

Procedure:

1. Collect the Application form from Office of Silvassa Municipal Council or Website. <http://smcdnh.nic.in/> and <http://dnh.nic.in/>
2. Fill all details in the form & submit the form at Silvassa Municipal Council.
3. After submission of form, concerned Engineer will come for inspection within working days.
4. After inspection, Silvassa Municipal Council will issue demand letter to the applicant within 3 working days.
5. After receiving the demand letter, payment should be done within 3 days.
6. After 2 days of payment applicant will receive permission letter. Containing request number, which applicant is to be publish on their advertisement for which the permission is granted.

प्रक्रिया:

1. आवेदन पत्र सिलवासा नगर पालिका के कार्यालय या वेबसाइट <http://smcdnh.nic.in/> तथा <http://dnh.nic.in/> से प्राप्त करें।
2. फॉर्म में सभी विवरण भरके। सिलवासा नगर पालिका में फॉर्म जमा करें।
3. फॉर्म जमा करने के 5 दिनों के भीतर, संबंधित अभियंता निरीक्षण हेतू आयेंगे।
4. निरीक्षण के बाद, सिलवासा नगर पालिका द्वारा आवेदक को 3 दिनों के भीतर मांग पत्र प्रदान किया जाएगा।
5. मांग पत्र प्राप्त करने के बाद, 3 दिनों के भीतर भुगतान किया जाना चाहिए।
6. भुगतान के 2 दिनों के बाद, आवेदक को अनुमति पत्र प्राप्त होगा। अनुमति पत्र में आवेदक को अनुरोध संख्या दिया जाएगा। जिसे आवेदक को अपने विज्ञापन में प्रकाशित करना है जिसके लिए आवेदक को अनुमति दिगई है।

પ્રક્રિયા:

1. અરજીપત્ર સિલવાસા નગર પાલિકાના કાર્યાલય અથવા વેબસાઇટ <http://smcdnh.nic.in/> અને <http://dnh.nic.in/> માંથી પ્રાપ્ત કરો.
2. ફોર્મમાં બધી વિગતો ભરીને સિલવાસા નગર પાલિકામાં ફોર્મ જમા કરો.
3. ફોર્મ જમા કર્યાના 5 દિવસની અંદર, સંબંધિત ઇજનેર ચકાસણી માટે આવશે.
4. ચકાસણી કર્યા પછી, સિલવાસા નગર પાલિકા દ્વારા આવેદકને 3 દિવસની અંદર માંગ પત્ર આપવામાં આવશે.
5. માંગ પત્ર પ્રાપ્ત કરવા પછી, 3 દિવસની અંદર પૈસાની ચુકવણી થવી જોઈએ.
6. પૈસાની ચુકવણીના 2 દિવસ પછી, આવેદકને પરવાનગી પત્ર મળશે. પરવાનગી પત્રમાં આવેદકને વિનંતી નંબર મળશે, જે આવેદકને તેના જાહેરાતમાં પ્રકાશિત કરવાનો હોય છે જેના માટે તેમને પરવાનગી મળી છે.



SILVASSA MUNICIPAL COUNCIL

APPLICATION FORM FOR ADVERTISEMENT PERMISSON

1	Name of applicant	::		
2	Address of applicant	::		
3	Contact detail	::		
4	Advertisement from	::	_____ to _____ (i.e. ____ days)	
5	DESCRIPTION OF ADVERTISEMENT MODE AND OTHER REQUIRED DETAILS (applicant can attach separate list of Advertisement size, no., place & days, if more) 1) Hoarding <input type="checkbox"/> 2) Poster <input type="checkbox"/> 3) Banner <input type="checkbox"/> 4) Model <input type="checkbox"/> 5) Advertisement Through Video <input type="checkbox"/> Films In Local Channels. 6) Advertisement Through Movie <input type="checkbox"/> 7) Any Other Mode of Advertisement. <input type="checkbox"/> In Cinema & Video Centre.			
Sr. No.	Size In (Feet)	Number or Times/Day	Location (Channel/ Cinema)	No of Days
i				
ii				
iii				
iv				
v				
Applicant Signature				
Received application fee Rs. _____ vide receipt No. _____ dated:- _____				
Signature of clerk				
6	SITE INSPECTION REPORT			Yes/No
i	Is structure stability verified?			
ii	Is size of advertisement verified?			
iii	Are locations of advertisement verified?			
iv	Are numbers of advertisement verified?			
Remarks if any, _____ _____				
This is to certify that all the parameters required by any law in force for installation of hoarding, poster, banner etc. are inspected by me on site and are found/not found as per rules. Therefore, submitted for further process please.				
Assistant Engineer SMC, Silvassa			Junior Engineer	

* This application is for display of add only on private property only. For display along the roads, authorized vendor of SMC may be contacted.

Rate calculation is as under:-

Signature
(Advertisement Clerk)

I have sent a letter cum demand notice No.SMC/CO/ADV/2018/_____, dated:_____ to the applicant for payment of advertisement fee Rs._____.

Signature

I have received the advertisement fee vide receipt No._____, dated:_____.

Signature

Signature
(Accountant)

(Advertisement Clerk)

Approved

Chief Officer
Silvassa Municipal Council
Silvassa

CHECKLIST:

1. Mode of Advertisement along with photos of the place of exhibit.
2. Stability certificate for high rise hoardings.
3. Indemnity bond on stamp paper.

Terms and Conditions: -

- 1 Prohibition on Negative Advertisements:** No advertisement which is a negative advertisement shall be erected at any place within Municipal Council limits.
- 2 Exemption from tax on Advertisement:**
 - a. All Advertisement of the Union or UT government shall be exempted from advertisement tax; and
 - b. The entire vehicle registered in municipal area displaying information about the trade, calling or profession of the owner of the vehicle shall be exempted from the advertisement tax.
- 3** Any person, advertising agency and company, printing circulating or displaying and advertisement on behalf of a client shall be liable to pay the tax in the same manner and to the same extent as the client would have paid.
- 4** Tax of every advertisement related to any event that is about to take place, shall be paid before the event take place.
- 5** Any advertisement agency or person who intends to display advertisement on behalf of anyone else shall have to get itself registered with Municipal Council before it can display any advertisement. The registration fee shall be Rs. 1000/- per year per agency.

- 6 The sites and assets owned by the municipal council and rented to exhibit an advertisement shall have to pay rent for such use in addition to the advertisement tax prescribed under these rules. All the hoarding on road margins, unless placed in a private property, and all the hoarding and posters on electric or telephone poles situated within Municipal Council area shall be deemed to be the property of the Municipal Council.
- 7 **Additional Conditions Related to Giant Hoarding etc:**
All Hoarding with surface area greater than 64 Square Meters shall be deemed to be Giant Hoardings. Giant hoardings should be erected and installed at a safe site at a minimum distance of 10 meters from the edge of the road or on the top of the building and should furnish stability certificate from structural Engineer / Civil Engineer. The person or agency in charge of the hoarding is required to inspect and check the structure of such hoarding at regular interval and get it repaired, if needed. In case of hoarding is installed on the top of the building, it shall be insured that minimum height of the platform be raised to protect it against stormy weather condition so as to avoid an accident. The electrical connections and components in all Advertising Devices shall be in accordance with relevant Indian Standards and designed to ensure there is no safety or traffic risk. No generator running on diesel / petrol / kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination or any outdoor advertising device. Sign-board with neon light and electrically operated sign boards shall be placed at a safe distance and the agency should take all precautions to avoid any accident.
- 8 **No advertisement to be a Traffic Hazard:** No advertisement which is a traffic hazard shall be erected at any place within Municipal Council limits. Any person or agency erecting such advertisement shall remove the same immediately on notice of the Chief Officer or any other officer duly authorized by the council in this behalf.
An advertisement device may be considered a traffic hazard:
- a) If it interferes with road safety or traffic efficiency.
 - b) If it interferes with the effectiveness of a traffic control device (e.g. traffic light, stop or give way sign).
 - c) Distracts a driver at a critical time (e.g. making a decision at an intersection)
 - d) Obscures a driver's view of a road hazard (e.g. at corners or bends in the road)
 - e) Gives instructions to traffic to "stop", "halt" or other (e.g. give way or merge)
 - f) Imitates a traffic control device.
 - g) Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users.
 - h) Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous.
 - i) If situated at locations where the demands on drivers concentration due to road conditions are high such as at major intersections or merging and diverging lanes.
- 9 Any person displaying, installing, erecting any advertising device shall be required to indemnify the Municipal Council against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Municipal Authority which arise as a result of the installation or existence of the Advertising Device. The advertiser shall always be responsible for any injury or damage caused or suffered by any person or property arising out of or relating to the display of device / advertisement and the consequential claim shall be borne by the advertiser who will also indemnify and safeguard the Municipal Council in, respect of any such claim or claims. (Indemnity Bond).
- 10 Any permission or license under these rules shall be deemed to have been given within 15 days of the payment of the requisite fee, unless before expiry of 15 days, the request is denied by the authorised officer of the Council. Provided that nothing in these rules shall prevent the Municipal Council to withdraw the permission given to any person or agency.
- 11 Charges once paid are non-refundable even in case of non-installation of advertisement; as amount is paid, considered this as permission and print deposited receipt number given by council on behalf of your payment, on bottom right to all hoardings which will be installed by you and will considered as license within three days, number.
- 12 The applicant is bound to follows all rules as per Tax on Advertisement Rules, 2018 (uploaded on <http://smcdnh.nic.in>) if not specified above.

Applicant Signature