

**JAMMU MUNICIPAL CORPORATION**  
**TOWN HALL JAMMU**

No: JMC/LI 37  
Dated: Feb, 3, 2017

NOTICE

- It has been observed that some hoardings / sign boards / posters / banners / bill boards are being put up / installed on residential buildings / bridges / places of worship / hospitals / education institution / cremation grounds / grave yards / post offices / parks / gardens/ vehicles and other areas / no advertisement zones within Jammu Municipal limits by some persons / agencies in total disregard to the rules / laws and in violation of the advertisement policy without seeking any prior permission from the Corporation. The installation of such illegal deface the property, buildings and walls of the city and are constant threat to pedestrians and traffic safety.
- As per the advertisement policy and in terms of the provision of Municipal Corporation Act, "**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 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 Act 2000.
- **Section 384** of Municipal Corporation Act deals with General penalty which provides that, " whoever, in any case in which a penalty is not expressly provided by this Act, fails to comply with any notice, order or requisition issued under any provisions thereof or otherwise contravenes any of the provision of this Act, shall be punishable with the fine which may extend to **five hundred rupees** and in the case of a continuing failure or contravention with an additional fine which may extend to **fifty rupees** for every day after conviction during which he has persisted in the failure or contravention".
- 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**, t 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, it is hereby ordered that:-

- i. Restrictions are 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 with immediate effect.
- ii. All the public in general is advised not to install hoardings on prohibited areas or in the areas specified for installation at designated sites without prior permission of the competent authority (JMC).
- iii. It is also for information of public in general and advertisers in particular that JMC has out-sourced soul advertising rights for erection of hoardings & pole kiosks at designated sites in **ward No. 1 to 48 in favour of M/s Brite Neon Signs Pvt. Ltd and can be contacted on (Mob.94192-75551 / 98118-19839)**.
- iv. JMC is allotting advertisement sites at its own in **Ward No. 49 to 71** and any interested person / advertiser for display of advertising media at designated sites can contact Secretary JMC as Nodal Officer (**Ph. No. 0191-2570191**) who shall allow display of the same after realization of revenue / fee as per the applicable policy of the JMC in vogue.
- v. Accordingly notice is also given for removal of all such hoardings installed illegally within a period of seven days positively failing which action will be initiated against the offenders and further **contravention of the same shall attract penalty against the defaulters, whosoever may be.**

**Anyone other than those above is committing violation and is liable for legal action.**

  
3-2-2017  
(Dr. Manmohan Singh) KAS  
Commissioner  
Municipal Corporation