



**AGARTALA MUNICIPAL CORPORATION**

**OUTDOOR  
ADVERTISING POLICY**

**Guiding Principles:-** Main guiding principles of the Outdoor Advertising Policy are as follows:

- The policy for outdoor advertising is driven mainly by city development imperatives. Therefore, in its implementation, it will be clear that outdoor hoardings are permitted only if they are not a road safety hazard or if they support the city's public service development and enhance its aesthetics. Also it aims at making outdoor advertisement as one of the major revenue resource by untapping the hidden potential.
- The policy will explicitly work to discourage visual clutter. This will be done by increasing the space between the billboards and in restricting large billboards to select areas of the city.
- The policy is designed to ensure that outdoor advertising is not hazardous to traffic
- The policy will promote the use of advertising in what is commonly known as street furniture like bus stops, city buses, public toilets, and even public garbage facilities such as dustbins, garbage transfer stations, etc
- The policy is judicious in ensuring that there is a differentiation between the use of commercial advertising and private advertising where signage is used to identify the location of the owner of the building or the space within the building. The policy will do this by laying down clear lists of what is allowed and what is completely disallowed to guide members of the public.

**Legal Aspect:**

Section 192 and Section 197 of the Tripura Municipal Act 1994 deals with the **Taxation on Advertisement other than advertisement in Newspapers. Section 197 reads as....**

1. No person in a municipal area should use or allow others to use any land, buildings, walls, holding frame, post, kiosk or any other structures for any advertisement in public view in any manner whatsoever (including any advertisement by means of cinematography) without obtaining license from the municipality.
2. Every person who displays any advertisement on any land , building wall, frame, hording, post, kiosk or other structures for use of which licence has been obtained, shall, for every advertisement, pay such tax in such manner as may be determined by the Municipality by making regulations.
3. Notwithstanding anything contained herein above no tax shall be levied on any advertisement which-
  - (a) relates to a public meeting or to a election to parliamentary the State Legislature or a Municipality or any other local authority ; or
  - (b) is exhibited within the window of any building if the advertisement relates to any trade or business carried on in that building ; or



- (c) relates to the name of the land or the building or to the name of the owner or the occupier of such land or building ; or
- (d) relates to the business of railway administration and is exhibited within any railway station or upon any wall or other property of a railway administration ; or relates to any activity of Government or a local body.

The tax on advertisement is payable in advance before the advertisement is displayed or exhibited :-Provided that the Municipality may require the licensee to collect the tax on advertisement and pay same to the Municipality after deducting such amount of collecting tax as may be determined by the Municipality from time to time and such amount may be retained by the licensee as collection charges.

**Categories of Advertisement:**

- (1) Category 1: Large-format advertisements, mainly fixed on billboards/unipoles and bridge/ flyover panels etc on Government Land
- (2) Category 2: Advertisements mounted on public amenities, like Bus stops, public toilets, garbage collection bins, electric/BSNL poles/posts etc
- (3) Category 3: Fleets and transport related infrastructure;
- (4) Category 4: Advertisements located in or above private houses by the advertisement agencies, private boundary walls etc
- (5) Category 5: Advertisement devices for self-advertising in commercial areas or shops, hotels, institutions

**Control of the physical characteristics of advertising devices shall be as follows:**

- Advertising Devices shall not use shapes that could potentially result in an Advertising device being mistaken for an official traffic sign.
- The Code of Practice for Road Signs IRC: 67-2001, by Indian Roads Congress prescribes basic design parameters of official traffic signs and includes standard legend/background colour combinations.
- Advertising shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light/s,
- All lighting associated with the Advertising Device shall be directed solely on the Advertising Device and its immediate surrounds.
- External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.
- Illumination of advertising device is to be concealed or be integral part of it

- Upward pointing light of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign to prevent or minimize the escape of light beyond sign.
- Any light source shall be shielded so that glare does not extend beyond the Advertising Device.
- Average maintained luminance shall be reduced to 0.5 candela
- Non-static illuminated Advertising Devices (flashing lights) are not permitted within the boundaries of municipal roads.
- Moving, rotating or variable message Advertising Devices are not permitted within the boundaries of AMC controlled roads as these cause a statistically significant distractive influence on motorist's response times to external stimuli which may lead to vehicular accident. But This permission criterion does not apply to variable message displays used by road authorities for traffic management or for displaying other corporate information. Variable message displays located at bus stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are excluded.

#### **Outdoor hoarding and their content criteria**

The policy will rely upon self-regulatory controls within the advertising industry to enforce minimum advertising standards. Notwithstanding this approach, the city agencies may take action to modify or remove any Advertising Device that contravene the Advertising Industry's Code of Ethics, (refer List of Prohibited Advertisements) or that otherwise causes a traffic hazard.

#### **List of Prohibited advertisements (non Permissible Advertisement)**

1. Racial advertisements or advertisements propagating caste, community or ethnic differences
2. Advertisement promoting drugs, alcohol, cigarette or tobacco items
3. Advertisements propagating exploitation of women or child
4. Advertisement having sexual overtone
5. Advertisement depicting cruelty to animals
6. Advertisement depicting any nation or institution in poor light
7. Advertisement banned by the Advertisement Council of India or by law
8. Advertisement glorifying violence
9. Destructive devices and explosives depicting items
10. Lottery tickets, sweepstakes entries and slot machines related advertisements
11. Any psychedelic, laser or moving displays
12. Advertisement of Weapons and related items (such as firearms, firearm parts and magazines,
13. Ammunition etc.)
14. Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully
15. harassing
16. Advertisements which may be obscene or depicts nudity (male/female) or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women(Prohibition) Act, 1986



17. Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860; or
18. Any other items/advertisement considered inappropriate by the Agartala Municipal Corporation or the Government of Tripura

**“No Hoarding Zones”:** There shall be few No Hoarding Zones in the city where all kind of Private as Well as Government Advertisement is strictly prohibited. Agartala Municipal Corporation reserves all rights to declare any street/area/locality as No Hoarding Zone.

**Presently No Hoarding Zones are:-**

1. VIP Road both sides from High Court to Murti Prangan
2. Main Approach Road to Assembly and New Secretariat Complex and all the roads surrounding the Assembly & secretariat Complex or new Raj Bhavan
3. Akhaura Road( Both Sides) from IGM Chaumuhani (Square) to Fire Brigade Chaumuhani ( Square)
4. Road ( Both Sides) from IGM Chaumuhani upto the office lane entrance of IGM Hospital
5. GB Hospital Complex/Hapania Hospital Complex premises

**Categorization of the Zone of Advertisement:**

For assessment of Advertisement Taxation to optimum level, Agartala Municipal Corporation declares following Advertisement Zones within the limits of Agartala Municipal Corporation

SN	Advertisement Zones	Area/Roads	Rate ( per Sq feet per year) in Rs.
1	A	Entire Central zone area including market, main roads. National highway up to Amtali Bazer from Battala bridge both side of road. Old motor stand to Khayerpur tri-junction both side of road. Banamalipur to Ashram Chowmuhani both side . Astaball bridge to airport both side of Road GB Bazer area of north zone.  <u>Excluding Notified No-hoarding Zones</u>	46.00
2	B	East Zone North Zone South Zone  <u>Excluding Notified No-hoarding Zones &amp; the area mentioned in the category A</u>	39.00
3	C	Extended area under North, East & South Zones.  <u>Excluding Notified No-hoarding Zones &amp; the area mentioned in the category A &amp; B</u>	31.00

**Rates of other mode of advertisement :**

Sl no	Mode of Other Advertisement	Area/Category	Rate
01	Festoon/barner	Entire Central, South, East & North	10.00 per sqft.per month
02	Kiosk with liting	Entire Central, South, East & North	12.00 per sqft.per month
04	Festoon/barner/Flex	Entire Central, South, East & North	5.00 (1 day-3 days)
05	Kiosk With lighting	Entire Central, South, East & North	6.00 per sqft.per month
06	Kiosk With light	Entire Central, South, East & North	10.00 per sqft.per month
07	Places/building ,houses etc belongs to privat within AMC area.	Entire Central, South, East & North	12.00 per sqft.per month

All the present rates are subject to revision as per the decision of Authority of AMC.

Agartala Municipal Corporation has all rights to empanel any Advertisement Agency/ Agencies by the process set by the Mayor in Council Resolution though which the Advertisements shall be put up in the city. However AMC reserves all rights to cancel the empanelment of any Advertisement Agency if the agency is found to violate the terms and conditions of this policy or fails to pay the Advertisement tax within stipulated time period or puts advertisement without permission of Agartala Municipal Corporation

Agartala Municipal Corporation may give rights of free or concessional advertisements to those vendors/agencies who are developing and managing Bus Stops, Public Toilets, Public parks/gardens etc at their own cost.

Advertisements within 50 meters on both sides of road from Airport Lichubagan shall be within the preview of Agartala Municipal Corporation even though there is Panchayat area on the other side of the road. This is due to the reason that all the operation and maintenance of airport road, including cleaning sanitations, street lighting etc is undertaken by Agartala Municipal Corporation.

No tax will be imposed on the shops/commercial or institutional intuitions putting their own name and own advertisement on/above the shops/commercial or institutional intuitions. But if the shopkeeper displays other advertisement boards for example a Mobile Shop owner is displaying board of Nokia/Airtel/Vodafone etc, then in such case it will be treated as Advertisement and tax/charge shall be imposed on the concerned shopkeeper or the concerned Agency/company

Those private household/ private establishments which are allowing advertisements inside their premises or over/on the rooftop or on any other place shall strictly follow the criteria of Prohibited Advertisement. Also such Private Household Owner or owner of that establishment shall have to pay Advertisement taxations at the same rate as that of the other Advertisements to Agartala Municipal Corporation. For all such private Household owners/establishments it shall be mandatory to obtain prior permission of Agartala Municipal Corporation before installation or display of such advertisement.

**Advertisement Safety Expert Committee:**

**The Committee shall consist-**

1. Executive Engineer Planning, Agartala Municipal Corporation
2. Inspector rank officer of Traffic department deputed by SP traffic



### 3. Assistant Engineer(Electric Division) AMC

The Committee shall look into the aspect of the safety of the advertisement board, unipole, angle of the advertisement, height, size, illumination etc before installation of new billboard, unipole etc. After the recommendation of this committee Authority of Agartala Municipal Corporation shall give permission/license for the said installation

There shall be advertisement boards of same size, same height, same dimension and same colour (specified by the AMC authority) at one location/ area so as to ensure uniformity, similarity and aesthetic beauty to the area. Agartala Municipal Corporation reserves all the rights to alter the dimensions, height, illumination, structure of any billboard, unipole at any time as per the necessity.

Advertisement on **unipoles** will be promoted.

**Display of Digital Screen** at various locations shall also be promoted. One time fees as determined by the authority of Agartala Municipal Corporation shall be imposed only at the time of permission of installation. However the Agency/Company shall have to take prior approval of the location where such digital display screen shall be installed by that Agency/company/installation

**Prohibition of advertisements painted on the exteriors of Government/Private Boundary Walls/Compound walls:-** All the paintings of advertisements on the exteriors of boundary walls of private buildings are prohibited and AMC shall paint any such painted advertisement in plain white paint to remove such advertisements.

However AMC shall promote decorative, aesthetic designs, messages, sculptures on the exteriors of all the boundary walls of the Government buildings.

**Prohibition of use of traffic junction/rotary/traffic island for advertisement :** -At present Agartala Municipal Corporation does not allow use of any rotary, traffic junction, traffic island etc for commercial advertisement. However road signage/traffic signage shall be allowed.

**Temporary Advertisement:-**For temporary advertisements through kiosks, at least seven days prior permission of Agartala Municipal Corporation shall be obtained by the concerned agency/company specifying the area/location where the agency wants to put up Kiosk. Agartala Municipal corporation may accept or reject such permission depending on the traffic problem/public safety problem.

**Advertisements of Political/Cultural/religious nature:** put by a political party/sociocultural religious organization etc on some occasion such as arrival of VIPs, Some ceremony etc- such Advertisement shall be allowed three days before and after the said event. After that the authorities of Agartala Municipal Corporation shall forcibly remove such unattended political hoardings advertisements. No charges/tax will be levied by AMC for this purpose. However such advertisements/hoardings shall not be allowed in the No Hoarding Zones specified above.

No Political/religious Hoarding/Advertisement shall be allowed in the premises of any Government Institution

**Applications** for new billboard, frame-post unipole, kiosks etc will be accepted in the offices of the concerned Assistant Commissioner (Zonal Officer) and necessary permission shall also be given by the said Assistant Commissioner after due approval from the Hon'ble Mayor Agartala Municipal Corporation

**Preparation of Online Hording Software:** Already such software has been prepared by Agartala Municipal Corporation which will allocate unique identification number to all the hoardings in Agartala City which will indicate ward, location, road, zone and also shall depict the soft image of the hoarding displayed. The empanelled Agency/Company shall have to post all the newly changed hoardings pictures in soft copy format in this software. There will be facility of online application, approval and payment of charges through this software.

**Road over crossing gates:** Special permission from State PWD and Traffic Department shall have to be obtained by the agency/company who wants to erect such road overcrossing gates depicting some advertisements or arrival of some VVIP/Dignitary or any Festival etc. Agartala Municipal Corporation shall not give any permission to such road crossing gates unless the NOC from state PWD for structural Safety and NOC from Traffic Department for traffic safety is produced by the concerned Agency/Company at the time of application.

**Penalty Provisions:** Any Advertisement material including poster, equipments, poles, lights any other electrical, electronic, digital devices etc displayed/put/fixed by Private/Government Agency, Individual, Private/government establishment, of any type, Individual or any Household Owner in contrary to the provisions of this policy shall be liable to confiscated by the Task Force or Officers of Agartala Municipal Corporation without any notice and shall be seized and auctioned by public auction.

**Removal of Difficulty:** Agartala Municipal Corporation reserves all the rights to modify any of the provisions of the said policy at any point of time in the public interest.

This policy has been proved by the Mayor In Council of Agartala Municipal Corporation on 20<sup>th</sup> May 2016 and shall come into force immediately.

(Dr Milind Ramteke IAS)  
Commissioner  
Agartala Municipal Corporation

( Dr Prafullajit Sinha)  
Mayor  
Agartala Municipal Corporation