

MUNICIPAL CORPORATION OF DELHI
(ADVERTISEMENT DEPARTMENT)

.....

206, Nigam Bhawan
Kashmere Gate Delhi
Tel.No.23964763

No.OSD(Advtt)/2010/D-2305

Dated: 19.03.2010

CIRCULAR

Sub:- Display of advertisement at MCD authorized parking lots – Review of policy.

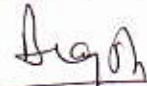
In order to implement the directions of the Hon'ble Supreme Court issued vide order dated 12.10.2007 in Writ Petition (Civil) No. 13029/1985 titled 'Shri M.C. Mehta Vs. Union of India & others', in letter and spirit, the permissions granted for display of advertisement at MCD authorized parking lots, in terms of Corporation Resolution No. 79 dated 02.06.2008, were reviewed and the following decisions have been taken:-

(1) No further permission for using Category I device i.e. 'Unipole' shall be given, henceforth, to the parking contractor for the display of advertisement at the allotted parking site under the Parking policy as the category 'One' device i.e. Unipole can't be substituted for category 'Three' device i.e. 'Display Board' at parking site, both for varying allotment conditions and different revenue model.

(2) The monthly license fee for the Unipoles already allotted at the parking sites under the Parking policy shall be at par with the monthly license fee for the Unipoles allotted through tender in the particular zone. Accordingly, the following rates will be applicable for the existing Unipoles at parking sites:

Zone	Zone-wise Rate of monthly licence fee for each unipole allotted on tender basis, as applicable to unipoles at parking sites (size 20'x8' each)
South Zone	Rs.1,36,125/-
Central Zone	Rs.2,11,670/-
City Zone	Rs.86,250/-
Civil Lines Zone	Rs.22,134/-
West Zone	Rs.36,100/-
Sadar Paharganj Zone	Rs.1,07,667/-
Shah-S Zone	Rs.42,273/-
Shah-N Zone	Rs.23,367/-
Rohini Zone	Rs.37,500/-
Narela Zone & Karol Bagh Zone	Under process.
Najafgarh Zone	Rs.26,889/-

This issues with the approval of Competent Authority on 16.03.2010 in file No.1005/Advtt. and 960/Advtt. and comes into force with immediate effect.



(B.N. Singh)

Officer on Special Duty (Advtt.)

Contd.....2/-

Distribution:-

1. All Advertisers registered with MCD;
2. All parking contractors;

Copy for information to:-

1. Commissioner
2. All Addl. Commissioners;
3. All DCs and HODs;
4. Guard File.

Copy for information also to:-

1. PS to Hon'ble Mayor;
2. PS to Hon'ble Chairman, Stg.Cte.;
3. PS to Hon'ble Leader of the House;
4. PS to Hon'ble Leader of the Opposition.

A handwritten signature in black ink, appearing to be 'S. Singh', written over a horizontal line that extends to the left.