

**MUNICIPAL CORPORATION OF DELHI
(ADVERTISEMENT DEPARTMENT)**

206, Nigam Bhawan,
Kashmere Gate, Delhi.
Tel.No. 23961884

No.OSD(Advtt.)/2010/D-244

Dated: 16.04.2010

To

All Advertisers registered with MCD.

Sub:- Advertisement not to be displayed on the Dhalaos / Toilet Blocks which are non-functional.

As per the guidelines contained in the Outdoor Advertisement Policy, 2007, as approved by the Hon'ble Supreme Court, no advertisement can be put up on the dhalaos / toilet blocks which are non-functional. In this regard, legal opinion has also been obtained by this department. However, this department has been receiving complaints to the effect that at various locations, the dhalaos / toilet blocks are not operational and are being used only for display of advertisement.

A list of MCD's Dhalaos located in South, Central and Civil Lines Zone, is **enclosed** herewith, for which contracts have been allotted by the Department of Environment Management Service (DEMS) of the MCD for segregation and collection of garbage, against advertisement rights. Clause 5.21 of the concession agreement provides as under:-

"The Concessionaire shall be entitled to undertake or permit any form of commercial advertising or display on the sides of the Waste Storage depots and in consideration thereof, receive amounts from persons interested in advertising as aforesaid."

However, it is understood that some of these dhalaos are not being operated, but advertisements are being continuously displayed thereon.

You are requested to kindly bring to the notice of this department all such dhalaos / toilet blocks / utilities which are non-functional for any reason whatsoever, and are being used only for the purpose of display of advertisement, in utter violation of the relevant Agreement and the guidelines contained in the Advertisement Policy approved by the Hon'ble Supreme Court, to enable this department to take appropriate action against the concerned agencies / companies, as per law. Information without bearing the details of the sender, will also be entertained as input for examination.



(B.N. Singh)

Officer on Special Duty (Advtt.)

Encl : As above.

Copy to:-

D-in-C (DEMS).