



The Arunachal Pradesh Gazette

EXTRAORDINARY

PUBLISHED BY AUTHORITY

No. 389, Vol. XXXII, Naharlagun, Wednesday, October 15, 2025, Asvina 23, 1947 (Saka)

GOVERNMENT OF ARUNACHAL PRADESH
DIRECTORATE OF URBAN LOCAL BODIES
ARUNACHAL PRADESH CIVIL SECRETARIAT
ITANAGAR

NOTIFICATION

The 18th September, 2025

No. DULB/MUN-18/2021-22.—In the exercise of the powers conferred under Section 448, 449, read with Section 129, Sections 139 to 146, Section 158, 162 and, 458 of the Arunachal Pradesh Municipal Act, 2007 (Act No. 4 of 2008) and under Section 131, 132, 133, 134, 135, 136 and 137 of the Arunachal Pradesh Municipal Corporation Act, 2019 (No. 8 of 2019) is pleased to notify to regulate the Arunachal Pradesh Municipal (Control on Advertisement) Regulation, 2025 with immediate effect as approved and confirmed by the State Government.

CHAPTER I - GENERAL

- Short Title, Application and Commencement :** (1) These Regulations shall be called the “Arunachal Pradesh Municipal (Control on Advertisement) Regulations, 2025”.
(2) The provisions of these Regulations shall apply to the areas under the jurisdiction of the Municipalities of Arunachal Pradesh.
(3) These Regulations shall come into force with effect from the date of its publication in the Official Gazette of the State.
- Definitions :** In these Regulations, unless there is anything inconsistent with the context or meaning
(1) “**Act**” means the Arunachal Pradesh Municipal Act 2007, (No. 4 of 2008); Arunachal Pradesh Municipal Corporation Act, 2016 (No. 8 of 2016);
(2) “**Advertisement**” means any representation by a word, or abbreviation thereof, letter, logo, symbol, sign, figure, painting, drawing or other pictorial representation, or light, displayed in or in view of any public place, within the jurisdiction of the Municipal Corporation/Council for the purpose of drawing the attention of the public to or promoting any product, service, business or commercial enterprise, trade, person, entertainment, function, meeting or other event;
(3) “**Advertising sign**” means any object, structure or device, supported on or attached to any post, pole, standard framework or other support wholly or in parts upon or over any land, building or structure or any vehicle may it be mechanically propelled or manually pulled, intended to be used for the purpose of outdoor advertising and includes a hoarding, billboard, display boards, temporary arches, balloons and wall painting;
(4) “**Advertising**” means the act or process of displaying an advertisement;
(5) “**Authorized Official**” means any official of the Municipal Council who has been authorized by the Chief Municipal Executive Officer/Municipal Executive Officer to implement and enforce the provisions of these Regulations;
(6) “**Banner**” means cloth or any other material which contains an advertisement of written matter for display in public place temporarily and is attached to one or more ropes, poles or flagstaff projecting from building or structure to which it is attached or is attached to a building or other structure, but excludes a banner carried as part of procession;
(7) “**Board**” includes a case, frame of surface of any material whatsoever;
(8) “**Commissioner**” means Commissioner of the Municipal Corporation appointed by the State Government;

- (9) “**Chief Municipal Executive officer**” means Chief Municipal Executive Officer/Municipal Executive Officer of Municipal council in Arunachal Pradesh;
- (10) “**Display Board**” means all boards including electronically and electric operated advertisement board;
- (11) “**Event**” means an occasion organized for the general public;
- (12) “**Guard Rail**” means fence of rails supported on upright metal board, fixed on road(along median, footpath, bridges etc.) for guiding movement of traffic;
- (13) “**Hoarding**” means any surface of structure erected on the ground or on any portion of a roof of a building or above the parapet, with characters, letters or illustrations applied thereto and displayed in any manner whatsoever, out of doors, for the purpose of advertising or to give information;
- (14) “**Illuminated advertisement**” means any advertising sign which is self -luminous or is illuminated by an outside source of light, but shall not include an illuminated display of goods if such display is of goods merely bearing labels showing the name of articles of its manufacture or of the both; and is made by lighting, which is not in the opinion of the Commissioner more than necessary to make the goods and labels visible at night;
- (15) “**Municipal Corporation**” means as specified under Section 3 and 4 of Arunachal Pradesh Municipal Corporation Act, 2019;
- (16) “**Municipal Council**” means as specified under Section 3 and 13 of Arunachal Pradesh Municipal Act, 2007;
- (17) “**Municipality**” means an institution of self-government constituted under article 243Q of the Indian Constitution and includes a Municipal Corporation, Municipal Council and Nagar Panchayat.
- (18) “**Municipal Sites**” means government land within the Corporation/Council’s jurisdiction which are designated zones for outdoor advertising;
- (19) “**Nagar Panchayat**” means for a transitional area, that is to say, an area in transition from a rural area to an urban area.
- (20) “**Outdoor Advertising**” means display of any advertisement in or in view of any public place;
- (21) “**Owner**” means a person who receives rent of the premises or who would be entitled to receive the rent thereof if the premises were let and includes-
 - (a) An agent or trustee who receives such rent on behalf of the owner;
 - (b) A receiver, sequester or manager appointed by any court of competent jurisdiction to have the charge of, or to exercise the rights of the owner of the premises;
 - (c) An agent or trustee who receives the rent of or is entrusted with or concerned for, any premises devoted to religious or charitable or educational purposes;
 - (d) A mortgagee-in-possession;
- (22) “**Person**” means an individual, agency, trust, society, registered charitable organization, firm, partnership or a company incorporated under relevant laws;
- (23) “**Poster**” means sheet of paper or any other material used to advertise something for display in a public place;
- (24) “**Premises**” means buildings and lands of any tenure whether open or enclosed, whether built on or not and whether private or public including messagages;
- (25) “**Private Sites**” means sites other than municipal sites and includes residential and commercial buildings;
- (26) “**Public place**” means any place to which the public have or are permitted to have access and includes any park, garden or ground;
- (27) “**Public street**” means any street, road, lane, gully, passage or riding path over which the public have a right of way, whether a thoroughfare or not and includes a broad way over or a footway attached to any public bridge or causeway;
- (28) “**Rotary**” means central island on a road junction for regulating movement of traffic;
- (29) “**Uni-poles**” are the advertising media similar to the hoardings as far as display is concerned but differ in the structure. The pole on the central or side verge of the display boards is made of RCC and Structural Steel.
- (30) “**Urban design**” means the actions of conceiving and managing the special and aesthetic characteristics of urban space between and around buildings including physical elements that make up the streetscape and the combined visual effect of building facades and other structures.

3. Purpose and Scope : The purpose and scope of these Regulations are-

- (1) To provide for a regulatory framework for outdoor advertising in accordance with provisions of the Arunachal Pradesh Municipal Council Act, 2007; the Arunachal Pradesh Municipal Corporation Act, 2019;
- (2) To effectively implement the Advertisement Policy for Urban Municipal Corporation/ Council;
- (3) To control and regulate the display of outdoor advertisements and associated structures within the city;
- (4) To ensure that advertising activities do not become hazardous to road safety or traffic and do not lead to visual pollution;
- (5) To ensure collection of revenues from outdoor advertising activities and devise requisite tax/ fee structure and procedures for recovering of such taxes/ fees.

4. Preparation of Advertisement Plan :

- (1) The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall prepare a ward-wise Advertisement Plan to regulate advertising activities within the area and jurisdiction of the Corporation/Council in schedule I from time to time.
- (2) The Advertisement Plan for each ward shall identify 'designated advertisement zones' where advertisements shall be permitted and 'No Hoarding/Advertisement Zones' where no advertisements shall be permitted.
- (3) The Advertisement Plan, within each designated advertisement zone, shall identify Municipal Sites to be used for the purposes of advertisement. Further, advertisement on Private Sites shall only be allowed, on taking a license from the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer by following the procedure, as prescribed in these Regulations.
- (4) No advertisement shall normally be allowed in the No Hoarding Zone except in special cases, where the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer by a special order, has allowed some for a particular period of time, to be specified in such order.
- (5) The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall notify in Schedule - I, Advertisement Plans prepared for each ward, from time to time.

CHAPTER II - REGISTRATION OF ADVERTISER**5. Registration of Advertiser :**

- (1) No person shall carry out the business of promotion of advertisement, unless he is registered as an advertiser with the Municipal Corporation/Council under these Regulations.
- (2) An application for registration as an advertiser shall be made to the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer in Form-I. The same shall be accompanied by a refundable security deposit and registration fee of such amount as notified by the Municipality from time to time as prescribed in Schedule IB.
- (3) The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer, in addition to any other condition as required under any law in force, shall ensure that
 - (a) The applicant has furnished a valid Trade License.
 - (b) The applicant has furnished No dues certificate from the Municipal Corporation/Council
 - (c) Certificate that the applicant is not black-listed by the Municipal Corporation/ Council, in the past.
- (4) The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer may refuse or approve with modifications as deemed fit, any application received in this regard.
- (5) The applicant, after being registered as an advertiser, shall be given a Registration number. This Registration number is required to be mentioned on all the advertising signs put up by him and in every correspondence with the Municipal Corporation/Council in this regard.
- (6) The registered advertiser shall be entitled to participate in tender/ allotment process for the Municipal Sites of Municipal Corporation/Council after conforming to the conditions as laid down in each individual Notice Inviting Tender (NIT) or the allotment scheme.
- (7) The registration shall be valid for a maximum period of one year and shall be eligible for renewal on fulfillment of condition.

6. Renewal of Registration :

- (1) The application for renewal of a registration shall be made by an advertiser in Form-I, at least three months before the expiry of registration. The same shall be accompanied by such renewal fee as notified by the Municipal Corporation/Council, from time to time.
- (2) The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall dispose of such renewal application within sixty days from the date of its receipt. The provisions applicable to the grant of registration shall apply to the renewal of the registration, mutatis mutandis.
- (3) Every renewal granted under these Regulations shall be for a period not exceeding one year.

7. Cancellation of Registration : The Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer may cancel registration of an advertiser, if in the opinion of the Chief Municipal Executive Officer, the advertiser has

- (1) Violated any provision of these Regulations; or
- (2) Violated terms & conditions of registration; or
- (3) Violated terms and conditions of license for advertisement granted under these Regulations.

Provided, that the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall cause an enquiry and issue a show-cause notice and give an opportunity of being heard to the concerned advertiser before cancellation of registration, so as to ensure natural justice. The decision of the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall be final and binding on all.

8. Suspension of Registration : Pending proceedings initiated under Regulation 7 and in the public interest, the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall have the right to suspend the registration of the advertiser without giving any notice and order for temporary suspension of its operations on any of the Municipal or Private Sites for advertising by recording the reasons thereof.**9. Maintenance of Register -** The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall maintain a register, wherein details of the advertisers who have been registered under these Regulations shall be maintained.**CHAPTER III-LICENSING OF ADVERTISEMENTS****10. Requirement of License-** No advertiser is allowed to erect any advertising sign or use or continue to use any advertising sign or any structure or device as an advertising sign to public view in any manner whatsoever, in any place within the Municipal Corporation/Council area without a license or the prior written approval of the Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer.

Provided that this provision does not apply to any advertising sign, which is exempted under Regulation 44;

Provided further that, any advertiser using any site for advertisement before the commencement of these Regulations, within ninety days, shall apply for a license, to the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer in such manner as specified in these Regulations, or use of such advertisement shall be deemed to be in contravention of these Regulations and liable for, such action, as laid out in these Regulations/ Act.

11. Application for License for Private Sites- An application for license for advertisement on private sites shall be made to the Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer in Form - II. This shall be accompanied by-

- (1) The fee as notified by the Municipality from time to time as prescribed in Schedule IB;
- (2) The written consent of the owner of the property or building upon which the advertising sign is to be erected;
- (3) In case of Apartments, Group housing, Co-operative Housing Society, 'No Objection Certificate (NOC)' duly signed by the President or Secretary of such society;
- (4) A Joint Indemnity Bond-cum-Undertaking by the premises owner/society and the advertiser, in Form - III;
- (5) Three copies of plan showing the location, norms and size of the advertising sign to be displayed;
- (6) Copy of the Occupancy/Completion Certificate issued in accordance with the provisions of applicable building bye-laws from the competent authority;
- (7) Any other document, which the Municipal Corporation/Council may notify from time to time;

12. Grant of License :

- (1) The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall refuse to grant license for advertisement on Private Sites if-
 - (a) Provision of Regulation 11 has not been complied with, unless exempted to such extent as determined by the Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer; or
 - (b) The application is relating to an advertising sign, which is prohibited under Regulation 45;
- (2) The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall grant a license or refuse a license, preferably within 30 (Thirty) days of the receipt of application, as the case may be, on such terms and conditions as applicable and after having due regard to the following: -
 - (a) Whether the proposed advertising sign is in compliance with the general requirements provided in Regulation 23;
 - (b) Any written representations, objections and comments received from any interested party; and
 - (c) The Structural Stability Certificate for proposed advertising signs, which are duly prepared/ approved by the Engineer appointed by the Municipal Corporation/Council/Nagar Panchayat for the site;
 - (d) Any conflict with provisions of these Regulations.

13. Validity of License : Every license granted for advertisement under Regulation 12 shall be for a

Period of one year unless provided otherwise, subject to payment of such charges and taxes, as applicable.

14. Renewal of License-Every license granted for advertisement may be renewed for a period of not exceeding one year. The application for renewal of a license shall be made to the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer by submitting a duly completed application in Form-II along with such renewal fee as notified by the Municipality, from time to time or as prescribed in Schedule IB.

Every application for renewal shall be made at least three months before the date of expiry of the license and the provisions applicable to the grant of new license shall apply to the renewal of the license, mutatis mutandis. The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall dispose of such applications for renewal of license within sixty days from the date of its receipt.

15. Cancellation of License- The Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer may cancel a license granted under Regulation 12, if in the opinion of the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer, the advertising sign concerned contravenes any provision of these Regulations and is or has become prohibited in terms of these Regulations or any other law.

Provided that the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall issue a show-cause notice to the concerned person and give an opportunity of being heard before ordering the cancellation of license. The decision of the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer in such hearing shall be final and binding on all.

16. Suspension of License- Pending proceedings initiated under Regulation 15, in the public interest, the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall have the right to suspend the license any time without giving any prior notice, upon which the advertiser shall immediately remove the signs, till finalization of proceedings under Regulation 15 by recording the reasons thereof.**17. Maintenance of Register-** The Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer shall maintain a register, wherein details of the licenses issued under these Regulations shall be maintained.**18. Responsibilities of Advertiser**

- (1) The advertiser shall display his name, registration number, license number of the advertisement sign/ hoardings and month and year of expiry of the license at the top right corner of the advertisement sign.
- (2) The advertiser is also responsible for maintaining the advertisement sign and the surrounding area in good condition, both structurally and aesthetically and to ensure that it does not contravene with any provision of these Regulations.

CHAPTER IV-ADVERTISEMENTS ON MUNICIPAL SITES**19. Advertisement Plan-** Advertisements on all Municipal Sites shall be strictly as per Advertisement Plan prepared and notified under Regulation 4.**20. Open Tender-**Advertisement on Municipal Sites shall be allowed only by inviting bids/tenders through an open, transparent and competitive bidding process. Based on bidding criteria as decided by the Municipal Corporation/Council, highest bidder shall be entitled to make the agreement for installation of advertising signs in the designated zones on terms and conditions, as given in the bid documents/tender documents published by the Municipal Corporation/Council in this regard.

21. **Reservation for Social Messaging** : The advertiser shall ensure that ten (10%) percent of advertising space in every Municipal Sites in each designated zone is reserved for social messages, awareness campaigns to be taken up by the Municipal Corporator/councilor/ any other government agencies. This shall be at complete discretion of the Municipal Corporation/Council. The advertiser may use such reserved space when no authorized social message/advertisement from the Municipal Corporation/Councils available for such time as may be allowed and shall remove the hoardings as may be directed.
22. **Applicability of Regulations for each Advertising Signs**: The general provisions and special provisions relating to advertisements given in Chapter -V and Chapter -VI respectively of these Regulations and provisions on exemptions, prohibitions and enforcement measures given in Chapter VIII shall be applicable for any advertisement on Municipal Sites.

CHAPTER V - GENERAL PROVISIONS RELATING TO ADVERTISEMENTS

23. **General Requirements for Advertising Signs**: The advertiser of an advertising sign, including hoarding, shall ensure that such sign is designed or located so as not to:
- (1) Be detrimental to the nature of the environment, urban design or detract from the architecture of any building of civic, architectural, historical or heritage significance on which or where such sign is to be located, by reason of abnormal size, appearance, intensity of illumination, workmanship, design or its existence;
 - (2) Wholly or partially obscure any advertising sign previously erected which displays an advertisement;
 - (3) Constitute a danger to any person or property or to motorists or pedestrians or obstruct vehicular or pedestrian traffic;
 - (4) In any way impair the visibility of any road traffic sign;
 - (5) Project outside the boundaries of the property on which it is to be erected or displayed;
 - (6) Result in the removal of or damage to any trees in a public place;
 - (7) Be unsightly and not complying with minimum distances as per these Regulations;
 - (8) Obstruct a fire escape or the means of access to or egress from a fire escape;
 - (9) Obstruct source of light and ventilation of the building;
 - (10) Be of any objectionable or obscene nature.
24. **Illumination of Advertising Signs**: All sign shall be illuminated only by electrical means and electrical devices. Wiring shall be installed in accordance with the requirements for such Electrical Installations as provided in National Building Code.
- Provided no illuminated sign in red, amber or green colors shall be erected or maintained within a horizontal distance of 10 meter of any illuminated traffic sign.
25. **Structural Stability of the Advertising Signage**- The advertiser of an advertising sign, including hoarding, shall ensure that such sign along with uni-poles is aesthetically designed and is approved by an empaneled/ registered structural engineer, who shall certify the safety aspect from the point of view of its foundations, to bear extreme wind conditions, earthquakes, soil bearing capacity and shall comply with relevant Structural Design Standards and guideline applicable for same. The same shall be erected strictly as per approved structural plan.
- Provided further that advertiser shall ensure that the safety and stability of the structure has been certified, afresh, from concerned structural engineer, at the time of renewal of the license.
26. **Structural Stability of the Building**- Advertising sign shall be allowed to be erected on a building only if it has been examined from the angle of the structural stability and a certificate along with the design and calculations to that effect, is produced from a engineer engaged by the municipality. Provided further that renewal of the permission is also subject to submission of a Structural Stability Certificate, afresh, from the municipal engineer.
27. **Size of Advertising Sign**-
- (1) No advertisement signs bigger than 6 meters X 3 meters shall be allowed to be erected normally. Provided, Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer may allow, only on ground, advertising signs of greater dimension based on site conditions and on certification by an Engineer/expert in this regard.
 - (2) Any advertising sign including hoarding on the terrace of built-up structure/building shall not be allowed to project beyond the building line and the total covered area of hoarding should not be more than 10% of total roof area.
28. **Bottom Clearance of the Advertising Sign**: When the advertising sign is erected on the ground, the lower bottom of the advertising sign/uni-pole shall be at height not less than 2.5 meters from the surface of highest point of the road.

29. Maximum height of the Advertising Sign :

- (1) When the advertising sign is erected on the ground, the maximum height of the advertising sign shall not be more than 12 meters from the surface of the ground/road level including minimum 2.5 meters bottom clearance.
 - (2) When erected on terrace of a building, the maximum height of the advertising sign shall not be more than 10 meters from the terrace, including minimum 2 meters bottom clearance from the terrace level. Further, it shall be in compliance with all the applicable norms prescribed by the Airports Authority of India, if it happens to be in the funnel zone.
30. **Prohibition on Projections:** The projection of advertising sign including hoarding on open ground shall be prohibited on carriageway or footpath / side walk.
31. **Minimum Distance between Two Advertising Signs-** The minimum distance between two advertising signs on the same side of the road / alignment shall not be less than 2.5 meters.

CHAPTER VI-PROVISIONS RELATING TO SPECIFIC ADVERTISEMENTS

32. **Advertisement on Balloons:** Permission for non-illuminated advertisements by means of floating balloons, either in air or on water bodies, shall be granted having regard to the period during which the balloon will be displayed, the size of the balloon, the strength of the anchorage and the anchoring cable, the location of the balloon and subject to compliance of following conditions.
- (1) Any requirement or condition prescribed by Airports Authority of India including the maximum height to which the balloon shall be restricted.
 - (2) The height between the balloon and road level shall not be less than 20 meters ensuring enough bottom clearance for safe traffic movement.
 - (3) Balloon should be displayed in such a manner that it does not interfere with or obstruct other displays of advertisements.
 - (4) The provision of a device by means of which the balloon will automatically deflate so as to sink slowly to the ground in the event of the failure or severance of the balloon from its anchorage or anchoring cable.
 - (5) The advertiser shall be liable to pay damages for any accident or any injury which may be caused to any property or person by reason of keeping the said balloon or the material, gas or any device used in respect thereof or by reason of the fall or other wise of the said balloon or any part thereof due to storm, faulty construction, negligence, accident or any other cause whatsoever.
33. **Advertisement on Electronic Display Boards:** Electronic Display Boards including giant T.V. screen shall be allowed to display at locations, where illuminated advertisements are permissible without causing traffic hazards. The illumination of such display board shall be in conformity with National Building Code and Indian Road Congress standards, as per applicability
34. **Advertisements on Moving Vehicles:** Advertisements boards carried on vehicles shall not exceed the sanctioned height and width of the vehicle.
- (1) No vehicle driven or ridden on any street shall have affixed to it, any illuminated advertisement or illuminated sign of any nature whatsoever, except such, on specific approval by the Commissioner/ Chief Municipal Executive Officer.
 - (2) Display of non-illuminated advertisements only shall be allowed on one or more sides of such vehicles as per provisions of these Regulations, provided such advertisements do not obstruct the clear visibility of driver or the safety of the passengers.
 - (3) Mobile Vehicle for purposes for advertisement is not permitted.
 - (4) No hand bills shall be distributed from the moving vehicle employed for advertisement.
 - (5) No vehicle used for the purpose of the advertisement shall display any advertisement in manner, form or method different than as approved by the Commissioner/Chief Municipal Executive Officer.
 - (6) No Permission shall be required if the advertisement relates, to the owner of the vehicle upon over which such advertisement is exhibited; or to any associate(s) of the same group.
35. **Advertisement on Private and Public Buses**
- (1) Area for advertisement / name / logo shall not exceed 50% of the surface area on each side of the vehicle except the front of the vehicle. Bus advertising devices shall not interfere in any way with the mandatory vehicle signs like purpose of the bus service, number plate etc.
 - (2) The glass on backside and windows on side shall not be allowed for the purpose of advertisement as it affects safety of passengers in the vehicle.

36. **Advertisement on Delivery and Service Vehicles:** Area for advertisement/name/logo shall not exceed 50% of the surface area on each side of the vehicle.
37. **Advertisement on Taxis and Intermediate Public Transport like Auto Rickshaws, Radio Taxi etc.:** Area for advertisement/name/logo shall not exceed 50% of the surface area on each side of the vehicle.
38. **Advertisement on Street Light Poles, Garbage Dumps, Public Utilities, Bus Shelters, Traffic Signals & Rotaries, Public spaces, Medians, Footpaths, Tree Guards, etc.:** Area for advertisement/name/logo shall not exceed 50% of the surface area on each side of the vehicle.
- (1) The advertisements on street light, garbage dumps, public spaces and utilities, bus shelters and traffic signals etc. shall be permissible as per design and size approved by the Commissioner/Chief Municipal Executive Officer.
 - (2) This shall be on such terms and conditions as approved by the Municipality.
 - (3) The Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer may allow any person to maintain a public space, public utility, bus shelters, traffic signals etc. in lieu of the advertising rights to be given to such person on such terms and conditions as mutually agreed upon.
 - (4) The advertisement signs in all such cases shall adhere to general terms and conditions as given in Chapter V, mutatis mutandis.
39. **Advertisements on Banners/ Posters and Temporary Arches:** The Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer on application, may grant the permission, on payment of the notified fees, for the temporary display, on specified sites of placards, posters, banners, temporary arches or bills relating to the visit of the travelling circus, fair or similar travelling entertainments, road shows etc. The permission granted under this clause shall be subject to such terms and conditions as the Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer may deem fit.
40. **Prohibition on Advertisement on 'Walls or Public Property' :** No person shall be permitted to write/paste any posters on the walls or to deface public or private property. This includes buildings of archaeological, architectural, aesthetical and historical or heritage importance.

CHAPTER VII-TAX ON ADVERTISEMENT

41. **Rates for Tax, charge or fees:**
- (1) In accordance with Section 131 of Arunachal Pradesh Municipal Corporation Act 2019 and Section 141 of the Arunachal Pradesh Municipal Council Act, 2007; the Municipality shall tax all advertisements at rates specified in the Schedule - II of these Regulations.
 - (2) All such charges and fees levied as per these Regulations shall be notified in the Schedule-II of these Regulations, from time to time.
 - (3) Such tax shall be payable in advance on annual basis or in such installments as maybe fixed by the Municipality from time to time.
 - (4) All such dues shall be payable in cash or by Pay Order or Demand Draft or online or any other mode approved by the Municipality.
42. **Revision of Rates:** The Municipality shall revise the rates of such taxation, fees and charges from time to time, as it may deem fit.
43. **Non-payment of Tax, Fees or Any Other Charge:** If any tax or fees or any other charge, payable under these Regulations is not paid within the stipulated time after the demand notice has been duly served, then the same shall be recovered as arrears of land revenue or by any other method as permissible under the provisions of Arunachal Pradesh Municipal Corporation Act 2019 and Arunachal Pradesh Municipal Act, 2007 and Rules made there under. Further on default of such payments permission or license or registration granted under these Regulations shall be deemed to have been terminated. The Commissioner/ Chief Municipal Executive Officer/ Municipal Executive Officer shall be at liberty to order removal and confiscation of all such advertising signs, without any further notice.

CHAPTER VIII - EXEMPTIONS, PROHIBITIONS AND ENFORCEMENT MEASURES

44. **Exemption on Advertising Signs and Advertisements:** No permission shall be required for any advertisement which:
- (1) Relates to public meeting or to an election to Parliament, or the State Legislature or the Municipality or any other local authority or to candidature in respect of such election; or

- (2) Is exhibited on the glass with a transparent film within the window of any building if the same is relating to the trade, profession or business carried in that building provided it does not violate the building bye laws and is not more than 2x1 (to be read as "2 meters by 1 meter") in size; or
- (3) Relates to name of the land or building, trade, profession or business carried on, within the land or building upon 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, upon or in such land or building; or by any associate(s) of the same group.

Provided that

- (a) the dimension of the sign shall not be more than 2 x 1 (to be read as "2 meters by 1 meter") or such greater dimension as permitted by the Municipality,
- (b) the advertising sign is not projecting over a public street,
- (c) all such trade and businesses have a valid trade license issued by the Municipality.
- (4) Relates to the business of a railway administration or any airports or port, and is exhibited within such railway station or airport or port or upon any wall or other property of the railway administration or airport or port; however, for Advertisements not concerned with their business and being allowed for other agencies, public or private, these Regulations shall be applicable, mutatis mutandis.
- (5) Relates to any activity of the Central Government or the State Government or any local authority; or
- (6) Is a name plate announcing the name of owner/ or name of occupier of building and/ or name of a building up on which such advertisement is so fixed, exhibited painted, pasted, retained or displayed; or
- (7) In the case of residential buildings where commercial activity like nursing home, chartered accountant, advocate, architect etc. Is running and is permitted by law, and advertisement is allowed up to maximum as permitted under the respective law.

45. **Prohibitions:**

- (1) No advertising sign erected and displayed with approval under these Regulations may in any way be altered, removed, re-erected or upgraded, other than for maintenance work which may be required for the up keep of an advertising sign, without prior written approval of the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer and subject to such conditions and requirements as the Commissioner/Chief Municipal Executive Officer/ Municipal Executive Officer may consider appropriate.
- (2) In addition to any other prohibition, expressed or implied, in these Regulations, no person may erect, maintain or display any advertising sign-
 - (a) Which is as winging sign, not rigidly attached to any building or structure;
 - (b) Which is indecent or suggestive of indecency, prejudicial to public morals, or is insensitive to the public or any portion thereof or to any religious or cultural group, a list of such objectionable advertisements is given in Schedule - IV. This list can be amended by the Municipality, from time to time;
 - (c) Which obstructs any window or opening in a building provided for the ventilation of that building or which obstructs any stairway or doorway or other means of exit from a building or which will prevent the movement of persons from one part of a roof of a building to another part thereof;
 - (d) Which is an animated or flashing advertising sign, the frequency of the animations or flashes or other intermittent alternations of which may disturb the residents or occupants of a building or is a source of nuisance to the public or detrimentally affect or pose a risk or threat to road traffic or pedestrian safety;
 - (e) Which is an illuminated advertising sign, the level of illumination of which disturbs the residents or occupants of a building or is a source of nuisance to the public or a portion of the public;
 - (f) Which is on the bridges, fly over and railway over bridges;
 - (g) at any signalized intersection within a distance of 20 meters from the centre of inter-section;
 - (h) on sites such as water tanks or around the recreational grounds, trees, telegraph poles, public places of worship, police stations, crematoriums, electric transformers and sub-stations etc.;
 - (i) on sites which are likely to obstruct the greenery, landscaping or large size trees in the adjoining areas in view of the Municipality;
 - (j) on buildings of archaeological, architectural, aesthetical, and historical or heritage importance as may be decided by the Municipality or Government;

- (k) on sites which are likely to obstruct the view of any building or monument of historical, archaeological, architectural, aesthetic or heritage importance or coming in the way of the elevation of any such building or monument;
 - (l) on a building which has been declared dangerous and unsafe (partially or fully);
 - (m) which violates the building bye laws of the Municipality;
 - (n) which is against public interest;
 - (o) Which is prohibited by any law enforced by Centre or State Government;
- (3) No illuminated advertising signs would be allowed after midnight and before sunrise and such advertising signs shall be in conformity with provisions of National Building Code and Indian Road Congress.
- (4) The blinking neon signs in residential areas shall not be allowed.
46. **Penalty for Violations:** Every person, who
- (1) contravenes or fails to comply with any provisions of these Regulations;
 - (2) refuses or fails to comply with any notice served on him in terms of or for the purposes of these Regulations;
 - (3) refuses or fails to comply with the terms and conditions of any approval issued in terms of these Regulations;
 - (4) obstructs, hinders or interferes with an authorized official or other official of the Municipality acting under power delegated to him, in the exercise of any power or the performance of any duty under these Regulations;
 - (5) refuses or fails to comply with the order of direction lawfully given in terms of or for the purposes of these Regulations, is guilty of violation of the provisions and
 - (a) shall be liable for prosecution and payment of fine and penalty as provided under Section 458 of the Arunachal Pradesh Municipal Act, 2007;
 - (b) If such violation continues, then he shall be liable for payment of such fine and penalty as provided in the Arunachal Pradesh Municipal Act, 2007.
47. **In spections:** The Corporation/Chief Municipal Executive Officer/Municipal Executive Officer or any officer specially authorized shall have the power of inspection of any advertising sign at any time, for the purposes relating to implementation and enforcement of these Regulations.
48. **Power to Issue Notice:** If in the opinion of the Corporation/Chief Municipal Executive Officer/ Municipal Executive Officer, any advertising sign is in violation of these Regulations, he may serve a notice on the advertiser of such sign and 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 further that, if Corporation/Chief Municipal Executive Officer/Municipal Executive Officer is of the opinion that an advertising sign constitutes an imminent danger to any person or property, he may without serving a notice, order for removal of the advertising sign or take other steps which he may deem fit.
49. **Removal of Signage/boards/hoardings and Recovery of Costs:-**
- (1) 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 Municipality may remove the advertisement sign.
 - (2) The cost incurred by the Municipality for the removal and storage of an advertising sign, and any other cost incurred by the Municipality, shall be recovered from the advertiser/ owner of that advertising sign or any other person in whose name such activity is displayed on that advertising sign, as provision contained in chapter III or deduction to be made from the security deposit of such firm made to the Municipality.
 - (3) Any advertising sign removed under provisions of these Regulations shall be deemed to be property of the Municipality. The same shall be disposed off by the Municipality, as it may deem fit.
 - (4) The Municipality shall not be responsible for any loss or damage to the property of the owner occurring during removal of any advertising sign.
50. **Power to Regularize and Compound:** The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer shall have the power to compound and regularize installation of an advertising sign, which has been installed without permission, by charging a compounding fee, as given in Schedule II.
51. **Requirement to Keep License and Other Documents:** The owner of a property upon which a sign or an advertising sign is erected, attached or displayed, 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 authorized Official, present such documentation for his inspection.

CHAPTER IX- MISCELLANEOUS

52. **Delegation of Power-** The Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer may delegate all or any of its powers under these Regulations to any officer of the Municipal Corporation or Council or any other person, as he may deem fit for the purpose.
53. **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.
54. **Removal of Doubts:** If any doubt arises, relating to interpretation, scope or application of these Regulations, the same shall be referred to the State Government whose decision shall be final.
55. **Conflict:** In the event of there being any conflict between the provisions of these Regulations and the provisions of the contract, if any entered into by the Municipality under the purview of these Regulations, the provisions of these Regulations shall prevail.
56. **Power to Relax Regulations:** In exceptional cases where Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer is satisfied that the operation of these Regulations causes hardship in any particular case or where the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer is of the opinion that it is necessary or expedient in public interest to do so, he may relax the provisions of these Regulations with the approval of State Government.
57. **Appeal:-**
- (1) Any person who is aggrieved by a decision of an Authorized Official under these Regulations, may appeal against such decision to the Commissioner/Chief Municipal Executive Officer, by filing an appeal petition, specifying the grounds of appeal, within fifteen days of such decision.
 - (2) Any person, who is aggrieved by decision of the Commissioner/Chief Municipal Executive Officer, may appeal against such decision to the State Government by filing an appeal petition against such a decision.
- Provided, no appeal against an order of assessment under these Regulations shall be valid unless the amount of fee payable as assessed has been deposited.
58. **Jurisdiction of Court-** The concerned Civil Court within the areas where the Municipality is located shall have the jurisdiction over all matters of disputes and litigation, if any.

Vivek Pandey, IAS
Commissioner to,
Government of Arunachal Pradesh,
Department of Urban Affairs,
Itanagar.

Schedule-I

(A) Advertisement Plan

Sl. No.	Name of Location/ Road stretch	Number of hoardings	Permissible hoarding size
(A)	No Advertisement Zones		
1.			
2.			
3.			
(B)	Designated zones-Municipal Sites		
1.			
2.			
3.			
(C)	Designated zones- Private Sites		
1.			
2.			

(B) Schedule of charges and fees as per the Regulation (Common for all Municipalities)

1.	Security Deposit for Registration (refundable) (Regulation No. 5)	₹ 1000
2.	Registration Fee for Advertiser (Regulation 5)	₹ 500
3.	Registration Renewal Fee (Regulation 5)	₹ 250
4.	License Fee (Regulation 11)	₹ 500
5.	License Renewal Fee (Regulation 14)	₹ 250

Schedule-II:

(A) Rates of Advertisement for Municipal Corporation:

Sl. No.	Item	Rates (in ₹)
1	2	3
1.	Advertisement on Hoarding/Post/Kiosk/Structure etc.	
	(a) In case of new hoarding	
	(i) Up to 400 sq. ft.	50 per sq. ft. per month
	(ii) Above 400 sq. ft.	70 per sq .ft. per month
2	Collapsible Kiosk (maximum size 5ft. X 5ft. restricted)	550 per calendar month or part Thereof for each kiosk
3.	(a) Advertisement on Vehicle (carrying board/ painting etc.) Note: Permission for Tableau is to be given for a maximum of 10 days at a time)	70 per sq. ft. per year
	(b) Advertisement on own vehicle including Bus Back Panel	70 per sq. ft. per year
4.	Advertisement on Glow Sign Board fixed on top of the shop (projection width up to 5 ft.)	90 per sq. ft. per year
5.	Advertisement on Glow Sign Board fixed on portico	60 per sq. ft. per year
6.	Handbill and Leaflet	400 per calendar month or part thereof irrespective of volume of issue
7.	Advertisement on Umbrella	270 per month
8.	Advertisement on Balloons	270 per balloon per month
9.	Advertisement by Audio System	270 per unit up to 4 speakers
10.	Video Display in Public Place	4500 per TV Screen/month/ specific spot

1	2	3
11.	Advertisement on vehicle stickers (maximum 2 ft. X 1 ft. on each vehicle)	1350 per year/per logo.
12.	Posters:	450 per sq. ft. per month.
	(i) Up to 6 sq. ft. (minimum 3000 nos.)	
13.	Cinema Advertisement Films shown in cinema halls or local Cable TV	55 per month for each part of advertisement.
14.	Non-news magazine /Yellow Pages magazine for advertisement only	30 per year or part thereof for full page of advertisement or part thereof for each issue.
15.	Indicator Board	60 per sq. ft. per year or part thereof.
16.	Mobile Hoarding mounted on vehicles	
	(a) Heavy vehicles (area of display restricted to 300 sq. ft.)	10,000 per vehicle per month
	(b) Smaller vehicles (like TATA 407)	5000 per vehicle per month
	(c) Smaller vehicles (like CHHOTA HATHI)	3000 per vehicle per month
17.	Banner (Hanging) (3'X6') (3'X10')	500 and 1000 per week or part thereof
18.	Temporary shed up to 9.30 Sqm	300 per day and extra Sqm. per day for balance area.
19.	Flat Gate (NL)	1200 per week
	Box Gate (NL)	2500 per week
	Box Gate (lit)	3500 per week
20.	Exhibition	
	Upto 450 Sqm	1000 per day
	450-900 Sqm	1500 per day
	900-1850 Sqm	2500 per day
	1850-3700 Sqm	4500 per day
	Above-3700 Sqm	7000 per day
21.	OPERA/ YATRA	5000 upto10 days, ₹ 600 per day for above 10 days
22.	LED per Sqm.	30 per Sqm per year

(B) Location based Rates of Advertisement for Itanagar Municipal Corporation

Sl. No.	Name of Location	Rate (in ₹) per Sq. Ft. Per Year
1.	Hollongi and Banderdewa Check gate within radius of 200 Sqm	₹ 50
2.	Banderdewa CO office point to Nirjuli entry point RCC Bridge on both Sides of NH 52 A	₹ 25
3.	Nirjuli township including Doimukh road upto Bridge point over Pare River	₹ 60
4.	From IOC oil depot at Lekhi village to A sector welcome Gate on both Sides of NH 52A of Naharlagun	₹ 25
5.	A sector welcome gate up to Bucho Motor along both sides of NH 52 A of Naharlagun	₹ 80
6.	From Bucho Motorat Naharlagun up to Hotel Todo at Itanagar on both Sides of NH52A	₹ 25
7.	From Hotel Todo along both sides of main road upto Chandranagar RCC bridge point over Senki river at Itanagar	₹ 80
8.	From Chandranagar RCC bridge point over Senki river at Itanagar along both sides of road up to Chimpu and Ganga Lake	₹ 60
9.	From Chimpu to Hollongi ahead of 200 mtrs from check gate	₹ 25
10.	Sector Road from main road to Raj Bhavan, circuit house along Tadar Tang Marg (VIP road)	₹ 50
11.	All other sector roads of IMC Jurisdiction	₹ 50
12.	Taxation on mobile towers of various companies as per tower flat rates Per annum	₹ 25,000

Schedule III		
(A) Rates of Advertisement for Municipal Council/Nagar Panchayat:		
Sl. No.	Item	Rates (in ₹)
1.	Advertisement on Hoarding/ Post/Kiosk/Structure etc.	
	(a) In case of new hoarding	
	(i) Up to 400 sq. ft.	15 per sq. ft. per month
	(ii) Above 400 sq. ft.	20 per sq. ft. per month
2.	Collapsible Kiosk (maximum size 5 ft. X 5 ft. restricted)	40 per month for each kiosk
3.	(a) Advertisement on Vehicle (carrying board/ painting etc.) Note: Permission for Tableau is to be given for a maximum of 10 days at a time)	20 per sq. ft. per month
	(b) Advertisement on own vehicle including Bus Back Panel	20 per sq. ft. per month
4.	Advertisement on Glow Sign Board fixed on top of the shop (projection width up to 5 ft.)	20 per sq. ft. per month
5.	Advertisement on Glow Sign Board fixed on portico	20 per sq. ft. per year
6.	Handbill and Leaflet	110 per calendar month or part thereof irrespective of volume of issue
7.	Advertisement on Umbrella	40 per month
8.	Advertisement on Balloons	50 per balloon per month
9.	Advertisement by Audio System	50 per unit up to 4 speaker per day
10.	Video Display in Public Place	700 per TV Screen/month/ specific spot
11.	Advertisement on vehicle stickers (maximum 2 ft. X 1ft. on each vehicle)	200 per year/per logo/per 1000 cars
12.	Posters: (i) up to 6 sq. ft.(minimum 3000 nos.)	140 per sq .ft. per month
13.	Cinema Advertisement Films shown in cinema halls or local cable TV	20 per month for each part of advertisement
14.	Non-news magazine / Yellow Pages magazine for advertisement only	20 per year or part thereof for full page of advertisement or part thereof for each issue
15.	Indicator Board	20 per sq. ft. per year or part thereof
16.	Mobile Hoarding mounted on vehicles	
	(a) Heavy vehicles (area of display restricted to 300 sq. ft.)	1680 per vehicle per month
	(b) Smaller vehicles (likeTATA 407)	980 per vehicle per month
	(c) smaller vehicles (like CHHOTA HATHI)	420 per vehicle per month
17.	Banner (Hanging) (3'X6') (3'X 10')	140 and 280 per week or part thereof
18.	Temporary shed up to 9-30 Sqm	90 per day and extra Sqm. per day for balance area
19.	Flat Gate (NL)	350 per week
	Box Gate (NL)	700 per week
	Box Gate (lit)	980 per week
20.	Exhibition	
	Up to 450 Sqm	280 per day
	450-900 Sqm	420 per day
	900-1850 Sqm	700 per day
	1850-3700 Sqm	1260 per day
	Above 3700 Sqm	1960 per day
21.	OPERA/ YATRA	1400 upto10 days, ₹ 168 per day for above 10 days
22.	LED per Sqm.	15 per Sqm per year

Schedule-IV

List of objectionable advertisements-

The following nature of Advertisements or Hoardings having offensive or indecent or obscene themes/ messages shall not be allowed:

- (1) Nudity or obscenity;
- (2) Defamatory towards any caste, color, creed, religion, nation, community, race or institution;
- (3) Advertisement of drugs, alcohol, cigarette or any other tobacco items the advertisement of which are for the time being prohibited under any law;
- (4) Advertisements propagating exploitation of women or child;
- (5) Advertisement depicting cruelty to animals;
- (6) Advertisement casting aspersion on any brand or person or trade;
- (7) Advertisement glorifying violence;
- (8) Advertisement of Weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
- (9) Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing structure of an Advertising Device;
- (10) Advertisements which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986;
- (11) Advertisements 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;
- (12) Any other list of negative advertisements notified by the Commissioner/Chief Municipal Executive Officer/Municipal Executive Officer from time to time with the approval of the Municipality.

Form-I:

Application for registration/renewal as advertising Contractor with Municipality
(see Regulation 5)

To

The Commissioner/Municipal Executive Officer
..... Municipal Corporation/Council/Nagar Panchayat

Respected Sir,

I intend to get my firm/company registered as Advertiser as required under the provisions of the Arunachal Pradesh Municipal Corporation Act, 2019 and the Arunachal Pradesh Municipal Act 2007, for the purpose of display of advertisements.

The relevant particulars are as under:

- 1. Name of the firm/company
- 2. Nationality
- 3. Address of the applicant firm/company
 - (i) Registered Office (address with contact details)
 - (ii) Head Office (address with contact details)
 - (iii) Branch Office (address with contact details)
- 4. Constitution of the firm
 - 1. Individual:
 - 2. Sole Proprietorship concern:
 - 3. Partnership Firm:
 - 4. Registered Society/Coop Society:
 - 5. Public Limited Company:
 - 6. Private Limited Company:
 - 7. Trust:
- 5. Name of the person who is applying on behalf of the company as Proprietor/Partner/Director, etc.)

Please attach copy of authority letter in favor of the signatory (who must be one of the partners) issued by other partners (in case of partnership firm)/Resolution from the board of Directors (in case of company) to the effect that the signatory is authorized to submit and sign the application/ affidavit/indemnity bond for registration, on behalf of the firm company.

6.	Father's name of authorized signatory	
7.	(i) Permanent address of authorized signatory (ii) Present address of authorized signatory	
8.	Particulars of Proprietor/Partner/Director, etc. (Note: To be filled in tabular form with details of all partners. Please attach a separate sheet, if the information exceeds the space).	Name of Proprietor/Partner/Director Father/Husband's name Age Address with telephone number PAN Number Service Tax No. GST Registration No. Specimen Signature
9.	(a) Details of experience in advertising business (b) Period of experience	
10.	(i) Office address for correspondence (ii) Telephone number	
11.	Name and Designation/status of person with whom correspondence is to be made on behalf of the company.	
12.	(i) Details of Surety: (Name of surety, property pledged, status of surety of property pledged) (ii) Details of Bank Guarantee:(Amount of Guarantee, Name of the Bank, Validity Period)	
13.	Annual Turn Over for preceding three yearsPeriod/Year amount (INR) (a) Advertising business (b) Other business	
14.	Proof of the following documents	(1) Copy of Trade License. (2) No dues certificate issued from Municipality. (3) Certificate that the firm is Not black-listed by Municipality in the past.
15.	Name of the bankers with full address and account number of the firm/company.	

I/We (including all partners/directors) certify that I/we have read and understood the Instructions for Registration/Renewal of the Advertisers in Municipality, as well as the relevant provisions of the Arunachal Pradesh Municipal Corporation Act, 2019 and the Arunachal Pradesh Municipal Council Act, 2007 and the Advertisement Regulations/Bye-laws made there under, as amendeduptodateand/or may be amended from time to time and the relevant orders/directions of the courts of law; and shall strictly adhere to the same and pay the notified registration/security amount.

Name and status of the signatory:

Place

The information given as above is correct to the best of my/our knowledge and belief and nothing has been concealed there from.

If any information is found to be incorrect or otherwise, at any stage/point of time, Municipality shall be at liberty to cancel my/our Registration without any prior notice/information and shall also be at liberty to forfeit security deposits; bank guarantee and cancel all permissions and advertisement contracts.

Signatures:

Date:

Form-II:
(see Regulation 11)

Form of Application for license/renewal of license in private sites under regulations for exhibiting advertisements

1. Name and address of the applicant/ firm in full (in Block letters) with Telephone / Mobile Number.
2. Registered in the Municipality? If yes, mention Number so.
3. Exact location of the site where the advertisement is to be exhibited
4. Name of the road from which Advertisement will draw visibility

- 5. Width of the road (in feet):
- 6. Whether location plan (3 copies) enclosed* Yes/No
- 7. No. of other hoardings located within 5 meters.
- 8. Nature of advertisement viz non-illuminated sky- sign/ illuminated sky-hoarding boards/ illuminated poster/ wall paintings/illuminated advertisement/ illuminated show cases, motor cars, motor car illuminated, hand carter, Bullock carts, sandwich boards non-illuminated, sandwich boards illuminated/ boat float/ Vessel mounted advertisement. (State as is appropriate)
- 9. Dimensions of the advertisement (in sq. ft./sq. mtr.)
 - (i) Length:
 - (ii) Width:
 - (iii) Area:
 - (a) Is it located on terrace of a building? (Yes/No)
 - (b) Bottom clearance of the advertisement board.(in feet)
Top maximum height of the advertisement board. (in feet)
- 10. Subject matter of the advertisement.
- 11.
 - (a) Name of the owner of the premises.
 - (b) Is it owned by a Housing Society? (Yes/No) (if yes give the name).
 - (c) Is the land owned by a public authority, i.e. MUNICIPALITY? Government etc. (Yes/No), state its name.
 - (d) If answer to(c) is Yes, have you attached its N.O.C.? (Yes/No).
- 12.
 - (a) The date, from which the advertisements to be exhibited
 - (b) The period for which the permission is applied for
- 13. Details of fees deposited (Process Fees/License Fees)
Cash ₹
Cheque No. Date
Name of Bank, Amount
- 14.
 - (a) List of documents attached:-
 - (i)
 - (ii)
 - (iii)
 - (iv)
 - (v)

I have carefully gone through the approved policy guidelines in force in respect of issue of permits for display of advertisements. The information given above is true to the best of any knowledge and belief, if any of the information given above is found at any time to be incorrect or false. I understand that the permission, if granted, will be liable for cancellation in addition to penal action that I/we may be liable for.

Date

(Signature of the Applicant)

RECEIPT

Serial No.

Received an application from Mr./Mrs. and entered at
Serial No. of relevant register.

DA,
Advertisement,
Municipality.

Form-III:

[See Regulation 11(4)]

Indemnity bond-cum-under taking on ₹ 120 stamp paper

To,

The Commissioner/Municipal Executive Officer
..... Municipal Corporation/Council/Nagar Panchayat,

Sub.: Grant of permission for advertisement at

I Shri/Smt./M/s. Age, the owner of the property
situated at/ residing at (or in the case of Society)

We, Shri/Smti

(1) (2), (3)

Chairman/Secretary and Treasurer of M/s. Co-operative Housing
Society, respectively (hereunder called as ‘the owner’ (2) I, Shri/Smt.
Proprietor/partner/Director of the Firm M/s. having its registered
office at the residing at Hereinafter called as ‘the Advertiser’.

WHEREAS the Advertiser has made an application to Municipal Corporation/
Council/Nagar Panchayat for permission for display of advertisement under section 423 and 424 of Arunachal
Pradesh Municipal Act, 2007 and provision of Advertisement Regulations.

AND WHEREAS the owner has permitted the Advertiser to erect a hoarding and display advertisement in
his/her property situated at:

AND WHEREAS the Advertiser has applied to the Municipality for permission required in terms of the laid
down policy and regulations in this behalf to give joint undertaking. The Owner and the Advertiser do hereby
agree and undertake as under:

1. The owner and the Advertiser here by expressly agree and undertake to abide by the rules, regulations and guidelines framed by the Municipality for grant of permission or advertisement.
2. The owner and the Advertiser hereby undertake that the erection of the hoarding and display of advertisement will not adversely affect or cause any obstruction to the air, light and ventilation of the building belonging to the Owners or to the neighboring building and /or premises.
3. The Owner / society hereby confirm that Governing Body of the Society have passed a Resolution permitting the Advertiser to erect the hoarding and display advertisement in the society premises by passing resolution in the meeting held on (.....). Copy of the resolution of the Governing Body meeting has been certified by the Secretary of the Society.
4. The owner and the advertiser here by further agree and undertake that they shall and will, at all times, hereafter, save and keep harmless and indemnify the Municipality against all action, acts, suits, cost claims, damages, demands of any nature and kind whatsoever which may be instituted, claimed or made against the Municipality.

Date

Signature
