

***THE RAJASTHAN MUNICIPALITIES  
ADVERTISEMENT REGULATION OF DISPLAY OF  
COMMERCIALS AND NON-COMMERCIALS USING  
OUTDOOR MEDIA DEVICES RULES, 2018***

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# **THE RAJASTHAN MUNICIPALITIES ADVERTISEMENT REGULATION OF DISPLAY OF COMMERCIALS AND NON- COMMERCIALS USING OUTDOOR MEDIA DEVICES RULES, 2018**

In exercise of powers conferred by Section 105 read with Section 337 of the Rajasthan Municipalities Act, 2009 (Act No. 18 of 2009), the State Government hereby makes the following rules, namely,

## **1. Short title, extent and commencement.**

- (1) These rules may be called The Rajasthan Municipalities Advertisement Regulation of Display of Commercials and Non-Commercials Using Outdoor Media Devices Rules, 2018.
- (2) They shall come into force with immediate effect.

## **Chapter 1: Interpretation and Application**

### **2. Definitions**

In these rules, unless the context otherwise requires

- (1). “Act” means The Rajasthan Municipalities Act, 2009 (Act No. 18 of 2009);
- (2). “Advertising” means the act or process of displaying commercials using outdoor media devices;
- (3). “Agency for outdoor media device” or “Agency for OMD” means any applicant who may be an individual, registered charitable organization, firm, partnership, or a company incorporated under the Companies Act 1956/2013, political party, department/section/wing of the government (Union, State, and Local) and others who is registered to apply for permission to erect, construct, or place, or use outdoor media devices, which they use or allow any other “Agency for Display” of display commercials or non-commercial matters for public view;
- (4). “Agency for Display” means any applicant who may be an individual, registered charitable organization, firm, partnership, or a company incorporated under the Companies Act 1956/2013, political

party, department/section/wing of the government (Union, State, and Local) and others who applies to display commercials or non-commercial matters for public view using a registered OMD;

(5). “Air Balloons for Aerial Displays” means such outdoor media devices that are balloons which are filled with gases and restrained by one or more tethers attached to the ground and which display Commercials and Non-Commercials in the sky;

(6). “Appeal Committee” means a Committee formed by a resolution of the municipality in consistent with the Act and Rules made thereunder;

(7). “Approved” means approval in writing by the Competent Authority having jurisdiction under these Rules;

(8). “Audio Announcements” means such outdoor media devices at any point which are used for display or announcement of any product or service by a public-address system but will not include through radio or telecommunication;

(9). “Authorized outdoor media devices” means such outdoor media devices which were granted permission for display of Commercials and Non-Commercials with approval of the competent authority;

(10). “Back-lit illumination displays” means those outdoor media device where electronic bulbs are placed in a manner for illumination from inside the structure;

(11). “Building Line” means the line up to which the plinth of a building may lawfully extend on the side, which abuts the street or an extension of a street or a strip of land ear-marked or reserved for future construction of street and such line has been so prescribed in the approved plan or coordination plan or the scheme by the Government Authority having jurisdiction;

(12). “Bus Shelters” or “Transit Shelters” or “Waiting Shelters” means such waiting places where passengers gather to wait for any purpose including travelling in buses or any other mode of transport – outdoor media device and displays can be on awning, side panels, back panels, or on any part of the shelter according to the size and design prescribed by the respective municipality;

(13). “Carriageway” means the width of the road where vehicles are free to move without any obstruction. Carriageway can be further classified as single (one-side) or dual (two-sides) carriageway;

(14). “Commissioner” or “Chief Municipal Officer” means the commissioner or the chief municipal officer of the municipality;

(15). “Competent Authority” means any officer authorized by the Municipal Authority to implement and enforce the provisions set out in these Rules;

(16). “Control Area” means the geographic area including airspace under the jurisdiction of the Municipal Authority;

(17). “Dealer Boards” means any sign, logo, painting or display that declares the name, type, and variety of commercial product or service along with the name of the shop or trade or the trader or service provider irrespective of the space allowed for commercial display and for display of traders’ name and address;

(18). “Direction or Way Boards with Commercials” means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, which indicates a direction to a road, building, park or any site, and does contain matter for commercial display also;

(19). “Direction or Way Boards without Commercials” means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, which indicates a direction to a road, building, park or any site, and does not contain any matter for commercial display;

(20). “Display” means the display of any matter – commercial or non-commercial either by visual, audio, print or electronic mode, which targets public view at any given point of time; it includes any display of word, model, sign, sky-sign, placard, notice, device or representation, whether illuminated or not in the nature of and deployed wholly or in part for the purposes of advertising, announcement or publicity;

(21). “Display of Commercials” means any representation by a word or abbreviation thereof, letter, logo, symbol, sign, figure, painting, drawing or other pictorial representation, light, sound, visible, audible to public including display on outdoor media devices (OMD) from any place on land, building, airspace, and water, in the control area and/or visible from public place or public street and where such displays relates to any commercial activity or activity that leads to earning of revenue by the person or entity who engaged the “agency for OMD” and/or “agency for display” to display such commercials;

(22). “Display of Non-Commercials” means any display which is not covered by “Display of Commercials”;

(23). “Display of Commercials and Non-Commercials Regulatory Board” means a Board by whatever name called created by the State Government to oversee and regulate these Rules with specific rights and duties as detailed in these Rules or other Rules framed under the Act for this purpose;

(24). “Display board or Billboard or Hoarding” means an Outdoor Media Device with space for advertising in the form of a display panel and where such panel is mounted with its foundation on any structure either on ground or building; it includes 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 display so to give information with a view to attract the public to any place, persons, public performance articles of merchandise whatsoever;

(25). “Display of Commercials and Non-Commercials by Film Slides” means the display of Commercials and Non-Commercials using film slides, movies, or documentary shows within a cinema house, theatre, multiplexes before, after, or during the show;

(26). “Display on Booths” means such outdoor media devices that are placed and displayed on traffic control booths, telephone booths, milk booths, temporary vending stalls, computer/ internet booth, for display of Commercials and Non-Commercials;

(27). “Display on Dualpole – Single Face” means an outdoor media device whose structure is based on a dual pole and which has been prepared by two steel angles for displaying Commercials and Non-Commercials and visible from any one side;

(28). “Display on Dualpole – Double Face” means an outdoor media device whose structure is based on a dual pole and which has been prepared by two steel angles for displaying Commercials and Non-Commercials and visible from both or either side;

(29). “Display on Tri-vision” means an outdoor media device whose structure is based on a single or multiple pole/shaft of steel or fibre and which has been prepared by single or multiple poles steel angles for displaying Commercials and Non-Commercials and visible from three sides;

(30). “Display on Multi-vision” means an outdoor media device whose structure is based on a single or multiple pole and which has been prepared by single or multiple poles steel angles for displaying Commercials and Non-Commercials and visible from more than three sides;

(31). “Display on Public Amenities or Places” mean such outdoor media devices that are placed and displayed on public amenities or places like public toilets, street benches, tree guard, dustbins, parking/ traffic barricades etc.;

(32). “Display on Unipole – Single Face” means an outdoor media device whose structure is based on a single pole/shaft of steel or fibre and which has been prepared by a single steel angle for displaying Commercials and Non-Commercials and visible from any one side;

(33). “Display on Unipole – Double Face” means an outdoor media device whose structure is based on a single pole/shaft of steel or fibre and which has been prepared by a single steel angle for displaying Commercials and Non-Commercials and visible from both or either side;

(34). “Display on Roads and Pedestrian Pathways” means an outdoor media device where the surface of the roads, streets, and pedestrian pathways used for display of any commercial and non-commercials

by way of paint or pasted material on the surface of the roads, streets, and pedestrian pathways and visible to the person or vehicle on the move

(35). “Display Zones” means the area or zone within the municipal jurisdiction that has been declared and categorized by the municipality for erection, construction, or placement of outdoor media devices or for display of commercials and non-commercials and further classified as,

- (i). *Public* land, space – horizontal and vertical, site, buildings, assets, utilities, or surface – that belongs to the Union and State Government;
- (ii). *Municipal* land, space – horizontal and vertical, site, buildings, assets, utilities, or surface – that is under the control of the municipality or under the control of any entity in which the substantial ownership (more than fifty-one percent) lies with the municipality;
- (iii). *Private* land, space – horizontal and vertical, site, buildings, assets, utilities, or surface – that belongs to the any person or entity which is not under the control of any government and not covered by above two;

(36). “Election” means a union, state, local government election held under the superintendence and control of Election Commission of India/State Election Commission;

(37). “Election Campaign Posters and Materials” means a non-commercial temporary display using temporary or permanent outdoor media device for display by an election candidate or a political party indicating candidature or any campaign contents for a maximum period of 45 days prior to and 15 days after any forthcoming election to national, state, local government held under the superintendence and control of Election Commission of India/State Election Commission;

(38). “Exhibition” means such places where different types of articles or goods are displayed on a fixed place and the tenure of such display in the exhibition is temporary;

(39). “Fees for Agency Registration” means the fee that the municipality shall charge for regulating outdoor media devices (OMD) and display using such OMD and any applicant shall pay for being an “Agency for OMD” or “Agency for Display” – such agencies are registered agencies;

(40). “Fees for OMD Permission” means the contractual (contract terms as decided by the municipality) fee that the municipality shall charge for regulating OMD and any applicant shall pay for erection, construction, installation, placement, or use of OMD – this ensures registration of the OMD with the municipality;

(41). “Fees for Display Permission” means the contractual (contract terms as decided by the municipality) fee that the municipality shall charge for regulating display and any applicant shall pay for

displaying any commercial or non-commercial matters using any OMD or otherwise - this ensures registration of the display with the municipality

(42). “Film or Events Announcement Points” means such outdoor media devices at fixed points within the city which are used for display about a movie or any commercial event by putting different banners, flexes, posters, or any other means;

(43). “Foot Over bridge hoardings” means an outdoor media device where hoardings are placed on pedestrian foot over bridges for displaying Commercials and Non-Commercials and visible from more than one or more sides;

(44). “Front-lit illumination displays” means those outdoor media device where electronic bulbs are placed in a manner for illumination from outside the structure;

(45). “Gantry” means an outdoor media device and a structure erected across a road and usually fabricated by metal section pillars fixed on either side of a road with a beam shaped section connecting the top of the pillars across the road with the display on the face opposite to the direction of traffic;

(46). “Government or State Government” means Government of Rajasthan;

(47). “Indian Road Congress or IRC” means the applicable Indian Road Congress codes and any regulations made there under;

(48). “Interested Party” means any person who has in terms of these Rules submitted an application or submitted comments or an objection or made representations in respect of any such application;

(49). “Intersection” means an area embraced within the prolongation of the lateral boundary lines of two or more public streets, open to vehicular traffic, that join one another at any angle, whether or not one such public road crosses the other;

(50). “Kiosk” means such outdoor media devices or display boards (backlit, front-lit, or non-lit) which are installed on electric poles, communication or transmission towers and the municipality shall decide size of such display boards;

(51). “Land/Space/Site Utilization Charges” means the one-time fee that the municipality shall charge and any applicant shall pay for erecting or using OMD on land, building, horizontal and vertical space, assets, utilities, and surface under the control and ownership of the municipality, or any public entity where the maximum ownership lies with the municipality;

(52). “LED/ Electronic Hoarding” means an outdoor media device, with electronic display made from Light Emitting Diodes (LED) or Liquid Crystal Display (LCD) or any other source, to display running text, displays and informational messages from computer programs and software or any other means;

- (53). “Lollipops” means such outdoor media devices that are small structures in the shape of lollipops or ice-creams or otherwise which are displayed on dividers, road medians, footpaths or pedestrian walkways, jogger’s paths, parks, etc., and fixed on ground that have a height restriction;
- (54). “Mayor” or “Chairman” means the mayor or chairman of the municipality;
- (55). “Mobile Displays of Commercials and Non-Commercials” means such vehicles (motorized or non-motorized) in motion carrying or mounted with any outdoor media devices and are used for display of any product or service and shall include announcements, road show concerts, theme shows for display of a commercial product or service, includes push carts selling branded commercial products like ice-creams, beverages, and items of a particular brand but would not include theme shows highlighting social and religious messages;
- (56). “Multiple Angle Structure – Single Side” means an outdoor media device whose structure is based on a multiple steel angles for displaying Commercials and Non-Commercials and visible from any one side/face;
- (57). “Multiple Angle Structure – Double Side” means an outdoor media device whose structure is based on a multiple steel angles for displaying Commercials and Non-Commercials and visible from both or either side/face;
- (58). “Multiple Angle Structure – Multiple Sides” means an outdoor media device whose structure is based on a multiple steel angles for displaying Commercials and Non-Commercials and visible from more than one side/face;
- (59). “Municipal Authority” means the concerned Municipal Corporation, Municipality, Municipal Council, or any other entity notified by the State Government for implementation of these Rules;
- (60). “Municipality” means the concerned municipal corporation, municipality, municipal council as explained in Article 243P and Article 243Q of the Constitution of India;
- (61). “National Building Code of India or NBC” means the latest National Building Code of India, and any regulations made there under;
- (62). “Non-lit displays” means those outdoor media devices where there are no electronic bulbs placed in a manner for any illumination from outside or inside the structure;
- (63). “Notice board of the Municipality” means the notice board that has been specified by the municipality for pasting any types of notices, handbills, etc.

- (64). “Outdoor Display” is display of Commercials that reaches the consumers or prospective consumers while they are outside their homes and display of Non-Commercials that reaches general public while they are outside their homes;
- (65). “Outdoor Media Device” or “OMD” means a device used for any “display” as provided in these Rules;
- (66). “Owner” means legal owner of the land, building, property, or the OMD, as the case may be;
- (67). “Permanent Structures - OMD” means such outdoor media devices that are permanent structures in any shape and fixed and attached to the ground, and which cannot be removed easily;
- (68). “Prescribed Application format” means such formats which is submitted by the applicants to the municipality for application/ renewal either by electronic means or by printed paper means;
- (69). “Property” means any unit of private or public or municipal water, land, space – horizontal and vertical, site, buildings, assets, utilities, or surface or any place depicted on the general plan of a city;
- (70). “Public Street” means a road, street or thorough fare or other Right of Way to which the public has a right of access or which is commonly used by the public and includes any portion of a Right of Way of public street including a footpath or pedestrian way;
- (71). “Restricted Area for Displays” means the area or zone within the municipality that has been declared by the municipality for restricted or no erection of outdoor media devices or for no display of Commercials and Non-Commercials;
- (72). “Right of Way or RoW” means the full width of a public street between building lines across such Public Street including the median, carriageway, service road, shoulder and footpath/ sidewalk and the air space above it;
- (73). “Road Traffic Sign” means any road traffic sign and traffic signal as contemplated in the IRC or any applicable Act/Rules;
- (74). “Schedule” means Schedule appended to these Rules, if any;
- (75). “Scroller Displays” means an outdoor media device which are electronically operated devices and display multiple Commercials and Non-Commercials at a time interval;
- (76). “Self-Display or Personal Boards or Name Plates” means a name board whether illuminated or non- illuminated displaying only the name, address, contact details of any commercial business, social, institutional, or economic activity, showing essential contact details of the entity or person using the premises for sale of goods or provision of services, but not mentioning about any product or service that is being or sold or served from that premises or by the entity;

(77). “Showcase or Shop Window Displays” means such outdoor media devices which are displayed by putting different articles, products in showcases of commercial enterprises, traders, shop-keeper clearly showing the name of the manufacturer or marketer or trader; this includes display of garments, toys, greeting cards, gift items, sports goods, food items, furniture, machineries, any offering for providing for services, etc., which have been kept in showcases or windows for display and visible from any unrestricted places by any person;

(78). “Sign” or “Sky-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); or any other figure of similar character; which:

- a. 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; and
- b. is used to announce, direct attention to, or advertise; and
- c. 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 public places including 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 Competent Authority;

(79). “Street Furniture Display” means display of any Commercials and Non-Commercials on any public facility or structure which is not primarily intended for display and includes a seating bench, plant box, footpath litter bin, pole-mounted litter bin, public transport shelter, sidewalk clock, suburban name device and a street name, drinking fountain etc. of appropriate size and shape serving the functional requirement of such street furniture with display of Commercials and Non-Commercials either directly pasted/ affixed or in the form of a panel;

(80). “Structural Engineer” means a qualified person registered / empaneled with Municipal Authority or a professional certified engineer by a duly recognized body / institution;

(81). “Structural Stability Certificate” means a certificate issued by a Structural Engineer;

(82). “Temporary Display” means a display or outdoor media device displayed for a maximum period of 60 days for any forthcoming event including entertainment events, festivals, mela, trade fair, conferences, road shows etc.; election campaign materials are also covered under temporary display;

- (83). “Temporary Structures - OMD” means such outdoor media devices that are temporary structures in any shape and not fixed and attached to the ground, and which can be removed easily;
- (84). “Umbrellas” means such outdoor media devices that are temporary structures in the shape of umbrellas or otherwise which are placed and displayed on dividers, road medians, footpaths or pedestrian walkways, jogger’s paths, parks, etc., and are not fixed on ground;
- (85). “Unauthorized outdoor media devices” means such outdoor media devices which were never granted a permission and/or granted licenses by the competent authority in previous years, or renewal has not been done due to some reasons and they are still being used for display of Commercials and Non-Commercials without approval of the competent authority;
- (86). “Urban Design” means the actions of conceiving and managing the special and aesthetic characteristics of urban space between and around buildings including physical elements that make up the streetscape and the combined visual effect of building facades and other structures.
- (87). “Vehicle Branding - Aesthetics” means such outdoor media devices where inside or outside walls of the vehicle (including buses, metro coaches, trams, taxis, shared bicycles, motorcycles, or any other public or private mode of transportation) are used for display of any picture or painting of historical event, religious event, games and sports, personalities, social events, and schemes of government, etc., that only reinforces the aesthetic sense of the city and enhances the visual satisfaction of the passers-by, passengers, and vehicles but not carrying any political or non-secular messages that may hurt the sentiments of one or a group of persons, but it excludes the display of the name of the service provider or any display of the route of travel;
- (88). “Vehicle Branding - Commercial” means such outdoor media devices where inside or outside walls of the vehicle (including buses, metro coaches, trams, taxis, shared bicycles, motorcycles, or any other public or private mode of transportation) are used for display of any product or service by painting, posters, banners, or any other mode, but it excludes the display of the name of the service provider or any display of the route of travel;
- (89). “Video Displays” means such outdoor media devices at any point which are used for display or announcement or show of any product or service by a film or movie using a public-address system or television, LCD projector, otherwise but will not include broadcast through television restricted to private viewing;
- (90). “Wall Painting - Aesthetics” means such outdoor media devices where walls of building or boundaries are used for display of any picture or painting of historical event, religious event, games and sports, personalities, social events, and schemes of government, etc., that only reinforces the aesthetic

sense of the city and enhances the visual satisfaction of the passers-by, passengers, and vehicles but not carrying any political or non-secular messages that may hurt the sentiments of one or a group of persons;

(91). “Wall Painting - Commercial” means such outdoor media devices where walls of building or boundaries are used for display of any product or service;

(92). “Wall Wraps” means displays painted / pasted / affixed on surface of the walls of a building, which has been used as architectural feature to cover/ form facade, and used as an outdoor media device for wrapping walls of building that are either “blind wall wraps” (wraps on walls without window openings) or “mesh wall wraps” (used as perforated sheet flex membranes that allow some degree of visibility and air circulation) for display of any commercials or non-commercials;

(93). “Year” means the financial year starting from first day of April (the fourth month of English Calendar) every year and ending on the thirty-first day of March (the third month of English Calendar) which comes immediately next;

(94). Words and expressions used but not defined in these rules shall have the same meaning as assigned to them in the Act;

### **3. Transition and Compliance**

(1) All municipalities of Rajasthan covered by The Rajasthan Municipalities Act, 2009 (Act No. 18 of 2009) would frame appropriate bye-laws in accordance to Section 105 read with Section 340 of the Act within three (3) months from notification of these Rules.

(2) All concerned individual, organizations, and entities covered by these Rules and Bye-laws framed thereunder by respective municipalities shall regularize all existing outdoor media devices (referred to in whatever name) and displays (referred to in whatever name) using such outdoor media devices within one-eighty (180) days from notification of the respective Bye-laws framed thereunder by respective municipalities.

## **Chapter 2: Administration and Implementation**

### **4. Display of Commercials and Non-Commercials Regulatory Board**

(1). *Establishment of the Board* – The State Government may, by a separate notification and Rules, establish, for the purposes of these Rules, a Board to be called the **Rajasthan Display of Commercials**

**and Non-Commercials Regulatory Board** for guiding the municipalities to implement these Rules and respective Bye-laws framed thereunder by respective municipalities. The Board shall also assist municipalities in removal of difficulties to implement these Rules and Bye-laws framed thereunder by respective municipalities.

(2). *Set up and Administration of the Board* – The State Government may, by the separate notification and Rules mentioned in (1) above, would prescribe the composition of the Board, the roles and responsibilities of the Board, the staffing of the Board, fund of the Board, and any other matters that may be necessary.

## **5. Ad Hoc Committee**

(1). Within thirty (30) days of notification of these Rules, all municipalities shall create an ad hoc committee in whatever name called by passing a special resolution in the Corporation or Council as the case may be, to implement these Rules at the municipality level, including the enactment of the Bye-laws that respective municipalities shall frame under these Rules.

(2). The Ad Hoc Committee shall comprise of elected councillors and executive officers of the Corporation or Council. The State Government or the Board shall notify the composition of the Ad hoc Committee separately for different grades of municipalities.

## **6. OMD and Display Regulation and Management Wing**

(1). Every municipality shall create a separate section, preferably called OMD and Display Regulation and Management Wing under the Revenue Section and reporting to the Deputy Commissioner (Revenue) or the Revenue Officer as the case may be to implement these Rules and Bye-laws framed thereunder by respective municipalities.

(2). The Corporation or Council shall decide on the staffing of the wing as required to implement these Rules and Bye-laws framed thereunder by respective municipalities.

## **Chapter 3: General Requirements, Exemptions, and Prohibitions**

### **7. General Criteria for Selection of Sites**

- (1). Prior to selection of the specific display site for the outdoor media devices that are permanent in nature, the municipality and the “*agency for outdoor media device*” shall adhere to the considerations specified in *Schedule 1* of these Rules.
- (2). For selection of sites for temporary outdoor media device, the municipality and the “*agency for outdoor media device*” shall adhere to the law concerning prevention of defacement of property as provided in the municipal legislation or separate legislation, if any.
- (3). After finalization of the site, no sites can be changed except for the following reasons that the municipality may consider for change of site/s:
  - (i). Any underground services/ any other similar hindrance below the ground level duly confirmed by the concerned engineering section of the municipality which obstructs the construction of foundation for installation of outdoor media devices.
  - (ii). Sudden change in status of site and site found in contravention with the municipality’s decision or policy in force at that time due to new development/ improvement of municipal infrastructure.
  - (iii). In case, the site becomes not feasible due to start of construction activity PWD, Govt. of Rajasthan or by any department of the Union and State and which seriously affect the prospect of erection, construction, and placement of the outdoor media device at that site.

### **8. General Requirement for the Outdoor Media Device**

- (1). Any “*agency for outdoor media device*” shall ensure that such device is designed with the criteria specified in *Schedule 2* of these Rules.

### **9. General Requirement for the Display using Outdoor Media Device**

- (1). Any “*agency for display*” shall ensure that for the display of commercials and non-commercials they would follow the criteria specified in *Schedule 3* of these Rules and additionally will rely upon self-regulatory controls within the industrial and social norms to enforce minimum display standards.

## **10. Outdoor Media Devices and Displays Exempted**

- (1). The following outdoor media devices and displays are exempted from registration and compliance with provisions of these Rules:
- (2). Outdoor media devices and displays which are permitted for administration under certain legislations enacted by the Parliament like the Railways Act, 1989 that are not within the regulatory control of the municipality;
- (3). Outdoor media devices and displays and displays relating to the business of roadways, railway, airways, or metro administration or public information and is exhibited within any bus terminals, railway station, airport, or metro station when not displaying or carrying the name of a product or service other than that relates to the administration or public information excepting those that are regulated separately mentioned in (2);
- (4). If such outdoor media device and display is exhibited within the walls or window of any building, and if the display relates to the necessary information about the trade, profession or business carried on in that building required under separate legislations of the Union and State (including name, address, and contact details) and occupying less than 25% of the area of the window, wall, or surface, where displayed and there is no display of any branded product or branded service along with that;
- (5). If such outdoor media device and the display on the same is for any invite to any exhibition or to any sale or letting of such land or building or any effects therein or to any entertainment or meeting to be held on or upon or in the same and occupying less than 40% of the area of the window, wall, or surface, where displayed and there is no display of any branded product or branded service;
- (6). If it is a name plate announcing the name of owner/ or name of occupier of building and/ or name of a building upon which such display is so fixed, exhibited painted, pasted, retained or displayed and occupying less than 25% of the area of the window, wall, or surface, where displayed and there is no display of any branded product or branded service;
- (7). Outdoor media device and displays in the case of buildings/property, where commercial activity like provided by a doctor, chartered accountants, cost accountants, company secretaries, tax consultants, advocate, architect, engineer etc. is running, as permitted by law, and display of the services being offered (including name, address, and contact details), however, without referring to any brands or products or services is allowed up to maximum as permitted under the respective law in force or occupying less than 25% of the area of the window, wall, or surface, where displayed whichever is minimum and there is no display or mention of any branded product or branded service;

(8). Outdoor media device and displays occupying more than the prescribed area as mentioned here, would be treated at par with other outdoor media devices and displays and would be regulated accordingly;

## **Chapter 4: Procedure for Registration, Permission, Allotment and Renewal**

### **11. Eligible Entities**

(1). The following are the eligible entities for “*agency for outdoor media device*” and for “*agency for display*”:

- (i). An individual (sole proprietor),
- (ii). A registered charitable organization or society or trust,
- (iii). A partnership firm,
- (iv). A registered association of persons,
- (v). A company incorporated under the Companies Act 1956/2013,
- (vi). A political party (registered under Section 29A of The Representation of the People Act, 1951),
- (vii). A department/section/wing of the government - Union or State,
- (viii). Town and Country Planning Section or any other Section of the Municipality (for outdoor media devices owned by the municipality), and
- (ix). Any other entities as listed and notified by the municipality.

(2). Any entities mentioned in (1) can be registered as “*agency for outdoor media device*”, for “*agency for display*”, or for both but under separate registration.

**Explanation 1:** the list covers all traders, shopkeepers, franchisees, business owners, business houses, in whatever name called who uses the land, space – horizontal and vertical, site, buildings, assets, utilities, or surface either owned or on lease and uses it for erection, construction, or placement of an outdoor media device and/or for display of commercials and non-commercials thereon.

## 12. Procedure for Registration

- (1). Any entity willing to be an “*agency for outdoor media device*” so to erect, construct, or place an outdoor media device – both temporary and permanent shall be registered with the respective municipality after applying in the prescribed form and upon payment of “***Fees for Agency Registration***” as prescribed by the Bye-laws framed under these Rules by respective municipalities.
- (2). Any entity willing to be an “*agency for display*” so to display any commercial and non-commercials using an outdoor media device – both temporary and permanent shall be registered with the respective municipality after applying in the prescribed form and upon payment of “***Fees for Agency Registration***” as prescribed by the Bye-laws framed under these Rules by respective municipalities.
- (3). Registration is mandatory for erection, construction, or placement of any outdoor media device and display of any commercial and non-commercials using an outdoor media device – both permanent and temporary categories, ***unless specifically exempted under these Rules*** and it specifically includes:
  - (i). the erection, construction, or placement of the outdoor media device and the display thereon is on a land, space – horizontal and vertical, site, buildings, assets, utilities, or surface owned by a private person,
  - (ii). the erection, construction, or placement of the outdoor media device and the display thereon is on a land, space – horizontal and vertical, site, buildings, assets, utilities, or surface owned by any department/section/wing of the Union and State Government,
  - (iii). the erection, construction, or placement of the outdoor media device and the display thereon is on a land, space – horizontal and vertical, site, buildings, assets, utilities, or surface owned by the municipality or under the control of any entity in which the substantial ownership (more than fifty-one percent) lies with the municipality;
- (4). Registration is not essential for Town and Country Planning Section or any other Section of the Municipality or any entity for managing outdoor media devices owned by the municipality or under the control of such entity in which the substantial ownership (more than fifty-one percent) lies with the municipality.
- (5). While evaluating an application for registration in terms of **Rule 12**, the Competent Authority shall ensure that the application is in compliance with these Rules. The Competent Authority may accept or reject any application after giving due opportunity of hearing.
- (6). The Competent Authority may, withdraw a registration granted in terms of **Rule 12** or amend any condition or impose a further condition in respect of such registration if, in the opinion of the Competent

Authority, the “agency for outdoor media device”, the “agency for display”, the concerned outdoor media device, or the concerned display have violated any of the provisions of these Rules.

Provided prior to taking any decision in terms of these Rules, the Competent Authority shall in writing notify the “agency for outdoor media device”, and/or the “agency for display” concerned of its proposed decision and that he or she may within fifteen (15) days from the date of the notice make written representations concerning the proposed decision.

(7). The “agency for outdoor media device”, or the “agency for display” can surrender its registration in writing during the tenure of the registration without any refund of registration fees.

(8). The registration so granted under this Rule, shall remain valid for five (5) years in case of government entities and for three (3) years in case of any other entity and unless specifically cancelled for any reasons by the municipality. In case of temporary structures, registration shall remain valid for one year.

(9). The registration shall be eligible for automatic renewal and the municipality shall process the renewal until specifically informed by the “agency for outdoor media device”, or the “agency for display” after the stipulated time but within fifteen (15) days after expiry of the registration not to proceed with renewal or the municipality have the reasons not to proceed with the automatic renewal.

**Explanation 1:** the municipality may call for additional information to process the automatic renewal.

### **13. Procedure for Permission to Erect, Construct, or Place an Outdoor Media Device**

(1). Any registered “agency for outdoor media device” intends to erect, construct, or place an outdoor media device – both temporary and permanent on the following sites shall apply for a permission for such erection, construction, or placement of outdoor media device with the respective municipality in the prescribed form and upon payment of “**Fees for OMD Permission**” as prescribed by the Bye-laws framed under these Rules by respective municipalities.

(i). Any public land, space – horizontal and vertical, site, buildings, assets, utilities, or surface but not under the control of the municipality or any entity in which the substantial ownership (more than fifty-one percent) lies with the municipality – for both permanent and temporary;

(ii). Any private land, space – horizontal and vertical, site, buildings, assets, utilities, or surface municipality – for both permanent and temporary;

- (iii). Any municipal land, space – horizontal and vertical, site, buildings, assets, utilities, or surface *that* under the control of the municipality or under the control of any entity in which the substantial ownership (more than fifty-one percent) lies with the municipality – only temporary;
- (2). While evaluating an application for permission in terms of **Rule 13**, the Competent Authority shall ensure that the application is in compliance with these Rules. The Competent Authority may accept or reject any application after giving due opportunity of hearing.
- (3). The Competent Authority may, withdraw a permission granted in terms of **Rule 13** or amend any condition or impose a further condition in respect of such registration if, in the opinion of the Competent Authority, the registered “*agency for outdoor media device*”, and the concerned outdoor media device, have violated any of the provisions of these Rules.

Provided prior to taking any decision in terms of these Rules, the Competent Authority shall in writing notify the registered “*agency for outdoor media device*”, concerned of its proposed decision and that he or she may within fifteen (15) days from the date of the notice make written representations concerning the proposed decision.

- (4). The registered “*agency for outdoor media device*” can transfer the permission to any other registered “*agency for outdoor media device*” after duly permitted by the Competent Authority and after payment of “***Name Transfer and Mutation Fee***”, to the municipality.
- (5). The registered “*agency for outdoor media device*”, can surrender its permission in writing during the tenure of the registration without any refund of registration fees and with removal of the outdoor media device within thirty (30) days of its application. Any delay in removing the outdoor media device would invite punitive action under the Act and Rules made there under.
- (6). The municipality shall allot a unique identification number to each outdoor media device as prescribed under the Bye-laws framed under these Rules by respective municipalities.
- (7). The permission so granted under this Rule, shall remain valid in case of permanent structures for three (3) years in case of outdoor media device is on any public land, space – horizontal and vertical, site, buildings, assets, utilities, or surface but not under the control of the municipality and for two (2) years in case of outdoor media devices is on any private land, space – horizontal and vertical, site, buildings, assets, utilities, or surface and unless specifically cancelled for any reasons by the municipality.
- (8). The permission granted for temporary outdoor media device shall be for the period of permission sought but not exceeding one (1) year and unless specifically cancelled for any reasons by the municipality.

(9). The permission under **Rule 13** shall not be eligible for any automatic renewal and the municipality shall process the renewal while following the process as a fresh permission.

#### **14. Procedure for Permission to Display using an Outdoor Media Device**

(1). Any registered “*agency for display*” willing to display any commercial and non-commercials using an outdoor media device – both temporary and permanent shall apply for a permission for such display using an outdoor media device with the respective municipality in the prescribed form and upon payment of “**Fees for Display Permission**” as prescribed by the Bye-laws framed under these Rules by respective municipalities.

Provided the municipality may exempt certain category of non-commercial displays from levy of “**Fees for Display Permission**” as would be prescribed by the Bye-laws framed under these Rules by respective municipalities.

(2). Any registered “*agency for display*” when not being the owner of any outdoor media device, shall enter into a binding contract with any registered “*agency for outdoor media device*” and the terms and conditions set therein shall be legally tenable.

**Explanation 1:** the municipality shall not be a party to such contracts, but upon requirement can review such contracts.

**Explanation 2:** in the event the registered “*agency for display*” and registered “*agency for outdoor media device*” are the same entity, then there is no requirement of any binding contract, however, at all points they must adhere to the provisions of these Rules and the Bye-laws framed under these Rules by respective municipalities.

(3). While evaluating an application for permission in terms of **Rule 14**, the Competent Authority shall ensure that the application is in compliance with these Rules. The Competent Authority may accept or reject any application after giving due opportunity of hearing.

(4). The Competent Authority may, withdraw a permission granted in terms of **Rule 14** or amend any condition or impose a further condition in respect of such registration if, in the opinion of the Competent Authority, the “*agency for display*”, and the concerned display, have violated any of the provisions of these Rules.

Provided prior to taking any decision in terms of these Rules, the Competent Authority shall in writing notify the “*agency for display*”, concerned of its proposed decision and that he or she may within fifteen (15) days from the date of the notice make written representations concerning the proposed decision.

(5). The “*agency for display*” can transfer the permission to any other registered “*agency for display*” after duly permitted by the Competent Authority and after payment of “***Name Transfer and Mutation Fee***”, and all other dues to the municipality.

(6). The “*agency for display*”, can surrender its permission in writing during the tenure of the registration after producing a No-Objection Certificate from the “*agency for outdoor media device*” without any refund of permission fees and agreeing for removal of the display within thirty (30) days of its application. Any delay in removing the display would invite punitive action under the Act and Rules made there under.

**Explanation 1:** in the event, there is no application for display permission on a particular outdoor media device, then the “*agency for outdoor media device*” shall deemed to be the “*agency for display*” and pay the required “***Fees for Display Permission***”.

**Explanation 2:** the failure to pay the required “***Fees for Display Permission***” on a particular outdoor media device either by the “*agency for display*” or the “*agency for outdoor media device*” for more than sixty (60) days shall invite punitive action by the municipality, including vesting the rights of the outdoor media device, removal of the outdoor media device and confiscation of the material, or both; any cost incurred by the municipality shall be recovered from the “*agency for outdoor media device*” as per the Act and any Rules framed there under.

(7). The “*agency for display*” shall link the permission for display with the allotted unique identification number of each outdoor media device as provided by the respective municipalities.

(8). The permission granted for display using a permanent or temporary outdoor media device shall be for the period not exceeding one (1) year and unless specifically cancelled for any reasons by the municipality.

(9). The permission under **Rule 14** shall not be eligible for any automatic renewal and the municipality shall process the renewal following the process as a fresh permission.

## **15. Procedure for Allotment of Land/Space/Site for an Outdoor Media Device**

(1). Any registered “*agency for outdoor media device*” intends to erect, construct, or place an outdoor media device – only permanent on the land, space – horizontal and vertical, site, buildings, assets, utilities, or surface under the control of the municipality or under the control of any entity in which the substantial ownership (more than fifty-one percent) lies with the municipality shall participate in the open auction for such erection, construction, or placement of outdoor media device in the prescribed manner

and upon payment of “*Land/Space/Site Utilization Charges*” as prescribed by the Bye-laws framed under these Rules by respective municipalities.

**Explanation 1:** the municipality shall formulate the *base price* as prescribed under the Bye-laws framed under these Rules by respective municipalities and thereafter determine the *reserve price*, which shall be kept confidential until the process of evaluation is complete.

**Explanation 2:** the municipality shall allow the registered “*agency for outdoor media device*” who quotes the highest *bid price* to erect construct, or place an outdoor media device and further allow to display using that outdoor media device, if it is also a registered “*agency for display*”. If it is not a registered “*agency for display*”, then allow the registered “*agency for outdoor media device*” to enter into a valid contract with any registered “*agency for display*” for display using that outdoor media device.

**Explanation 3:** the “*Land/Space/Site Utilization Charges*” includes the “*Fees for OMD Permission*” for erection, construction, or placement and the “*Fees for Display Permission*” for display. This “*Land/Space/Site Utilization Charges*” would be in the nature of “*rent from immoveable properties owned by Government*” and would be subject to goods and service tax under the reverse charge mechanism [refer *The Central Goods and Services Tax Act, 2017, (Union Act No. 12 of 2017) and The Rajasthan Goods and Services Tax Act, 2017 (Rajasthan Act No. 9 of 2017)*].

**Explanation 4:** the nature of contract between the municipality and the “*agency for outdoor media device*” may be a concession agreement under design-build-operate-transfer (DBOT) mode.

(2). The procedure for procurement using the tender, auction, e-tendering, e-auction, e-bidding would include:

- (i). The highest *bid price* needs to be compared with the *reserve price*;
- (ii). The formula for *base price* is as decided by the Competent Authority and as prescribed under the Bye-laws framed under these Rules by respective municipalities and decide on the *reserve price* above the base price;
- (iii). The *reserve price* approved by the Competent Authority will be kept confidential in sealed packet under custody of the officer-in-charge of the tender/auction, until opening of the financial bids;
- (iv). The financial bids shall be opened and evaluated following the prescribed procedures in the financial and procurement rules of the State;

- (v). After completion of the bid evaluation, the tender/auction committee of the municipality would recommend the highest bidder to the officer in charge of the tender/auction without declaring the result;
  - (vi). After receipt of the recommendation of the tender/auction committee, the officer in charge of tender/auction will open the sealed packet containing the *reserve price*, compare it with the highest *bid price* and declare the highest bidder as winner of the bid, if the *bid price* is equal to or higher than the *reserve price*;
  - (vii). If the highest *bid price* falls below the *base price*, the same shall be rejected and bid process initiated afresh;
  - (viii). In case, when *bid price* are above the *base price* but below the *reserve price*, the Competent Authority with appropriate permission from the Corporation or Council may negotiate with the highest bidder for a price equal to or above the *reserve price*, so to avoid the process of fresh bidding;
- (3). While evaluating a bid for allotment in terms of **Rule 15**, the Competent Authority shall ensure that the bid is in compliance with these Rules. The Competent Authority may accept or reject any bid without assigning any reasons and refund the money after deducting processing charges, if any.
- (4). The Competent Authority may, withdraw an allotment granted in terms of **Rule 15** or amend any condition or impose a further condition in respect of such allotment if, in the opinion of the Competent Authority, the “*agency for outdoor media device*”, and the concerned outdoor media device, have violated any of the provisions of these Rules.
- Provided prior to taking any decision in terms of these Rules, the Competent Authority shall in writing notify the “*agency for outdoor media device*” concerned, of its proposed decision and that he or she may within fifteen (15) days from the date of the notice make written representations concerning the proposed decision.
- (5). The “*agency for outdoor media device*” cannot transfer or sub-let the permission of allotment to any other registered “*agency for outdoor media device*” or anyone.
- (6). The “*agency for outdoor media device*”, can surrender its rights of allotment in writing during the tenure of the allotment without any refund of “**Land/Space/Site Utilization Charges**” and with removal of the outdoor media device within thirty (30) days of its application. Any delay in removing the outdoor media device would invite punitive action under the Act and Rules made there by the municipality, including vesting the rights of the outdoor media device, removal of the outdoor media device and

confiscation of the material, or both; any cost incurred by the municipality shall be recovered from the “agency for outdoor media device” as per the Act and any Rules framed there under.

(7). The municipality shall opt for a fresh allotment in the event the “agency for outdoor media device”, surrender its rights of allotment during the tenure of the allotment.

(8). The allotment or lease rights granted for *outdoor media device* erection, construction, or placement and the permission fee for display on the land, space – horizontal and vertical, site, buildings, assets, utilities, or surface under the control of the municipality or any entity in which the substantial ownership (more than fifty-one percent) shall be for the period not exceeding five (5) years with a condition of price escalation of the agreed or contract price payable from the third year of the contract and a condition for extension for a maximum block of two (2) years unless specifically cancelled for any reasons by the municipality.

(9). The permission for allotment under **Rule 15** shall not be eligible for any automatic renewal and the municipality shall process the renewal following the process as a fresh allotment after the end of the allotment period (including the period of escalation).

(10). The municipality shall allot a unique identification number to each outdoor media device allotted as prescribed under the Bye-laws framed under these Rules by respective municipalities.

## **16. Procedure for Allotment of an Outdoor Media Device for Display**

(1). The municipality or any entity in which the substantial ownership (more than fifty-one percent) lies with the municipality may have outdoor media devices already erected, constructed, or placed under the control of the Town and Country Planning Section or any other Section of the Municipality or such entity.

(2). The municipality or the entity may keep all or any of such outdoor media devices only for display of non-commercials;

(3). The municipality or the entity may retain all or any of such outdoor media devices only for display of commercials. In such a case, any registered “agency for display” intends to display using an outdoor media device already under the control of the municipality or any entity in which the substantial ownership (more than fifty-one percent) shall participate in the open auction conducted by the municipality for such display using the outdoor media device in the prescribed manner and upon payment of “**Fees for Display Permission**” as prescribed by the Bye-laws framed under these Rules by respective municipalities.

**Explanation 1:** the “*Fees for Display Permission*” for this **Rule 16** would be in the nature of rent from immovable properties owned by Government and would be subject to goods and service tax under the reverse charge mechanism. [*refer The Central Goods and Services Tax Act, 2017, (Union Act No. 12 of 2017) and The Rajasthan Goods and Services Tax Act, 2017 (Rajasthan Act No. 9 of 2017)*].

**Explanation 2:** the municipality shall formulate the *base price* as prescribed under the Rules and Bye-laws framed under these Rules by respective municipalities and thereafter determine the *reserve price*, which shall be kept confidential until the process of evaluation is complete.

**Explanation 3:** the municipality shall allow the “*agency for display*” who quotes the highest *bid price* to display using the specified outdoor media device.

(4). The procedure for procurement using the tender, auction, e-tendering, e-auction, e-bidding would be as prescribed under **Rule 15**.

(5). The allotment or lease rights granted for display on an outdoor media device under the control of the municipality or any entity in which the substantial ownership (more than fifty-one percent) shall be for the period not exceeding three (3) years with a condition of escalation of the agreed or contract price payable from the second year of the contract unless specifically cancelled for any reasons by the municipality.

(6). Other provisions concerning allotment, rejection, withdrawal, transfer or sub-letting, surrender, and renewal mentioned under **Rule 15** shall apply *mutatis mutandis*.

## **17. Reasons for Withdrawal or Rejection of Permission or Allotment and Removal thereof**

(1). Notwithstanding any reasons cited in these Rules for withdrawal or rejection of permission or allotment to erect, construct, or place an outdoor media device on any land, space – horizontal and vertical, site, buildings, on assets, utilities, or surface and display using any outdoor media device, the municipality shall also consider the following reasons for withdrawal or rejection of permission or allotment:

- (i). is or has, as a result of a change to the nature of the environment or the amenity of the neighbourhood, streetscape or urban design existing at the time of such approval, become detrimental to the area in which it is located by reason of its size, intensity of illumination, quality of design, workmanship, material or its existence and is in conflict to the basic premise of allowing erection, construction, placement of outdoor media

device and allowing to display using the outdoor media device as envisaged by the municipality;

- (ii). constitutes, or has become, a danger to any person or property or traffic safety;
- (iii). is obscuring any other outdoor media device, natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance;
- (iv). of which a part or whole fell either due to an accident or any other cause;
- (v). any addition or alternation is made to the building or structure and such addition or alteration involves disturbance of the outdoor media device or any part thereof;
- (vi). which is installed on building or structure or property upon or over which the outdoor media device installed is, demolished or destroyed.
- (vii). municipality learns that in an agreement between an “*agency for display*” and an “*agency for outdoor media device*”, either of the parties is unregistered or the registration as on the date of contract is invalid for some reasons, then the municipality shall treat such contracts as *void ab initio* and cancel all permissions granted; and
- (viii). municipality learns that in an agreement between an “*agency for display*” and an “*agency for outdoor media device*”, is for an outdoor media device that is illegal and unregistered, then the municipality shall treat such contracts as *void ab initio* and cancel all permissions granted;

### **18. Mandatory Display of Non-Commercial Messages**

- (1). All “*agency for display*” and “*agency for outdoor media device*” shall display any non-commercial display, social or public interest matter in their permitted outdoor media devices, for at least a period of fifteen (15) days to thirty (30) days, as the municipality may decide without seeking any compensation from the municipality.
- (2). Municipality may also consider a portion or space of the outdoor media device for display of non-commercial information like city map, information about essential services, or display of some aesthetic matter; the “*agency for display*” and “*agency for outdoor media device*” can use the remaining portion for the commercial display;
- (3). Such non-commercial assistance for public interest by the “*agency for display*” and “*agency for outdoor media device*” would be a part of their social responsibility to the society.

**Explanation 1:** such social or public interest matter would *not* include any political message of any particular political party or seasonal, festival or personal greetings and messages by an individual or group of individuals.

(4). The choice of the particular outdoor media device for such display of social and public interest matter would be arranged and agreed between the municipality and the “*agency for display*” and “*agency for outdoor media device*”.

## Chapter 5: Categorization of Dynamic Factors

### 19. Categorization of Display Zone

(1). For better regulation and management, for ensuring smooth flow of traffic, ensuring maximum safety to drivers and pedestrians, for ensuring safety of buildings, and to discourage visual clutter, these Rules specify the category of display zones as per *Schedule 4*.

(2). All municipalities under the Bye-laws framed under these Rules shall notify the specific area or areas under each category of display zones.

(3). Municipalities must earmark the notified display zones in their municipal maps for public information.

(4). Municipalities, when setting tariffs, may assign a numeric factor or multiplier for zones where the economic demand for space to display using the outdoor media device is high (*due to increase “visibility” and “vantage” factor*) and allow a neutral factor for zones where the economic demand is normal or low.

### 20. Categorization of Display Point

(1). To discourage hoardings or display boards in a small area that leads to visual clutter and pollution, and for better regulation and management these Rules specify the category of display points as per *Schedule 5*.

(2). All municipalities notify under the Bye-laws framed under these Rules the specific points under each category of display points.

(3). Municipalities must earmark the notified display points in their municipal maps for public information.

## **21. Categorization of Outdoor Media Devices - Shape**

- (1). To ensure appropriate regulation and control of the placement of outdoor media devices, to ensure maximum vantage for the display, discourage visual pollution, and ensure maximum revenue from limited displays, these Rules specify the category of shapes of outdoor media devices as per *Schedule 6*.
- (2). Municipalities may decide the shape as per their requirement but shall ensure safety and city aesthetics at the same time and prescribe such shapes under the Bye-laws framed under these Rules.

## **22. Categorization of Outdoor Media Devices - Size**

- (1). To ensure appropriate regulation and control of the placement of outdoor media devices, to ensure maximum vantage for the display, discourage visual clutter, and ensure maximum revenue from limited displays these Rules specify the category of sizes of outdoor media devices as per *Schedule 7*.
- (2). Municipalities may finalize the size as per their requirement but shall ensure safety and city aesthetics at the same time prescribe under the Rules and Bye-laws framed under these Rules.

## **23. Categorization of Seasonal Display**

- (1). To factor the trend of increased “visibility” and “vantage” due to flow of increased vehicles, tourists, passengers, business-people, professionals, students, religious followers, sports-persons, and others during a period of the year or sometimes during a special event that happens without any fixed intervals, the municipalities would consider the following period factor in seasonal display while finalizing the tariffs:
  - (i). Peak Periods (measured in months);
  - (ii). Off-Periods (measured in months), being the balance after assigning Peak Periods;
  - (iii). Special Periods (measured in months), being a special time (irregular) like some festivals, sports meet, business meet, etc.,
- (2). Municipalities shall decide the length of “peak-periods”, “special periods” and “off-periods” within a category and sub-category of display zone as relevant for the city and prescribe under the Bye-laws framed under these Rules.
- (3). This Rule of seasonal categorization would be applicable for both the permanent and temporary outdoor media devices so to accommodate the “visibility” and “vantage” factors in a particular display zone.

## **24. Categorization by Design and Colour**

- (1). Municipalities may decide and specify specific design and colour for outdoor media devices and display as relevant to the city prescribe under the Bye-laws framed under these Rules.
- (2). Municipalities may decide and specify design and colour for personal display boards to provide a uniform look to the city landscape, which are otherwise exempted from application of these Rules.

## **Chapter 6: Monitoring Mechanism**

### **25. Identification Number of each Outdoor Media Device**

- (1). Municipality shall assign a unique identification number for every outdoor media device (both permanent and temporary) following the logic prescribed in *Schedule 8*.
- (2). The identification number allotted for a permanent outdoor media device shall be displayed and affixed on a 2 ft x 1 ft metal plate with a logo of the municipality.
- (3). The metal plate should be displayed on the bottom right hand corner of each outdoor media device for identification and verification of the Competent Authority.
- (4). In case of non-compliance or failure on part of the “*agency for outdoor media device*”, the municipality may demolish, remove, or confiscate the outdoor media device by categorizing it as an unauthorized outdoor media device.
- (5). The “*agency for outdoor media device*” and “*agency for display*” shall ensure that there is no theft and tampering of the metal plate; in case of loss by any unavoidable circumstances, they must report the matter to the municipality and request for a replacement.
- (6). The identification number so assigned would be captured in the computerized application, where detail of every outdoor media device would be available for geo-tagging on the satellite images and ledger account of every outdoor media device maintained for ease of monitoring.

### **26. Technology based Solution for Registration, Permission, Allotment, Renewal, Monitoring and Control**

- (1). The State Government shall develop a uniform application for the purpose of registration, permission, renewal, monitoring and control for erection, construction, and placement of outdoor media

devices and display of commercials and non-commercials using the outdoor media device and mandate the municipalities to adopt and record all events and transactions using the application.

(2). The Competent Authority shall adopt the system for grant of registration, permission, renewal, monitoring and control for erection, construction, and placement of outdoor media devices and display of commercials and non-commercials using the outdoor media device.

(3). The Competent Authority shall prepare and maintain a GIS based Outdoor Media Device Master Plan for the area under the jurisdiction of the Competent Authority, and geo-tag all such outdoor media devices.

(4). All information about outdoor media devices and display, including these Rules, Rules and Bye-Laws framed by the respective municipalities, details of placement of structures, availability of space available under each category of zone, all notifications related to outdoor media devices and display shall be made available to general public by means of display of information on the Website of the respective municipalities.

## **Chapter 7: Tariff Structure**

### **26. Tariff Structure**

(1). The tariff structure for the regulation activity under these Rules would be as below:

(A) Fees for Registration

(a). Fees for Agency Registration – “Agency for outdoor media devices” separately for each category and sub-category of types of outdoor media devices based on its shape, the agency wants to register for, and registration shall either be for:

(i). *Base Category* – when the registration is for outdoor media device under the specific category and sub-category is less than twenty (20);

(ii). *Premier Category* – when the registration is for outdoor media device under the specific category and sub-category is twenty (20) or more than twenty (20);

(b). Fees for Agency Registration – “Agency for Display” for display of commercials and non-commercials using outdoor media devices separately for each category

and sub-category of types of outdoor media devices based on its shape, the agency wants to register for, and registration shall either be for:

- (i). *Silver Category* – when the registration is for display on outdoor media device under the specific category and sub-category is less than twenty (20);
- (ii). *Gold Category* – when the is for display on outdoor media device under the specific category and sub-category is twenty (20) or more than twenty (20);

(B). Fees for Permission

- (a). Fees for OMD Permission – on Private Land or Building – Permanent Type
- (b). Fees for OMD Permission – on Public Land or Building – Permanent Type
- (c). Fees for OMD Permission – on Private Land or Building, Public Land and Building or Municipal Land or Building – Temporary Type
- (d). Fees for Display Permission – on Private Land or Building, and Public Land or Building – Outdoor Media Device Not owned by Municipality

(C). Collection from Allotment

- (a). Land/Space/Site Utilization Charges following a process of auction and entering into a valid agreement for lease of the land/space/site by the municipality (this would be in the nature of rent from leasing or letting of government assets);
- (b). Fees for Display Permission from following a process of auction and entering into a valid agreement for lease of the outdoor media devices belonging to the municipality only (this would be in the nature of rent from leasing or letting of government assets);

(D). Miscellaneous Fees

- (a). “Name Transfer and Mutation Fee”, applicable for both “agency for outdoor media device” and “agency for Display” willing to transfer the permission received for setting up outdoor media device and for display using the outdoor media device to another registered agency of the municipality;
- (b). “Regularization Fee”, applicable for both “agency for outdoor media device” and “agency for Display” and for any non-registered entity found by the municipality to have violated any provision of the law and the policy guidelines; this fee

would be payable in addition to the regular fees as to be prescribed by the municipality in the Rules and Bye-Laws framed under these Rules;

- (c). “Late Fees”, applicable for both “agency for outdoor media device” and “agency for Display” when found by the municipality to have delayed any payment liability beyond the prescribed due date and as prescribed by the Rules and Bye-Laws framed under these Rules;
- (d). “Escalation Fee”, applicable for allotment for lease of the land/space/site by the municipality and allotment for display using outdoor media device, when contracted for a period more than a year and when specifically included in the terms of agreement;
- (e). “Security Deposit”, at the time of permission and/or allotment, if the municipalities decide as per the prescribed norms of procurement and contracts;
- (f). “Performance Deposit/Guarantee”, at the time of permission and/or allotment, if the municipalities decide as per the prescribed norms of procurement and contracts;

(2). Municipalities shall decide the tariff structure following all process and procedures as prescribed under the Act and Rules thereunder and the Corporation shall adopt the final tariff structure for notification and implementation;

(3). Municipalities shall decide the time and factors of revision of tariff structure, however, may revise the fee according to the cost inflation index that Reserve Bank of India or the Central Board of Direct Taxes adopts.

## **Chapter 8: Miscellaneous Matters**

### **27. Maintenance and Inspection**

(1). *Maintenance*: All outdoor media device / structures for which a permission is required, together with all their supports, braces, guys, and anchors shall be kept in good condition, both structurally and aesthetically, and when not galvanized or constructed of approved corrosion resistive non-combustible materials, shall be painted when necessary to prevent corrosion.

(2). *Housekeeping*: It shall be the duty and responsibility of the “agency for outdoor media device” of every outdoor media device to maintain the immediate premises occupied by the outdoor media device, in a clean, sanitary and healthy condition.

(3). *Inspection*: Every outdoor media device for which permission has been issued and every existing outdoor media device for which permission is required shall be inspected by the Commissioner or any designated official of the concerned municipality at least once in every calendar year. The inspection report shall be recorded in the presence of the owner/agency.

## **28. Survey and Audit of Outdoor Media Devices**

(1). The municipality shall conduct a regular survey, at least twice in one (1) year on all existing outdoor media device in the municipal limits and verification made as to whether permission has been obtained and the erection, construction, and the placement of the outdoor media device is as per the permission granted.

(2). The municipality shall engage a certified structural engineer to do a regular audit of the structure in terms of its stability and safety and shall submit report to competent authority for necessary actions.

(3). In respect of outdoor media device where permission has not been obtained and where permission cannot be granted as per these Rules or other legislative framework, or which have failed the audit in terms of safety, the municipality shall initiate action within fifteen (15) days from identification of the anomaly and issue a notice to the party to remove the outdoor media device.

(4). If the agency fails to rectify and resolve the complaint within a reasonable time, then the municipality initiate punitive actions as included in the Act, including removal of the materials, levy of penalty, or both.

## **29. Unsafe and Unlawful OMDs**

(1). When any outdoor media device or structure becomes insecure, or in danger of falling, or otherwise unsafe, or if any outdoor media device or structure is unlawfully installed, erected or maintained in violation of any of the provisions, the owner thereof, or the person or agency maintaining the same, shall upon written notice of the Competent Authority, forthwith in the case of immediate danger and in any case within not more than three (3) days, make such outdoor media device or structure conform to the provisions of this part or shall remove it.

(2). If within three days, if the order is not complied with, the Competent Authority may remove such outdoor media device or structure at the expense of the owner/agency.

### **30. Serving of Notices**

(1). Any notice that is required to, or may, be served, delivered or given in terms of, or for the purposes of, implementation framework, must be served in any of the following ways:

- (i). by sending a copy of the notice by registered or under postal certificate to the last-known address of the person concerned/Owner, and, unless the contrary is proved, it is deemed that service was effected on the seventh day following the day on which the document was posted;
- (ii). by faxing a copy of the notice to the person, if the person has in writing furnished a fax number to the Government Authority or an authorised official;
- (iii). by forwarding the notice through e-mail on the registered e mail id; and
- (iv). by handing over a copy of the notice to any of the authorized representative;

### **31. Appeals**

Any person whose rights are affected by a decision of the Competent Authority in terms of or for the purposes of these Rules, may appeal against that decision to the “Appeal Committee” appointed by the Competent Authority within the framework of Rajasthan Municipalities Act, 2009 (Act No. 18 of 2009).

### **32. Insurance and Indemnity**

The owner or lessee of the outdoor media device shall be liable to buy insurance against public liability.

### **33. Repeal and Savings**

All policies, rules, and bye-laws existing on the day of notification of these Rules as far they concerned with levy and collection of advertisement taxes, fees, and surcharge stands repealed.

# Schedules

## Schedule 1

[See Rule 7]

### General Criteria for Selection of Sites

(1) For outdoor media devices erected or constructed on **land** (irrespective of being public or municipal or private land), the following criteria needs consideration:

- (1). Apart from accommodating vehicular and pedestrian traffic, there shall be road reserves or corridors for utility services such as power, telecommunications, gas, storm water, water supply and sewerage. The location of these services is known by other utility agencies with their own legislative right to install these services within the road reserve;
- (2). The municipality and the “*agency for outdoor media device*” may not have the accurate location of all underground services. The “*agency for outdoor media device*” is responsible to co-ordinate, inform and communicate to relevant authorities before any excavation or fabrication on site work is to be undertaken. Any liability, delay, or accident that happens, is the complete responsibility of “*agency for outdoor media device*”
- (3). The “*agency for outdoor media device*” are solely responsible for ensuring that during erection, maintenance, alteration and operation of an outdoor media device, the device does not conflict with services or other things within the road reserve.
- (4). The Competent Authority may ask the “*agency for outdoor media device*” to either replace or altogether remove any outdoor media device to facilitate the work undertaken by utility services such as power, telecommunications, gas, storm water, water supply and sewerage, or for road widening;
- (5). **When erected on ground the outdoor media device, the ground clearance should be at least 11 feet and not greater than 60 feet. The top of the hoarding shall not be greater than 70 feet from the ground surface;**
- (6). **Lateral Placement for Driver Distraction Control:** Outdoor Media Devices shall not be permitted on traffic islands and where carriageways diverge so much that oncoming traffic is not visible because of topography or dense vegetation; site selection criteria for lateral placement is in the following table:

**Table: Site Selection Criteria for Lateral Placement**

Sl. No.	Road width of Main Road (in meter)	Minimum Straight road clear distance (in meter) from edge of the road
a.	Road width less than 20 meter undivided or divided carriage way	6 meters

Sl. No.	Road width of Main Road (in meter)	Minimum Straight road clear distance (in meter) from edge of the road
b.	Road width more than 20 but less than 30 meters undivided or divided carriage way	10 meters
c.	Road width more than 30 but less than 60 meters undivided or divided carriage way	15 meters
d.	Road width more than 60 meters undivided or divided carriage way	50 meters

(7). **Longitudinal placement for Driver Distraction Control:** There shall be set out minimum distances between the outdoor media devices and traffic conflict points, official traffic signs and other outdoor media devices (i.e. reduce permanent outdoor media device density);

(8). To facilitate the smooth flow of the traffic and to avoid any traffic hazard caused by the placement of outdoor media devices following shall be followed while finalizing longitudinal placement of any device, the distance for placement of outdoor media device shall be measured from the edge of the road and not from the center of the road for all type of junction, intersection, roundabouts etc.; site selection criteria for longitudinal placement is in the following table:

**Table: Site Selection Criteria for Longitudinal Placement**

Sl. No.	Road width of Main Road (in meter)	Minimum clear distance (in meter) from edge of the road
a.	Road width less than 20 meter undivided or divided carriage way	15 meters
b.	Road width more than 20 but less than 30 meters undivided or divided carriage way	30 meters
c.	Road width more than 30 but less than 60 meters undivided or divided carriage way	40 meters
d.	Road width more than 60 meters undivided or divided carriage way	50 meters

(2) For outdoor media devices erected or constructed on **buildings – walls or roof tops** (irrespective of being public or municipal or private land), the following criteria needs consideration:

(1). A Structural Engineer practicing in the field of structural engineering shall certify permanent category of outdoor media device structures positioned on the wall or roof-top of the building;

(2). This certification confers compliance of the design with relevant Indian Structural Design Standards, Codes of practice and conditions of these Rules. The foundations shall be designed and checked for extreme wind conditions, earthquake, soil bearing capacity, etc.;

- (3). The Structural Engineer shall be accountable in case of any structural disability of the OMDs. Certified structural engineer should do the annual audit of the structure and report should be submitted to competent authority;
- (4). When erected on top of the building, the ground clearance should be at least 11 feet. The top of the hoarding shall not be more than 25 feet from the terrace level;
- (5). The “agency for OMD” shall produce a “No Objection Certificate” (NOC) from the Ministry of Civil Aviation, Government of India, and shall observe all their rules and regulations;

## Schedule 2

[See Rule 8]

### General Requirement for the Outdoor Media Device

1. Any “agency for outdoor media device” must ensure that such device is designed with the following criteria,

- (1). The outdoor media device is not detrimental to the nature of the environment, streetscape, urban design or detract from the architecture of any building on which or where such device is to be located, by reason of abnormal size, appearance, intensity of illumination, workmanship, design or its existence; in case of anomalies and deviation, the municipality would have full power to dismantle such structure;
- (2). The outdoor media device shall not wholly or partially obscure any other outdoor media device previously installed and **maintain a minimum radial distance of 50 meters from an outdoor media device already installed (the municipality may fix norms based on the display zones)**;
- (3). The outdoor media device shall not constitute a danger to any person or property or traffic safety;
- (4). The outdoor media device shall not project outside the boundaries of the property on which it is to be erected or displayed;
- (5). The outdoor media device shall not result in the removal of, or damage to, any tree in a public place without prior written authorization of the municipality;
- (6). The outdoor media device shall not be unsightly and shall comply with minimum distances as prescribed in this policy;
- (7). The outdoor media device shall not have a detrimental visual impact on property within the radius as specified under the categorization of display zones;
- (8). The outdoor media device shall not be outside the display zones allowed for erection or placement of outdoor media device;
- (9). An outdoor media device may be considered a traffic hazard, if it interferes with road safety or traffic efficiency like
  - i. If it interferes with the effectiveness of a traffic control device (e.g. traffic light, stop or give way sign);
  - ii. Distracts a driver at a critical time (e.g. making a decision at an intersection);
  - iii. Obscures a driver's view of a road hazard (e.g. at corners or bends in the road);
  - iv. Gives instructions to traffic to "stop", "halt" or other (e.g. give way or merge) or other instructions, which are not given by the traffic authority;
  - v. Imitates a traffic control device;
  - vi. Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users;
  - vii. Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous;

- viii. If situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or merging and diverging lanes;
  - ix. Outdoor media devices shall not use shapes that could potentially result in an outdoor media device being mistaken for an official traffic sign; the Code of Practice for Road Signs IRC: 67-2001, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations;
  - x. No outdoor media device may be located inside a prohibited area of a public street and in relation to overhead road traffic signs;
  - xi. If it is in the declared dangerous (partly or fully) or has been issued with the notice under the Rajasthan Municipalities Act, 2009 (Act No. 18 of 2009));
  - xii. If it violates the building by-laws of the municipality;
  - xiii. If it is against the public interest;
- (10). Besides aforesaid, such outdoor media devices would be disallowed if additional driver attention and decision making are required at the following:
- i. high speed diverging, merging or weaving at an Intersection such as at a "Y" intersection or large high-speed roundabouts;
  - ii. in the vicinity of Intersections where through lanes merge and where vehicles are required to merge at higher speeds (e.g. where "trap lanes" are created on the approaches to, or exit from, intersections and where a divided motorway becomes a two-way road);
  - iii. Intersections or sections of road which, because of lane configuration or geometry, may require an increased level of driver concentration (e.g. five-way intersections, back to back horizontal curves);
  - iv. on the outside curve of a divided road where advertising is directed at traffic on the opposite carriageway and the geometry, angle or other factors make this undesirable;
  - v. sections of road displaying traffic signals, directional signage, regulatory or advisory signage that (when considered singularly or in combination) are believed to be significantly more different or complex than would normally be expected (at these intersections, it would be expected that the required reading and interpretation period of the traffic control device(s) would be significantly longer);
  - vi. Any outdoor media device must be positioned at the prescribed distance from the center of an intersection; and traffic flow may not be impeded during the erection and maintenance of an outdoor media device located in a public street, provided precaution has been arranged and prior permission has been obtained from the municipality;
  - vii. sections of road that have a vehicle crash history higher than the system average;
  - viii. pedestrian crossing facilities;
  - ix. infringe the free movement in and out of schools, hospitals, and places of medium and large gathering;

- (11). The outdoor media device shall not obstruct a fire escape or the means of access to or egress from a fire escape; or comply with the minimum clearance with regard to overhead power lines stipulated in any law;
- (12). Upon approval of an outdoor media device, it shall not be altered, removed, re-erected or upgraded, except for maintenance work, which may be required for the upkeep of an outdoor media device, without prior written approval of the municipality;
- (13). Only sites approved by the municipality in terms of this Policy for the purpose of display shall be used for such display;
- (14). In case of outdoor media devices placed on parts/portions of any building (private or public), the following points need further consideration:
  - i. The structure shall not block the passage, entrance, or cause inconvenience of access to any building (both entry & exit);
  - ii. The structure shall not block the passage of light or circulation of air/ ventilation to any building;
  - iii. The structure shall not block any door, window, verandah or any such opening in any building;
  - iv. The structure shall not block, conceal or inconvenience the public view of the architectural features of any building;
  - v. The structure shall not block, conceal, 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;
  - vi. Outdoor media devices shall be allowed to be erected on a building only if it has been examined for structural stability and the building has been examined on whether it can withstand the pressure of the hoarding, and a certificate to that effect is produced from empanelled Structural Engineer with the municipality or any government body; and
  - vii. Must additionally follow any guidelines as under the National Building Code of India;
- (15). **Municipalities may discourage the use of multiple angle hoardings and encourage single pole or dual pole hoardings with dual or multiple vision from sides, provided they pass the structural stability test;**
- (16). **Municipalities may discourage the use of flex materials, as after a high wind storm, they tend to snap and create a nuisance on the street, the drains, and often dangle unsafely, which may harm passerby and passing vehicles;**
- (17). The design/erection of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by the enlisted Structural Engineer of the municipality. For structurally unstable outdoor media devices which were in existence before implementation of these guidelines, the agency owning such hoardings shall be advised to seek the views of a municipality-empanelled Structural Engineer.
- (18). The **use of energy used in back-lit or front-lit outdoor media devices** shall comply with the following criteria additionally:
  - i. The electrical connections to OMDs shall be in accordance with relevant Bureau of Indian Standards (BIS) and Bureau of Energy Efficiency (BEE);

- ii. To promote conservation of energy, it is recommended to use alternate renewable resources like Solar Power;
- iii. No generators running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution shall be used for illumination;
- iv. Outdoor media devices with illumination 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;
- v. All lighting associated with the outdoor media devices shall be directed solely on the outdoor media device and its immediate surrounds;
- vi. External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists;
- vii. Illumination of outdoor media device is to be concealed so to be integral part of it;
- viii. Upward pointing light of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign so that glare does not extend beyond the outdoor media devices;
- ix. The average maintained luminance shall be reduced to 0.5 candelas or all together shut, after 2300 hours (11 P.M.) and sunrise by automatic timing devices; the municipality may make a list of OMDs that would adhere to this policy guidelines;
- x. Non-static illuminated outdoor media devices (flashing lights) are not permitted within the boundaries of municipal roads;
- xi. Moving, rotating or variable message outdoor media devices are not permitted within the boundaries of main arterial roads as this may cause a statistically significant distractive influence on motorist's response times to external stimuli;
- xii. Electrical connections to outdoor media devices shall be designed to be safe in the event of accidental knock down;
- xiii. The agency/licensee or owner of the outdoor media device is the power consumer and shall make application for power connection shall obtain electricity connection from the respective distribution company/agency for illuminated display at each site in his own name, for which municipality would provide him necessary no objection certificate on his specific request;
- xiv. The electricity distribution company shall not give the electricity connection to the outdoor media device without reviewing the permission order issued by the municipality for the construction or erection or use of the outdoor media device;
- xv. Any charges for power connection and supply shall be incurred directly by the licensee/agency or owner of the outdoor media device. A copy of the electricity supplier's letter of acceptance/billing arrangement shall be provided to the Competent Authority for record;
- xvi. The electrical installation work shall be performed by a licensed electrical worker following the relevant regulation and rules and the relevant electricity supplier's requirements;

- xvii. Adequate insulation and protection equipment and procedures shall be in place to protect maintenance and service personnel working on either the outdoor media device or the road lighting circuit. For earthing, a separate earth electrode shall be used, and active and neutral conductors shall be used only for supply from the supply point.
- xviii. A sketch plan shall be submitted to Competent Authority showing the location from where the electricity is being drawn along with position of various other ancillary requirements, duly signed by a qualified electrical engineer practicing in same field;
- xix. A copy of the electrical contractor's test certificate shall be provided to the Competent Authority. The switching device shall be of a type approved by the electricity supplier;

## Schedule 3

[See Rule 9]

### General Requirement for the Display using Outdoor Media Device

1. All displays shall adhere to the norms set below. The municipality may take action to modify or remove any outdoor media device and display thereon that contravene the Advertising Industry's Code of Ethics, or that otherwise causes a traffic hazard, or send negative vibes among the citizens or the passersby, or the tourists and visitors to the city.

### Negative Displays

2. The list of negative displays through any commercial and non-commercial displays would include:

- (1). Display of Nudity (*irrespective of any gender*);
- (2). Racial displays or displays propagating caste community or ethnic differences;
- (3). Displays promoting drugs, alcohol, cigarette, or tobacco items (*including any surrogate displays of such items*);
- (4). Displays propagating exploitation of women or child;
- (5). Displays having sexual overtones;
- (6). Displays depicting cruelty to animals;
- (7). Displays depicting any nation or institution in poor light;
- (8). Displays casting aspersion on any brand or person;
- (9). Displays banned by any law;
- (10). Displays glorifying violence;
- (11). Destructive devices and explosives depicting items;
- (12). Any psychedelic, laser or moving displays;
- (13). Displays of weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
- (14). Displays, which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
- (15). Displays 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;
- (16). Displays 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; and
- (17). Any other items considered inappropriate by the municipal authority;

## Legible Displays

3. All display matters would be legible and shall not confuse the viewer or the passing motorists. The following criteria shall apply for ensuring legibility:

- (1). For all categories of outdoor media devices (other than OMDs which are directed at pedestrians), text elements on an outdoor media device face should be easily discernible to traveling motorists. This will minimize driver distraction. Additionally, a sign shall be such that it be quickly and easily interpreted so as to convey the required display message to the viewer and reduce the period of distraction.
- (2). The content or graphic layout exhibited on outdoor media device panel shall avoid hard-to-read and overlay intricate typefaces and have letters styles that are appropriate. Under no circumstances should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver;
- (3). **All outdoor media devices shall be so designed as to maintain a proportion where, as a general rule, letters should not appear to occupy more than 20% of the outdoor media device area, unless otherwise permitted by the Competent Authority;**

## Schedule 4

[See Rule 19]

### Categorization of Display Zone

Display zones shall adhere to the norms set below (*alphabets, figures and characters within brackets denote codes for the specific point, municipalities shall adhere to codes for uniform reporting*):

1. **Zone A:** Areas within and up to radial of 100 meters beyond the boundary of (A)
  - 1.1. Areas of concentrated economic activity where business is the primary focus;
  - 1.2. Central Business District;
  - 1.3. Office Area (Corporate, Private, Central and State PSU);
  - 1.4. Pedestrian bazaars, local shopping centres,
  - 1.5. Shopping Malls;
  - 1.6. Hotels and Boarding Lodges;
  - 1.7. Industrial and Commercial areas and parks;
  - 1.8. Entertainment areas or complexes; and
  - 1.9. Transportation terminals (airports, railways, metro, bus stations, car/motorcycle/bicycle parking zones) and prominent transport nodes;

Note: Limited residential enclaves in such areas

Sub-categorization:

**(A1):** Category A areas adjacent to Right of way of National Highways, State Highways, Other Roads having width more than 60 ft passing through or passing adjacent to the specified area;

**(A2):** Category A areas adjacent to Right of way of National Highways, State Highways, Other Roads having width more than 30 ft and less than 60 ft passing through or passing adjacent to the specified area;

**(A3):** Category A areas adjacent to Right of way of National Highways, State Highways, Other Roads having width less than 30 ft passing through or passing adjacent to the specified area

2. **Zone B:** Areas within and up to radial of 300 meters beyond the boundary of, (B)
  - 2.1. High Density Residential Area with limited commercial enclaves as provided in the Master Plan
  - 2.2. Residential township
  - 2.3. Large apartment blocks occupying more than 50 acres of plot; as provided in the Master Plan

Sub-categorization:

**(B1):** Category B areas adjacent to Right of way of National Highways, State Highways, Other Roads having width more than 30 ft passing through or passing adjacent to the specified area

**(B2):** Category B areas adjacent to Right of way of National Highways, State Highways, Other Roads having width less than 30 ft passing through or passing adjacent to the specified area

3. **Zone C:** Areas within and up to radial of 300 meters beyond the boundary of Limited Density Residential Area along with medium or small commercial enclaves (including eating joints, local markets, ribbon development of commercial units occupying limited operational area) as provided in the Master Plan (*C*)

Sub-categorization:

**(C1):** Category C areas adjacent to Right of way of National Highways, State Highways, Other Roads having width more than 30 ft passing through or passing adjacent to the specified area

**(C2):** Category C areas adjacent to Right of way of National Highways, State Highways, Other Roads having width less than 30 ft passing through or passing adjacent to the specified area

4. **Zone D:** Areas within and up to radial of 300 meters beyond the boundary of Raj Bhavan, Government Offices, Secretariat, Sports Fields, Stadium, Cantonment Area, Defence Zones (Military or Para-Military, Naval, and Air Force), Museums, Art Galleries, Schools, Colleges, University, Courts, Police Stations, or Police Out-posts, Post Offices, Government Hospitals, designated tourist points, religious points and places of worship, landfill sites, and other protected areas; (*D*)
5. **Zone E:** Areas within and a radial of 500 meters beyond the boundary of Historical sites, historical buildings, palaces, forts, any other structure of archeological importance and declared to be an archeological site by Archeological Society of India, heritage towns, old fort towns, crematoriums, burial grounds, town entry gates (historical or modern) (*E*)
6. **Zone F:** Areas within and up to radial of 500 meters beyond the boundary of Natural recreational spaces, urban conservation areas, areas of modified landscapes with modern place-makings, natural hangout zones, national parks, citizens' parks, large gardens, forests, water bodies, lakes, water reservoirs, wetlands, bird sanctuaries (*F*)
7. **Zone G:** Areas within and up to radial of 50 meters beyond the boundary of a traffic island, roundabout, pedestrian path, joggers' track, or cycle track (*G*)

Sub Categorization

**(G1):** Category G areas adjacent to Right of way of National Highways, State Highways, Other Roads having width more than 60 ft passing through or passing adjacent to the specified area

**(G2):** Category G areas adjacent to Right of way of National Highways, State Highways, Other Roads having width more than 30 ft and less than 60 ft passing through or passing adjacent to the specified area

**(G3):** Category G areas adjacent to Right of way of National Highways, State Highways, Other Roads having width less than 30 ft passing through or passing adjacent to the specified area

## Schedule 5

[See Rule 20]

### Categorization of Display Points

Display points shall adhere to the norms set below (*alphabets, figures and characters within brackets denote codes for the specific point, municipalities shall adhere to codes for uniform reporting*):

#### **1. Public/Government/Municipal Land (*including space – horizontal and vertical, and sites*)**

- 1.1. Above 60 ft Road - One Way Road (PGL-001)
- 1.2. Above 60 ft Road - Two Way Road (PGL-002)
- 1.3. Above 30 ft but below 60 ft Road - One Way Road (PGL-003)
- 1.4. Above 30 ft but below 60 ft Road - Two Way Road (PGL-004)
- 1.5. Below 30 ft Road - One Way Road (PGL-005)
- 1.6. Below 30 ft Road - Two Way Road (PGL-006)
- 1.7. 3-Road Crossing/Junction (PGL-007)
- 1.8. 4-Road Crossing/Junction (PGL-008)
- 1.9. 5-Road Crossing/Junction (PGL-009)
- 1.10. Other-Road Crossing/Junction (PGL-010)
- 1.11. Road Dividers/Medians (PGL-011)
- 1.12. Traffic Circles/Islands (PGL-012)
- 1.13. Foot-paths / pavements/pedestrian ways/joggers' park, cycle tracks (PGL-013)
- 1.14. Tree Guards (PGL-014)
- 1.15. Traffic Barricades (PGL-015)
- 1.16. Foot over-bridge (PGL-016)
- 1.17. Road over Bridge (ROB) (PGL-017)
- 1.18. Road under Bridge (RUB) (PGL-018)
- 1.19. Open Land (including land-fills) (PGL-019)
- 1.20. Lakes and water-bodies (PGL-020)
- 1.21. Adjacent or Appurtenant land to any of the Government Buildings (PGL-021)
- 1.22. Other open areas (PGL-022)

#### **2. Public/Government/Municipal Building (*including the roof top, the building walls, and the boundary wall, assets, utilities, or surface*)**

- 2.1. Government Offices (PGB-001)
- 2.2. Government School (PGB-002)
- 2.3. Government College/University (PGB-003)
- 2.4. Government Hospitals (PGB-004)
- 2.5. Courts (PGB-005)
- 2.6. Government Market (PGB-006)
- 2.7. Government Residential Quarters (PGB-007)
- 2.8. Heritage Buildings / Places of Historic Importance (PGB-008)
- 2.9. Public Toilets / Convenience Points (PGB-009)
- 2.10. Communication Towers (PGB-010)

- 2.11. Other Government Buildings (PGB-011)
- 3. Non-Government or Private Land (*including space – horizontal and vertical, and sites*)**
  - 3.1. Open Land owned by anyone other than Government (NGL-001)
  - 3.2. Appurtenant land along with non-government buildings (NGL-002)
- 4. Non-Government or Private Building (*including the roof top, the building walls, and the boundary wall, assets, utilities, or surface*)**
  - 4.1. Private Offices (NGB-001)
  - 4.2. Private School (NGB-002)
  - 4.3. Private College/University/Educational Institution (NGB-003)
  - 4.4. Private Hospitals (NGB-004)
  - 4.5. Shopping Complex (NGB-005)
  - 4.6. Hotels / Restaurants (NGB-006)
  - 4.7. Private Residential Buildings/Apartments/Housing Complexes (NGB-007)
  - 4.8. Private Communication Towers (NGB-008)
  - 4.9. Other Private Buildings (NGB-009)

## Schedule 6

[See Rule 21]

### Categorization of Outdoor Media Devices - Shape

Shapes of outdoor media devices shall adhere to the norms set below (*alphabets, figures and characters within brackets denote codes for the specific point, municipalities shall adhere to codes for uniform reporting*):

#### 1. Permanent OMD

##### 1.1. Hoarding on Iron/ Steel multiple angles structures/frames

- 1.1.1. Normal - One Side - back lit (PM-H-01)
- 1.1.2. Normal - Two Sides - back lit (PM-H-02)
- 1.1.3. Normal - Multiple Sides - back lit (PM-H-03)
- 1.1.4. Normal - One Side - front lit (PM-H-04)
- 1.1.5. Normal - Two Sides - front lit (PM-H-05)
- 1.1.6. Normal - Multiple Sides - front lit (PM-H-06)
- 1.1.7. Normal - One Side – Non- lit (PM-H-07)
- 1.1.8. Normal - Two Sides – Non-lit (PM-H-08)
- 1.1.9. Normal - Multiple Sides – Non-lit (PM-H-09)
- 1.1.10. Electronic Display (fixed/scrolling) - One Side- (PM-H-10)
- 1.1.11. Electronic Display (fixed/scrolling) - Two Sides (PM-H-11)

##### 1.2. Wall Wrap

- 1.2.1. Perforated Mesh (PM-W-01)
- 1.2.2. Normal Flex or Plates (PM-W-02)
- 1.2.3. Electronic Display (fixed/scrolling) (PM-W-03)

##### 1.3. Unipole (structure on a single shaft)

- 1.3.1. Normal - One Side - back lit (PM-U-01)
- 1.3.2. Normal -- One Side - front lit (PM-U-02)
- 1.3.3. Normal -- One Side – non-lit (PM-U-03)
- 1.3.4. Electronic Display (fixed/scrolling) - One Side (PM-U-04)
- 1.3.5. Electronic Display (fixed/scrolling) - Two Sides (PM-U-05)
- 1.3.6. Normal - Two Side - back lit (PM-U-06)
- 1.3.7. Normal - Two Side - front lit (PM-U-07)
- 1.3.8. Normal -- Two Sides – non-lit (PM-U-08)
- 1.3.9. Normal - Three Side - back lit (Tri-vision) (PM-U-09)
- 1.3.10. Normal - Three Side - front lit (Tri-vision) (PM-U-10)
- 1.3.11. Normal - Three Side – non-lit (Tri-vision) (PM-U-11)

##### 1.4. Dualpole (structure on a double shaft)

- 1.4.1. Normal – One Side – back lit (PM-D-01)
- 1.4.2. Normal - One Side – front lit (PM-D-02)
- 1.4.3. Normal - One Side – non-lit (PM-D-03)

- 1.4.4. Normal - Two Sides – back lit (PM-D-04)
- 1.4.5. Normal - Two Sides – front lit (PM-D-05)
- 1.4.6. Normal - Two Sides – non-lit (PM-D-06)
- 1.4.7. Electronic Display (fixed/scrolling) - One Side (PM-D-07)
- 1.4.8. Electronic Display (fixed/scrolling) - Two Sides (PM-D-08)
- 1.5. *High Mast Pole – Back lit, Front-lit, Non-lit (Display)*
  - 1.5.1. Normal - One Side (PM-P-01)
  - 1.5.2. Normal - Two Sides (PM-P-02)
  - 1.5.3. Normal - Three Sides (PM-P-03)
  - 1.5.4. Normal - Four Sides (PM-P-04)
- 1.6. *Gantry (Signage's display across road width)*
  - 1.6.1. Normal - One Side – back lit (PM-G-01)
  - 1.6.2. Normal - One Side – front lit (PM-G-02)
  - 1.6.3. Normal - One Side – non-lit (PM-G-03)
  - 1.6.4. Normal - Two Sides – back lit (PM-G-04)
  - 1.6.5. Normal - Two Sides – front lit (PM-G-05)
  - 1.6.6. Normal - Two Sides – non-lit (PM-G-06)
  - 1.6.7. Electronic Display (fixed/scrolling) - One Side (PM-G-07)
  - 1.6.8. Electronic Display (fixed/scrolling) - Two Sides (PM-G-08)
- 1.7. *Shelter – Bus, Transit Waiting, Rain*
  - 1.7.1. Normal – Awning and Front Panels (PM-S-01)
  - 1.7.2. Normal – Inside and Back Panels (PM-S-02)
  - 1.7.3. Electronic Display (fixed/scrolling) – Awning and Front Panels (PM-S-03)
  - 1.7.4. Electronic Display (fixed/scrolling) – Inside and Back Panels (PM-S-04)
- 1.8. *Miscellaneous Structures*
  - 1.8.1. Structure on Traffic/Police Booths – Awning and Panels - – back lit, front lit, non-lit (PM-M-01)
  - 1.8.2. Wall paintings (PM-M-02)
  - 1.8.3. Dealer Boards on Shops (with display of products or services) – back lit, front lit, non-lit (PM-M-03)
  - 1.8.4. Self-Display or Personal Boards or Name Plates (displaying name and business type only) – back lit, front lit, non-lit (PM-M-04)
  - 1.8.5. Film Poster Points – back lit, front lit, non-lit (PM-M-05)
  - 1.8.6. Kiosks on Road Median/Sidewalk or Street Lights / Lamp Posts/Concrete columns of bridges, posters inside vehicles – back lit, front lit, non-lit (PM-M-06)
  - 1.8.7. Lollipop – back lit, front lit, non-lit (in different innovative shapes) (PM-M-07)
  - 1.8.8. Backlit Tower (in different innovative shapes) (PM-M-08)
  - 1.8.9. Street Furniture (in different innovative shapes) (PM-M-09)
  - 1.8.10. Shop Window (PM-M-10)
  - 1.8.11. Public Amenities (PM-M-11)

## **2. Temporary OMD**

- 2.1. *Air Balloons (TM-X-01)*
- 2.2. *Collapsible Booths (temporary foldable structure) (TM-X-02)*
- 2.3. *Vehicle Branding including bus panel, metro/train/tram coaches (TM-X-03)*

- 2.4. *Mobile Display (tableau, especially displaying products/services) (TM-X-04)*
- 2.5. *Push Carts (displaying product names) (TM-X-05)*
- 2.6. *Audio Announcements among public with an electronic speaker in Public Place (TM-X-06)*
- 2.7. *Video Display on Public Place (TM-X-07)*
- 2.8. *Display on Stickers on Car (TM-X-08)*
- 2.9. *Flex Advertisement on temporary wood/bamboo structures (TM-X-09)*
- 2.10. *Cloth Banners (TM-X-10)*
- 2.11. *Foldable & Flexible Gantry (TM-X-11)*
- 2.12. *Election Banner & Materials (TM-X-12)*
- 2.13. *Cinema Slides/Films in Cinema, Theatre, & Multiplexes (TM-X-13)*

## Schedule 7

[See Rule 22]

### Categorization of Outdoor Media Devices - Size

Size of outdoor media devices shall adhere to the norms set below (*alphabets, figures and characters within brackets denote codes for the specific point, municipalities shall adhere to codes for uniform reporting*):

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size Category of OMD		
			Large Formats (Code = L)	Medium Formats (Code = M)	Small Formats (Code = S)
i.	Permanent OMD	Hoarding on Iron/ Steel multiple angles structures/frames	<b>Permitted</b> Max Size: 30 x 15 ft Min Size: 16 x 8 ft	<b>Permitted</b> Max Size: 15 x 8 ft Min Size: 8 x 5 ft	<b>Permitted</b> Max Size: 7 x 5 ft Min Size: any
ii.		Wall Wrap	<b>Permitted</b> Max Size: 20 x 15 ft Min Size: 16 x 8 ft	<b>Permitted</b> Max Size: 15 x 8 ft Min Size: 8 x 5 ft	<b>Permitted</b> Max Size: 7 x 5 ft Min Size: any
iii.		Unipole (structure on a single shaft)	<b>Permitted</b> Max Size: 30 x 15 ft Min Size: 16 x 8 ft	<b>Permitted</b> Max Size: 15 x 8 ft Min Size: 8 x 5 ft	<b>Permitted</b> Max Size: 7 x 5 ft Min Size: any
iv.		Dualpole (structure on a double shaft)	<b>Permitted</b> Max Size: 30 x 15 ft Min Size: 16 x 8 ft	<b>Permitted</b> Max Size: 15 x 8 ft Min Size: 8 x 5 ft	<b>Permitted</b> Max Size: 7 x 5 ft Min Size: any
v.		High Mast Pole – Back lit, Front-lit, Non-lit (Display)	<b>NOT Permitted</b> Max Size: Min Size:	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 5 x 3 ft Min Size: any
vi.		Gantry (Signage's display across road width)	<b>Permitted</b> Max Size: Vertical - 5 ft; Horizontal - across road length (on the pavement, without infringing the pedestrian pathway)	<b>Permitted</b> Max Size: Vertical - 3 ft; Horizontal - across road length (on the pavement, without infringing the pedestrian pathway)	<b>NOT Permitted</b> Max Size: Min Size:
vii.		Shelter – Bus, Transit Waiting, Rain	<b>Permitted Front or Awning Panel</b> Max Size: 80% of the space Min Size: any	<b>Permitted Inside/Back Panel</b> Max Size: 80% of the space Min Size: any	<b>Permitted Side Panel</b> Max Size: 80% of the space Min Size: any
viii.		Structure on Traffic/Police Booths – Awning and Panels – back lit, front lit, non-lit	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 12 x 8 ft Min Size: 8 x 5 ft	<b>Permitted</b> Max Size: 5 x 3 ft Min Size:

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size Category of OMD		
			Large Formats (Code = L)	Medium Formats (Code = M)	Small Formats (Code = S)
ix.		Wall paintings <sup>1</sup>	<b>NOT Permitted for commercial display</b> Max Size: Min Size:	<b>NOT Permitted for commercial display</b> Max Size: Min Size:	<b>NOT Permitted for commercial display</b> Max Size: Min Size:
x.		Dealer Boards Above or on Sides of Shop entrance (with display of products or services) – back lit, front lit, non-lit	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 50% of available surface space on all sides of the building Min Size: 25% of available surface space on all sides of the building	<b>Permitted</b> Max Size: Less than 25% of available surface space on all sides of the building Min Size: any
xi.		Dealer Boards on walls of Shop premises (with display of products or services) – back lit, front lit, non-lit	<b>Permitted</b> Max Size: 75% of available surface space on all sides of the building Min Size: any	<b>Permitted</b> Max Size: 50% of available surface space on all sides of the building Min Size: 25% of available surface space on all sides of the building	<b>Permitted</b> Max Size: Less than 25% of available surface space on all sides of the building Min Size: any
xii.		Self-Display or Personal Boards or Name Plates (displaying name and business type only – no display of products and services) – back lit, front lit, non-lit	<b>NOT Permitted</b> Max Size: Min Size:	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 5 x 3 ft Min Size: any
xiii.		Film Poster Points – back lit, front lit, non-lit	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 12 x 8 ft Min Size: 8 x 5 ft	<b>Permitted</b> Max Size: 5 x 3 ft Min Size:
xiv.		Kiosks on Road Median/Sidewalk or Street Lights / Lamp Posts/Concrete columns of bridges, posters inside vehicles – back lit, front lit, non-lit	<b>NOT Permitted</b> Max Size: Min Size:	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 3 x 2 ft Min Size: any
xv.		Lollipop – back lit, front lit, non-lit ( <i>in different innovative shapes</i> )	<b>NOT Permitted</b> Max Size: Min Size:	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 4 x 3 ft Min Size: any
xvi.		Backlit Tower ( <i>in different innovative shapes</i> )	<b>NOT Permitted</b> Max Size:	<b>Permitted</b> Max Size: 120 sq ft of surface area	<b>Permitted</b> Max Size: Less than 75 sq ft of surface

<sup>1</sup> Only permitted for Wall Painting – Aesthetics

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size Category of OMD		
			Large Formats (Code = L)	Medium Formats (Code = M)	Small Formats (Code = S)
			Min Size:	Min Size: 75 sq ft of surface area	area Min Size: any
xvii.		Display on Street Furniture ( <i>in different innovative shapes</i> )	<b>Permitted</b> Max Size: 75% of available surface space on all sides of the furniture Min Size: any	<b>Permitted</b> Max Size: 50% of available surface space on all sides of the furniture Min Size: 25% of available surface space on all sides of the furniture	<b>Permitted</b> Max Size: Less than 25% of available surface space on all sides of the furniture Min Size: any
xviii.		Shop Window	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 75% of available surface space on all sides of the window Min Size: 40% of available surface space on all sides of the window	<b>Permitted</b> Max Size: Less than 40% of available surface space on all sides of the window Min Size: any
xix.		Public Amenities	<b>Permitted</b> Max Size: 75% of available surface space on all sides of the amenity Min Size: any	<b>Permitted</b> Max Size: 50% of available surface space on all sides of the amenity Min Size: 25% of available surface space on all sides of the amenity	<b>Permitted</b> Max Size: Less than 25% of available surface space on all sides of the amenity Min Size: any
xx.	<b>Temporary OMD</b>	Air Balloons	Permitted Max Size: 12 x 12 ft diameter Min Size:	<b>NOT Permitted</b> Max Size: Min Size:	<b>NOT Permitted</b> Max Size: Min Size:
xxi.		Collapsible Booths (temporary foldable structure)	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: Total 64 sq ft of area occupied Min Size: Total 36 sq ft of area occupied	<b>Permitted</b> Max Size: Total Less than 36 sq ft of area occupied Min Size: any
xxii.		Vehicle Branding including bus panel, metro/train/tram coaches (exterior only)	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 75% of available surface space on all sides of the vehicle or individual coaches (except front) Min Size: 40% of available surface space on all sides of the vehicle or individual coaches	<b>Permitted</b> Max Size: Less than 40% of available surface space on all sides of the vehicle or individual coaches (except front) Min Size: any

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size Category of OMD		
			Large Formats (Code = L)	Medium Formats (Code = M)	Small Formats (Code = S)
				(except front)	
xxiii.		Mobile Display including motor-cycles (tableau, especially displaying products/services)	<b>Permitted</b> Max Size: Large motorized vehicle with engine capacity of not more than 3000 cc Displaying on all three sides, except the front	<b>Permitted</b> Max Size: Large motorized vehicle with engine capacity of not more than 1000 cc Displaying on all three sides, except the front	<b>Permitted</b> Max Size: Motorized vehicle with engine capacity of not more than 500 cc and Non-motorized vehicle Displaying on all three sides, except the front
xxiv.		Push Carts including bicycles (displaying product names)	<b>NOT Permitted</b> Max Size: Min Size:	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: Non-Motorized push carts – 90% of available surface space on all sides of the vehicle/cart Min Size: Any
xxv.		Audio Announcements among public with an electronic speaker in Public Place	<b>Not Applicable</b>	<b>Use of 3 to 5 speakers</b>	<b>Use of less than 3 speakers</b>
xxvi.		Video Display on Public Place	<b>Not Applicable</b>	<b>Permitted</b> Max Size: Cloth Screen with external projection Min Size:	<b>Permitted</b> Max Size: TV LCD or LED Screens Min Size:
xxvii.		Display on Stickers on Car	<b>NOT Permitted</b> Max Size: Min Size:	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 2 sq ft of surface area Min Size:
xxviii.		Flex Advertisement on temporary wood/bamboo structures	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 12 x 8 ft Min Size: 5 x 3 ft	<b>Permitted</b> Max Size: 4 x 3 ft Min Size:
xxix.		Cloth Banners	<b>NOT Permitted</b> Max Size: Min Size:	<b>Permitted</b> Max Size: 12 x 8 ft Min Size: 5 x 3 ft	<b>Permitted</b> Max Size: 4 x 3 ft Min Size:
xxx.		Foldable & Flexible Gantry	<b>Permitted</b> Max Size: 20 x 15 ft Min Size: 12 x 8 ft	<b>Permitted</b> Max Size: 10 x 8 ft Min Size: 5 x 3 ft	<b>Permitted</b> Max Size: 4 x 3 ft Min Size: any
xxxi.		Election Banner & Materials (NO WALL WRITING & WALL POSTERS, BUT POSTERS ALLOWED on FLEXIBLE & REMOVABLE BOARDS)	<b>Permitted</b> Max Size: 20 x 15 ft Min Size: 12 x 8 ft	<b>Permitted</b> Max Size: 10 x 6 ft Min Size: 5 x 3 ft	<b>Permitted</b> Max Size: 4 x 3 ft Min Size: any

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size Category of OMD		
			Large Formats (Code = L)	Medium Formats (Code = M)	Small Formats (Code = S)
xxxii.		Cinema Slides/Films in Cinema, Theatre, & Multiplexes	Not Applicable	Not Applicable	Not Applicable

## Schedule 8

[See Rule 25]

### Identification Number of each Outdoor Media Device

**Level 1: State Code** [*To use the State Code allotted under Goods and Service Tax*] - **State Code of Rajasthan** is **08**

**Level 2: Municipality Code** [*Government of Rajasthan to allot specific municipality code or use any existing code list, logically it shall be 3 numeric characters using Arabic Digits*] – **Municipality Code of Rajasthan** [*example Say 001 - Jaipur*]

**Level 3: Ward Code** [*Each municipality would allot a code for each municipal ward, or use any existing code list, logically it shall be 3 numeric characters using Arabic Digits and prescribe in the Bye Laws framed here under these Rules*] – **Ward Code of Municipality, where the OMD locates** [*example say 001 for Ward No. 1 of Jaipur Nagar Nigam*]

**Level 4: Display Zone** [*the area or zone within the municipality that has been declared and categorized by the municipality for erection of outdoor media devices or for display of Commercials and Non-Commercials, codes prescribed for each zone; a combination of alpha-numeric characters of 2 characters*] – **Display Zone Code** [*example say the identified OMD would be in Zone A and sub-category of Zone is AI zone as categorized in these Rules*]

**Level 5: Display Point** [*where the outdoor media devices would be placed exactly; codes prescribed for each display point; a combination of alpha-numeric characters of 6 characters*] – **Display Point Code** [*example say the identified OMD would be in Public/Government Land and on Above 60 ft Road - One Way Road as categorized in these Rules is PGL-001*]

**Level 6: Categorization of Outdoor Media Devices – Shape** [*the categorization of the particular outdoor media device is as per the shape of the structure recommended, it captures, whether it is a permanent or temporary structure, then what type of permanent or temporary structure, then a number string; a combination of alpha-numeric characters of 5 characters*] – **OMD Shape Code** [*example say the OMD for which allotment of unique ID is done is a Unipole (structure on a single shaft) Normal - One Side - back lit, then the code as categorized in these Rules would be PM-U-01*]

**Level 7: Categorization of Outdoor Media Devices – Size** [*the categorization of the particular outdoor media device is as per the size of the structure recommended, it then links with the shape of the structure; a combination alpha characters of 1 character*] – **OMD Size Code** [*example suppose the OMD for which allotment of unique ID is done is a “Large” size Unipole (structure on a single shaft) Normal - One Side - back lit, then the code as categorized in these Rules would be L*]

**Level 8: Random Serial Number** [*a random serial number that the system would generate to make the unique identification number unique being a combination of numeric characters of 5 Arabic Digits*] – **Random Serial Code** [*example say the random serial number is 12345*]