

# Jammu Municipal Corporation

Town Hall Jammu-180001

Phone No : 0191-2520448, 2520428

Administrator,  
Auqaf Islamia,  
Jammu.

No: JMC/EAH/12126-27  
Dated: 13/2/17.

**Sub:** Reg. issuance of advertisement notice No. 07 of 2017 dated: 04.02.2017 for advertisement board /hoarding over the site Peer Baba Sharfu-ud-Din Tawi Bridge No. 1 Jammu.

Sir,

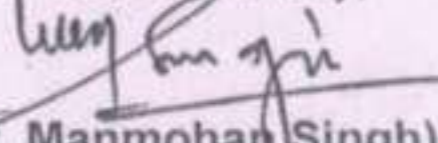
As per the advertisement policy of Jammu Municipal Corporation and in terms of the provisions of Municipal Corporation Act 2000, "no person shall erect, exhibit or fix advertisement devices over any land, building, wall, hoarding, frame, post, kiosk or any other structure, or display any advertisement to public view in any manner whatsoever, visible from a public street or public place, in any place within the city (Municipal Limits) without the written permission of the Municipal Commissioner". The advertisement policy further provides that "Whenever any advertisement is displayed in contravention of section 116 of the J&K Municipal Act 2000, the same is actionable as per provisions of section 119 and 384 of the J&K Municipal Corporation Act 2000.

Moreover, advertisement device is considered a traffic hazard, if it interferes with road safety, interferes with traffic control device, distract, obscure the drivers view and is dangerous, obstruction to road or other infrastructure, traffic, pedestrian, cyclists and other road users. As per the Jammu & Kashmir Prevention of Defacement of Property Act, defacement of public property is a cognizable offence and punishable under RPC .

In exercise of the powers vested under section 43 of the Jammu & Kashmir Municipal Corporation Act 2000, restrictions have already been imposed for installation of hoardings on residential buildings / bridges / places of worship / hospitals / education institution / cremation grounds / grave yards / post offices / parks / gardens and other areas / no advertisement zones vide notice No. JMC/L/37 dated: 03.02.2017.

In view of the above, you are requested to withdraw the advertisement notice No. 07 of 2017 dated: 04.02.2017 published in daily Excelsior dated 07.02.2017 as the said hoarding when displayed shall be in violation of rules / law

Yours faithfully,

  
(Dr. Manmohan Singh) KAS  
Commissioner  
Municipal Corporation  
Jammu

**Copy to the:**

1. Commissioner Secretary to Govt. Housing & Urban Development Department, Civil Secretariat, Jammu for information and necessary action.