

MOST URGENT

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

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

No.OSD(Advtt.)/2010/D-1553

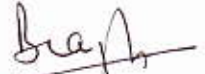
Dated: 18.01.2010

Sub:- Zero tolerance campaign against illegal posters and banners in the city causing defacement of properties in public view.

Please find enclosed a four-point approach and ten-point strategy to achieve the objective of zero tolerance against illegal posters and banners in the city, duly approved by the competent authority.

It is requested that the points concerned with the DCs of the zones / HODs, may be strictly complied with. The Advertisement Department is the Nodal Department for the purpose and, therefore, the feed back as required may be sent to this office on weekly basis positively.

It may also be mentioned that January 21st & 22nd as well 28th & 29th, are the dates fixed for commencement of this campaign. Once started, this will be a regular process, till completion of the commonwealth games.



(B.N. Singh)

Officer on Special Duty (Advtt.)

Encl : As above.

DCs of all the zones
D-in-C (DEMS)
All HODs.

Copy to:-

1. Commissioner,
2. All Addl. Commissioners;
3. Director (P&I).

Sub:- Strategy to deal with the cases of defacement of properties in public view.

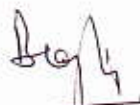
Ref. Commissioner's directions in the weekly meeting of HODs held today i.e. 12.01.2010 to free the city from illegal posters and banners, moreso, in the commonwealth games year. **Commissioner desired that there should be a zero tolerance campaign against the illegal posters and banners in the city.**

The Advertisement Department has attempted to formulate a four pronged approach to achieve the above objective:-

- (e) **removal of illegal posters and banners without delay;**
- (f) **strict enforcement of Delhi Prevention of Defacement of Property Act, 2007;**
- (g) **awareness campaign to be launched at all levels;**
- (h) **become active partner in other such coordinated efforts in the city, in this direction.**

To realize this approach, **the following strategy is proposed:-**

- (k) regular removal of illegal posters and banners, more so, on days when there are chances of putting up more illegal banners and posters;
- (l) to lodge FIRs against the violators without delay. **Every Department of MCD, whose building has been defaced, will separately lodge FIR. This FIR will be lodged by the Care Taker of the Building.** The action taken shall be regularly monitored at the level of Dy. Commissioner of the Zone. No. of FIRs lodged under this Section with the above objective, shall be sent on weekly basis, to the Advertisement Department, positively on every Monday, so that the same shall be compiled and put up before Commissioner for Tuesday Weekly Meeting.
- (m) Advertisement Department will separately write to other Government Departments of Delhi sending a copy of the Delhi Prevention of Defacement of Property Act, 2007, requesting them to lodge FIR if their property is defaced.
- (n) Advertisement Department will separately write to RWAs and Traders' Associations of Delhi, sending them a copy of Delhi Prevention of Defacement of Property Act, 2007 requesting them to lodge FIR if their colony, any part thereof or the commercial establishment is defaced.
- (o) Advertisement Department will request all the Hon'ble Councillors to promote this campaign of MCD and initiate awareness campaign in their respective wards, so that the Wards could be free from posters and banners;
- (p) Director (Press & Information) shall start a campaign in the city on MCD's resolve to realize the objective of zero tolerance, so far as illegal hoardings and banners are concerned and brief Media also about the progress on regular basis.
- (q) DC of the Zones will be asked to take fortnightly coordination meeting with zonal Police Officers on the progress in lodging FIRs / investigation / prosecution of cases under Delhi Prevention of Defacement of Property Act, 2007;
- (r) Holding coordination meetings with DCs and Delhi Police, once in a month, on the progress regarding implementation of Delhi Prevention of Defacement of Property Act, 2007. This shall be done at the level of Addl. Commissioner (Engg.);
- (s) Advertisement Department with the help of Director (Primary Education) shall start an awareness campaign for making Delhi free of posters and banners, which shall be extended to other schools of Delhi, particularly in the light of the provisions of Delhi Prevention of Defacement of Property Act, 2007.



- (t) NGOs taking grants from MCD, shall also be asked to make the people aware of the need to free Delhi from posters and banners and take up such campaigns to remove the illegal banners, posters, etc.

The basic understanding behind the above proposed approach and strategy is that in view of Commonwealth Games, there is need to free Delhi from posters and banners. There is an existing Act which if used properly and sensitively, will have the desired impact. The awareness campaign launched side-by-side, will initiate the process and coordinated attempts will definitely make an impact on changing the mind-set of those people who are violating the given Acts, Rules and Regulations and defacing the properties in Delhi. It is hoped that the process regularly taken up and monitored for next few months, will ensure Delhi free from illegal posters and banners by the time the Commonwealth Games begin.

If agreed, the same may kindly be approved, so that further action, in implementation of the strategy, may be taken.

Sd/-
(B.N. Singh)
Officer on Special Duty (Advtt.)
12.01.2010

Addl.Cmmr. (Rev.)

The above note is in order. We may also instruct the D.Cs. (zones) to earmark a few places, where posters would be allowed free of cost for a specified period. These places would be used by political leaders, social organizations, religious trusts and general public. Further, we may devise a proforma and call weekly ATR from zones.

Sd/-
Addl.Cmmr. (Rev.)
12.01.10

Cmmr.

Sd/-
Commissioner
14.01.2010

