

GRATER HYDERABAD MUNICIPAL CORPORATION

Office of the
Addl. Commissioner (Advt.),
GHMC

Let.No. 115/Advt./GHMC/2016

Dated: 06-08-2016

Subj: GHMC Advt. Wing Structural Stability - Display of advertisements
Revised Instructions - Reg.

Ref: 1. Rep. of Outdoor Advertising Media Association dt. 14.07.2016.
2. Letter from AC(Advt), GHMC to Prof. Ramon Rao DL15.07.2016.
3. Mail from Prof. N.V. Ramaa Rao dated: 29.07.2016.
4. Blue approval of the Commissioner, GHMC dated 04-08-2016

1027

With reference to the letter 2nd cited, it is to inform that, as per the recommendations of Dr. N.V. Ramaa Rao, Professor, JNTUHH, the following instructions are hereby issued:

- The wall mounted and ground hoardings upto 40' x 25' are permitted for advertisement after assessing the structural safety after site inspection on a prima facie basis by the structural engineer concerned under intimation to the proof checking agency i.e., JNTUHH. Designs, certification and recertification if any shall be done before the end of financial year 2016.
- Hoardings on roof tops limited to 30' x 25' and placed on buildings not exceeding two stories are permitted on inspection and certification by the structural engineer under intimation to JNTUHH. Formal design and certification to be completed in all respects before end of financial year 2016.
- In the above two cases it is perceived that less risk is involved and permission is tentatively accorded to the agencies to advertise subject to an undertaking by them that in the event of any unfortunate mishap they alone shall be responsible for the consequences of Civil and Criminal liability in accordance with law.
- Permission is being accorded on a tentative basis with the sole objective of keeping the industry alive without compromising on safety parameters. All Hoardings shall eventually be designed, certified and retrofitted in accordance with codes of practice before 31st March 2017.
- Further the agencies have to submit the following for displaying advertisements for ground hoardings, wall attachments and roof top hoardings (upto two stories).
 - 1. Displaying single flex
 - 2. Submission of undertaking individually by each and every advertising agency.
 - 3. Submission of 3rd party insurance.
 - 4. In case of any accident only individual be culpably in case of any accident and not the whole trade.

- In all other cases like Unipoles and for Hoardings beyond 30' x 25' on higher roof tops design, certification and rectification shall precede any approval to display advertisements. Further, the agencies have to submit Structural stability certificate from GHMC Empanelled engineers and vetting and certification has to be done by INTD/ITF for allowing displays on Uni-poles and for Hoardings of sizes beyond 30' x 25' and on higher roof tops (> 2nd floor)

The above instructions shall be followed by the Advertising Agencies scrupulously and if any deviations found, the permissions to the said Hoardings will be cancelled and the Agency will be blacklisted.

(This has the approval of the Commissioner, GHMC)


25/08
Addl. Commissioner (Advt.),
GHMC

To

1. All the Advertising Agencies
2. Outdoor Advertising Media Association
3. The Advertisement Officer to supervise.

Copy to:

1. All the Zonal Commissioners, GHMC
2. All the Deputy Commissioners, GHMC
3. All the Advt. Engineers, Advt. Wing, GHMC
4. The Advt. Inspectors, (East, South, and North Zones), GHMC
5. The OSD to the Commissioner, GHMC for favour of information