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// आदेश //

छत्तीसगढ़ नगर पालिक निगम अधिनियम 1956 (क्रमांक 23 सन् 1956) की धारा 427 की उपधारा (23) के अंतर्गत छत्तीसगढ़ राजपत्र (असाधारण) में प्रकाशित अधिसूचना क्रमांक 212 रायपुर मंगलवार दिनांक 7 अगस्त 2012 में विज्ञापन व्यवसाय/सेवा के विनियमन हेतु आदर्श उपविधि प्रकाशित की गयी है जिसे नगर निगम रायपुर द्वारा अंगीकृत किया गया है। उक्त आदर्श उपविधि के अंतर्गत क्रमांक 5 में उल्लेखित शक्तियों एवं कर्तव्य के अधीन विज्ञापन व्यवसाय/ सेवा के विनियमन के क्रियान्वयन हेतु रायपुर नगर निगम के लिए आज दिनांक 04.04.2018 दिन बुधवार को दिशा निर्देश जारी की जाती है। उक्त दिशा निर्देश जारी तिथि से लागू माना जायेगा।

उक्त दिशा निर्देश की प्रतियाँ नगर निगम के वेब साइट nagarnigamraipur.nic.in एवं जोन कार्यालयों तथा मुख्यालय में नगर निवेश विभाग में देखी जा सकती है।



आयुक्त
नगर पालिक निगम,
रायपुर

Office of the Municipal Corporation, Raipur (C.G.)



**Guidelines for various modes of Advertisement in Raipur dated
04.04.2018 prepared in continuation with the Model Advertisement
Bye Law -2012, published on 7th August 2012**

Raipur Municipal Corporation,
Near Mahila Police Thana,
Gandhi Udyan,
Raipur-492001 (Chhattisgarh)

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1 Introduction

Display of advertisements by means of Glow signs, neon-signs, weather boards etc. constitutes an essential part of business. However, environment needs to be protected against undue intrusions, disfigurement and visual pollution. Manmade structures should not cause any harm to the environment. Instead they should interfuse with the surroundings and enhance its beauty by proper placing and pleasing designs. Moreover, advertising should not constitute a hazard to the safety and welfare of the citizens, and should not act as visual clutter.

A need was felt to develop guidelines for display of various modes of advertisements in Raipur city in line with the provisions of **Model Advertisement Bye Law 2012**. Keeping in pace with the changing scenario in the advertising domain, it was also felt that these pragmatic guidelines would help the stakeholders in understanding and placing up advertisement display units.

These guidelines shall be applicable in general to Illuminated and Non-illuminated Hoardings (incl. Glow signs, Neon signs, electronic sign boards, Video Display boards etc.), Signs, Shop signage and any other means of display of advertisements on/in front of shops/Commercial Establishments in Raipur Municipal Corporation limits.

These guidelines shall come into effect from their date of issue. **The Municipal Commissioner reserves the right to review, amend, waive or modify any of the above conditions or restrictions at his discretion.**

2 Background

These Advertisement Guidelines are prepared in line with the Model bye law 2012 for Advertisement published on the Chhattisgarh Gazette notified on 7th August 2012.

3 Various Modes of Advertisement

The term Advertisement has been defined in the Model bye law 2.b. given as under:

Advertisement means the installation of a hoarding, made of metal, glass, flex or any other material, in public or private place, hung or suspended or affixed or fastened to a structure or scaffold, grouted or anchored to the ground or upon the terrace of a building or a wall, or post or electrical pole or any other support, with or without any matter or message, for social, commercial or any other purpose, painted or imprinted thereon or not painted and imprinted thereon.

So various modes of Advertisement which covers under the above definition are identified as below:

1. Commercial Hoardings
2. Window Advertisements
3. Petrol Bunk advertisements
4. Advertisement on banners, Temporary Arches and Hoardings, Building Wraps, etc.,
5. Advertisement on Inflatable Media
6. Displaying Direction Boards
7. Shop / Commercial establishment Advertisements
8. Pure bulk Self Advertisement Displayed in front of Shops, Restaurants, Hotels and other Business and Commercial Establishments, etc.,

4 Definitions:

Further various mode of Advertisement which is inline as per the above definition mentioned in section 3' is elaborated below for further guidance.

- **"Banner advertisement"** means a piece of cloth or any other flexible material, which contains some advertisement or announcement or written matter for display in public place to attract public attention.
- **"Building Wrap advertisement"** means an advertisement displayed on any building frontage using a vinyl or flex printed material usually stretched across the building frontage or on the scaffolding of a building under construction or repair or by sticking or fixing it to a glass frontage or window.
- **"Bulk Commercial Advertising"** means advertisement put up by various commercial establishments in front of retail outlets mentioning brand names or displaying a product or product name or such other retail advertisement along with the name and address of that retail outlet.
- **"Commercial Hoardings"** means Hoardings erected by advertising agencies to display advertisement on commercial basis.
- **"Direction Boards"** means Boards put up by private/commercial establishments to indicate direction to their offices or commercial outlets, etc. for general public.
- **"Gantry Pole Advertisement"**- A gantry (also known as a sign holder, road sign holder, sign structure or road sign structure) is a traffic sign assembly in which advertisement boards are mounted.
- **"Hoarding"** means a display board single-faced or multi-faced, made of metal, glass, flex, wood or any other material, fastened or unfastened, on ground at a height, meant for commercial or non-commercial purpose, in use or not in use, painted or blank that has a perimeter of 20 feet or more in the case of individual hoarding, and 10 feet or more in the case of hoardings used in series on a road elsewhere;
- **"Inflatable Advertisement Displays"** means a helium gas filled balloon or blimp lighter than air either as a three dimensional display usually in the shape of a product, trademark, logo, etc. a balloon with a printed advertisement floated in the air anchored with a rope or cable.
- **"Shop front Advertisements"** means an Advertisement either illuminated or non-illuminated displayed in front of any premises referring to any commercial or business activity carried on within the same premises such as brand names of good sold, type of services rendered.
- **"Temporary (Bulk) advertisement"** means refers to advertising, within a limited area or road at times of a festival or celebration for a limited period. This permission will be with respect to temporary hoardings, arches, banners or pole-flags. Bulk commercial hoardings shall include those displayed on a mobile media such as a service van and/or delivery vehicle.
- **"Window Advertisement"** means an advertisement for a product or service offered by the commercial establishment displaying such an advertisement in the window of his premises

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in a manner that make it visible from outside. These may be illuminated (including translites) and may be either static or moving mechanically.

5 Advertisement Zones in Raipur City

As per the Model Advertisement Bye Law 2012 there is a provision regarding defining various Advertisement Zone where the Municipal Commissioner has power to categorize and designate the Zones as 'No Advertisement Zone' and "Regulated Advertisement Zone".

For the purpose of setting of Advertisement Fee rate, regulating the location and display of advertisement hoardings in the city, Municipal Corporation area has been divided into 3 advertisement zones.

The 3 different Advertisement Zones are as follows:

- **Zone A**-No Advertisement Zone- No Advertisement Zone are the corridors near civil lines area, areas of public importance and airports. Due to safety and security purpose these areas are demarcated as restricted zones.
- **Zone B**- Controlled Zone-In this zone the Advertisement is controlled by RMC with height restriction, size restriction etc.
 - Zone B (i)-Commercial zone- is segregated based on the presence and proximity of commercial activity in a particular area and major commercial corridors.
 - Zone B (ii)-Other than Commercial Zone-Other than the areas fall under above to Zones falls under Zone A & Zone B (i).

ZONES	Routes/ clusters
Zone-A (Restricted Zone)	Ambedkar Chowk to Governor Residence
	CM House to Kabir Chowk
	CM house Rear side to PWD Square
	Shankar Nagar Road Link Road to Narrow Gauge Line
	VIP T point to to RMC Boundary
Zone-B (i) (Commercial Zone)	Krishi Vidyalaya to Tatibandh
	Ring Road 2
	Bhanpuri to Doomar Tarai
	Canal Road
	Jaistambh Chowk to Tatibandh
	Ghadi Chowk to Hira Chowk
	Ghadi Chowk to Railway Station
	Jaistambh Chowk to Gurunanak Chowk
	Awantibai Chowk to Kachna road
	Awantibai chowk to saddu petrol pump (HP petrol pump)
	Shankarnagar Chowk to Expressway intersection (Near Ministers residences)
	Expressway (start to end) in RMC limit
	Railway Station to Gurunanak Chowk

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	Subhash Stadium to Katora Talab Market
	Awanti Bai Chowk to central Jail
	Pandri Market
	Sadar Bazar
	Shashtri Market
	New Bombay Market & MG road Market
	CSEB chowk to Lakhinagar chowk to Mahadevghat chowk
Zone-B (ii) (Other than Commercial Zone)	Remaining Area other than commercial zone & Restricted area

All the norms and provisions related to the various Advertisement modes are defined below for further clarification.

6 Advertisement on Commercial Hoardings

As defined in the Advertisement Model Bye Law 2012 "Hoarding" means a display board single-faced or multi-faced, made of metal, glass, flex, wood or any other material, fastened or unfastened, on ground at a height, meant for commercial or non-commercial purpose, in use or not in use, painted or blank that has a perimeter of 20 feet or more in the case of individual hoarding, and 10 feet or more in the case of hoardings used in series on a road else where

6.1 Norms for erecting and displaying of Commercial Hoardings

- Every person desiring to erect, exhibit, fix, retain or display or cause to be retained or displayed any outdoor advertisement on private or public buildings and properties walls, roof, parapet, or premises, private hoardings, private structures or poles or lamp posts or Hoardings on road dividers or gantries within the premises of private buildings shall apply to the Commissioner of the **RMC** for permission and insofar as banners are concerned shall have the **RMC** stamp affixed to each banner on payment of the prescribed fee or Fee.
- No Advertisements are to be erected/fixed/placed in any Municipal Parks or Municipal Recreation Ground without the permission of Commissioner.
- Hoardings erected in the set back of property shall not obstruct the free movement of people in the setback area. The hoardings in setback area should not project on to the foot path or neighbouring properties.
- Every hoarding which is permitted shall display the computerized code number allotted in black letters against a white background on the left hand side of a metallic strip and the name of the Agency to be placed on the right hand side.
- Agencies desirous to erecting and displaying hoardings on the land or premises of other public authorities or government shall inform RMC of the location, size and date before erection for purpose of Advertisement fee collection.

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- Hoardings which are continued under specific orders / directions of a court of law shall display details of Agency name & Court case number in black letters against yellow background failing which such hoardings shall be treated as unauthorized hoardings.
- No Tri-visions / Tri-ads or Electronic Display Boards shall be allowed within 10 meters of a traffic carriageway of a Road Over Bridge, Road Under Bridge or a Fly-Over measured from the retaining wall or parapet of the carriageway to the nearest point of the hoarding or its structure measured from the edge of the road nearest to the proposed location.
- Advertisement outside of movie theatre/ multiplexes will constitute advertisement through Hoarding and chargeable same as commercial Hoarding. All the Zoning regulations will be applicable towards its size and specification.
- **No advertiser shall erect hoardings which are vertically above another existing hoarding ("double decker") or more ("triple decker") irrespective of size, type or location within the city.**
- No advertisement hoarding shall:-
 - project beyond the general line of the building or property into the street, for which a building or property line has been prescribed ; or
 - Be within 10 meters measured on the roads where any public park or pleasure promenade are located.
 - Obstruct the opening and closing of any window / door of residential building / commercial establishment.
 - Be within 3.5 meters from an uncovered electrical transformer or an un insulated electrical wire.
 - No advertisement hoardings, shall as a general rule, be allowed to be put up within or abutting on public parks and gardens, flyover unless it is a signage that is specifically permitted for a purpose and/or period by the Commissioner.
- The lower base or the bottom of a hoarding at an approved site shall be at a height of not less than 2.5 meters from the surface of the ground or road grade below it, to facilitate pedestrian movement without hindrance. It shall also be in correct alignment with the other approved hoardings, if any, previously allowed to be put on the site.
- The supports of all such hoardings shall be of steel or other fabrication metal or of concrete, of sufficient thickness firmly imbedded in the ground or roof with concrete and suitably painted, as provided for in the specifications for hoardings by the RMC. The Agency constructing the hoarding at an approved site will be required to obtain necessary technical certification as to the structural stability of the structure and necessary insurance against liabilities arising from unforeseen mishaps.
- All hoardings, and their supports permitted by the RMC shall be maintained at all times in a neat and tidy condition.
- Any advertisement which is not in National interest or sentiments, or which is obscene or vulgar in nature and which may affect public morals shall not be displayed by any Agency.

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However, if any advertisement is displayed and the Commissioner is of the opinion that the advertisement contravenes the above, the advertisement shall be removed or defaced by giving three days' notice to the advertiser.

- The Commissioner may exercise the authority vested in him to permit or refuse any advertisement hoarding. Normally, such permission or approval shall take into consideration grounds included in these Bye-laws including safety and order.
- The reasons for refusal of such permission shall be communicated to the applicant by order, in writing within forty-five days of submission of the prescribed application for permission at the Municipal Offices.
- The Commissioner may also, by order in writing, require the owner or occupier of any property or the persons, firms or institutions, to which the advertisement relates, or of which they are the authorities to remove, within a prescribed time, any advertisement.
- The Corporation shall issue demand notices of the advertisement Fee payable to agencies at the time of issuing permission for a new hoarding or renewal of an existing hoarding clearly indicating the location of the hoarding, its size, rate of Fixation and the amount of Fee levied.
- The permission of new hoardings or their renewal of permission shall be withheld by the Corporation, if the advertising Agency has not cleared in full any arrears of advertisement Fees up to date, till such time as the arrears are cleared.
- In the case of multiple advertisements such as Tri-Ads, Scrollers, etc the advertisement Fees will be charged at 100% in excess of the Schedule of Rate of Advertisement Fees under the Act as revised from time to time.
- Any conversion of an existing hoarding permitted by the Commissioner to another type (e.g. illuminated to trivision / scroller / neon etc) shall require the prior written permission of the Commissioner and the payment of the prescribed fee.
- All advertisement Fees shall be paid to the Corporation by the agency by the end of each financial year.
- The License once granted for a specific location to any advertiser cannot be either shifted to another location or transferred to another Agency. No subletting of hoardings to another agency for whatever purpose shall be permitted. An Agency may, however, engage services of a creative agency to put up advertisement vinyls, flex, etc.
- The RMC shall ensure that while issuing a fresh permission that care is taken that the visual line of sight of an existing hoarding is not covered by the new proposed hoarding. Provided that if the new hoarding permitted covers an existing hoarding, the RMC may ask the subsequent applicant to show cause within 3 days and if the reply is not satisfactory, proceed to shall remove the new hoarding.

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- All such Government, Semi-Government organizations shall submit to the RMC the list of Agencies with hoardings inside their premises along with the location, size and number of such hoardings once in every year.
 - In turn the concerned agency shall apply individually and obtain the written permission as per the Advertisement Guideline in the manner prescribed for hoardings on private lands. Permissions shall not make any discrimination with regard to hoardings on private lands and Government and semi Government owned land hoardings permission in the interest of the RMC revenue.
 - In case of violations of this clause the advertisers and the agency on whose land the hoarding is situated shall be liable for removal.
- The RMC reserves the right / power to remove an advertisement with hoarding erected on Railways, Govt. offices etc. if advertisement fees are not paid.

6.2 Height, size permit for Hoardings in various Zones:

- Zone A-No Permission (including neon's) Zone
- Zone B (i)-No Height restriction (40X20ft.) (1mtr. Min distance between hoardings)
- Zone B (ii)-Height- not exceed 40 ft. height from ground (24x12 ft.-Ground, 30X15 ft.- roof top) (1mtr. Min distance)

Sl. no.	Zone	Large sizes			Small sizes			Method of erection	Height of the hoarding from the ground or earth
		(a)	(b)	(c)	(a)	(b)	(c)		
1	A	Restricted						Either horizontal or vertical	No height restrictions
2	B (i)	40'X20'	30'X15'	24'X12'	15'X10'	10'X5'	8'X5'		
3	B (ii)	30'X15'	12'X24'	15'X10'	12'X6'	8'X5'	7'X5'		If it is on earth / ground 40 feet from earth / Ground. Even if it is on first floor also 40 feet from earth / ground.

6.3 Procedure for erecting and displaying of Commercial hoardings

- Hoardings shall be erected at a minimum distance of 30 feet from the edge of a junction or a circle and shall be erected along the road only. Hoardings shall not be permitted around a circles or Junctions.

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- Any agency, individual, or company which undertakes the display of commercial outdoor advertisements by erecting commercial hoardings for a commercial purpose on behalf of others shall enrol themselves as an 'Agency' on payment of an enrolment fee of Rs 10,000/- , as the Commissioner may decide for the due observance of these Advertisement Guidelines.
- Further, every (1) year advertisers shall renew their advertisement agency as per prescribed norms. The renewal fee shall be decided by the Commissioner time to time. A lapse of the agency's registration period shall be treated as a violation which will attract late fee of Rs. 1,000 per month for every continuing month of violation or part thereof.
- The decision of the Commissioner RMC will be final in regard to the enrolment of the agencies for outdoor advertisement. However, the reasons for rejection, if any of an application will be communicated in writing. The Agency may apply within 15 days to the Commissioner for a reconsideration of his decision.
- Only Agencies enrolled with the RMC shall be permitted to erect or display commercial hoardings.
- The enrolment shall be renewed once every 3 years by virtue of payment of the prescribed enrolment fee and upon the Commissioner's satisfaction of the Agency's record of compliance with these Bye-laws.

Provided that before applying for the renewal of its enrolment **the Agency shall satisfy the following conditions:**

- The Agency has not violated any bye-law/guidelines and has disposed off cases filed by it before the Hon'ble courts.
- The Agency is not in default of payment of any dues to the **RMC**. Noncompliance shall render the Agency liable for the rejection of the application for enrolment of the Agency and the withdrawal of all types of permissions earlier granted by the **RMC**.
- All new applications for erection and display of commercial hoardings shall be made on the Application Form in the manner prescribed by the Commissioner and supported by the following documents:
 - (a) No Objection Certificate (NOC) from the landlord. (As per format in Annexure – 6)
 - (b) Site plan indicating proposed location of the hoarding such as distance from road /junction and location on ground/building etc.
 - (c) Stability certificate of the building, if the proposal is for a roof site, from the RMC registered 3rd party engineer/agency indicating clearly details of foundation of hoarding proposed and structured plan of hoarding.

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- (d) Certificate from a Certified Engineer indicating clearly details of electrical wiring including earthing (if illuminated) of the hoarding.
- (e) Insurance against Third Party risk for those who are working in the agency concerned shall be obtained by the Agency and enclosed after its sanction and erection within 45 days along with the payment of advertisement Fee. Copy of the receipt of Fee paid in respect of residential or non- residential (Commercial) property, as the case may be.
- Provided that the requirement of NOC will not apply in the case of a renewal application provided the NOC from the landlord is valid for the period for which the renewal is applied for and the nature/type of hoarding permitted is not intended to be changed or altered.
- In case of renewal a request for renewal shall be submitted to the RMC in the prescribed form by 31st March of the year of expiry of the current permission and the RMC may grant renewal subject to the following conditions :
 - (a) That there have been no structural changes in the hoarding from the date of current permission.
 - (b) That all advertisement Fees have been paid up to date.
 - (c) Structural stability certificate of the hoarding are valid as also the building stability certificate (if the hoarding is erected on the roof of a building).
 - (d) NOC from the landlord is valid.
 - (e) A review of the permission has not indicated any breach of the Bye-laws.
- In the case of an illuminated hoarding the above shall also be accompanied by a copy of the certificate from a certified Electrical Engineer or CSPDCL (Chhattisgarh State Power Distribution Company Limited) certifying the safety of the electrical installations against electrocution, etc.
- In the case of hoardings put up by the side of road bridges, the height of the supports will be so limited as to make one uniform line parallel to the embankment wall (railing) of the road – bridge.

7 Advertisement on Windows

"Window Advertisement" means an advertisement for a product or service offered by the commercial establishment displaying such an advertisement in the window of his premises in a manner that make it visible from outside. These may be illuminated (including translights) and may be either static or moving mechanically.

7.1 Norms for Windows Advertisements

- Window advertisements will include advertisements for cameras and films using cut outs normally displayed within shop premises. These will exclude routine advertisements such as stickers or small pictures placed in the window or pasted on glass panes.
- Provided that cut outs placed within the premises of a shop shall be exempted from Fee. Provided further that no cut outs shall be permitted outside shops or on sidewalks.

7.2 Procedure for Windows Advertisements

Applications for Windows Advertisements will be submitted on the prescribed Application Forms (Annexure – 2) available at the Advertisement Department of the RMC.

The following enclosures shall be submitted along with the application:

- Site plan giving the location of the proposed Window advertisement.
- Drawing showing the size, shape and material of the Window advertisement.
- Type of board (illuminated or otherwise) and manner of installation.

8 Advertisement on Petrol Bunks

- Advertisements on petrol bunks located within the RMC jurisdiction shall also be treated as self-advertisements provided the hoarding displays products and services available at the outlet.
- If a petrol bunk displays advertisements for products and services other than those which are directly provided by the petrol bunk or its principal owner (such as 'Hindustan Petroleum'), these shall be treated as a commercial advertisement. Any such advertising shall be permitted only if the principal owner is registered as an advertising Agency with the RMC in the prescribed manner.
- Any government or PSU Scheme/ programme promoting social cause or scheme in form of advertisement/hoarding will be exempted from paying Advertisement Fee.

8.1 Procedure for Petrol bunk Advertisements

Applications for Petrol bunk Advertisements will be submitted on the prescribed Application Forms (Annexure – 2) available at the Advertisement Department of the RMC.

The following enclosures shall be submitted along with the application:

- Site plan giving the location of the proposed Window advertisement.
- Drawing showing the size, shape and material of the Window advertisement.
- Type of board (illuminated or otherwise) and manner of installation.

9 Advertisement on Banners, Temporary Arches and Hoardings, Building Wraps, etc.

"Banner advertisement" means a piece of cloth or any other flexible material, which contains some advertisement or announcement or written matter for display in public place to attract public attention.

"Building Wrap advertisement" means an advertisement displayed on any building frontage using a vinyl or flex printed material usually stretched across the building frontage or on the scaffolding of a building under construction or repair or by sticking or fixing it to a glass frontage or window.

"Temporary (Bulk) advertisement" means refers to advertising, within a limited area or road at times of a festival or celebration for a limited period. This permission will be with respect to temporary hoardings, arches, banners or pole-flags. Bulk commercial hoardings shall include those displayed on a mobile media such as a service van and/or delivery vehicle.

9.1 Norms for Banners, Temporary Arches and Hoardings, Building Wraps, etc.

- A person desiring to erect exhibit, fix, retain or display advertisements on banners, temporary arches, temporary hoardings, building wraps shall submit to the Commissioner, not less than fifteen working days before the advertisement is to be erected or before printing copies of advertisements or painting advertisements or exhibiting them in any manner.
- The erection and display of any of the above advertisements shall not in any manner cover or obstruct the display on any existing permitted hoardings.
- The display of banners shall be prohibited in all areas listed under Zone A.

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- Banners shall not be tied to or displayed against any trees, electrical poles, light poles, telephone poles, traffic signal poles, etc.
- The Commissioner may, for valid reasons, reduce the time limit in special cases or prohibit any advertisement from being displayed at certain locations.
- If the proposed advertisement banner is approved, the Commissioner shall, within seven days from the date of receipt of the request letter or application, intimate the applicant the Fee due on the intended advertisement, provided that the application is approved.
- On receipt of the Advertisement Fee after its determination by the Commissioner, a written permission mentioning the date of commencement and date of conclusion of the advertisement will be issued to the applicant. The advertiser shall incorporate the license number and date in the advertisement copies to be printed for display within the city, or in the paintings to be done, or to produce copies of advertisements for stamping with the RMC stamp in token of the Fee having been paid, and the advertiser shall carry out the instructions.
- Where the giving of prior notice is not practicable, copies of the advertisement proposed to be erected, exhibited, fixed, retained or displayed shall be produced along with the prescribed application for approval under that clause. Upon approval by the Commissioner, and on the payment of the Fee due in respect of such an advertisement, the RMC stamp shall be affixed on all copies of such advertisements in token of the Fee having been collected.

9.2 Procedure for Banners, Temporary Arches and Hoardings, Building Wraps, etc.

Applications for Banners, Temporary Arches and Hoardings, Building **Wraps** will be submitted on the prescribed Application Forms (Annexure – 2) available at the Advertisement Department of the RMC.

The following enclosures shall be submitted along with the application:

- Copies of the material to be displayed.
- Site plans of the locations where the advertisement will be displayed.
- Period of display.
- Dimensions of the advertisement to be displayed.
- In case of temporary arches and hoardings an engineering drawing of the structure and material to be used.

10 Advertisement on Inflatable Media

"Inflatable Advertisement Displays" means a helium gas filled balloon or blimp lighter than air either as a three dimensional display usually in the shape of a product, trademark, logo, etc a balloon with a printed advertisement floated in the air anchored with a rope or cable.

10.1 Norms for Advertisement on Inflatable Media

- The Agency shall display the inflatable media in such a manner that does not interfere with or obstruct the display of other advertisements.

Guidelines for various modes of Advertisement for Raipur city-04.04.2018

- The Agency shall make all the necessary arrangements for watching the balloon for any emergency during the display of the advertisement by means of balloon, including the anchoring of the inflatable media securely and its prevention of entanglement with live electrical wires, other hoardings etc.
- The Agency shall be liable to pay damages for any injury which may be caused to any property or person by reason of keeping the said balloon or material, gas or any device used or by reason of the fall or otherwise of the said balloon or any part thereof due to storm, faulty construction, negligence, accident or any other cause whatsoever.
- The height between the balloon and road level shall not be less than 20 meters ensuring enough bottom clearance for safe traffic movement.
- 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.

10.2 Procedures for Advertisement on Inflatable Media

Applications for Inflatable Media will be submitted on the prescribed Application Forms (Annexure – 2) available at the Advertisement Department of the RMC.

The following enclosures shall be submitted along with the application:

- Type of inflatable media to be used and its size.
- Locations where the advertisement will be displayed.
- Period of display.
- The Agency shall produce an NOC from the Civil Aviation Department of the Government of India and shall observe all their rules and regulations.

11 Advertisement on Direction boards

"Direction Boards" means Boards put up by private/commercial establishments to indicate direction to their offices or commercial outlets, etc. for general public.

11.1 Norms for Advertisement on Direction boards

- Direction boards will be permitted for the purpose of indicating the direction to institutions of emergency health, public safety, and public conveniences such as hospitals, Blood banks, Police Stations, toilets, food facilities, petrol bunks, banks, bus terminals, railway stations, airports, Public offices, Universities/ institutions etc.
- Direction boards shall only display directions to the location of the premises where such products or services are available and indicate the products and services available.
- Advertisement Fee on such boards will be levied at the rate similar to commercial hoardings.
- No direction board of size more than **1 meter by 1 meter** shall be permitted.
- No direction boards shall be permitted on public foot paths.
- Advertisement on Direction board for showing Govt./semi Govt. buildings are not liable to pay Advertisement fee.

11.2 Procedures for Advertisement on Direction boards

Applications for Direction boards will be submitted on the prescribed Application Forms (Annexure –2) available at the Advertisement Department of the RMC.

The following enclosures shall be submitted along with the application:

- Site plan giving the location of the proposed direction board.
- Drawing showing the size, shape and material of the direction board.
- Type of board (illuminated or otherwise) and manner of installation.

12 Advertisement on Shops/ Commercial establishments

“Shop front Advertisements” means an Advertisement either illuminated or non-illuminated displayed in front of any premises referring to any commercial or business activity carried on within the same premises such as brand names of good sold, type of services rendered.

12.1 Norms for Advertisement on Shops/ Commercial establishments

- The prime sign board on a shop meant basically to display its name and address is excluded from Advertisement Fee collection. Additional signboards on a shop or outside it, whether fixed or not fixed, will constitute advertisement through hoarding.
- For shops advertisement in case of commercial advertisement the shop keeper/owner is exempted to pay advertisement Fee up to **perimeter of 20 feet**, and in case of the advertisement is more than **perimeter of 20 feet** he is liable to pay advertisement Fee for the whole Advertisement.
- Shop front or Commercial establishment advertisements shall not project beyond the building or property line onto the street.
- Such advertisement shall also not extend beyond (above) the parapet of the roof above the entrance of the shop or commercial establishment or below the parapet to cover the entrance or window.
- In case of advertisement in front of the Commercial establishment it may include the name of the commercial establishment where the advertisement is displayed but shall not be exempted from advertisement Fee as in the case of name boards in view of display of trade marks, brand names etc.,
- However, these advertisements whether non-illuminated or illuminated, backlit or a translite shall not measure more than the width or the building or extend beyond the parapet of the building in which the shop is located. Provided that no advertisement shall measure not more than the **width of the shop/ commercial establishment and height will be restricted up to 1.2 meter**.
- 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 **20 feet perimeter** and more than that it is chargeable as Shop commercial advertisement. No advertisement shall measure more than the **width of the Building and height will be restricted up to 1 meter**.

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- Malls/shopping complexes only be allowed to display advertisement hoardings pertaining to the product/brands they are selling.

12.2 Procedures for Advertisement on Shops/ Commercial establishment

- The period of assessment will be from 1st April to 31st March of the next succeeding year.
- The applicable advertisement Fee will be payable in advance annually and submitted not later than 31st March of each year in single instalment.
- In case RMC is appointing a vendor for collection of Advertisement fees for shop/commercial establishment, the vendor can issue demand notice to concerned shop/ commercial establishment, producer, and manufacturer and can directly collect Advertisement fees from them on behalf of RMC.
- Prescribed application forms for the display shop/ Commercial establishment advertisements will be available with advertisement department of the RMC. All applications for shop/ Commercial establishment Advertisement will be made on the prescribed forms accompanied by following enclosures.
 - Location, address and nature of the display of advertisement.
 - Size of the display.
 - Type of display.

13 Pure bulk Commercial Advertisement Displayed in Front of Shops, Restaurants, Hotels And Other Business And Commercial Establishments, Etc.

"Shop Front Bulk Commercial Advertising" means advertisement put up by various commercial establishments in front of retail outlets mentioning brand names or displaying a product or product name or such other retail advertisement along with the name and address of that retail outlet.

13.1 Norms for Pure bulk Commercial Advertisement

- Bulk advertisement boards shall not project beyond the building or property lines in to the street. Advertisement Fee will be applicable on all bulk advertisements.
- Provided that no bulk advertisement shall measure not more than the width of the shop and height will be restricted up to 1.2 meter.
- Provided that if the concerned company, producer, manufacturer does not submit its bulk advertisement list, the owner of the shop where the board is exhibited shall be liable to pay the Fee.

13.2 Procedure for Pure bulk Advertisement

- The business concern / company / manufacturer etc. shall directly furnish all the details of advertisement boards to the advertisement section within 31st March of the every financial year.

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- Provided that if the concerned company, producer, manufacturer does not submit its bulk advertisement list, the owner of the shop where the board is exhibited shall be liable to pay the Fee.
- The period of assessment will be from 1st April to 31st of March of the succeeding year.
- Fee will be payable in advance annually and submitted not later than 31st of March each year.
- Prescribed application forms for the display of bulk advertisement will be available with the Advertisement Department of the RMC. The application shall be accompanied by the following enclosures.
- In case RMC is appointing a vendor for collection of Advertisement fees for bulk advertisement, the vendor can issue demand notice to concerned company, producer, and manufacturer and can directly collect Advertisement fees from them on behalf of RMC.
- All applications for Pure bulk Advertisement will be made on the prescribed forms accompanied by following enclosures.
 - Location, address and nature of the display of advertisement.
 - Size of the display.
 - Type of display.

14 Penalties for Violation to this Guidelines

14.1 In case of General Violation by Shop owner/ Commercial establishment:

- **In case for the Shop/ Commercial establishment advertisement:** the permission is granted to a Shop/ Commercial establishment for a specific advertisement with certain specifications and if the advertiser in the Shop/ commercial establishment is violating the specifications mentioned in the RMCs permission then, the same advertisement shall attract a penalty at the rate of not less than Rs.10,000 and RMC will provide 15 days as a cure period for rectification. In case the rectification is not done as per the specification then RMC without giving any notice, remove the boards and collect Rs.5000 as removal charges and also collect advertisement Fee for the particular period.
- In case of any un authorized shop/commercial establishment advertisement it shall attract the penalty at the rate of not less than Rs. 50,000 (Fifty thousand).

14.2 In case of general Violation by Advertisement Agency:

Any un authorized advertisement shall attract the penalty at the rate of not less than Rs.1,00,000 (One Lakh) For any general violation with regard to all types of advertisements.

14.3 In case of conversion of existing hoarding:

Any conversion of an existing hoarding permitted by the Commissioner to another type shall require the prior written permission of the Commissioner and the payment of the prescribed fee. In case Violation of this bye-law it shall attract a penalty of Rs. 50,000 (Fifty Thousand) for the first violation and 15 days as cure period. In case Authority again found the violation after the cure period in the

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same Advertisement, it shall attract a penalty of Rs. 1,00,000 (One lakh) for the second violation with cancellation of registration at the Commissioner's discretion.

14.4 In case of unauthorized direction board:

Any direction board detected advertisement Fee has not been submitted will be liable for a penalty of Rs. 5000.00 and immediate submission of Advertisement Fee within 7 days for the entire assessment year failing which penalties as in the case of commercial hoardings will be attracted.

14.5 In case of Bulk advertisement:

In case any advertiser of bulk advertisements found to display Advertisement other than the submitted list of advertisement hoardings to RMC, shall be liable for penalty of Rs. 10,000 per event.

In that case **RMC** without giving any notice, remove the boards and collect Rs. 5000 towards removal charges and also collect advertisement Fee for the particular period from the same advertisement.

15 Miscellaneous norms

- No person shall display posters in the city of Raipur.
- No person shall advertise in any manner or cause to be advertised, any advertisement stuck, nailed, tied, attached, fixed in any manner on any tree in the city of Raipur.
- No person shall affix any type of advertisement on any electrical poles, or telephone poles in the city of Raipur except the poles present in the medians and allowed for doing the Advertisement or without valid permission from the Commissioner of RMC.
- Carrying of advertisement on animals, animal drawn vehicles/carriages or using live animals to advertise in the city of Raipur is prohibited.
- No person shall advertise tobacco based or alcoholic products.
- Any person or advertisement agency shall give top priority to Hindi language while displaying advertisements and shall not give room for grammatical mistakes.
- The above guidelines shall not apply to PPP Projects creating civic Infrastructures like , Bus shelter, pedestrian walk ways, sky walks, public Toilets, Garbage Collation Center Dust Bins road medians and such others by private parties using their own funds, in which the advertisement facilities is given by the RMC to defray the cost incurred by the parties.
- Scripting on walls are not included in above.
- Advertisement in the form of Hoardings mounted on vehicles, whether automated or manually paddled, are not included.

Annexure 1 Advertisement Fee structure

Sl. No.	Mode of Advertisement	Minimum rate per square Feet in Commercial Zone	Minimum rate per square Feet/ Per unit in other than Commercial Zone
1.	Commercial Hoardings	Rs.120/sft/year	Rs. 75 sft/year
1.A	Uni pole Hoardings ¹	Rs.120/sft/year	Rs. 75 sft/year
1.B	Tri vision/ Tri-ads	Rs.150/sft/year	Rs. 120 sft/year
1.C	Electronic display boards	Rs.180/sft/year	Rs. 150 sft/year
1.D	Hoardings on Road divider	Through Tender	Through Tender
2.	Window Advertisement	Rs.50/sft/year	Rs. 40 sft/year
3.	Petrol pump Advertisement	Rs.120/sft/year	Rs.80/sft/year
5.	Banners, Welcome Gate Temporary arches, Building wraps	Rs.35/sft/week (horizontal + vertical area)	Rs.35/sft/week (horizontal + vertical area)
6.	Inflatable media	Rs. 2000/unit/week	Rs. 2000/unit/week
7.	Direction boards (private)	Rs.200/sft/year	Rs.200/sft/year
8.	Shop front commercial Advertisement	Rs.100/sft/year	Rs.100/sft/year
9.	LED advertisement boards	Base Rate 828 / sft.	Base Rate 828 / sft.

Note: Commissioner has rights to change the rates time to time as necessary.

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*Any gantry pole advertisement present in the Government/RMC land to be provided through tender process, in case the gantry pole is present in the private land it shall be chargeable same as the price discovered for the Gantries in the city as per the latest tender.

Annexure 2 Application for grant of fresh Permission

Details of hoarding advertisement being applied for:			
Particulars	Description	Location (Inclusive of ward No & Name)	Size in feet
1.Non illuminated advertisement on land, building , wall etc.			Length Width Height
2. Illuminated advertisement on land, building, wall etc.			Length Width Height
3. Neon Sign on Land, building wall etc.			Length Width Height
4.Glow sign on Land, building wall etc.,			Length Width Height
Others			Length Width

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			Height
--	--	--	--------------

Note:

The permission to erect Hoardings will be provided based on the following terms and conditions:

- Erected hoardings should not have any adverse impact on public and property, all responsibility lies with the agency.
- Any change in the size of the erected hoardings have to be informed to RMC up-front before changing.
- The agency/advertiser has to submit Advertisement fees to RMC in the 1st month of the starting of the financial year.
- This permission will be valid up to 31th march of the year when the permission is granted.
- Agency/Advertiser has to obey the rules, guidelines to be provided by RMC time to time.
- In any type of court cases the jurisdictions of the Courts of Raipur shall prevail.
- In any dispute arising out of land or building leads to cancellation of the permission for erecting of Hoardings.
- Logo for the Mor Raipur, permission no., date, Name of the agency, Mobile number and permission validity to be inserted in the Hoardings erected in case of non-complying the permission stands to be cancelled.
- Incase of non-showing any advertisement or blank hoarding the agency/advertiser have to make provision for showing Mor Raipur Logo flex.
- Any hoarding to be erected at a minimum distance of 3.5 meter from any electric line or utility.
- The hoarding for which the permission granted should not block any other Hoarding, if found the RMC has the rights to cancel the permission.

Details of other form of advertisement (Other than Hoardings)			
1.Illuminated advertisement on land, building, wall etc.,			Length Width Height
2.Non-Illuminated advertise- ment on land, building, wall etc.,			Length Width Height
3.Neon sign on land, building, wall etc.,			Length Width Height
4.Glow sign on land, building, wall etc.,			Length Width

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			Height				
5.Others			Length Width Height				
Whether the proposed hoarding advertisement and other form of advertisements are in accordance with the Advertisement Bye-law/guideline of RMC?		<table border="1"> <tr> <td>Yes</td> <td>No</td> </tr> <tr> <td></td> <td></td> </tr> </table>		Yes	No		
Yes	No						
<p>i) The applicant shall enclose Sketch/Key map of the hoarding location and the contents of the advertisement to be displayed.</p> <p>Note</p> <p>If the displayed advertisements is shifted from the specified/approved place mentioned in the Key map/location, the same become un-authorized and shall be removed with-out notice.</p>							
<p>ii) The applicant shall compulsorily produce following documents while seeking permission for hoarding advertisements.</p> <ul style="list-style-type: none"> ➤ The latest property Fee paid receipt from the owner of the building/Site. ➤ The building/Site owner's no objection certificate in the form of an affidavit duly executed on a Non judicial Stamp Paper of Rs.50.00 and notarized. ➤ The structural stability certificate issued by the concerned RMC Registered third party engineer/agency. ➤ The Sketch/Key map of the location along with contents of the advertisement to be displayed. 							
<p>iii) The applicant hereby undertakes to deposit the advertisement Fee by way of demand draft immediately on receipt of the intimation from RMC. The permission shall be issued only after deposit of the advertisement Fee to, Raipur Municipal Corporation.</p>							
<p>Note</p> <p>iv) The application shall not be considered as valid application if the following conditions are not fulfilled.</p>							

Guidelines for various modes of Advertisement for Raipur city-04.04.2018

- All documents mentioned above should be furnished/submitted.
- Duly filled Applications with necessary enclosures should be submitted by hand delivery to the following prescribed address only.

The Town Planner RMC, Raipur Municipal Corporation offices, (Annexe building), Head office, near Mahila Police Thana, opp. Gandhi Udyan, Raipur. Between 10.30 AM to 4.30 PM during working hours and necessary acknowledgement shall be obtained.

- Individual application of each hoarding to be submitted separately.
- The applications submitted to any other office will not be considered.

v) The permission shall be valid as per the financial year i.e From 1st April to 31st March

vi) The applicant shall specify the address for receipt of all correspondence sent by RMC in case of refusal to receive any communication issued by **RMC**, the same will be affixed on the premises of the address furnished by the applicant in this application and the same shall be considered as sufficient service.

Raipur

Date

Name & signature of the Applicant

ACKNOWLEDGEMENT (Applicant Copy)

Received the application No for grant of fresh permission for display of advertisement from Sri./Smt./M/s..... on..... Time.....along with the following enclosures.

i) Copy of the agency enrolment letter/renewal letter.	Yes/No
ii) The building/Site owner's No objection Certificate in the form of an affidavit duly executed on a Non judicial stamp paper of Rs. 50.00 and notarized.	Yes/No
iii) Copy of the pervious permission, if any	Yes/No
iv) Copy of the pervious Fee paid receipt for the previous permission obtained if any	Yes/No
v) Key map and sketch of the location.	Yes/No
vi) Details of contents of advertisement.	Yes/No
vii) The latest property Fee paid Receipt from the owner of the building/Site.	Yes/No
viii) The Structural Stability Certificate issued by the <u>RMC</u> <u>Registered third party engineer/agency</u>	Yes/No
ix) Undertaking copy on 50 Rs Stamp paper	Yes/No

Raipur

Date

For Town Planner

RMC

Annexure 3 Application for grant of fresh Permission

Application (Not Transferable)

Application for grant of Renewal Permission for display of advertisement under Section 135 of the Chhattisgarh Municipal Act, 1956 and Model Advertisement Bye-Laws 2012.

i)	Name of the Applicant and address		
ii)	Whether permission is sought to display board in RMC/Private/own place? Please furnish the sketch along with details.		
iii)	Whether the proposed direction board display is for medical or other purpose?		
iv)	Whether the proposed direction board is in accordance with advertisement Bye-laws of <u>RMC</u>		
v)	Details of advertisement to be displayed on direction board	Yes	No
vi)	Whether the sketch and key map of the proposed direction board has been attached to the application.	Yes	No

Raipur

Date:

Signature of the Applicant (With Name)

**Application Fee Rs. 100.00
(Non Refundable)**

Annexure 4 Application for Shop Advertisement

(Applicable only for shop front advertisement)

1)

A) Name of the applicant
& residential address:

B) Telephone Number Residence.....

Office.....

Mobile.....

2) Shop Address

3) Ward No.

4) Zone

5) Measurement (in Sq.m) & Amount

6) Shop front owners shall adhere to the following instructions

- i) Shall mention the total advertisement measurement displayed on shop in column (7) (total).
- ii) For all types of advertisement shall calculate as per the table below
- iii) One self-name board (including tin board/wall painting) shall be exempted from the Fee. Shop owners shall pay Fee on all other types of advertisement.

Application Fee 100.00

(Non-refundable)

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Table

Sl. No.	Type of advertisements	Written on wall or tin board	Glow Sign Board	Neon sign board	Oth-ers	Total (3+4+5+6)
1	2	3	4	5	6	7
1	Measurement (in Sq. ft.)					
2	Advertisement Fee (in Rs)					

Details of Fee payment made:

- i) Measurement: Sq.ft
- ii) Total Amount Rs.....
- iii) Mode of payment :
- a) If DD No..... Dated..... drawn on..... Bank
..... branch.
- b) If Cash, Receipt No..... date.....and place.....

The following conditions shall apply

- 1) Shall pay advertisement Fee well in advance every year between 1st April to 31st of March.
- 2) Shall not increase or decrease the size of the board without written intimation to the RMC.
- 3) Shall not erect the board on or across RMC property.
- 4) If for any reason the address declared in the form is changed or the shop closed, shall pay arrears of Fee & intimate the same to the **RMC** in writing.
- 5) If the Fee has not been paid as per the norms, action as per law be initiated which may include cancellation of trade license and other license.
- 6) If any variations in declared measurement are found or an attempt to cheat to avoid payment of advertisement Fee at the time of random inspection by RMC'S officers, disciplinary action will be initiated against concerned shop front owner as per law and the penalty imposed will include imposition of an amount double the advertisement Fee.
- 7) If any conditions mentioned above, are violated the **RMC** without giving any notice, remove the boards and collect removal charges and Rs. 5000 as administrative expenses as per shop and advertisement Fee for the particular period.

CERTIFICATION

I, owner of the above mentioned shop..... (Address) under take that I will follow the above conditions, I also certify that, the information furnished in the application is true

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and that I am aware the provisions of the Model Advertisement Byelaw 7th August 2012 and Advertisement Guideline 2018.

Signature of shop owner(s)/applicant

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(Office Copy)

Raipur Municipal Corporation

No.:

Office of the Commissioner
Advertisement Section,
Raipur Municipal Corporation
Near Gandhi Udyan, Mahila Police
Thana

Dated:

Sl. No.	Amount	Measure-ment (In Sq.ft.)	Permis-sion/ Code No.	Rate of Adver-tisement Fee	Total Ad-vertise-ment Fee	Amount Paid DD/ Cash Re-ceipt No.	RMC Au- thorised officer Signa- ture
1	2	3	4	5	6	7	9
1							
2							
3							
4							
5							

As per the information furnished by Sri/Smt..... at Annexure-4, per-
mission is granted.

Sign/Designation

Office authorized seal

Annexure 5 Application For Issue Of License As Advertising Agency

Date.....

To,

The Commissioner,

Raipur Municipal Corporation

Sl.No.....

Sir,

Sub: Application for issue of license and Registration Advertising Agency in Raipur
Municipal Corporation

1.	Name of the Applicant	
2	Fathers Name	
3	Residential Address of the Applicant	
4	Recent occupation trade or business of the applicant	
4	Name & Address of the Advertising Agency now applied for (enclosed with valid ID proof)	
5	Whether the Applicant is running the Advertising Agency individually or Registered Partnership Firm.	
6	In case of Partnership Firm Give Name and address of Partners (Partnership deed to be enclosed).	
7	In case of Partnership Firm Give Name and address of Partners (Partnership deed to be enclosed).	
8	Experience in advertising if any	
9	Details of license fee paid	

Signature of the
Applicant

DECLARATION OF THE APPLICATION

I/We have read and understood the Advertisement Bye-laws and rules and regulations of the Raipur Municipal Corporation, I/we hereby agree to abide by all the rules providing in these regards as per the Chhattisgarh Municipality Act 1956 and Model Advertisement Bye law 2012 will also abide with all rules, terms and conditions stipulated from time to time. RMC will have right to withdraw this license to be issued if I/we fail to abide with the terms and conditions of the RMC without assigning any reasons. RMC also have right to collect Advertisement Fee in all such cases, fines etc., due from us.

SIGNATURE OF THE APPLICANT

DATE.....

NAME.....

PLACE.....

ADDRESS:

Application Fee 100.00

(Non-refundable)

Annexure 6 Format for No Objection Certificate by Property owner

Affidavit:

I/ We..... S/o.do solemnly affirm to state that:

1. I / We am / are the absolute owner /owners of the property bearing municipal No..... Raipur.
2. I / We have paid Property Fee vide Receipt No..... dated: Ward No.....
3. I / We have leased the of the above said premises to M/s Raipur and the place leased is at a Ground floor / Terrace of our premise.
4. I / We have no objection to erect hoarding which measures by the above said Advertising Agency.
5. I / We are aware that the building has stability and fitness to put up the board of sizementioned.
6. I / We are aware of Chhattisgarh Municipality Act 1956 (No.23) and Model Advertisement Bye law 2012 thereon and I abide by the rules and regulations.
7. I / We take full responsibility for any third party injury and damage consequences to the erecting hoarding.
8. I / We undertake to pay Property Fee if any, due to Lease / Rent of the premises for erecting hoarding.

Identified by me

DEPONENT

"Sworn to before me"