

MUNICIPAL CORPORATION OF DELHI  
(ADVERTISEMENT DEPARTMENT)

205-Nigam Bhawan  
Kashmere Gate, Delhi – 110006  
Tel.No. 23961884

No.OSD (Advtt.)/2010/D-2400

Dated: 29.03.2010

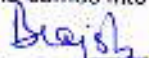
CIRCULAR

The issue of maintenance and operation of Dhalaos by private agencies against advertisement rights, was discussed in the chamber of Commissioner on 17.03.2010 in the presence of Addl. Commissioner (Rev.), Addl. Commissioner (DEMS), OSD (RP Cell), Chief Law Officer, and D-in-C (DEMS). After due deliberation on the issue, the following decisions were taken:-

1. The issue of those Dhalaos which are presently not being used as Dhalaos and where advertisement is being displayed should be examined by CLO in the light of the Concession agreement and the Out Door Advertisement Policy as approved by Hon'ble Supreme Court. CLO shall give specific advise as to whether advertisements may be allowed on those structures which are presently not being used as Dhalaos.
2. It is being observed that the departments are rolling out projects based on advertisement rights. All such projects should be de-linked from the advertisement rights and then prepared / finalized. The Advertisement department shall make separate schemes for display of advertisement on such sites.
3. In exceptional cases where it is necessary to have a linkage between core project and advertisement rights, the concerned departments, in each of such projects, having any actual or potential advertisement implications, shall necessarily take the comments of Advertisement Department and shall incorporate the same as conditions in the contract before finalization of any such project. The comments of advertisement department shall also include the advertisement value of such rights as per the policy and percentage of revenue sharing with the Advertisement Department.
4. In all cases of outdoor advertisement displays, the Outdoor Advertisement policy of MCD as approved by Hon'ble Supreme Court shall necessarily be followed.

All the concerned departments of MCD are requested to ensure strict compliance of the decisions contained at points (1) to (4) above.

This issues with the approval of Competent Authority dated 23.03.2010 in file no. 969/Advtt. and comes into force with immediate effect.

  
(B.N. Singh)

Officer on Special Duty (Advtt.)

All HODs/DCs

Copy for information to:-

1. Commissioner, MCD;
2. All Addl. Commissioners.
3. 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 Dy.Chairman, Stg.Cte.;
4. PS to Hon'ble Leader of Opposition.