

**GOVERNMENT OF INDIA
HOME AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:5299

ANSWERED ON:06.09.2011

REMOVAL OF HOARDINGS

Bhujbal Shri Sameer

Will the Minister of HOME AFFAIRS be pleased to state:

- (a) whether the Supreme Court has issued any directive regarding removal of hoardings/advertisements in the National Capital Territory of Delhi;
- (b) if so, the details thereof and the reaction of the Delhi Government in this regard;
- (c) the role of the Union Government in removing the hoardings/advertisements along the National Highways passing through Delhi; and
- (d) the steps taken/being taken to remove such hoardings?

Answer

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

(a) and (b): Yes, Madam. In its order dated 20.11.1997 in CWP No.13029/85, titled Shri M. C. Mehta Vs. Union of India & Others, Hon'ble Supreme Court directed the civic authorities of Delhi including Delhi Development Authority, the Railways, the police and transport authorities to identify and remove all hoardings which are on road sides and which are hazardous and a disturbance to safe traffic movement. This was reiterated by Hon'ble Supreme Court in their order dated 10.12.1997. Subsequently, in the order dated 12th October, 2007 in the aforementioned Writ Petition, Hon'ble Supreme Court approved an outdoor advertisement policy for the city of Delhi. The said policy provides for guidelines for display of advertisements through different kind of advertising devices, classified into four categories, with certain restrictions, while some of the advertisement modes have not been permitted for display of advertisements. The Municipal Corporation of Delhi (MCD) has been directed to implement the policy.

The Hon'ble Supreme Court in their order dated 08.10.2010 directed MCD to consider two reports submitted by Environment Pollution (Prevention & Control) Authority (EPCA) and to place its decision in this regard before the Hon'ble Court. The decision of the Corporation has been submitted to the Hon'ble Court and the matter is sub-judice.

(c): As per provisions contained in Section 143 of the Delhi Municipal Corporation Act, 1957 and Section 89 of the New Delhi Municipal Council Act, 1994, no advertisement can be displayed in public view, visible from a public street/public place, in any manner, whatsoever at any place within Delhi, without the permission of the Commissioner, MCD or the Chairperson, NDMC, within their respective jurisdictions. As per extant policy of Ministry of Road Transport & Highways, no advertisement hoardings are permitted on National Highways within the Right of Way except informatory signs of public interest such as hospitals, bus stations, etc. or advertisements of temporary nature announcing local events such as Mela, Flower Show, etc. Under the policy of private sponsorship of road signs and greening of National Highways, the private entrepreneurs are allowed to depict the name/logo of their company in a sign of specified dimension. Instructions are issued to executing agencies from time to time for removal of unauthorised hoardings.

(d): 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 display of unauthorised advertisements include launching the Zero Tolerance Campaign for removal of unauthorised advertisements, banners, posters, etc; imposing penalties on unauthorised displays; monitoring new events in the city displaying outdoor advertisements and taking action against them if their displays are found to be unauthorised; etc.