

GOVERNMENT OF WEST BENGAL
Department of Urban Development & Municipal Affairs
“Nagarayan” 6th Floor,
DF-8, Sector-I, Salt Lake, Kolkata : 700 064

No. 910/MA/O/C-4/1M-31/2015 (Pt-IV)

Date: 21st October, 2020

ORDER

Sub: Issuance of License by the Urban Local Bodies for the purpose of displaying of Advertisement on site(s) under jurisdiction of Urban Local Bodies.

WHEREAS, Section 122 of the West Bengal Municipal Act, 1993 & Section 143 of West Bengal Municipal Corporation Act, 2006 provide that prior permission in the form of a License from the Urban Local Bodies of the State, guided by any of the above noted Acts, shall have to be taken by every person seeking display of advertisement on any site under the jurisdiction of any Urban Local Body;

AND WHEREAS, obtaining License from the Executive Officer in case of Municipality / NAA or from the Commissioner in case of Municipal Corporation for such displaying of advertisement on any site is mandatory;

AND WHEREAS, every person seeking display of advertisement on any site under the jurisdiction of Urban Local Bodies shall apply for a License or renewal of a License, as the case may be, to the Executive Officer in case of Municipality /NAA or to the Commissioner in case of Municipal Corporation in specified Form;

AND WHEREAS, the Executive Officer in case of Municipality / NAA or the Commissioner in case of Municipal Corporation shall, after making such inspection as may be necessary and within 30(thirty) days from the receipt of the application, grant, refuse, renew or cancel a License, as the case may be on payment of such fee as may be determined by the Municipality / Corporation by regulation;

AND WHEREAS, the Executive Officer in case of a Municipality /NAA or the Commissioner in case of Municipal Corporation, having regard to public safety, traffic hazard, aesthetics, is of opinion that the proposed site for any advertisement is unsuitable, he may refuse a License or refuse to renew any existing License;

AND WHEREAS, the validity of such License shall remain valid for one(1) year excepting sites used for temporary fairs, exhibitions, sports events or cultural or social programmes;

AND WHEREAS, it is expedient to frame a uniform guideline for the Urban Local Bodies of the State which are either guided by the West Bengal Municipal Act,1993 or the West Bengal Municipal Corporation Act,2006 , for issuing License for displaying of advertisement on any site under the jurisdiction of Urban Local Bodies;

AND WHEREAS, the State Government is under compulsion to create and develop one Web Portal for the online submission of the application for obtaining License for displaying of advertisement on any site under the jurisdiction of Urban Local Bodies, online deposit of requisite fee, online tracking of the status of the application, online uploading of License of the Urban Local Body etc., to implement the Business Reforms at the District level under the Ease of Doing Business (EoDB) as per the

instruction of the Department of Expenditure, Govt. of India;

Now, therefore, the Government in the Urban Development & Municipal Affairs Department lays down the following guidelines for guidance of the Urban Local Bodies of the State excepting Kolkata Municipal Corporation & Howrah Municipal Corporation which are either guided by the West Bengal Municipal Act,1993 or the West Bengal Municipal Corporation Act,2006 for issuing License for displaying of advertisement on any site under the jurisdiction of Urban Local Bodies and also for the sake of uniformity , transparency in the process and time bound delivery of the services :

- 1) To obtain the License from the respective Urban Local Bodies, the applicant desirous of displaying of advertisement in the form of Hoarding, Glow Sign Board, Flex in permanent Structure, Sign Board & Large Electronic Display (LED) on any site under the jurisdiction of Urban Local Bodies shall have to apply to the appropriate authority in the specific format (**Annexure-A**) prior to erect, exhibit or fix any advertisement or renewal of existing advertisement. The applicant may also apply online in the specified Web Portal to the concerned Urban Local Body in the specified digital format. The format should be filled up properly else it will be treated as rejected due to absence of any data or documents.
- 2) Along with the application form duly filled in, the applicant has to deposit the prescribed Application Fee, as may be determined by the concerned Board of Councillors in case of the Municipality / NAA or the Municipal Corporation , the ceiling of such fee are mentioned below:-

Sl No	Urban Local Bodies	Application fee(Maximum) for one Year (in Rs.)	Application fee(Maximum) for Temporary Advertisement (One Calendar Month) (in Rs.)
1	Municipal Corporation (excepting KMC & HMC)	5000.00	500.00
2	Municipality categorised as "A"	5000.00	500.00
3	Municipality categorised as "B"	4000.00	400.00
4	Municipality categorised as "C"	3000.00	300.00
5	Municipality categorised as "D"	2000.00	200.00
6	Municipality categorised as "E"	1000.00	100.00
7	Notified Area Authority	1000.00	100.00

- 3) Along with the application form, the following documents are required to be submitted / uploaded through the Web Portal in the online application:
 - A. NOC(as per the format given in **Annexure-B**)/ allotment letter in original from the owner, lessee, sub-lessee ,authority or occupier of land/ property / building / wall over which the advertisement has been proposed to be erected, exhibited, fixed or retained and copy of agreement between such owner, lessee, sub-lessee, authority or occupier and the applicant.

- B. Work order / letter of allotment from Government / Semi Government Organisation / Statutory Bodies when advertisement has been proposed to be erected on their land / premises /property.
 - C. Photocopy of updated property tax bill of the property / land / premises where advertisement has been proposed to be erected.
 - D. Photocopy of registration certificate, electricity bill, telephone bill etc. of the Society, Association, Trust, Club or similar kind of organization registered as per the West Bengal Societies Registration Act, 1961 if the advertisement has been proposed to be erected on the land / premises /property occupied or possessed by them.
 - E. Structural Stability certificate of the hoarding and building from empanelled LBS / Structural Engineer wherever applicable. In case the building has more than one hoarding then structural stability of all the hoardings taken together along with wind pressure etc. to be submitted.
 - F. Engineering drawing of the proposed structure in triplicate blueprint duly signed by the Structural Engineer and owner / landlord and concerned Advertising Agency.
 - G. Wind pressure certificate from Licensed Structural Engineer wherever applicable.
 - H. Location Map of the proposed advertisement with proper latitude & longitude.
 - I. Two copies of 10"x8" size Photograph taken from a distance of 60 meters at different angles from the proposed site with marking of the proposed hoarding thereon.
 - J. Photocopy of PAN/TAN and other tax related documents.
 - K. Photocopy of GST Registration certificate if applicable.
 - L. Self-attested photocopy of EPIC / AADHAR Card or any other valid photo identity proof of owners(s) of the property when the advertisement is on private land/ building/premises.
 - M. Self-attested photocopy of EPIC / AADHAR Card or any other valid photo identity proof of the Certificate of Enlistment holder / Authorised Signatory / Director (s) as the case may be.
 - N. Declaration regarding non-blacklistment by any Government Organisation as per the proforma given in **Annexure-C**
 - O. Declaration before 1st Class Magistrate as per the proforma given in **Annexure-D**.
- 4) After successful submission of application and other required document(s), the concerned Urban Local Body shall arrange for a joint inspection in presence of the representative of the applicant, site engineer of the applicant, all other relevant officials of the Urban Local body and local Police Authority within **next 2 (two) working days**.

- 5) The joint inspection report along with the relevant documents including document(s) about the payment of Application Fee , shall be placed before the appropriate authority of the Urban Local Bodies for final decision within **next 2 (two) working days**.
 - 6) On approval of the application by the appropriate authority of the Urban Local Bodies, a License in the prescribed format (**Annexure-E**) will be issued in favour of the applicant, on confirmation of the payment of the deposit of the Advertisement Fee as determined by the Urban Local Body within **next 3 (three) working days**. License of the Urban Local Bodies may be obtained and downloaded from Web Portal within that due time. The rejected proposal will be returned to the applicant by the Urban Local Bodies showing definite reason within **7 (seven) working days** of the date of submission of the application(**Annexure-F**).
 - 7) Validity of the License shall be of duration of **one (1) year** from the date of issue of such License whereas validity of License for Temporary Advertisement shall be of duration of one (1) calendar month from the date of issuance of such License.
 - 8) Within **72 hrs.** of erection of the Advertisement, the License Holder shall submit to the Urban Local Body a certificate from a Structural Engineer certifying that the Advertisement has been constructed as per the specifications and engineering drawings.
 - 9) Within **07 days** of receipt of such certificate from the applicant, the Urban Local Body shall undertake a field visit to the approved Advertisement and check for inconsistencies or deviations, if any.
 - 10) In case deviations are found, the License Holder would be given a notice period up to **7(seven) days** to rectify the same, except in cases where immediate action may be required.
 - 11) After the lapse of **7 days'** notice, if deviations are still found, the Urban Local Body would get the Advertisement and the structure demolished. The Advertisement Fees would be forfeited and a suitable penalty may be imposed.
 - 12) The License Holder shall ensure that the structure and the advertisement board are aesthetically designed and not violating public morality or decency and properly maintained at all the time abiding by the advertisement regulation in all respect.
 - 13) If the License Holder wants to discontinue his existing Advertisement (s), he can do so by applying in prescribed format / through online web portal (**Annexure-G**) and producing the following document;
 - A). Supporting photographs with proper Geo-location which reveals the nonexistence of that Advertisement (s).
- On the basis of the application, Urban Local Bodies shall make an inspection and subsequently that particular Advertisement will be treated as discontinued on the basis of the report and satisfaction of the authority.
- 14) License Holder shall have to pay Advertisement Fee(s) calculated as such rate as the Board of Councillors in case of Municipality and Municipal Corporation may determine by regulations in terms of Section 123 of West Bengal Municipal Act, 1993 & Section 142 of West Bengal Municipal Corporation Act, 2006 as amended respectively.

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

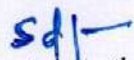
- Nudity
- Racial advertisements or advertisements disseminating caste, community or ethnic differences
- Advertisement encouraging drugs, alcohol, cigarette or tobacco items.
- Advertisement on cigarette or tobacco items in the manner which is prohibited in COTPA Act, 2003.
- Advertisements proliferating exploitation of women or child.
- Advertisement having sexual allusion.
- Advertisement showing brutality to animals.
- Advertisement forbidden by the Advertisement Council of India or by law.
- Advertisement glorifying violence.
- Destructive devices and explosives depicting items.
- Advertisement of Weapons and related items (such as firearms, firearm parts and magazines ammunition etc.).
- Advertisements which may be defamatory, trade libellous, unlawfully threatening or unlawfully harassing.
- 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.
- 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
- Any other items considered inappropriate by the Authority.

16) No Advertisement shall be permitted in front of /inside the compound of/ on the walls of any

- Buildings of archaeological, architectural, aesthetical, historical or heritage Importance.
- Places of worship or of religions significance.
- Statues, minarets or pillars of heritage importance.
- Painted advertisements, advertisements pasted through nails or any other means of advertisements on tree barks/other fauna
- Hospitals and nursing homes.
- Educational institutions.
- Cremation grounds, graveyards.
- Government or Municipal building/office.
- Parks, Gardens and square or road side gardens.
- "No Advertisement Zone" as declared by Municipal Authority.
- 'Green Zone' as declared by Department of UD & MA, Government of West Bengal.
- Body of the animals and trees should not be used for advertisement purpose.

This Order shall take immediate effect.

By order of the Governor,


Joint Secretary to the
Government of West Bengal

Format for Application Form for displaying of advertisement in the form of Hoarding, Glow Sign Board, Flex in permanent Structure, Sign Board & LED under jurisdiction of Urban Local Bodies

Application No _____

To,
The Commissioner/Executive Officer
_____Municipal Corporation/Municipalities/NAA
PS _____ District _____
PIN _____

Sub: **Prayer for issuance of License for erection of Advertisement (One Year)** **Temporary Advertisement (One Calendar Month)**

Sir/Madam,

I intend to erect advertisement in your jurisdiction as per details furnished below. A License may be issued in favour of me in accordance with the Notification No: _____ dated _____ of UD & MA Department, Govt of West Bengal.

PART-A:

Applicant Details:

- 1). Name of the Applicant:
- 2). Full address of the Applicant:
- 3). Official Contact No:
- 4). Email Address:

PART-B:

Details of Advertisement:

- 1) Type of Advertisement –i) Hoarding ii) Glow Sign Board iii) Flex (in permanent Structure) iv) Sign Board v) LED
- 2). Size with dimension(in Sq. M):
- 3) Details of Location: Premises No _____ Ward No _____ Assessee No (If available) _____
- 4). Name of the Owner / Land lord / Authority of the land or premises:
- 5). Latitude & Longitude of the location (if available):
- 6). Height from the surface of the ground / roof below it (in meter):

PART-C:

Specification of Agreement:

- 1). Date of Commencement:
- 2). Date of Termination:
- 3). Lease premium paid / payable to owner / landlord:
- 4). Period of agreement / contract:
- 5). Whether renewable or not: YES NO

PART-C:

List of Documents attached:

Sl No	Description	Y/N	Remarks
1	Attested copy of Agreement between Applicant & LandOwner		
2	Declaration in the form of affidavit before 1st class Magistrate in prescribed format		
3	NOC in the form of affidavit by Landlord in prescribed format		
4	Self-attested copy of updated property tax receipt from Landlord		
5	Attested copies of PAN/EPIC of Applicant & Landlord		
6	Sketch plan duly signed structural engineer & Applicant and endorsed by landlord.		
7	Wind Pressure & structural stability certificate		
8	GST Registration Certificate of the applicant		
9	Location Map of the proposed hoarding		
10	Undertaking regarding non-blacklisted by Govt Agency in prescribed format.		
11	Any other additional document(s)		

I have read carefully the Notification of Advertisement issued by UD & MA Department, Govt of West Bengal Vide No: _____ dated _____ and have complied with all the terms & conditions laid down thereunder. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the License, if granted, will be liable for cancellation and I am liable for such penal actions as prescribed under the law.

Yours faithfully,

Place:

Date:

Full Signature of the Applicant

Annexure-B

Format for No Objection Certificate (NOC)

TO WHOM IT MAY CONCERN

This is to declare that I/we Sri/Smt. _____ Son / daughter / wife of Sri / Smt. _____ or Director / Proprietor / Technical Officer / Secretary and Authorised Signatory of _____, aged about _____, residing at _____, have no objection for any hoardings or structure (s) proposed to be installed by M/s. _____, represented by its Director / Proprietor / Partner / Technical Officer /Secretary / Authorised Signatory Sri / Smt. _____ of _____ on the roof top / ground of the building of my / our premises no. _____. All necessary permission regarding erection of hoarding, structure(s) etc. from concerned authorities would be obtained by M/s. _____.

Thanking you,

Yours faithfully

(Deponent)

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

To,

The Executive Officer / Commissioner

.....Municipal Corporation/Municipality/NAA

.....

West Bengal.

I/We M/s ----- (the name and address of Applicant) hereby certify and confirm that I/We are or any of our directors are not barred / blacklisted by the Govt. of West Bengal or any State Govt. or Central Govt./Departments/ agency in India from participating in project, tenders etc.

I/We further confirm and state that no statutory dues with respect to advertisement are recoverable from me/ us by ULB or any Government. Agency or Autonomous Body or Semi Govt Organization of Central or State Govt.

We do hereby undertake that I/we have not left any project incomplete and have also not surrendered any projects before the completion of period of the contract.

I / we further undertake to follow all the terms & conditions as mentioned in the WB Municipal Act, 1993 and other laws, regulations guidelines etc. for the time being in force.

I / we also undertake not to display any advertisement which is objectionable in the eyes of law or any relevant statutory provision of union & state Government and Rules, Regulations, Guidelines made thereunder and which may create objection from the public.

Signature of the Deponent

Format for Declaration before 1st Class Magistrate

I/We Sri/Smt. _____ son/daughter/wife of
Sri/Smt. _____, Director/Proprietor/Partner/Technical officer
and Authorized Signatory of M/s. _____, aged about
_____ years, residing at _____ and
having its Regd. Office at _____
P.S. _____ Dist. _____ do hereby solemnly declare and say as
follows:-

1. That I / We am / are owner / director / partner / Technical officer of
M/s. _____ above named company/Firm.
2. I/We intend to use the site at Premises No. _____,
Address _____, for the purpose of advertisement in the name of
_____ display area _____ Sq.M and for the purpose, I have taken lease/sub
lease/license from the owner/authority or occupier of such premises from _____ to _____. This
is not a heritage body and intended advertisement shall not obstruct the view of or destabilize
the structure of or will not be in harmony with any heritage building.
3. The land, building, wall, hoarding, frame, kiosk, or structure is /will not hang over or reach
any part of ULB land or Government or land of any statutory authority.
4. I/We declare that the structure used for display of advertisement will not obstruct the clear
vision of any traffic signal or block the passage, entrance or cause inconvenience of access to
any building(both entry & exit) or block the passage of light or circulation of air/ventilation to
any building or block, conceal or inconvenience the public view of the front of any shop or
establishment in a direct or indirect manner causing the business behind is affected or cause
damage, cut or otherwise harm any tree or block the visibility of any existing advertisement
board/ hoarding/structure.
5. I/We declare that in the event of any contravention of any of the provision of the Act or any
Guideline, Rules, Regulation made under the WB Municipal Act or relevant statutory
provisions. of union & state government or any material change is made in the advertisement
or any part thereof without permission of Commissioner/Executive Officer or any
advertisement or part thereof falls otherwise than through accident or if due to the work of
government, Corporation or Statutory Authority or promulgation of any order declaring any
zone as "No Advertisement Zone" or so the advertisement is required to be displaced the
permission shall stand void and I/We will not claim any refund of fees, charges etc. deposited
there under.
6. I/We declare that if there is any contravention of any conditions and terms of the License
and statutory provisions and if there is any additional/alteration made to or in the building wall,
hoarding, frame, post, kiosk or structure, upon or over which the advertisement is created,
exhibited, fixed or retained the license shall become void and we shall be punished subject to
relevant penal provision of WB Municipal Act, 1993 and cannot claim any refund of fees etc.
7. I/We also declare that structural stability of the hoarding has been duly certified by the
structuralEngineer and the building on which the advertisement has been proposed to be
erected is not a dangerous/dilapidated/insecure and I/We also declare that due to erection of

hoarding, frame, post, kiosk or structure if any accident occurs or right easement, window/light is affected I/We shall be responsible and the Municipal Corporation/Municipality/NAA under no circumstances shall be held responsible for such act, I/We further declare that I/We shall compensate Municipal Corporation/Municipality/NAA for any loss or damage due to my/our act or commission as will be determined by the Commissioner/Executive Officer or any other competent authority.

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

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

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

Signature of Deponent

Format for License for erection of Advertisement in the form of Hoarding, Glow Sign Board, Flex in permanent Structure, Sign Board & LED under jurisdiction of Urban Local Bodies

Office of the Board of Councillors

_____ **Municipal Corporation / Municipality/Notified Area authority**

License No: _____

Date: _____

To,

Name of Applicant

Address of Applicant

SUB: License for erection of Advertisement in the form of Hoarding Glow Sign Board Flex (in permanent Structure) Sign Board LED .

REF: Application No: _____ Date: _____

In reference to the subject noted above & in terms of provision of Section 122 of the West Bengal Municipal Act, 1993 / Section 143 of West Bengal Municipal Corporation Act, 2006 read with Notification No _____ Dated _____ of UD & MA Department, Govt of West Bengal, License for erection of Advertisement in the form of Hoarding Glow Sign Board Flex (in permanent Structure) Sign Board LED is hereby accorded in favour of Shri/Smt/Ms _____ as per details mentioned below and terms & conditions as laid down:

- 1) Validity of License: One Year One Calendar Month
- 2). Valid from: _____ to _____
- 3) Type of Advertisement –i) Hoarding ii) Glow Sign Board iii) Flex (in permanent Structure) iv) Sign Board v) LED
- 4). Size with dimension (in Sq. M): _____
- 5) Details of Location: Premises No _____ Ward No _____ Assessee No (If available) _____
- 6). Name of the Land Owner / Land lord / Authority of the land or premises: _____
- 7) Period of agreement / contact: _____ Years W.E.F _____ (Date) to _____ (Date)
- 8). Latitude & Longitude of the location (if available): _____
- 9). Height from the surface of the ground / roof below it (in meter): _____

Municipal Commissioner/Executive Officer

_____ Municipal Corporation/Municipalities/NAA

Terms & Conditions:

- 1). The land, building, wall, hoarding, frame, kiosk, or structure is /will not hang over or reach any part of ULB land or Government or land of any statutory authority.

- 2). the structure used for display of advertisement will not obstruct the clear vision of any traffic signal or block the passage , entrance or cause inconvenience of access to any building(both entry & exit) or block the passage of light or circulation of air/ventilation to any building or block, conceal or inconvenience the public view of the front of any shop or establishment in a direct or indirect manner causing the business behind is affected or cause damage, cut or otherwise harm any tree or block the visibility of any existing advertisement board/ hoarding/structure.

- 3). In the event of any contravention of any of the provision of the Act or any Guideline, Rules, Regulation made under the WB Municipal Act or relevant statutory provisions. of union & state government or any material change is made in the advertisement or any part thereof without permission of Municipal Commissioner/Executive Officer or any advertisement or part thereof falls otherwise than through accident or if due to the work of government, Corporation or Statutory Authority or promulgation of any order declaring any zone as “No Advertisement Zone” or so the advertisement is required to be displaced the permission shall stand void and I/We will not claim any refund of fees, charges etc. deposited there under.

- 4). if there is any contravention of any conditions and terms of the License and statutory provisions and if there is any additional/alteration made to or in the building wall, hoarding, frame, post, kiosk or structure, upon or over which the advertisement is created, exhibited, fixed or retained the license shall become void and we shall be punished subject to relevant penal provision of WB Municipal Act, 1993 and cannot claim any refund of fees etc.

- 5). If any accident occurs or right easement, window/light is affected due to erection of hoarding, frame, post, kiosk or structure, Municipal Corporation/Municipality/NAA under no circumstances shall be held responsible for such act.

- 6). It is mandatory to display name of advertiser, authorised person with contract no, License No, validity, type of display, size with dimension, premises no. in conspectus manner, at /with the display / structure/kiosk/hoarding as applicable.

- 7). Advertisement shall be removed within seven days of expiry of license period at your own cost or shall apply for renewal of license before expiry of existing license.

- 8). Provision 15 & 16 of Notification No _____ dated _____ of UD & MA Department, shall strictly be followed failing which License shall be terminated at once.

Municipal Commissioner/Executive Officer

_____Municipal Corporation/Municipalities/NAA

Format for Rejection of Application

Office of the Board of Councillors

_____ **Municipal Corporation / Municipality/Notified Area authority**

To,

Name of Applicant

Address of Applicant

SUB: Rejection of Application.

REF: Application No: _____ Date: _____

In reference to the subject noted above & in terms of provision of Section 122 of the West Bengal Municipal Act, 1993 / Section 143 of West Bengal Municipal Corporation Act, 2006 read with Notification No _____ Dated _____ of UD & MA Department, Govt of West Bengal, his application for erection of Advertisement in the form of Hoarding Glow Sign Board Flex (in permanent Structure) Sign Board LED is hereby rejected on the following reason(s).

- 1). Incomplete Application.
- 2). Application Fee not deposited / Payment Failure.
- 3). Advertisement Fee no deposited / Payment Failure.
- 4). Document(s) as required not uploaded.

Municipal Commissioner/Executive Officer

_____ Municipal Corporation/Municipalities/NAA

FORMAT FOR APPLICATION FOR DISCONTINUATION OF ADVERTISEMENT

License No: _____

Date: _____

To,

The Commissioner/Executive Officer

_____Municipal Corporation/Municipalities/NAA

PS _____ District _____

PIN _____

Sub: Prayer for discontinuation of License for displaying of Advertisement bearing No _____

Sir/Madam,

I intend to discontinue the advertisement as issued vide License No _____
w.e.f _____ details of which are furnished below.

Kindly consider my prayer .

PART-A:

Applicant Details:

- 1). Name of the Applicant:
- 2). Full address of the Applicant:
- 3). Official Contact No:
- 4). Email Address:

PART-B:

DETAILS OF THE ADVERTISEMENT TO BE DISCONTINUED:

- 1) Type of Advertisement –i) Hoarding ii) Glow Sign Board iii) Flex (in permanent Structure) iv) Sign Board v) LED
- 2). Size with dimension(in Sq. M):
- 3) Details of Location: Premises No _____Ward No _____Assessee No (If available) _____
- 4). Name of the Owner / Land lord / Authority of the land or premises:
- 5). Latitude & Longitude of the location (if available):
- 6). Height from the surface of the ground / roof below it (in meter):
- 7). Date of commencement of the agreement with Land Owner:
- 8). Period of agreement / contract:

PART-C:

DETAILS OF DISCONTINUATION:

- 1). Quarter from which discontinuation sought for:

2). Payment of Advertisement fees made upto:

3). Cause of discontinuation:

4). Consent taken from owner / land lord of the premises (in case of discontinuation sought before expiry of the existing contract): YES / NO

PART-D:

LIST OF ENCLOSED DOCUMENTS:

Sl No	Description	Y / N	Remarks
1	Receipt of up-to-date payment of Advertisement Fees		
2	Supporting photographs of the locations which reveal the non-existence of Advertisement.		
3	Consent letter from the Land Owner expressing mutual cancellation of the existing agreement, if an		
4	Any other additional document(s)		

I have read carefully the Notification of Advertisement issued by UD & MA Department, Govt of West Bengal Vide No: _____ dated _____ and have complied with all the terms & conditions laid down thereunder. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the permission, if granted, will be liable for cancellation and I am liable for such penal actions as prescribed under the law.

Yours faithfully,

Place:

Date:

Full Signature of the Applicant

**FORMAT FOR ACCEPTANCE OF APPLICATION FOR DISCONTINUATION OF
ADVERTISEMENT**

To,

Name of Applicant

Address of Applicant

SUB: Acceptance of Application for discontinuation of Advertisement.

REF: License No: _____ Date: _____

In reference to the subject noted above & in terms of provision of Notification No _____ Dated _____ of UD & MA Department, Govt of West Bengal, his application for discontinuation of Advertisement has been accepted w.e.f _____ with the following details:

1) Type of Advertisement –i) Hoarding ii) Glow Sign Board iii) Flex (in permanent Structure)
iv) Sign Board v) LED

2). Size with dimension (in Sq. M):

3) Details of Location: Premises No _____ Ward No _____ Assessee No (If available) _____

4). Name of the Owner / Land lord / Authority of the land or premises:

5). Latitude & Longitude of the location (if available):

Municipal Commissioner/Executive Officer

_____ Municipal Corporation/Municipalities/NAA

Copy forwarded for information and necessary action to the -

1. Chairman/Chairperson, Board of Administrator/Administrator,
Municipal Corporation/Municipality
2. Principal Secretary, MS & ME & T Department, Government of West Bengal.
3. District Magistrate,....., P.O., Dist.
4. Director of Local Bodies, West Bengal, Poura Prashasan Bhavan, DD-1, Sec - I, Salt Lake,
Kolkata-64.
5. Secretary, Municipal Engineering Directorate, Bikash Bhaban, Salt Lake, Kolkata-91.
6. Chief Engineer, Municipal Engineering Directorate, Bikash Bhaban, Salt Lake, Kolkata-91.
7. Director, State Urban Development Agency.
8. Joint Secretary (MA Branch-Statutory matters)), Department of Urban Development and
Municipal Affairs.
9. Additional Chief Engineer, North, Municipal Engineering Directorate.
10. Commissioner, Bidhannagar/Siliguri/Asansol/Durgapur/Chandernagore Municipal
Corporation.
11. Executive Officer, Municipality/Notified Area Authority.
12. Private Secretary to the Hon'ble Minister-in-Charge of this Department.
13. P S to Principal Secretary of this Department.
14. P.A. to Mayor/ Chairperson, Board of Administrator, Administrator,
Bidhannagar/Siliguri/Asansol/Durgapur/Chandernagore Municipal Corporation.
15. Section Officer, e-Governance Cell of this Department with a request to upload the same in
the departmental Website.
16. Guard file of Law & Statutory Wings of this Department.


Joint Secretary to the Govt. of West Bengal