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NOTIFICATION

No. B. 13017/50/2012-UD&PA, the 25th July 2013 : The Aizawl Municipal Council Display of Advertisement and Hoarding Regulations, 2013 is hereby published for general information. The Regulations shall be enforced within Aizawl Municipal Council area and shall effect from the date of publication in the Official Gazette.

Sd/- Lianhmingi Pachuau

Addl. Secretary to the Govt. of Mizoram
Urban Development & Poverty Alleviation

**THE AIZAWL MUNICIPAL COUNCIL DISPLAY OF
ADVERTISEMENTS AND HOARDINGS
REGULATIONS, 2013**

NOTIFICATION

In exercise of the powers conferred by Section 371, of the Mizoram Municipalities Act, 2007 (Act No. 6 of 2007), the Aizawl Municipal Council do hereby makes the following Regulations, namely :-

1. Short title, extent and commencement :

- (1) These regulations may be called the Aizawl Municipal Council Display of Advertisements and Hoardings Regulations, 2013.
- (2) They shall apply to all the areas covered by the Aizawl Municipal Council.
- (3) They shall come into force on the date of their publication in the Official Gazette.

2. Application :

- (1) These Regulations shall be applicable to all advertisements within the Aizawl Municipal Council area, whether on - Land, Building, Wall, Hoarding, Frame, Post, Kiosk, any structure, or by any other means whatsoever by which it is open to public view in any manner, visible from a public street or public place, whether moving or non-moving, (including any advertisement exhibited by means of cinematography).

(2) These Regulations shall apply in general to Balloons, Banners, Direction Boards, Foot over-bridges, Gantries, sub-ways, illuminated and Non-illuminated Hoardings (including Neon signs, electronic sign boards, video display boards or any kind of signs), Mobile Vans, Passage Shelters, Posters, Signs, Temporary Arches, and any other means of display of advertisements.

(3) However, these Regulations shall not apply to advertisements :-

- (a) Published in Newspapers.
- (b) Broadcast on Radio or Television.
- (c) Relating to a public meeting or to an election to the Parliament or the State Legislature or the Council or to candidature in respect of such election.
- (d) Exhibited within the window of any building, if the advertisement relates to the trade, profession or business carried on in that building
- (e) Relating to the trade, profession or business carried on within the land or building upon or over which such advertisement is exhibited or to any sale or letting of such land or building or any effects therein or to any sale, entertainment or meeting to be held on or upon or in the same.
- (f) Relating to the name of the land or building upon or which the advertisement is exhibited or to the name of the owner or occupied of such land or building.

The Boards of Councillors (BOC) shall have the right to review, amend, relax, waive or modify any of the above conditions or restrictions.

3. Definitions :-

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

- (a) **“Act”** means the Mizoram Municipalities Act, 2007 (Act No.6 of 2007).
- (b) **“Advertisement”** means any word, model, sign, sky-sign, placard, notice, device, audio, video, flex board or representation, whether illuminated or not in the nature of and deployed wholly or in part for the purposes of advertising, announcement or publicity.
- (c) **“Agency”** means an applicant who may be an individual, registered charitable organization, firm, partnership or a company incorporated under the Companies Act 1956.
- (d) **“ANNEXURES”** mean prescribed forms appended in the Regulations for carrying out these Regulations.
- (e) **“Board of Councillors”** means Board of Councillors of the Aizawl Municipal Council.
- (f) **”Chairman”** means Chairman of the Aizawl Municipal Council.
- (g) **“Council”** means the Aizawl Municipal Council constituted under the provisions of the Act.
- (h) **“Form”** means a form appended to these Regulations.
- (i) **“Hoarding”** means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, with character, letters or illustrations applied thereto and displayed in any manner whatsoever, out of doors, for purpose of advertising or to give information with a view to attract the public to any place, persons, public performance articles of merchandise whatsoever.

- (j) **“Schedule”** means schedule or schedules appended in these Regulations where various types of advertisements or hoardings and their charges are made.
- (k) **“Sign”** means any writing (including letter, word or numeral); pictorial representation (including illustration or decoration); emblem (including device, symbol or trademark); flag (including banner or pennant); poster or any other figure of similar character; which -
 - (i) is a structure or any part thereof, or is attached to, painted on or in any other manner represented on a building or other structure;
 - (ii) is used to announce, direct attention to, or advertise;
 - (iii) is on, over or in view of a public place.

But for the purposes of these conditions does not include:

- (a) traffic or regulatory devices, legal notices, or warnings at railway crossings;
- (b) signs required to be maintained by law or government order or regulation;
- (c) memorial signs or tablets;
- (d) any other signs as excluded by the Chairman.

(2) Words and expressions used but not defined shall have the meaning as assigned to them in the Act and Regulations.

4. Permission of Chairman for display of advertisements:

For erection, exhibition, fixation or retention upon or over any land, building, wall, hoarding, frame, post, kiosk or structure

any advertisement, or display any advertisement to public view in any manner whatsoever, visible from a public street or public place (including any advertisement exhibited by means of cinematography), in any place within Aizawl (as defined in the Act) written permission of the Chairman is required. The Chairman shall not grant such permission if :-

- (1) a license for the use of the particular site for purpose of advertisement has not been issued; or,
- (2) the advertisement contravenes any provisions of the Act or these Regulations; or,
- (3) the tax, if any, due in respect of the advertisement has not been paid. The Chairman may not approve a sign or hoarding which he considers to be offensive, or when he is of the opinion that the type, position, size, appearance, illumination, animation, content, or other characteristics of the sign or hoarding may adversely affect :-
 - (a) the ambience of the area; or,
 - (b) the architectural character or appearance of the building, streetscape or precinct; or,
 - (c) traffic safety.

5. Places for display of advertisements :

The Chairman may allow display of advertisements on any land, building, wall, hoarding, frame, post, kiosk, structure or in any manner whatsoever for public view, visible from a public street or public place, in any place within municipal area, in accordance with Part X of Signs and Outdoor Display Structures of the National Building Code of India 2005 provided that the Regulations are complied with.

6. Prohibition of Advertisement in certain places or areas :

No advertisements shall be allowed in the following places except allowed by the Chairman by Notification on an exceptional cases :-

- (1) buildings of archaeological, architectural, aesthetical, historical or heritage importance;
- (2) places of worship or religious significance;
- (3) statues, minarets or pillars of heritage importance;
- (4) police stations, post offices, any government or Municipal Council building/Office;
- (5) traffic points.

7. Prohibition of display of offensive or indecent or obscene advertisements :

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

- (1) Nudity or obscenity;
- (2) Defamatory towards any caste, colour, 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) 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.

8. Structures and Impediments :

Erections, exhibitions, fixation, retention or display or cause to be erected, exhibited, fixed, retained or displayed any advertisement shall not be allowed which -

- (1) Obstructs the clear vision of any traffic signal.
- (2) Blocks the passage, entrance or cause inconvenience of access to any building (both entry & exit).
- (3) Blocks the passage of light or circulation of air / ventilation to any building.
- (4) Blocks any door, window, verandah or any such opening in any building.
- (5) Blocks, conceals or inconvenience the public view of the architectural features of any building.

- (6) Blocks, conceals or inconvenience the public view of the front of any shop or establishment in a direct or indirect manner so that the business behind is affected.
- (7) Materially obstructs/ covers the vision of the river, greenery, landscaping or large size trees in the adjoining areas. The word 'materially' is important and each case will have to be examined on its own merits. The Chairman's decision would be final in this respect.
- (8) Damage, cut or otherwise harm any tree.
- (9) The exposed part of the structure visible from the road from any angle should be aesthetically covered.
- (10) Block any space on any street/lane/bylane/ pavement in any manner that disturbs the movement of the traffic or pedestrians.

9. Display of advertisement at traffic junctions :

- (1) No illumination sign in red, orange or green colors shall be erected or maintained within a horizontal distance of 32 feet of any illuminated traffic sign. All advertising signs illuminated by a light other than a white light at a height of less than two stories or 20 feet above the footpath, whichever be the greater height, shall be so displayed that it does not interfere with any sign or signal or control booth/ equipment.
- (2) Signs using 'flickering lights' in any form shall not be allowed at traffic junctions or at any place where it interferes with the effectiveness of a traffic control device.

“Definition” : The term ‘flickering lights’ does not cover normal illumination of hoardings or use of neon signs but, refers to fast changing colour lights or a series of bulbs that switch on and off.

10. Size of Hoardings :

- (1) The size of hoardings or advertisement on streets, footpath or ground, shall be proportionate to the general average width of the abutting road.
- (2) In case of hoarding on building or roof, the size of hoarding shall be as per actual site condition.
- (3) Back to back hoardings shall be permitted.
- (4) The angles or degrees of the hoarding along with the road line shall be fixed as per visibility demands.
- (5) Advertising Devices (especially placed close to parks and gardens) shall in no case be higher than the prevailing tree canopy line of the city unless allowed by the Chairman. The advertising device should be located such that the trimming of vegetation will be unnecessary.

The maximum size of advertisements on vehicles will be as follows :-

Sl.No	Type of Vehicles	Maximum Size in feet
1	Taxis	2 x 2
2	School Buses/Private Buses	5 x 3
3	City Buses	5 x 3
4	Pick Up/TATA 207/Boleros/Sumos/Savaris	3 x 4
5	Trucks/TATA 407/709	2 x 5
6	Two wheelers/Three wheelers	1 x 1

11. Structural design/erection of the hoarding :

- (1) The hoarding irrespective of the size should be erected on steel frames.
- (2) Single pole kiosk would be preferred in.
- (3) The design/erection of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by a Licensed/Registered Engineer/Structural Engineer of the Council. For structurally unstable hoardings which were in existence before implementation of these regulations, the agency or person owning such hoardings shall be advised to seek the views of the Council Licensed/Registered Engineer/Structural Engineer.
- (4) Hoardings shall be allowed to be erected on a building only if it has been examined for structural stability and also the building has been examined on whether it can withstand the pressure of the hoarding, and a certificate to that effect is produced from the Council Licensed/Registered Engineer/Structural Engineer.
- (5) The hoarding shall be in alignment, as far as possible, with any other approved hoarding previously erected nearby.
- (6) The renewal of the permission is subject to submission of structural stability certificate and building structural stability certificate, every year, from the licensed/registered Engineer/Structural Engineer.

12. Height restrictions on hoardings :

- (1) When erected on ground, the ground clearance should be at least 8 feet and not greater than 30 feet.
- (2) When erected on a top of a building, the ground clearance should be at least 8 feet. The top of the hoarding shall not be more than 20 feet from the terrace level.
- (3) When erected on wall/sides of a building the Chairman may fix as per convenience of the site.

13. Minimum distance between two hoardings :

- (1) The minimum distance between two hoardings on the same side of the road/alignment shall be maintained in such a way that the proposed hoarding will not obstruct the view of existing permitted hoarding.
- (2) If a new hoarding is proposed near an existing hoarding, the decision of the Chairman shall be final in this respect.

14. Alignment of hoardings :

- (1) As far as possible, uniformity of size of the hoarding and alignment thereof in a particular locality/road shall be maintained.
- (2) Agency or persons shall realign, readjust, or shift the hoardings whenever called upon by the Chairman to do so at his own cost without claiming any compensation.

15. Projection of hoardings :

- (1) Hoarding structure on the terrace of a built up structure/building shall not be allowed to project, in the interest of public safety, beyond the building line.
- (2) No new hoarding/ structure may be allowed to traverse the footpath or a road diagonally and the convenience of the pedestrians will supersede.

16. Display of hoardings and Advertisements :

An Identification number for each and every hoarding or advertisement shall be issued by the Chairman. The same should be displayed on the top right hand corner of each hoarding. In case of non-compliance, the Chairman may demolish the hoarding by categorizing it as an unauthorized hoarding.

17. Illumination of hoardings :

- (1) The level of luminance should not exceed a source limit of 1 cd/cm² with an operational limit of not more than 8 hours in a day (24 hours).
- (2) The illuminated hoardings may preferably be solar powered.
- (3) The illuminated hoardings in residential premises should not be blinking.

18. Special cases :

- (1) In case of hoarding in the vicinity of a flyover, retaining wall, fencing etc the Chairman may relax the height restrictions as the case may be.

- (2) The request for clubbing of the hoardings shall be considered only if the resultant single hoarding is in conformity with the standard sizes and subject to payment of prescribed fee as decided by the Chairman.

19. Special provisions for display of advertisements on bus stops :

Advertisement signs are allowed at bus stops provided that they are fully integrated into the overall design of the bus shelter. This is to ensure a visually neat and tidy streetscape and to maintain unobstructed and safe pedestrian movement. Advertising at the bus stops will be allowed subject to the following conditions:-

- (1) Advertisements have to be part of the structure and cannot be suspended or be an addition to the primary structure.
- (2) In case of illuminated panels, internally-illuminated advertising panels will be preferred.
- (3) The Chairman may issue separate orders/schemes of advertisement for design and installation of bus shelters.

20. Special provisions for display of advertisements on flyover and bridges :

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

- (1) The ground clearance of the advertisement shall be at least equal to the ground clearance of the bridge.

- (2) The maximum height of the advertisement shall not exceed the height of the parapet of the bridge.

21. Special norms for display of advertisement on business or market premises :

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

- (1) Notwithstanding any permission given for such erection, any such sign which after erection is, in the opinion of Chairman, of such intense illumination so as to disturb occupants of the adjacent or nearby buildings hall, on the order of Chairman, be suitably altered or removed by the owner of the site concerned within such reasonable period as the Chairman may specify.
- (2) No ground sign shall be erected so as to obstruct the free access to or exit from any building.
- (3) No part of the advertisement or its support structure shall project beyond the building on its sides. It shall also not project beyond the plot boundary.

22. Special norms for display of advertisements by floating balloons :-

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

- (1) The agency or person shall display the balloon in such a manner that it does not interfere with or obstruct other displays of advertisements. The agency shall make necessary arrangements for monitoring the movement of the balloon during its display.
- (2) The agency or person shall produce No Objection Certificate (NOC) from the Ministry of Civil Aviation, Government of India or Civil Aviation Department, Government of Mizoram and shall observe all their rules and regulations.
- (3) The agency or persons shall be liable to pay damages for any accident or any injury which may be caused to any property or person by reason of keeping the said balloon or the material, gas or any device used in respect thereof or by reason of the fall or otherwise of the said balloon or any part thereof due to storm, faulty operation, negligence, accident or any other cause whatsoever.

23. Special provisions for display of advertisements by Government Departments/Public Sector/ Autonomous Authorities :-

If any Department whether belonging to the Central or State Government or Public Sector or Autonomous Authorities proposes to display any advertisement in their property, building, road reserve or installation etc. belonging to them, such department or authority shall seek the permission of the Council failing which the advertisements shall be removed without prior notice by the Chairman.

24. Special Provision for display of advertisement on vehicles :-

Display of non-illuminated advertisements will only be allowed on each or all sides of vehicles to the following vehicles provided that advertisements should not obstruct the clear visibility of driver or the passengers. Application for advertisement on vehicle need not structure designs and Structural Soundness Certificates.

- (a) Taxis;
- (b) School Buses and private buses;
- (c) City Buses;
- (d) Pick Up/TATA 207/Boleros/Sumos/Savaris and any similar vehicles;
- (e) Trucks/TATA 407/709 and any similar vehicles;
- (f) Two Wheelers/Three Wheelers, if any.

Any advertising devices shall not interfere in any way with the mandatory vehicle signs, such as purpose of the service, number plate, etc.

25. Procedure for grant of permission for erection, exhibition, fixation, retention or display of advertisements :

- (1) Every person desiring to erect, exhibit, fix and display an advertisement shall apply to the Chairman for permission in the Form A available in the Council Office against payment of fees of Rs. 50. The said application form duly filled in all respects shall be submitted by the applicant in the Council Office, against a proper receipt. The Chairman may, after

making such inspection as may be necessary and satisfied of the land status and within thirty days after the receipt of the application, grant /refuse/ renew or cancel the permission, as the case may be, in accordance with the provisions of Act, and the Regulations made thereunder.

- (2) Along with the application form, the following documents are required to be submitted :
 - (a) NOC/allotment letter from the owner of land/ property and an agreement between the owner (s) of the building and the applicant.
 - (b) Structural Stability Certificate of the hoarding and building (if) from a Licence/Registered Structural Engineer/Engineer (except advertisement on vehicles).
 - (c) Engineering drawing of the proposed structure in triplicate drawing duly signed by the Structural Engineer/Engineer (except advertisement on vehicles).
 - (d) Two copies of 6"x4" size Photograph taken from a distance of the proposed site with marking of the proposed hoarding thereon.
 - (e) NOC from Local Council.
 - (f) EPIC or any other valid documents.
 - (g) Tribal Certificate
- (3) The Chairman may disapprove an advertisement among others, on the ground that, its contents or the manner of its display is unsuitable from the

considerations of public safety, traffic hazards or aesthetic design, or otherwise offensive and in bad taste and offensive to public sentiments.

- (4) Validity: Every license shall be for a period of one year except in the case of advertisement on vehicles and sites used for temporary congregations including fairs, festivals, circus, exhibitions, sports events or cultural or social programmes.
- (5) If any tax on advertisements is not paid within the stipulated time after the demand notice, the same shall be recovered as arrears of tax and the permission granted shall be deemed to have been terminated. The Chairman shall be at liberty to remove such hoardings.
- (6) The Chairman shall cause to maintain a register showing the permission issued under the Act and the Regulations.

26. Removal of unauthorized Advertisements or Hoardings :-

If any advertisement is erected, exhibited, fixed or retained on any land and building unauthorized and in contravention to the provisions of the Act, and the Regulations made thereunder, such advertisement or hoarding shall be removed by the concerned advertiser/exhibitor at their own cost failing which the Chairman, may with or without any notice may remove the structure and the expenses shall be recovered from the concern advertiser or exhibitor as may be decided by the Chairman from time to time. The advertiser or exhibitor shall not have the right to claim the removed structures/materials which shall automatically be the property of the Council.

27. Tax to be paid in advance :

- (1) The Tax on each advertisement shall be payable in advance as per the charges specified in the Schedule to these Regulations.
- (2) All dues shall be payable in cash.

28. Licensed or registered advertisers :-

- (1) Any individual or firm except licensed or registered advertisers or agencies shall not be allowed to undertake display of advertisements on behalf of other persons or agencies, but shall enroll themselves as licensed or registered advertisers with the Council by furnishing the required information, documents, security as may be determined by Chairman and shall pay the license fee or registration fee and security deposit as may be determined by the Chairman from time to time.
- (2) Persons intending to entrust the work of displaying advertisement on their behalf shall not entrust it to any unlicensed or unregistered advertiser.
- (3) A licensed or registered advertiser shall before displaying or causing the display of advertisements, satisfy himself that, the tax due thereon has been paid to the Council and the Chairman's approval obtained thereof.
- (4) A licensed or registered advertiser shall maintain

proper record of advertisements displayed by him and produce the same whenever required for inspection by the Chairman or any other Officer authorized by the Chairman.

29. Post-approval :-

- (1) Within 2 days of erection of the hoarding, the agency shall submit to the Council a certificate from a Structural Engineer/Engineer certifying that the hoarding has been constructed as per the specifications and engineering drawings.
- (2) Within 7 days of receipt of such certificate from the applicant, the Council shall undertake a field visit to the approved hoarding and check for inconsistencies or deviations.
- (3) In case deviations are found, the agency shall be given a notice period upto 15 days to rectify the same, except in cases where immediate action may be required.
- (4) After the lapse of 15 days notice, if deviations are still found, the Council shall get the hoardings and the structures demolished. The processing fees and all charges shall be forfeited and a suitable penalty may be imposed as decided by the Chairman from time to time.

30. Regularization of existing hoardings and advertisements :-

All existing hoardings within the area of the Council shall be regularized as per the Regulations made thereunder.

- (1) In case it is required, then such hoardings may be re-aligned, re-adjusted, shifted or permanently removed as the case may be.
- (2) Efforts may also be taken to maintain uniformity of size of hoardings on a particular road.
- (3) The Council or the agency on advice from the Council shall complete such regularization within 6 months of issuance of these Regulations.
- (4) In case the agency fails to regularize the hoarding within a time-period of 6 months, the Council may decide to demolish the hoarding.

31. New hoardings on the Council land or properties :

The Chairman may permit the use of its land/properties for display of advertisements. Land/Property is allotted to agency for display.

- (1) The Council shall henceforth, from time to time, identify locations on the Council property where it will allow new hoardings to be erected.
- (2) After such identification, it shall put such locations on auction through an open advertisement or limited advertisement.
- (3) When auctions are not feasible, competitive tenders may also be invited.
- (4) The selected agency shall be issued an allotment letter for use of the Council property/land for the

purpose of advertisements. On receiving the allotment letter, the agency shall apply to the Council for display of advertisement under the usual procedure.

- (5) The Chairman may permit the display of advertisement to any agency for a maximum period of 1 year on payment of land utilization charges and advertisement fees as fixed by the Chairman and on such terms and conditions as deemed fit, provided such advertisement fulfills the Regulations made thereunder.
- (6) Upon expiry of the period of the allotment letter, display of advertisement on the said site may be allowed by auctioning or by renewal or by inviting competitive tenders.

32. Duties and responsibilities of the licensed holder agency :-

- (1) The license holder shall ensure that the structure and the advertisement board are aesthetically designed and properly maintained at all time.
- (2) The license holder will ensure to have a valid license at all times, as laid down by these regulations.
- (3) It will be mandatory on the part of the agency to display, at their cost, a civic message or any other message as and when directed by the Council for a period of fifteen days in a year for which no fees will be charged.
- (4) The permission can be transferred with the prior

permission of the Chairman and on payment of transfer fees as prescribed by the Chairman from time to time and subject to the following:

- (a) In case of legal transfer, legal documents to prove the legal succession status of the transferee.
- (b) In case of transfer through sale, sale document.
- (c) Affidavit indemnifying the Council from all other claimants.

33. Renewal :-

Renewal of conditions of permission.

- (1) An application for renewal/extension of permission shall invariably be made before the expiry of the period of existing permission at payment of Rs. 20/-
- (2) Any application for renewal/extension of permission submitted after the expiry of the period for which permission was previously granted shall be accompanied by a late fee of Rs.10/- for each day of delay. The permission shall be deemed to be in force during the pendency of the disposal of the renewal application.
- (3) Where the Chairman is of the opinion that the proposed or existing site for any advertisement is not suitable in the interest of public safety, traffic hazards or aesthetics, he may reduce the number of advertisement in a particular location to avoid visual pollution or refuse to grant any new permission or renew any existing permission.

34. Penalty :-

- (1) Whoever contravenes any of the provisions of the these regulations and terms and conditions on the subject or fails to comply with the order of direction lawfully given shall be punishable with a fine which may extend to Rs.500 and if contravention continues, a sum of Rs.50 may be imposed for continuing offences daily or punishment with fine to be imposed by the Executive Council as per provisions of section 249 and 386 of the Act as the case may be.
- (2) Any other action including blacklisting of the defaulting agency or advertiser may also be decided by the Chairman.

35. Regulations to be available for inspection and purchase :-

- (1) A copy of these regulations shall be kept at the Council Office and during office hours shall be open free of charge for inspection by any individuals
- (2) The copies of the Regulations shall be kept at the Council Office for sale to the public at the cost to be decided by the Chairman.

36. Dispute and Miscellaneous Provision :-

Any dispute arising out of erection, re-erection, exhibition, construction and display of advertisement and hoardings shall be decided by the Council in conformity with the Act and Regulations made thereunder.

Further, all advertisement should be displayed in a proper manner taking all precautions against electrocution/accidents and the Council shall not be responsible for any negligence, injury or casualty on any account whatsoever. The owner of the advertisement/ hoarding or owner of vehicle shall be bound to indemnify and reimburse the Council for all claims, demands, loss, charges, cost and expenses which it may have to incur or which accrue on account of infringement of any of sections and sub-sections of the Regulations.

37. Repeal :-

Guidelines for Advertisement, Hoarding/Signboard within the Town issued under Memo No.LAD-1/89 dated 19th Sept 1990 and practices followed in the past in this respect are hereby repealed.

Notwithstanding such repeal anything done or any action taken under the said guidelines and practices shall be deemed to have been done or taken under the corresponding provision of the Regulations.

Sd/- Lianhmingi Pachuau
Addl. Secretary to the Govt. of Mizoram
UD&PA Department

- 27 -

FORM - A

AIZAWL MUNICIPAL COUNCIL
APPLICATION FOR ERECTION OF NEW HOARDING/ADVERTISEMENT

[See Regulation 25 of the AMC Display of Advertisements and Hoardings Regulations, 2013]

Sl.No	PARTICULARS DETAILS				
1	Name of Applicant				
2	Type of Applicant (tick)	Proprietary Firm/Company/Charitable Trust/Others			
3	Address of Applicant	Locality			
		House No.			
		Phone No.			
4	Registration Code (if any)				
5	Site Location	Locality			
		Ward No.			
			On Ground	On Roof	Others
6	Details of Road (in feet)				
7	Size of Hoarding (in feet)	Length	Height	Width	Area
8	Height from the surface of lower bottom of hoarding to top of hoarding the ground/roof below it				
9	Distance from the nearest hoarding				
10	Type of Display (tick)	Illuminated		Non-Illuminated	
11	Name of Landlord/Landowner				
12	Alignment with other hoarding				

I enclose the following documents :-

- 1) Application for erection of hoarding;
- 2) Structural Stability Certificate of the hoarding and building (if any); from licensed/registered Structural Engineer;
- 3) NOC form concerned Local Council;
- 4) NOC from the owner of land/property;
- 5) Engineer drawing of the proposed structure in triplicate duly signed by the Applicant;
- 6) Tribal Certificate;
- 7) Two copies of 6"x4" size photograph taken from the proposed site with marking of proposed hoarding thereon;
- 8) EPIC.

I have read carefully the Rules and Regulations and have complied with all the conditions. I accept that, in the event the information submitted by me is found false, I am liable for all such penal actions as prescribed under the law.

Date _____

SIGNATURE OF THE APPLICANT

The Aizawl Municipal Council

DA&HR, 2013

**CERTIFICATE OF STRUCTURAL SOUNDNESS IN
CASE OF ADVERTISEMENT/HOARDINGS**

[See Regulations 11]

Certified that the Structural Soundness of
the existing building owned by Pu/Pi _____
_____ covered by LSC/
Pass No _____ in _____
_____ veng has been
verified by me with reference to the relevant Indian
Standards for Structural Design and the Advertisement
or Hoarding is structurally sound for the proposed
erection/extension/addition of the Advertisement/
Hoarding as per his/her application to the Aizawl
Municipal Council.

Signature : _____
Name : _____
Licence/Regn. No. : _____

**REQUIREMENTS FOR REGISTRATION, COMPETENCE OF
PROFESSIONALS AND LICENCE FEES**
[See Regulations II]

The required qualifications for professionals and their competence to carry out different jobs for advertisement or hoarding permission are given below :

1. Structural Engineer:

The minimum qualification for Structural Engineer shall be graduate in Civil Engineering of recognized Indian or foreign University or Corporate Member of Civil Engineering Division of Institution of Engineers (India) or equivalent overseas institution and with minimum 3 years experience in structural engineering practice with designing and field work.

Note : The 3 years experience shall be relaxed to 2 years in the case of Post-Graduate degree of recognized Indian or foreign University in the branch of Structural Engineering. In case of Doctorate in Structural Engineering, the experience required would be 1 year.

Competence : -

The Licensed Structural Engineer shall be competent to carry out work related to the Advertisement or Hoarding permit as given below :-

- a) All plans and information connected with Advertisement or Hoarding permit;
- b) Structural design, details and calculations for all advertisements/hoardings;
- c) Issuing certificate of Structural Soundness;
- d) Elevation structures of Advertisement/Hoarding.

2. Engineer :

The minimum qualification for an Engineer shall be graduate in Civil Engineering/Architectural Engineering of recognized Indian or foreign University or the Member of Civil Engineering Division/Architectural Engineering Division of Institution of Engineers (India) or the statutory body governing such profession.

Competence :

The Licensed Structural Engineer shall be competent to carry out work related to the Advertisement or Hoarding permit as given below :-

- a) All plans and information connected with Advertisement or Hoarding permit;
- b) Structural design, details and calculations for all advertisements/hoardings;
- c) Issuing certificate of Structural Soundness;
- d) Elevation structures of Advertisement/Hoarding.

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FORM - D

APPLICATION FOR RENEWAL/EXTENSION OF PERMISSION

[See Regulations 33]

To

The Secretary
Aizawl Municipal Council
3rd Floor. CCBT Building, Thuampui, Aizawl

Subject : Application for Renewal of Permission

Sir,

I, the undersigned, hereby apply for Renewal/
Extension of Permission in accordance with Regulations 33 of
the AMC Display of Advertisement and Hoarding Regulations,
2013, as per the following details :-

1. *Name of the permit holder* :
2. *Address* :
3. *Location* :
4. *Identification No.* :

[enclo. copy of Permission issued earlier]

I undertake to pay any charges levied by the AMC
on such display of advertisements, if any. I tender herewith
Rs(Rupees _____) in
cash being the fees prescribed.

Date:
Place:

SIGNATURE OF THE APPLICANT

The Aizawl Municipal Council

DA&HR, 2013

FORM - E
AIZAWL MUNICIPAL COUNCIL
Ch. Chhunga Bus Terminal, Thuampui
Aizawl - 796017, Mizoram



PERMISSION OF THE COUNCIL

[See Regulations - 25]

To

Pu/Pi _____

With reference to your application recorded as No _____ dated _____ for grant of permission for erection/re-erection/alteration/addition of Advertisement/Hoarding on a plot covered by Registration No/LSC/Pass No. _____ in Ward No. _____ in the locality of _____ (veng), I hereby inform you that Permission has been granted with the following conditions:

- (1) Identification No. _____
- (2) Valid up to _____
- (3) Rate of Fees _____

An Identification No. indicated above should be displayed on the top right corner of each hoarding.

Signature of the Authorized Officer
Aizawl Municipal Council

Memo No. _____ Dated Aizawl, the _____

Copy to :

1. Chairman, _____ Local Council for information;
2. Licensed Engineer concerned;
3. Guard File.

Secretary
Aizawl Municipal Council
DA&HR, 2013

The Aizawl Municipal Council

FORM - F
AIZAWL MUNICIPAL COUNCIL
Ch. Chhunga Bus Terminal, Thuampui
Aizawl - 796017, Mizoram



REFUSAL OF THE COUNCIL

[See Regulations - 25]

To

Pu/Pi _____

With reference to your application recorded as No _____ dated _____ for grant of permission for erection/re-erection/alteration/addition of Advertisement/Hoarding on a plot covered by Registration No/LSC/Pass No. _____ in Ward No. _____ in the locality of _____ (veng), I hereby inform you that Permission cannot be granted with the following conditions:

- (1) _____
- (2) _____
- (3) _____

Structural Plans, etc. are returned herewith.

Signature of the Authorized Officer
Aizawl Municipal Council

Memo No. _____ Dated Aizawl, the _____

Copy to :

- 1. Chairman, _____ Local Council for information;
- 2. Licensed Engineer concerned;
- 3. Guard File.

Signature of the Authorized Officer
Aizawl Municipal Council

- 33 -

FORM - G

**APPLICATION FOR PERMISSION TO DISPLAY
ADVERTISEMENT ON VEHICLE**

[See Regulations 24]

To

The Secretary
Aizawl Municipal Council
3rd Floor. CCBT Building, Thuampui, Aizawl

Subject : Application for Permission to Display
Advertisement on Vehicle.

Sir,

I, the undersigned, hereby apply for permission to display advertisement on vehicles, in accordance with Regulations 24 of the AMC Display of Advertisement and Hoarding Regulations, 2013, as per the following details :-

1. NAME :
2. Address :
3. Kinds of the vehicle : 2-wheelers/3-wheelers/Bus/
Taxi/Trucks/Pick-up/Sumos
4. Registration No. of the vehicle :
(attach the photocopy of Registration)
5. Permission sought for the period :

I undertake to pay any charges levied by the AMC on such display of advertisements, if any. I tender herewith Rs(Rupees _____) in cash being the fees prescribed.

Date:
Place:
The Aizawl Municipal Council

SIGNATURE OF THE APPLICANT

DA&HR, 2013

FORM - H

**APPLICATION FOR RENEWAL/EXTENSION OF PERMISSION
TO DISPLAY ADVERTISEMENT ON VEHICLE**

[See Regulations 33]

To

The Secretary
Aizawl Municipal Council
3rd Floor. CCBT Building, Thuampui, Aizawl

Subject : Application for Renewal of Permission to
Display Advertisement on Vehicle.

Sir,

I, the undersigned, hereby apply for Renewal/
Extension of Permission in accordance with Regulations 33 of
the AMC Display of Advertisement and Hoarding Regulations,
2013, as per the following details :-

1. *Name of the permit holder* :
2. *Address* :
3. *Type of Vehicle* :
4. *Vehicle Registration No.*
5. *Identification No.* :

[encl. copy of Permission issued earlier]

I undertake to pay any charges levied by the AMC
on such display of advertisements, if any. I tender herewith
Rs(Rupees _____) in
cash being the fees prescribed.

Date:
Place:

SIGNATURE OF THE APPLICANT

The Aizawl Municipal Council

DA&HR, 2013

FORM - I

AIZAWL MUNICIPAL COUNCIL
Ch. Chhunga Bus Terminal, Thuampui
Aizawl - 796017, Mizoram



PERMISSION OF THE COUNCIL ON VEHICLES

[See Regulations - 24 & 25]

To

Pu/Pi _____

With reference to your application recorded as No _____ dated _____ for grant of permission for display Advertisement/Hoarding on Vehicle bearing Registration No. _____, I hereby inform you that Permission has been granted with the following conditions:

- (1) Identification No. _____
- (2) Valid up to _____
- (3) Rate of Fees _____

An Identification No. indicated above should be displayed on the top right corner of each Advertisement/Hoarding.

Signature of the Authorized Officer
Aizawl Municipal Council

Memo No. _____ Dated Aizawl, the _____

Copy to :

- 1. Chairman, _____ Local Council for information;
- 2. Licensed Engineer concerned;
- 3. Guard File.

Signature of the Authorized Officer
Aizawl Municipal Council

AIZAWL MUNICIPAL COUNCIL
Ch. Chhunga Bus Terminal, Thuampui
Aizawl - 796017, Mizoram



No. _____

Dated Aizawl, the _____

REFUSAL OF THE COUNCIL ON VEHICLES

[See Regulations - 25]

To

Pu/Pi _____

With reference to your application recorded as No. _____ dated _____ for grant of permission for display Advertisement/Hoarding on Vehicle bearing Registration No. _____, I hereby inform you that Permission cannot be granted with the following conditions:

- (1) _____
- (2) _____
- (3) _____
- (4) _____

Signature of the Authorized Officer
Aizawl Municipal Council

SCHEDULE - I

CHARGES FOR ADVERTISEMENTS AND HOARDINGS

SL. NO.	TYPES	RATE
1	Non-illuminated advertisement on Hoarding/ Post/ Kiosks/ Frame/ Structures etc. in public land.	Cat. A - Rs. 300 per year Cat. B - Rs. 200 per year Cat. C- Rs. 100 per year
2	Non-illuminated advertisement on Hoarding/ Post/ Kiosks/ Frame/ Structures etc in private land.	Rs. 100 per year
3	For Illuminated advertisement on Hoarding/ Wall/ Post/ Kiosk/ Frame in public land.	Cat. A - Rs. 320 per year Cat. B - Rs. 220 per year Cat. C- Rs. 120 per year
4	For Illuminated advertisement on Hoarding/ Wall/ Post/ Kiosk/ Frame in private land	Rs. 170 per year
5	For Illuminated /Backlit on Hoarding, Wall/Post/Kiosk/ Frame/ Structures,etc.	Rs. 300 per year
6	For non-Illuminated/Backlit on Hoarding,Wall/Post/Kiosk/ Frame/ Structures, etc.	Rs. 250 per year
7	Collapsible Kiosks	Rs. 100 per day or part thereof irrespective of size etc. for each kiosk
8	Posters / Banner per sq.ft	Rs. 10 per sq.ft per day
9	Advertisement by Umbrella	Rs.50 per day per piece or part thereof
10	Advertisement by Balloons	Rs. 100 per balloon per day or part thereof
11	Advertisement by Audio/ Sound	Rs. 500 month or part thereof per day.

12	For Video display in public place	Rs. 100 per day per television or part thereof
13	Advertisement on Taxis	Rs. 5 per sq ft per day
14	Advertisement on School Buses/ Private Buses	Rs. 10 per sq ft per day
15	Advertisement on City Buses	Rs. 10 per sq ft per day
16	Advertisement on Pick Up/TATA 207/ Boleros/Sumo/Savaris	Rs. 5 per sq ft per day
17	Advertisement on Trucks/TATA 407/709	Rs. 10 per sq ft per day
18	Advertisement on 2-wheelers/3-wheelers	Rs. 5 per sq ft per day

SCHEDULE - II

For the purpose of these Regulations the areas under the AMC are classified as 'Category A, B and C' as follow :-

1. Category A –
 - (1) Sikulpuikawn to Bawngkawn Main Road
(both lower & upper main road)
2. Category B –
 - (1) Bawngkawn to Sihphir
 - (2) Bawngkawn to Zemabawk Tawngtaina
 - (3) Sikulpuikawn to Falkawn (ADA Area)
 - (4) Temple Square to Tanhril
 - (5) Hunthar to Airport Road
3. Category C –
Any other areas or places not mentioned in Category A and B

