

**GOVERNMENT OF INDIA
HOME AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:5087
ANSWERED ON:27.04.2010
HOARDINGS ON ROAD SIDE
Rawat Shri Ashok Kumar

Will the Minister of HOME AFFAIRS be pleased to state:

- (a) whether the Hon`ble Supreme Court has issued any directive to the Delhi Government regarding display of hoardings on road sides;
- (b) if so, the details thereof;
- (c) whether despite the said directive hoardings still exist in Delhi in a large number;
- (d) if so, the details thereof; and
- (e) the steps taken/being taken to remove such hoardings?

Answer

MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS (SHRI MULLAPPALLY RAMACHANDRAN)

(a) & (b): In its order dated 12-10-2007 in Writ Petition (Civil) No.13029/1985, titled Shri M. C. Mehta Vs. Union of India & Others, the Hon`ble Supreme Court approved an outdoor advertisement policy for the city of Delhi. The said policy provides guidelines for display of advertisement through different kind of advertising devices, classified into four categories, with certain restrictions, while some of advertisement modes have not been permitted for display of advertisement. The Municipal Corporation of Delhi (MCD) has been directed to implement the policy. No large-sized billboards/hoardings are allowed in the New Delhi Municipal Council (NDMC) area other than those which substantially support social and charitable activities.

(c) and (d): The MCD has awarded contracts and granted permissions for display of advertisements through different modes, as per the guidelines contained in the Outdoor Advertisement Policy approved by the Hon`ble Supreme Court. Hoardings on Railway land are continuing under the status quo order granted by the Hon`ble Supreme Court. The Delhi Metro Rail Corporation is also displaying hoardings/ advertisements at their structures. The NDMC has granted permission for hoardings on the premises of Bal Sahyog, Connaught Place and on the premises of Blind Relief Association which are charitable organisations.

(e): Action against illegal hoardings is a continuous process and the same is taken on regular basis through various administrative and legal instruments. The steps taken by the MCD to discourage the display of unauthorised advertisements include launching the Zero Tolerance Campaign for removal of unauthorised advertisements, banners, posters, etc; sending notices and lodging FIRs under the Delhi Prevention of Defacement of Property Act, 2007; imposing damage charges on unauthorised displays; monitoring new events in the city displaying outdoor advertisements and taking actions against them if their displays are found to be unauthorised; etc.