. of West Bengal
14. Sr.PS. to Home Secretary to the Govt. of West Bengal

Joint Secretary to the
Govt. of West Bengal

Government of West Bengal
Department of Urban Development and Municipal Affairs
NAGARAYAN, DF-8, Sector-1
Salt Lake, Kolkata-64

No. 167/MA/O/C-4/1A-20/2017 **Dated: 05/03/2018**

From : **Joint Secretary to**
the Government of West Bengal

To : **Chief Manager, Advertisement Department**
Room No. 125, CMO Building
5, S. N. Banerjee Road, Kolkata-700013

Sub.: Clarification on G.O. No. 866/MA/O/C-4/1A-20/2017 dated 27/12/2017

Sir,

In reference to your Memo No. ADV/033/17-18 dated 31/12/2017 seeking clarification regarding phrase "Major arterial Road" in Para-5 and regarding "Competent authority" under Sl. No. (6) in G.O. No. 866/MA/O/C-4/1A-20/2017 dated 27/12/2017, I am directed to clarify the following:

i. 'Major Arterial Road' means the road running via Rajarhat New Town from Chinar Park to Sector-V College More.

ii. In regard to Competent authority for giving consent to display hoarding/publicity material, it means Municipal Bodies in respect of Municipal areas and Development Authorities in respect of development or metropolitan development areas or may be some Government Departments like Police, I&CA etc. if the specific Advertisement Board belongs to those departments.

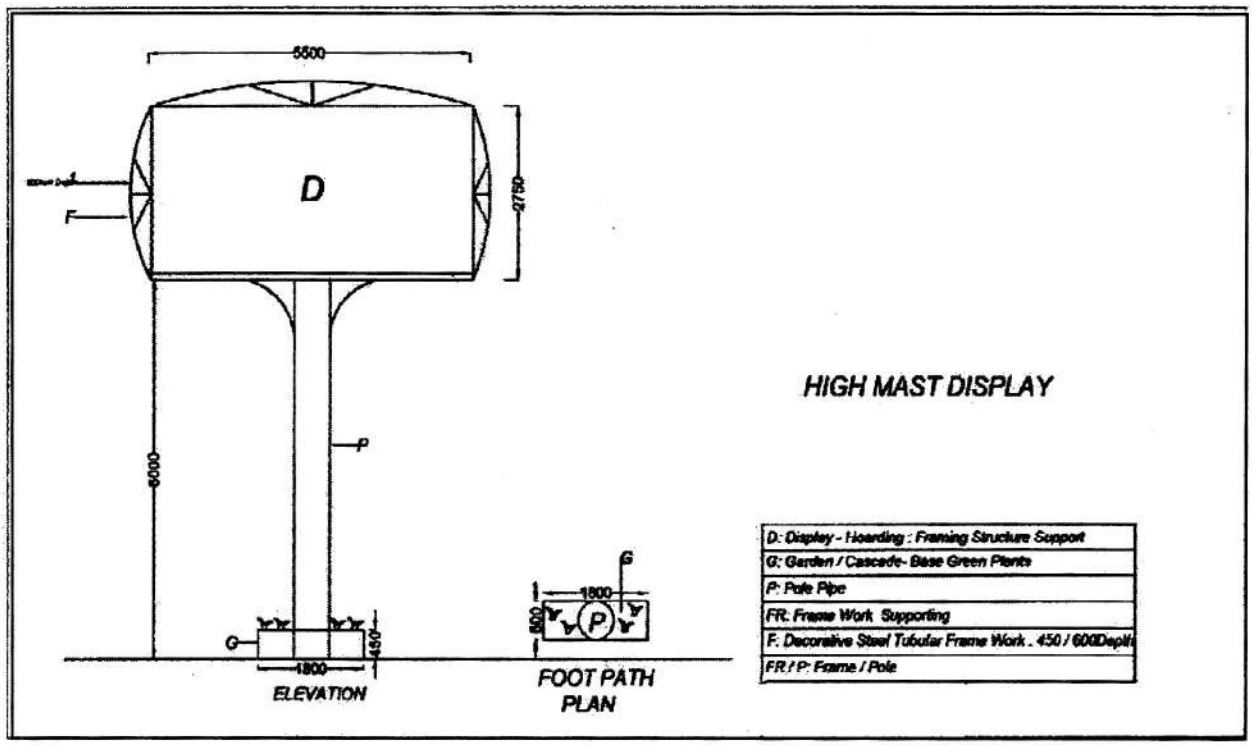
This clarification is issued with the approval of competent authority.

Yours faithfully,

Joint Secretary

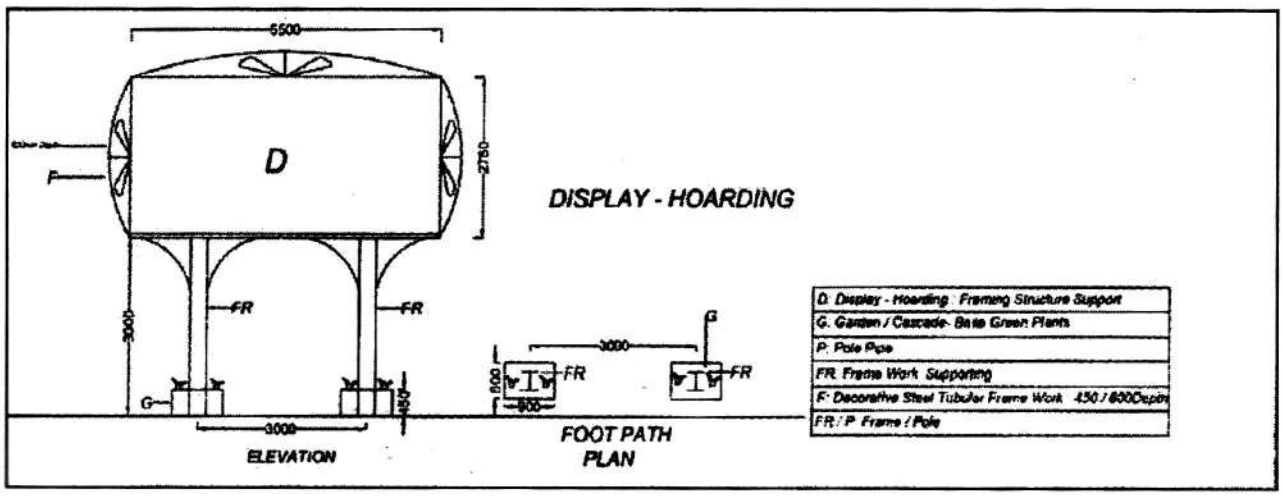
APPENDIX - O

HIGH MAST DISPLAY



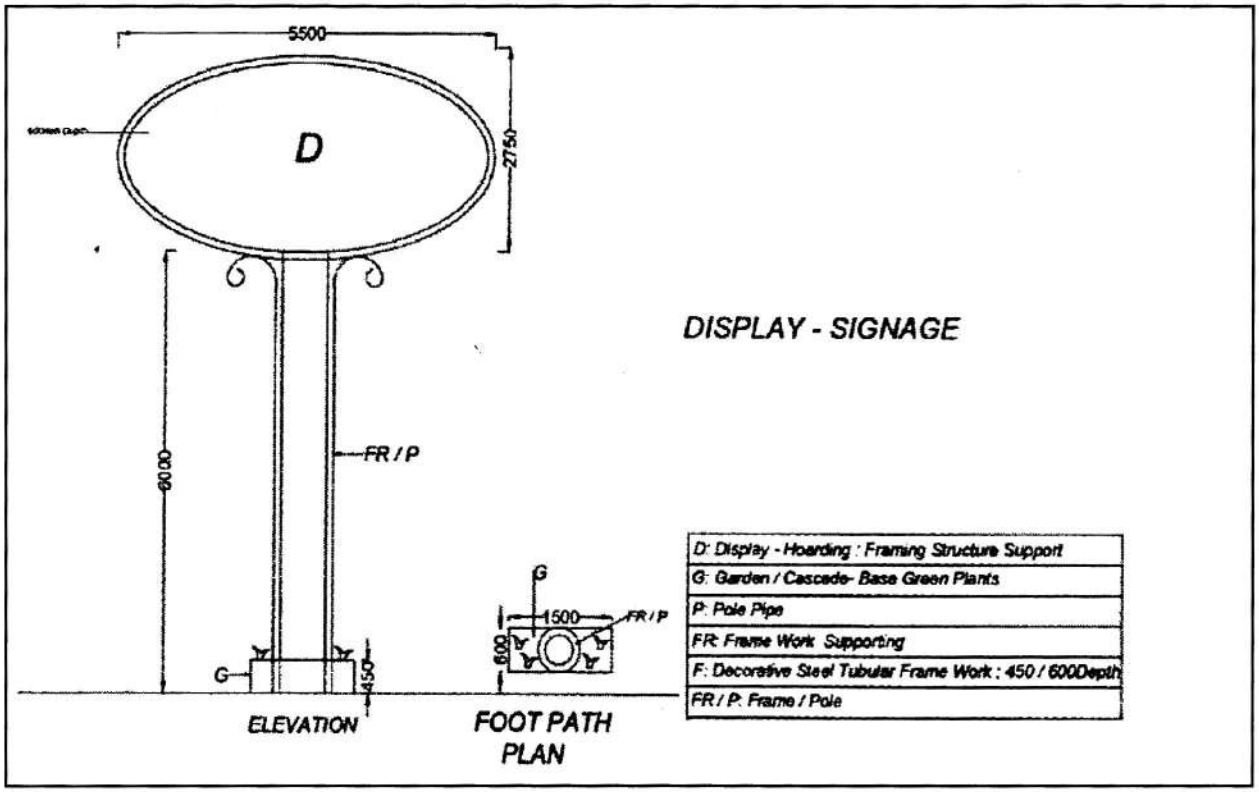
APPENDIX - P

STREET HOARDING



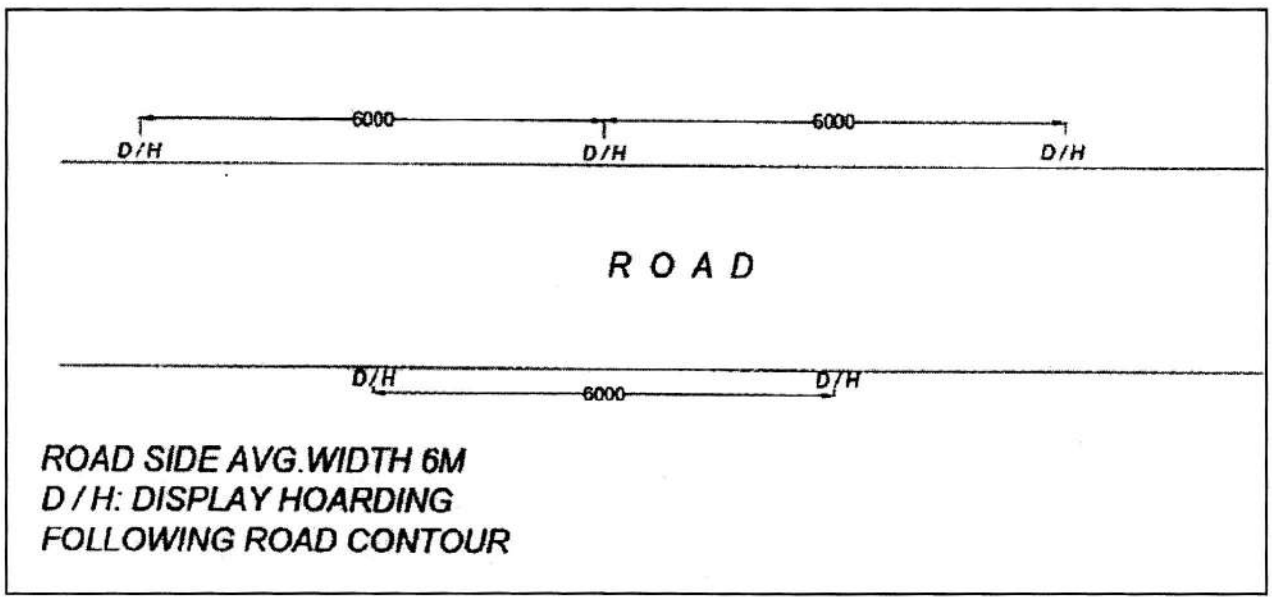
APPENDIX - Q

CIRCULAR FRAMING DISPLAY



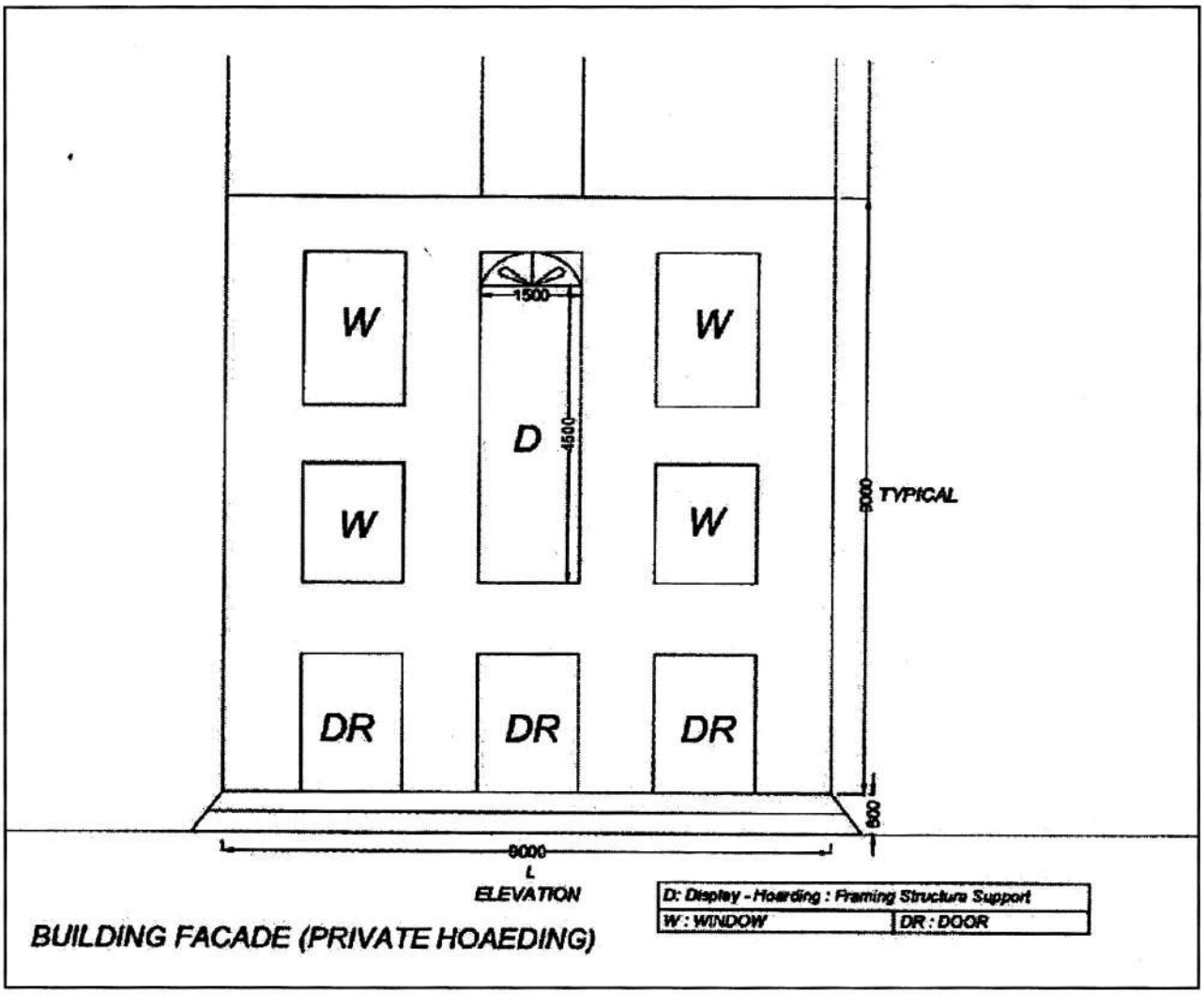
APPENDIX - R

ROADSIDE HOARDING ALIGNMENT



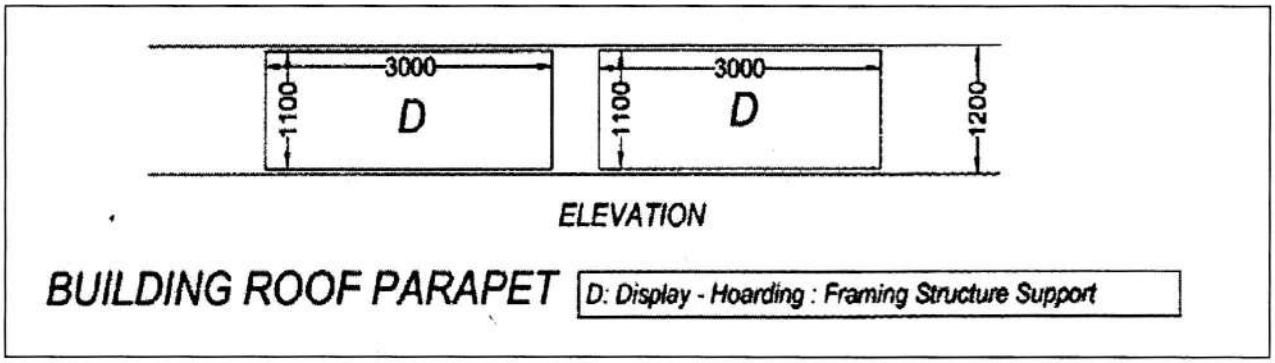
APPENDIX - S

PRIVATE HOARDING AT BUILDING FACADE



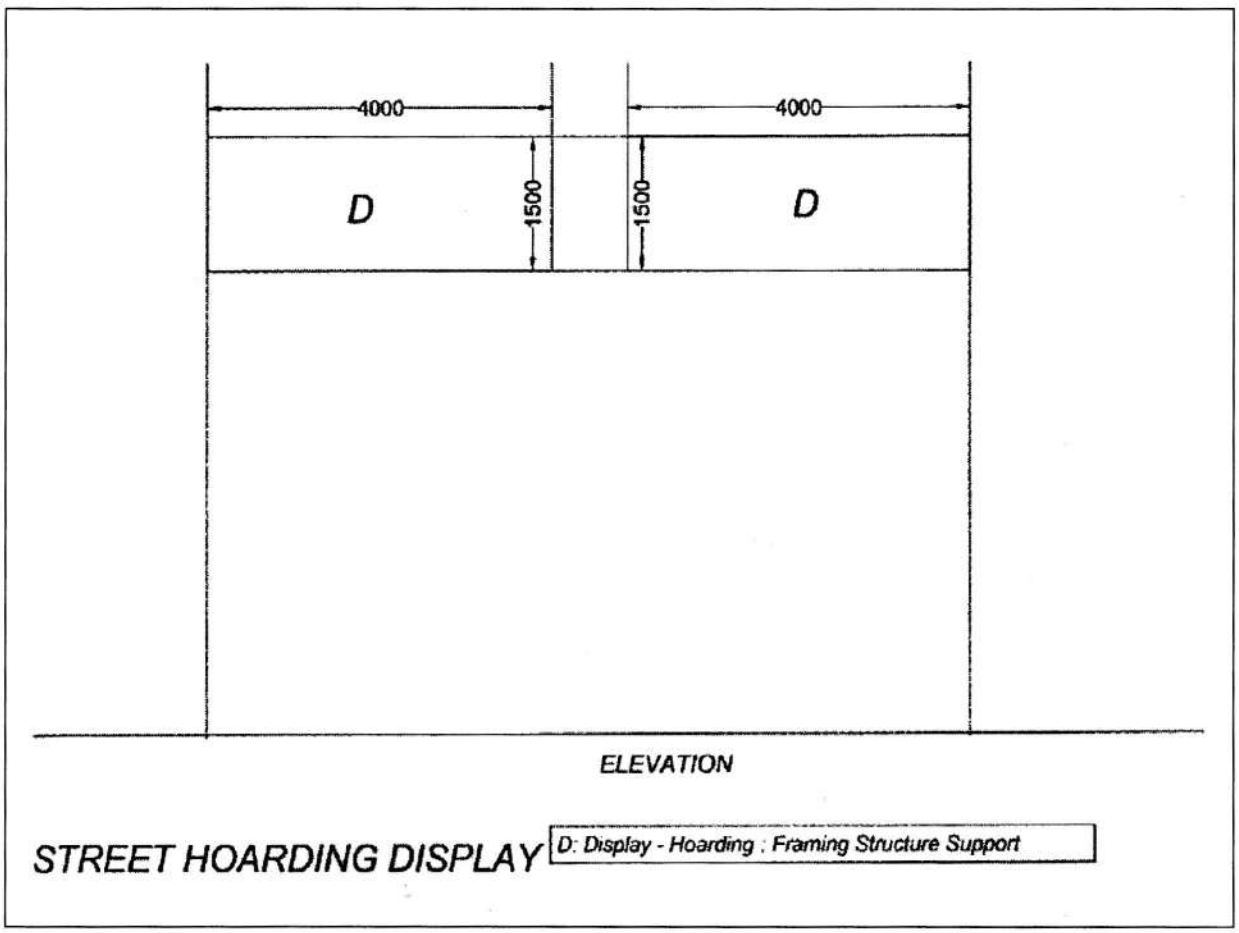
APPENDIX - T

PARAPET DISPLAY



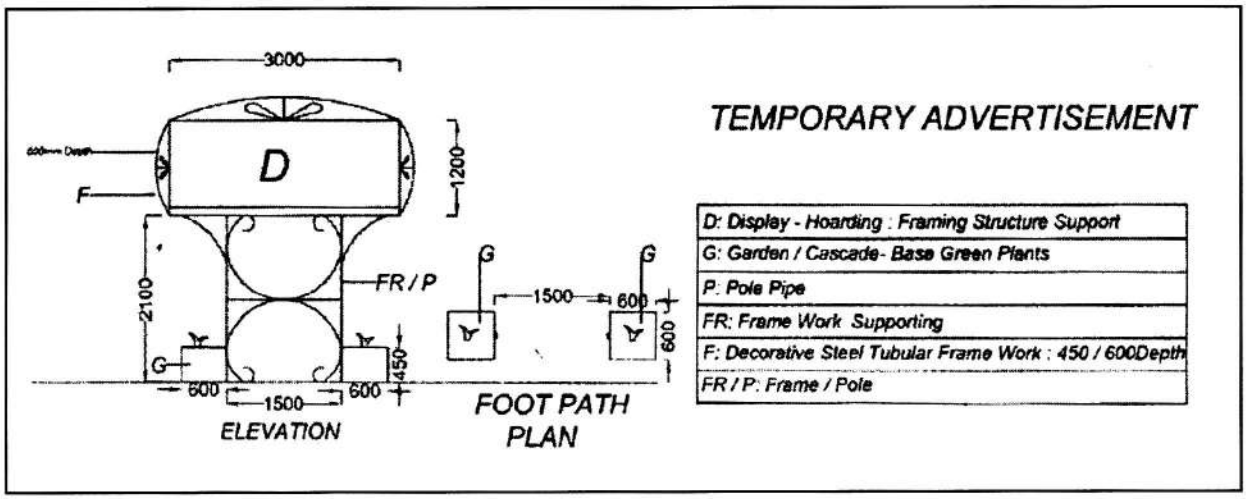
APPENDIX - U

STREET HOARDING DISPLAY



APPENDIX - V

TEMPORARY ADVERTISEMENT



By order,

Sd/-
DHAVAL JAIN
Municipal Commissioner,
The Kolkata Municipal Corporation

Published by the Kolkata Municipal Corporation, West Bengal and
printed at Saraswaty Press Ltd. (Government of West Bengal Enterprise), Kolkata 700 056.