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0 INTRODUCTION

The terminology and vocabulary used for municipal governance differs among Urban Local Bodies (ULBs) across India due to the federal structure of governance, state-specific laws, and varying e-Governance system implementations. Non-standardized interfaces and storage also result in challenges related to data interpretation and interoperability. As a result, measuring municipal performance can lead to significant inconsistencies not only from city to city but also from state to state. Therefore, without clear definitions, vocabulary, specifications, and benchmarks for municipal governance, it is challenging to enable 'Data-Driven Governance'.

The municipal governance standards are being designed to include minimum base data elements common across municipal services in ULBs, development authorities or parastatals to ensure interoperability, harmonization and data-driven governance. ULBs with more complex processes can adopt and expand on these initiatives. The Knowledge Standards will help in:

- a. identifying and categorizing important data elements for a domain
- b. resolving differences in terminology for Urban Governance
- c. to analyse current city domain models, processes, reports & KPIs; thus, retrofitting existing data models with missing data

The Advertisement & Hoardings taxonomy defined in this standard includes common Advertisement & Hoardings entities, channels, processes, stakeholders, reports and

Key Performance Indicators (KPIs) and their definitions.

The definition of entities for Advertisement & Hoardings should be guided by relevant state and local guidelines. In the absence of such guidelines, a considerate and inclusive approach may be adopted, keeping in mind local practices and community needs. The taxonomy structure in this document is scalable both vertically and horizontally to accommodate ULB specific complexities as well as change in people, processes, and technology over time.

This Knowledge Standard i.e. Advertisement & Hoardings Taxonomy will be used in developing technical standards i.e. Advertisement & Hoardings Data Models and API Specifications as well as for creating metadata specifications. A few sample parameters and specifications are also given in the [Annex-A](#) for understanding purposes.

Together, these standards will ensure semantic and syntactic interoperability among all Urban Governance systems in India.

The audience for this standard includes, but is not limited to government organisation, industry, academics, architects, customers, users, tool developers, regulators, auditors and standards development organizations. This Advertisement & Hoardings Taxonomy is developed as an open standard under NUDM by National Institute of Urban Affairs (NIUA). No part(s) of the document may be sublicensed. Any attempted sublicense, whether voluntarily or otherwise, shall be null & void, and will attract penal action.

0.1 Governing Principles in the Design of Knowledge Standard

To ensure this taxonomy fits the needs of interested stakeholders the following principles have been followed in designing it.

Minimalist

The standards are designed to have minimum base elements common across ULBs to ensure interoperability, harmonisation and data-driven governance. These can then be adopted and built upon by some ULBs with higher process complexities.

Evolvable

The standard is designed to evolve over a period of time thereby adapting to changing needs and emerging technologies thus making the system comprehensive progressively.

Modular

The classifications and categorisations in the knowledge standard are designed modularly, yet they function together as a whole. They are independent and self-contained and may be combined and configured with similar units to suit separate contexts.

Extendible

The standard is designed such that the elements of Urban Governance are positioned in a hierarchy that accommodates both horizontal and vertical additions. This leaves room for wider adoption and innovation to suit the contexts of any ecosystem. The end goal is to build a knowledge practice that supports Open Standards with the Data Element taxonomy as a base.

Open

The standard is designed to be 'open' to enable wider ecosystem participation and use. The standard is intended to be used by State Governments, Urban Local Bodies (ULBs), industry and technology providers, academia and civil society organisations who are either working in the domain or are providing services to the ULBs in any manner.

Accessible & Inclusive

The standard is designed to be inclusive and accessible for all types of stakeholders. The standard will enable the technology to reach every section of society.

0.2 Sample Use Cases

Samples of Advertisement & Hoardings Taxonomy use cases are mentioned below for reference-

Direct Application

a. Advertisement & Hoardings (New / Renewal)

Advertisement & Hoardings Management is a statutory municipal function across many Urban Local Bodies (ULBs), requiring the identification, permission, and regulation of outdoor advertisements and hoardings within municipal limits. The process typically involves verification of applicant details, advertisement attributes (such as type, size, location, and duration), compliance with applicable bye-laws, and payment of prescribed fees. Standardisation of processes, core data elements, and permission or licence formats enables ULBs to ensure consistent enforcement of regulations, enhance transparency and citizen experience, and streamline

service delivery across both digital and non-digital channels.

b. Renewal, Modification, and Cancellation of Advertisement & Hoardings

Advertisement & Hoardings services typically encompass the renewal of permissions or licences, modification of approval details (such as changes in location, size, ownership, or display parameters), and cancellation or removal of advertisements upon expiry, violation, or voluntary surrender. A standardised taxonomy ensures uniform handling of these lifecycle events, minimises ambiguity in service requests, and enables clear, predictable outcomes for both applicants and municipal authorities.

c. Enforcement and Compliance Management

Advertisement & Hoardings data is actively utilised by municipal enforcement and regulatory authorities to identify unauthorised or non-compliant advertisements, verify adherence to permission conditions, size and location norms, and initiate penalties, removals, or corrective actions as prescribed under municipal bye-laws. Digitally structured Advertisement & Hoardings data enables effective field inspections, on-site verification, and issuance of notices, thereby strengthening regulatory oversight and compliance mechanisms.

Indirect Application

a. Urban Planning, Public Safety, and Revenue Optimisation

Aggregated Advertisement & Hoardings data can be leveraged to support urban planning, public safety,

and municipal revenue enhancement initiatives. Analysis of advertisement density, location patterns, and structural attributes helps Urban Local Bodies identify visual clutter, high-risk installations, and non-conforming zones. ULBs may use this data to plan designated advertising corridors, enforce no-advertisement zones near traffic intersections and heritage sites, and design targeted enforcement or regularisation drives. Additionally, revenue trend analysis supports improved fee rationalisation and forecasting.

Both applications strengthen regulatory compliance, reduce urban visual and safety conflicts, and support more orderly and planned urban development.

Information Consistency

Consistent use of data elements, processes, key performance indicators (KPIs), and their definitions from this Knowledge Standard enables information consistency across ULBs and other concerned authorities implementing Advertisement & Hoardings services. To ensure such consistency, ULBs may leverage new or existing digital platforms for delivering Advertisement & Hoardings services, while adhering to the standardised taxonomy defined herein.

The use of metadata tags corresponding to the data elements defined in this Knowledge Standard facilitates interoperability, comparability of data across jurisdictions, and reuse of information for analytics, reporting, and integration with other municipal systems under the National Urban Digital Mission.

1 SCOPE

The scope of this Knowledge Standard is to provide an overview of the effective delivery of Advertisement & Hoardings services by Urban Local Bodies (ULBs). This standard aims to streamline Advertisement & Hoardings processes by ensuring consistency, efficiency, and transparency across jurisdictions.

By introducing a common taxonomy for Advertisement & Hoardings, the standard defines the key entities, attributes, categories, and parameters involved in the registration, approval, and lifecycle management of advertisement and hoarding municipal assets. This includes aspects such as advertiser and agency details, hoarding location and type, size and structural specifications, permission validity, renewals, fee assessment, compliance conditions, and enforcement-related information. The standard enables a harmonised approach to managing Advertisement & Hoardings-related data, reducing procedural inconsistencies, and ensuring uniform implementation across Urban Local Bodies (ULBs).

Additionally, this Knowledge Standard enhances data consistency, simplifies administrative compliance, and facilitates improved decision-making for concerned authorities by ensuring a structured and well-documented framework for Advertisement & Hoardings applications, verification, approvals, renewals, and monitoring. The standard is intended to serve as a reference for policymakers, municipal administrators, and technology providers involved in the design and delivery of Advertisement & Hoardings services.

2 REFERENCES

The standards and documents given below contain provisions which, through reference in this text, constitute provisions of this Knowledge Standard. At the time of publication, the editions indicated were valid. All standards and documents are subject to revision, and parties using this Knowledge Standard are encouraged to investigate the possibility of applying the most recent editions.

Relevant provisions of Municipal Acts and Advertisement & Hoardings Bye-laws issued by State Governments and Urban Local Bodies

3 TERMINOLOGY AND ABBREVIATIONS

3.1 Terminology

For the purpose of this standard, the definitions given in IS 18006 (Part 1) : 2021 and IS 18006 (Part 3/Sec 1): 2021 shall apply, in addition to the following:

3.1.1 Aadhaar

Aadhaar is a verifiable 12-digit identification number issued by Unique Identification Authority of India (UIDAI) to the residents of India.

3.1.2 Application Programming Interface (API)

The term Application Programming Interface (API) means any mechanism that allows a system or service to access data or functionality provided by another system or service. The API is generally used to interact (like query, list, search, and sometimes submit & update) directly with the specific information on a system, to trigger some action on other systems, or to

perform some other action on other systems.

APIs may be used to enable integration between Advertisement & Hoardings systems and other municipal or State platforms.

Aadhaar or PAN Card may be used as an identity attribute for Advertisers, subject to applicable laws and policies of the State/ULB

3.1.3 Advertiser

An Applicant or Advertiser refers to an individual, organisation, or agency that applies to the Urban Local Body for permission to display an advertisement or hoarding and is responsible for complying with applicable municipal bye-laws, rules, and conditions governing advertisement and hoarding activities.

The terms Applicant and Advertiser may be used interchangeably, depending on the requirements of the State or ULB.

3.1.4 Data Elements

A Data Element is a logical definition of data. Any unit of Data defined for processing is a Data Element. The basic principle of data modelling is the combination of an object class and an attribute to form a more specific 'data element concept'. Examples of data elements in Advertisement & Hoardings include Permission or Registration ID, Advertiser Name, Agency Details, Advertisement or Hoarding Type, Location and Size, Approval Status, Validity Period, Fee Details, and ULB Code.

3.1.5 Data Entities

Entities were created to help users locate their data elements from the entire list. However, this grouping

should not be confused with data sets. Data sets are lists of data elements required for a certain program or application to function and should be created by choosing relevant data elements from various entities.

Examples of data entities under Advertisement & Hoardings include Advertisement or Hoarding Details, Advertiser Details, Agency or Vendor Details, Urban Local Body (ULB) Details (as the licensing and regulatory authority), Permission and Approval Details, Location Information, and Fee and Compliance Records. The Urban Local Body is treated as a distinct entity since it is the competent authority responsible for granting permissions/licenses, enforcing regulations, levying penalties, and maintaining compliance oversight.

3.1.6 Domain

A sub-category under an Information Technology field is a Domain; specific purpose within a "Domain" is known as "Area". For example, "Document type for Web publishing content" is one Area under the "Presentation" domain.

3.1.7 E-governance

A procedural approach in which the Government and the citizens, businesses, and other stakeholders are able to transact all or part of their activities using Information and Communication Technology tools.


3.1.8 Interoperability


The ability of different information technology systems and software applications to communicate, exchange data, and use the information that has been exchanged.


3.1.9 Metadata


Metadata is data about data. Metadata describes how and when and by whom a particular set of data was collected. Metadata is essential for understanding the information stored.

3.1.10 Depicted Symbols


Domain is depicted as  for e.g. Advertisement & Hoardings

Data Entities are depicted as  for e.g. Advertiser Details

Channels are depicted as  for e.g. Digital and Non-Digital Channels

Stakeholders are depicted as  for e.g. Stakeholder Matrix

Processes are depicted as  for e.g. Application Creation

Reports & KPIs are depicted as  for e.g. Registered Pets Report

3.2 Abbreviations

BIS	Bureau of Indian Standards
CDG	Centre for Digital Governance
CSC	Common Service Centre
ICT	Information and Communication Technology
ID	Identification Document/Number
IVR	Interactive Voice Response
KPI	Key Performance Indicators
MBBL	Model Building Bye-Laws
MoHUA	Ministry of Housing & Urban Affairs
NIUA	National Institute of Urban Affairs
NUDM	National Urban Digital Mission

O&M	Operation & Maintenance
PAN	Permanent Account Number
PID	Property Identification Number
PTIN	Property Tax Identification Number
SLB	Service Level Benchmark
SLG	Service Level Guarantee
SMS	Short Message Service
ULB	Urban Local Body/Bodies
UPIC	Unique Property Identification Code
ULPIN	Unique Land Parcel Identification Number
UPYOG	Urban Platform for deliverY of Online Governance
URDPFI	Urban and Regional Development Plans Formulation and Implementation
UT	Union Territory

4 ADVERTISEMENT & HOARDINGS

Advertisement means and includes any device or representation in any manner such as announcement or direction by word, letter, model, sign by means of posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards, sky sign, placard, Digital, LED, LCD, backlit board, electronic display, Laser show, etc., visible from any street for the purpose of commercial exploitation or for publicity.

The definition of Advertisement may include all types of displays in public places except those on print media.

Advertisement on Business Premises means an advertisement which relates to the trade or business carried on premises upon which such advertisement is exhibited.

Advertisement on other than business premises means an advertisement which does not relate to the trade or business carried on premises upon which such advertisement is exhibited.

Advertisement on vehicle (movable) means single, double or multiple advertisement affixed by any means on the surface of a vehicle in a manner that such advertisements are visible from any street while the vehicle is on the road.

Advertisement on vehicle (parked) means a single or double board, panel, or panels mounted on a vehicle in a manner that draws visibility when the vehicle is parked at strategic locations.

Advertisement fees refers to an amount payable by an applicant for procurement & holding a permission issued.

Agency means an applicant who may be an individual, registered organization, firm, partnership, or a company incorporated under the Companies Act, 1956.

Banner means cloth or any other material, which contains some advertisement or announcement or written matter for display.

Building means a house, out house, stable, shed, hut, tank, and every other such structure, whether of masonry, bricks, wood, mud, metal, or any other material what-so-ever.

Bus shelter advertisement means an advertisement displayed on the structure of a bus shelter. It does not include cantilever, lollipop etc.

Advertisement & Hoardings is a municipal service through which advertisements and hoardings are registered, approved, and regulated by

the Urban Local Body (ULB) to ensure compliance with applicable municipal bye-laws, planning norms, safety standards, and aesthetic guidelines. It functions as a regulatory and administrative mechanism to control the installation, display, and operation of advertisement and hoarding structures, promote orderly use of public and private spaces, and support effective urban governance.

Advertisement & Hoardings plays a critical role in urban management, public safety, and city planning. By maintaining verified records of approved advertisements and hoardings along with their advertisers and locations, ULBs are able to strengthen regulatory oversight, prevent unauthorised structures, ensure structural and traffic safety, and improve planning related to visual clutter, land use, and public space management. The service also enhances accountability by clearly defining the responsibilities of advertisers, agencies, and municipal authorities.

The requirement for Advertisement & Hoardings regulation is typically mandated under State Municipal Acts, city-specific bye-laws, and policies issued by Directorates of Urban Local Bodies / Local Self Government Departments / Municipal Corporations, often in coordination with town planning, traffic, and public works departments. A review of municipal frameworks across multiple cities indicates variations in eligibility criteria, documentation requirements, fee and taxation structures, validity periods, and enforcement mechanisms. Despite these variations, the underlying objective across jurisdictions remains consistent: to regulate advertisements and hoardings in the interest of public safety, planned

urban development, and an orderly urban environment.

4.1 Methodology for Formulating the Advertisement & Hoardings Standards

The formulation of the Advertisement & Hoardings Knowledge Standard is grounded in an evidence-based and consultative approach. Findings from a nationwide State Urban Digital Assessment (SUDA) covering 33 States and Union Territories revealed that only Mumbai, Delhi, Haryana, Himachal, Jammu & Kashmir, Madhya Pradesh, Uttar Pradesh etc are currently offering Advertisement & Hoardings as a digitally enabled municipal service. To supplement this assessment, secondary research was undertaken through the review of publicly available municipal bye-laws, policies, operational guidelines, and Advertisement & Hoardings forms issued by Urban Local Bodies such as Brihanmumbai, Delhi, Chandigarh and others. These sources provided critical insights into prevailing legal provisions, operational practices, and data requirements associated with Advertisement & Hoardings.

The development of a comprehensive framework for these standards requires a structured and systematic approach to ensure alignment with regulatory mandates, operational effectiveness, and citizen-centric outcomes. The Advertisement & Hoardings Knowledge Standard has been developed using the following structured approach:

- **Nationwide assessment** of urban digital services across all 30 States and Union Territories

through the State Urban Digital Assessment (SUDA), formally validated by the respective Principal Secretaries / Administrative Secretaries

- **Identification of existing Advertisement & Hoardings implementations**, revealing that only a limited number of States and cities currently offer Advertisement & Hoardings services.
- **Secondary research and document review** of municipal bye-laws, policies, operational guidelines, and registration forms to understand legal provisions, operational workflows, and data requirements
- **Comparative analysis** of identified implementations to distinguish common minimum requirements from State- or city-specific variations
- **Derivation of a common taxonomy** covering key entities, attributes, lifecycle stages, and process constructs relevant to Advertisement & Hoardings
- **Alignment with NUDM principles** of minimalism, modularity, interoperability, and extensibility, and with the UPYOG ecosystem
- **Expert review and validation** through Domain Working Group (DWG) committees comprising representatives from government, industry, academia, and independent consultants

This approach ensures that the Knowledge Standard is grounded in real-world municipal practice, supported by empirical evidence, and validated through multi-stakeholder consultation.

5 TAXONOMY for Advertisement & Hoarding Management

While formulating knowledge standards for Advertisement & Hoardings Management, it is essential to consider the interdependencies among various entities associated with Advertisement & Hoardings comprise key processes such as scrutiny of applications, verification and inspection of proposed sites, approval by the competent authority, and collection of applicable fees. These processes form the foundational elements for granting and regulating all advertisement and hoarding by ULBs or the concerned authorities.

The taxonomy for Advertisement & Hoardings is accompanied by entities like Advertisement & Hoardings channels, stakeholders, associated processes reports and KPIs. See *Fig.1 & Fig. 2*.

Each Advertisement & Hoardings Management typically involves the following key elements:

a. **Compliance Verification:** Certifies adherence to prescribed norms, such as zoning laws, building codes, environmental standards, and safety requirements.

b. **Application Lifecycle:** Covers the submission, assessment, and approval of applications, supported by necessary documentation and site inspections.

c. **Fee Mechanism:** Includes a fee-based structure for permission for advertisement and hoardings

d. **Regulatory Enforcement:** Facilitates effective monitoring and enforcement of compliance post-issuance.

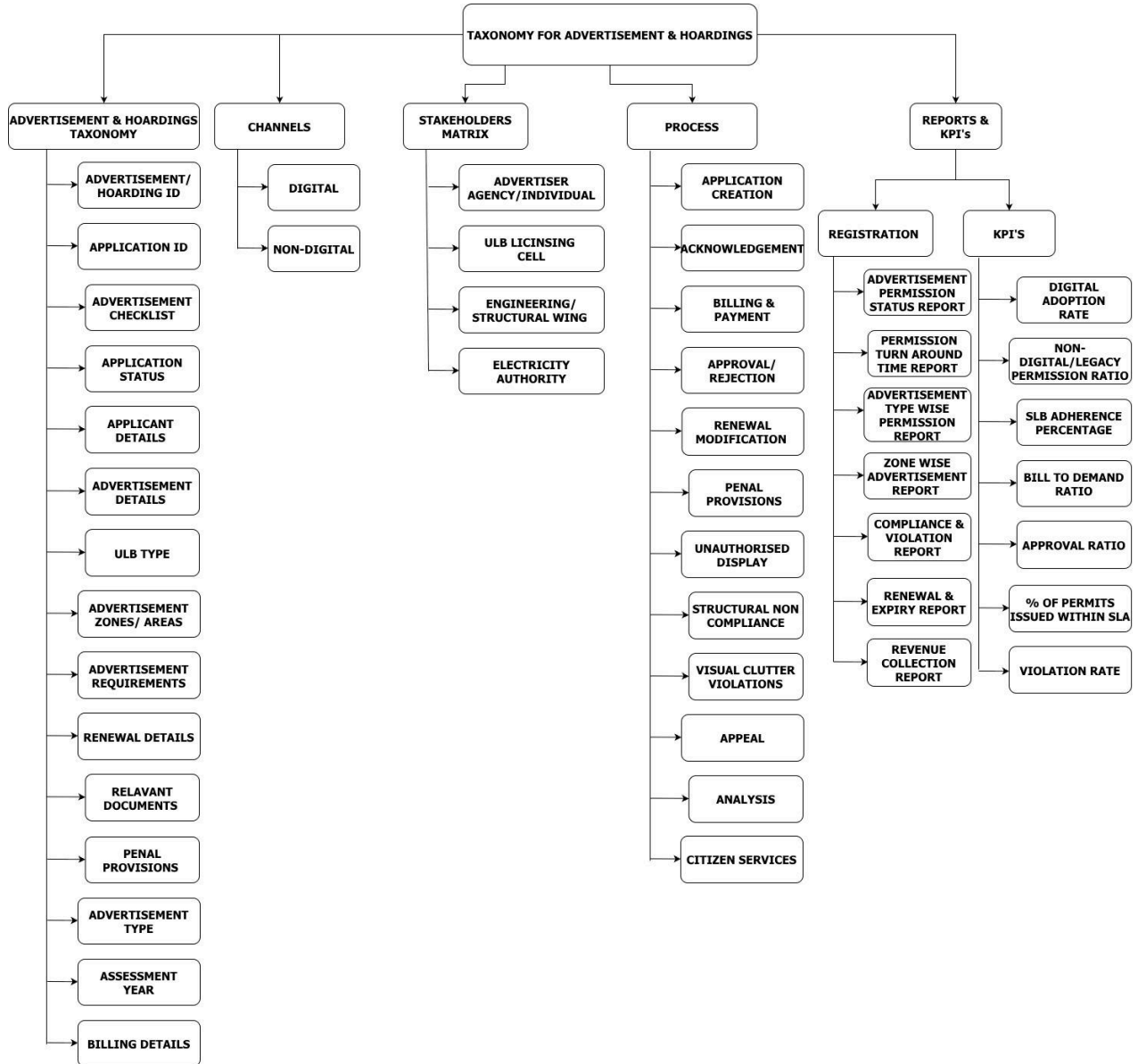


FIG. 1: Taxonomy of Advertisement and hoarding

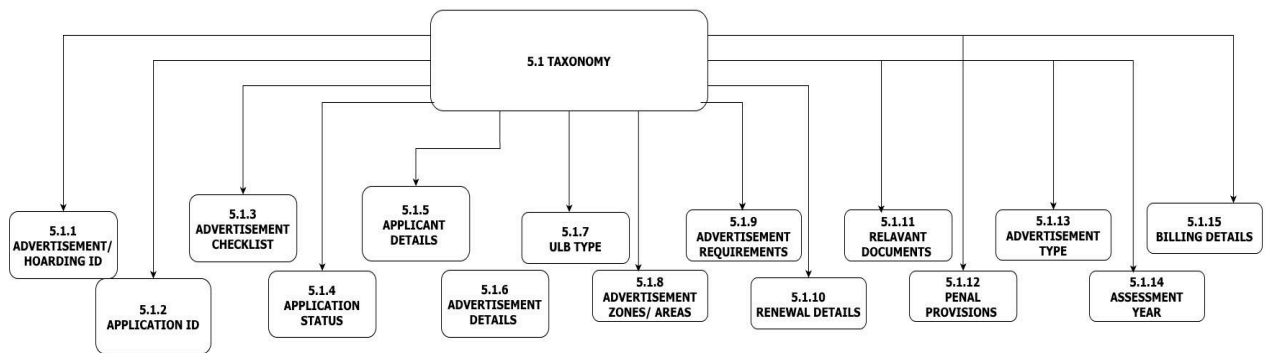


FIG. 2: TAXONOMY

5.1 Advertisement & Hoardings

5.1.1 Advertisement / Hoarding ID

A unique system-generated identifier assigned to each authorized or detected advertisement structure.

It enables lifecycle tracking—from permission, renewal, inspection, violation and removal.

5.1.2 Application ID

Application ID refers to a system-generated, unique alphanumeric identification number assigned to each advertisement or hoarding permission application at the time of submission.

This is used to track, manage, and reference the complete lifecycle of the application, including submission, scrutiny, inspection, approval/rejection, fee payment, renewal, modification, enforcement actions, and closure.

The Application ID ensures:

- End-to-end traceability of the application
- Prevention of duplication
- Auditability and regulatory compliance
- Integration with related municipal modules (e.g., revenue, GIS, enforcement)
- Citizen and internal stakeholder tracking through digital platforms

The Application ID remains constant throughout the lifecycle of the specific application.

5.1.3 Advertisement Checklist

A compliance checklist to ensure safety, legality, aesthetics and social equity before approval.

Typically as per State/UT specific bye-laws and non-exhaustive as:

- Structural safety
- Electrical safety
- Road safety & visibility
- Policy compliance
- An Undertaking for Social Sensitivity & Non-Discrimination Compliance (ensuring adherence to constitutional values and preventing content that may be offensive, exclusionary, or discriminatory toward any caste, religion, gender, region, language or community)

5.1.4 Application Status

Application Status refers to the system-defined stage indicating the current position of an Advertisement / Hoarding permission request within its regulatory lifecycle from submission to approval, rejection, suspension, expiry, or closure. Indicates the current stage of processing, such as:

- Submitted
- Under Scrutiny
- Approved
- Rejected/Not approved
- Suspended
- Expired

a. Submitted

Indicates that the application for advertisement or hoarding permission has been successfully filed and

recorded by the competent authority, pending examination.

b. Under Scrutiny

Indicates that the application is under review for compliance with applicable zoning regulations, structural safety norms, documentation requirements and prescribed fee provisions under relevant municipal laws and bye-laws.

c. Approved

Indicates that the application has been found compliant with all applicable conditions and formal permission for installation or display has been granted by the competent authority.

d. Rejected/Not approved

Indicates that the application has been denied due to non-compliance with prescribed rules, safety norms, documentation requirements or other regulatory conditions, with reasons recorded by the authority.

e. Suspended

Indicates temporary withdrawal or withholding of an approved permission due to violation of conditions, safety concerns, non-payment of dues, or directions issued by the competent authority.

f. Expired

Indicates that the validity period of the granted permission has lapsed and no renewal has been approved within the prescribed timeframe under applicable regulations.

5.1.5. Applicant Details

Applicant Details refer to the structured set of information captured within the system to identify and authenticate the party seeking permission for installation, display, renewal, or modification of an advertisement or hoarding.

This component captures details of:

- Applicant (individual, agency, or company)
- Property / Premises Owner
- Permit Holder (if different from the applicant)

The information typically includes name, address, contact information, identification credentials, organizational registration details (where applicable), and authorization documentation establishing the legal right to apply.

5.1.6 Advertisement Details

Advertisement Details refer to the set of attributes describing the advertisement or hoarding for which permission, renewal, modification, or regularization is sought under the Advertisement & Hoardings Management service. These details are recorded and managed as part of an Advertisement Application record identified through an Application ID.

Advertisement Details are used for scrutiny, technical evaluation, fee assessment, approval, monitoring, renewal, compliance verification, and regulatory enforcement throughout the advertisement lifecycle.

5.1.6.1 Advertisement Type / Category

Advertisement Type / Category refers to the classification of the advertisement as notified by the concerned Urban Local Body (ULB) or State authority.

This classification may include categories such as hoarding, pole

kiosk, wall wrap, digital display, temporary banner, event-based advertisement, or other formats permitted under applicable municipal bye-laws or policy guidelines.

The category determines applicable eligibility conditions, structural requirements, fee structure, validity period, and compliance norms in accordance with relevant regulations.

This is intended to support extensibility for inclusion of new or emerging advertisement formats as permitted by State/UT regulations.

5.1.6.2 Location Details

Location Details refer to the physical site where the advertisement or hoarding is proposed or installed.

This includes address, ward number, zone, locality, GIS coordinates (where applicable), road name, and classification of the site (private property, government land, road right-of-way, etc.).

These details are used for site verification, zoning compliance checks, assessment of visibility norms, public safety considerations, and integration with GIS-based monitoring systems.

5.1.6.3 Size and Dimensions

Size and Dimensions refer to the physical measurements of the advertisement display area, including height, width, total display area (in square meters or square feet), and structural height from ground level where applicable.

These details are used for structural scrutiny, compliance with permissible size limits, fee calculation, and safety assessment as prescribed under municipal bye-laws.

5.1.6.4 Illumination Type

Illumination Type indicates whether the advertisement is non-illuminated, front-lit, back-lit, internally illuminated, or digital/LED display.

This attribute is used to determine applicable energy norms, environmental compliance requirements, safety standards, and differential fee structures, where applicable.

5.1.6.5 Structural Details

Structural Details capture information regarding the supporting framework of the hoarding or advertisement structure, including material type, mounting type (ground-mounted, rooftop, wall-mounted, pole-mounted, etc.), foundation details (where applicable), and structural stability certification.

These details support technical scrutiny, public safety verification, and compliance with structural safety guidelines issued by the ULB or competent authority.

5.1.6.6 Content Description

Content Description refers to the nature of advertisement content proposed to be displayed, such as commercial, social, government notice,

political, event-based, or public service messaging.

This attribute is used for ensuring compliance with applicable content regulations, restrictions, or prohibitions under municipal, state, or national laws.

5.1.6.7 Display Period / Validity

Display Period or Validity refers to the proposed duration for which the advertisement permission is sought.

This may include start date, end date, and whether the application pertains to new installation, renewal, temporary display, or seasonal/event-based advertisement.

These details are used for calculating validity, renewal timelines, fee assessment, and enforcement tracking of expired permissions.

5.1.7. ULB Type

Type of ULB Urban Local Body as per the definition of MoHUA such as Nagar Panchayat, Municipal Council or Municipal Corporation.¹

5.1.8. Advertisement Registration Requirements

Advertisement Registration Requirements refer to the mandatory conditions, criteria, and prerequisites prescribed under State/UT policies, municipal bye-laws, outdoor advertisement regulations, structural

safety codes, or other applicable statutory provisions that must be satisfied for granting, renewing, modifying, or regularizing permission for display of advertisements or hoardings.

These requirements ensure compliance with Urban Local Body (ULB) regulations, public safety norms, structural stability standards, zoning restrictions, environmental guidelines, revenue provisions, and other regulatory controls governing outdoor advertising within municipal limits.

Advertisement Registration Requirements may include, but are not limited to:

- Eligibility of the site or premises for installation of advertisement
- Conformity with zoning regulations and land-use permissions
- Compliance with prescribed size, height, and structural specifications
- Submission of structural stability certificate and ownership/authorization documents
- Adherence to illumination, electrical, and environmental safety norms
- Compliance with content restrictions as per applicable laws
- Fulfilment of applicable fee, tax, security deposit, and penalty obligations, if any
- Obtaining No Objection Certificates (NOCs) from

¹ Urban and Regional Development Plans Formulation and Implementation (URDPFI) Guidelines. Ministry of Housing and Urban Affairs

competent authorities, where required

These requirements form the basis for technical scrutiny, approval, renewal, inspection, and enforcement throughout the advertisement lifecycle.

5.1.9. Renewal Details

Renewal Details refer to the information associated with a previously issued Advertisement Permission, License, or Registration that is required at the time of renewal under the Advertisement & Hoardings Management service.

Renewal Details ensure continuity of authorization for display while enabling verification of compliance with updated regulations, structural safety norms, and fee obligations.

Renewal Details may include:

- Previous Advertisement Application ID and/or License/Permission Number
- Reference to earlier approval order and validity period
- Details of the existing advertisement structure, including location and dimensions
- Confirmation of continued ownership or authorization from the property/premises owner
- Updated structural stability certificate, where applicable
- Record of compliance with inspection observations, if any
- Payment of applicable renewal fees, outstanding dues,

penalties, or taxes

Renewal of Advertisement Permission shall be carried out within the time period specified by the concerned Urban Local Body (ULB) or competent authority, in accordance with applicable municipal bye-laws, policy guidelines, or administrative notifications.

Failure to apply for renewal within the prescribed timeframe may render the advertisement unauthorized and subject to penalty, removal, or enforcement action as per applicable regulations.

5.1.10. Relevant Documents

Relevant Documents refer to the prescribed set of supporting records required to demonstrate compliance of an Advertisement or Hoarding proposal with applicable municipal laws, safety standards, and notified bye-laws of the concerned authority. The list of relevant documents shall be treated as non-exhaustive and subject to the specific requirements notified by the respective State Government, Urban Local Body, Development Authority, or other competent authority. Additional documents may be mandated based on zoning classification, structural specifications, land ownership status, environmental considerations, or other regulatory conditions. Documents to support compliance, such as:

- Structural stability certificate
- Electrical safety certificate
- Insurance & indemnity bonds

- Site photographs

5.1.11. Penal Provisions

Penal Provisions refer to penalties, corrective measures, and enforcement actions applicable in cases of non-compliance with Advertisement and Hoardings regulations, permission conditions, structural safety norms, or validity requirements.

These provisions are intended to ensure regulatory compliance, safeguard public safety, prevent unauthorized display, and protect municipal revenue.

Penalties and enforcement actions may be imposed for, but are not limited to:

- Display of advertisement without obtaining prior permission or registration
- Installation of hoardings at unauthorized locations or in prohibited zones
- Exceeding approved size, height, illumination, or structural specifications
- Display of prohibited, misleading, or non-compliant content
- Providing false, incomplete, or misleading information in the application
- Failure to renew advertisement permission within prescribed timelines
- Non-payment of applicable fees, taxes, penalties, or dues
- Non-compliance with inspection observations or safety directions issued by the competent authority

Enforcement actions may include imposition of monetary penalties, sealing, blacklisting, suspension or

cancellation of license, removal or demolition of unauthorized structures, recovery of removal costs, and initiation of legal proceedings, as applicable.

The nature, quantum, and extent of penalties shall be governed strictly by applicable municipal bye-laws, State/UT policies, and relevant statutory provisions.

In case any advertisement/hoarding submitted is found to be in violation of applicable laws, guidelines, or compliance requirements, the liability shall primarily rest with the originator of the advertisement/hoarding, as the content owner and beneficiary.

However, if the violation arises due to misrepresentation, concealment of facts, procedural non-compliance, or unauthorized actions undertaken by the intermediary, shall be held accountable and may be subject to penalties, suspension of registration, or blacklisting by the ULB which reserves the right to determine liability based on the nature and extent of the violation.

5.1.12. Advertisement Type

Advertisement Type / Category refers to the classification of an advertisement or hoarding as notified by the concerned Urban Local Body (ULB) or State/UT authority, typically based on the format, structure, display medium, or nature of installation (for example, hoarding, pole kiosk, gantry, wall-mounted display, rooftop hoarding, digital/LED display, or temporary banner).

This category is used to determine the applicable eligibility criteria, structural specifications, zoning restrictions,

safety requirements, validity period, and fee structure, strictly in accordance with the relevant municipal bye-laws, outdoor advertisement policy guidelines, rules, or administrative notifications.

The classification framework is intended to support regulatory clarity and extensibility for inclusion of new or emerging advertisement formats as permitted under State/UT regulations.

5.1.13 Validity

Validity refers to the period for which an advertisement permission remains effective from the date of issue.

5.1.14 Advertisement & Hoarding Permission Status

Advertisement Permission Status refers to the operational state of an Advertisement License, Registration, or Permission Certificate issued by the concerned Urban Local Body (ULB) or competent authority.

The status indicates whether the advertisement is legally authorized for display and determines its enforceability under applicable municipal regulations.

5.1.14.1 Valid

The Advertisement Permission is within its prescribed validity period and remains legally authorized for display, subject to compliance with approved conditions, structural specifications, and applicable regulations.

5.1.14.2 Lapsed

This is the status of an Advertisement Permission when it has exceeded its prescribed validity period and has not been renewed within the timelines specified by the ULB or competent authority.

A lapsed permission renders the advertisement unauthorized unless renewed in accordance with applicable bye-laws or policy provisions.

5.1.14.3 Suspended

This is the status of an Advertisement Permission when the certificate, though originally issued, is temporarily suspended by the ULB or competent authority due to non-compliance, safety concerns, violation of terms and conditions, pending dues, or other regulatory reasons.

During the suspension period, the advertisement shall not be displayed unless reinstated in accordance with prescribed procedures.

5.1.14.4 Cancelled

This is the status of an Advertisement Permission when the certificate issued is formally revoked by the ULB or competent authority due to serious violations, misrepresentation, repeated non-compliance, public safety risks, or other grounds specified under applicable regulations.

Upon cancellation, the advertisement shall be treated as unauthorized and may be subject to removal, penalty, or

enforcement action as per municipal bye-laws.

5.1.15. Advertisement & Hoardings Permission Type

Application Type refers to the category of request submitted under the Advertisement & Hoardings Management service for grant, continuation, modification, or withdrawal of advertisement permission within the jurisdiction of the concerned Urban Local Body (ULB).

5.1.15.1 New Permission

New Permission refers to an application submitted for first-time installation and display of an advertisement or hoarding within the jurisdiction of the ULB.

The application shall be submitted along with the requisite documents, structural safety certifications (where applicable), site ownership/authorization proof, and applicable processing and advertisement fees as prescribed by the ULB under relevant municipal bye-laws or policy guidelines.

5.1.15.2 Renewal

Renewal refers to an application submitted to extend the validity of an existing Advertisement Permission or License.

The renewal application shall reference the original Application ID and/or License Number and must be submitted within the time frame specified by the ULB or competent

authority. Renewal shall be subject to verification of compliance, payment of applicable fees and dues, and submission of updated documents where required.

5.1.15.3. Cancellation

Cancellation refers to an application submitted to voluntarily cancel an existing Advertisement Permission prior to expiry.

Cancellation may be initiated due to reasons such as discontinuation of advertisement display, removal of the structure, expiry of lease/authorization for the site, closure of business, or any other reason permitted under applicable regulations.

The competent authority may cancel the Advertisement Permission after due verification and settlement of outstanding dues, if any.

5.1.15.4 Transfer (Mutation)

Transfer (Mutation) refers to an application submitted for transfer of an existing Advertisement Permission from one permit holder to another.

Such transfer may occur due to change in ownership of the property, change in advertising agency, business transfer, lease assignment, or other lawful arrangements, subject to submission and verification of prescribed authorization documents and payment of applicable transfer fees.

Approval of transfer shall be granted by the competent authority in accordance with municipal bye-laws.

5.1.15.5 Modification / Correction

Modification or Correction refers to an application submitted for rectification of errors or for approved changes in the details of an existing Advertisement Permission.

This may include correction of applicant details, change in advertisement content category, modification of size within permissible limits, change in illumination type, or other registration attributes, subject to scrutiny and approval by the competent authority.

5.1.16. Assessment Year

Assessment Year refers to the year for which an Advertisement Permission, License, or Registration is assessed, processed, billed, or renewed by the Urban Local Body (ULB) or the concerned competent authority.

The Assessment Year is used for administrative, revenue, accounting, reporting, compliance purposes and enables:

- Alignment of advertisement and hoarding records with the applicable financial year
- Aggregation and comparison of advertisement revenue, permissions granted, renewals, and enforcement actions across defined periods

- Linking of billing, demand generation, payment records, penalties and renewal information to a structured assessment cycle
- Monitoring of annual advertisement targets, collections and regulatory compliance

The Assessment Year shall typically correspond to the year defined by the Government of India (1 April to 31 March).

5.1.17. Billing Details

Billing Details refer to the information related to bills generated during the processing of an Advertisement Permission application, including new permission, renewal, transfer, modification, penalty assessment, or any other applicable request type.

Billing Details support revenue assessment, demand generation, accounting, reconciliation, audit tracking, and financial reporting for Advertisement & Hoardings Management services delivered by the Urban Local Body (ULB).

5.1.17.1 Bill ID

Bill ID is a unique identifier assigned to each bill generated against an Advertisement Application or License for accounting and tracking purposes.

It enables traceability of financial transactions linked to a specific Application ID, License Number, or Assessment Year.

5.1.17.2 Bill Amount

Bill Amount refers to the total amount payable by the applicant or permit holder against a generated bill.

The Bill Amount may include:

- Advertisement display fees (based on size, location, and category)
- Processing or scrutiny fees
- Renewal charges
- Transfer or modification fees
- Penalties or compounding charges, if applicable
- Applicable taxes, cess, or surcharges

The Bill Amount shall be determined strictly in accordance with the fee structure prescribed by the ULB or competent authority under applicable municipal bye-laws or policy guidelines.

5.1.17.3 Billing Date

Billing Date refers to the date on which a bill is generated in the system during the application, renewal, or enforcement process.

This date is used for accounting, demand tracking, and reporting purposes.

5.1.17.4 Due Date

Due Date refers to the date by which the bill raised for an Advertisement Permission application or related service must be paid.

In case of non-payment by the prescribed due date, penalties, interest, late fees, suspension of permission or other enforcement

actions may be initiated as per applicable municipal regulations.

5.1.17.5 Payment Status

Payment Status indicates the current status of payment against a raised bill.

This status enables monitoring of outstanding dues, reconciliation of receipts, financial audit compliance, and enforcement tracking.

Payment Status may typically include states such as Pending, Partially Paid, Paid, Overdue, or Cancelled, as defined by the system configuration and municipal rules.

5.1.18 Payment Details

Payment Details refer to the information related to payments made by the applicant, permit holder, or authorized agency towards bills raised for Advertisement & Hoardings Management services including new permission, renewal, transfer, modification, penalty settlement, or other applicable request types.

These details support revenue accounting, financial reconciliation, audit compliance, and transaction tracking for Advertisement and Hoardings services delivered by the Urban Local Body (ULB).

5.1.18.1 Receipt ID

Receipt ID is a unique identifier generated upon successful completion of payment and recording of transaction details in the municipal accounting system.

The Receipt ID serves as proof of payment and enables traceability of financial transactions against the corresponding Bill ID, Application ID, or Advertisement License Number.

5.1.18.2 Payment Date

Payment Date refers to the date on which the applicable advertisement fees, renewal charges, penalties, or other dues are paid by the applicant or permit holder and officially recorded in the municipal accounting system.

The Payment Date is used for accounting, reconciliation, audit verification, and determination of compliance with prescribed due dates.

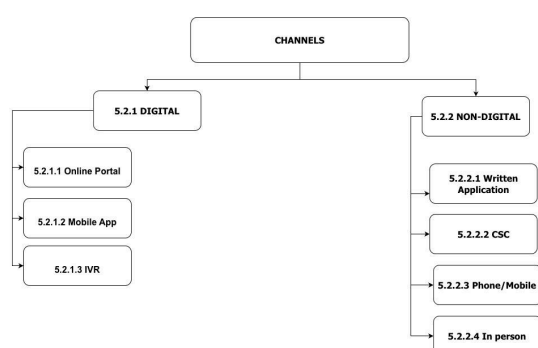


FIG. 3: Channels

5.2 Channel

Channels or Mode refer to the mediums through which Advertisement and Hoarding permission services are made available to applicants for submission of applications, document upload, payment of prescribed fees, status tracking, approval issuance, renewal, and other related regulatory processes. The availability of multiple channels supports accessibility, operational continuity and administrative efficiency across diverse stakeholder groups, including advertisers, agencies, and property owners. See Fig. 3.

Advertisement and Hoarding permission services may be delivered through digital and non-digital channels, as made available by the concerned Urban Local Body, Development Authority, Cantonment Board or other competent authority, in accordance with applicable laws and governance frameworks.

5.2.1 Digital

Online submission, GIS tagging, payments, and tracking.

5.2.1.1 Online Portal

Web portals or web applications for Advertisement and Hoardings refer to digital platforms developed for managing permissions related to advertisements and hoardings. These portals broadly include facilities for assessment and fee calculation, maintenance of application and owner details and online payment of applicable fees through integrated payment gateways. The portals may be developed and operated by National, State, or Urban Local Body (ULB) authorities as part of their e-governance service delivery mechanisms.

In the case of an integrated city- or State-level system, the platform shall consolidate information pertaining to all approvals required for granting advertisement and hoarding permissions. Where multiple departmental clearances are involved, the system shall automatically route the application to the concerned departments during the approval process, ensuring transparency, coordination and minimal procedural burden for the applicant.

5.2.1.2 Mobile App

A mobile application, also referred to as a mobile app or simply an app, is a computer program or software application designed to run on a mobile device such as a phone, tablet, etc.

5.2.1.3 IVR

Interactive Voice Response (IVR) is a technology that enables citizens to interact with a computer-operated telephone system using voice inputs and DTMF tones through a keypad. In the context of Advertisement and Hoardings services, the IVR system may be used to record service-related requests, applications, or grievances, which shall be reviewed and registered in the system by the call centre operator. The call centre operator may contact the applicant in cases where the information provided is incomplete or where additional clarification is required.

5.2.1.4 Phone/ Mobile

Phone/Mobile, is a portable device for connecting to a telecommunications network in order to transmit and receive voice, video, or other data.

5.2.2 Non-Digital

Manual submission and physical inspections where digital access is limited.

5.2.2.1 Written Application

A written application refers to a channel for availing permissions related to advertisements and hoardings, wherein the applicant submits an application in the prescribed form or format, addressed to the Municipal Commissioner or the competent authority, seeking approval

for new installations or renewal of existing advertisements or hoardings.

5.2.2.2 CSC

Common Service centers are the access points for delivery of various services using Information and Communication Technology (ICT). CSCs were introduced under the National E-government Project by the Government of India.

5.2.2.4 In Person

A person/s can walk in to the municipal office/ ward office to submit their Advertisement & Hoardings application.

5.2.2.5 Ward Employees

Ward employees are officials of the Municipal Council or Municipal Authority responsible for administrative functions within their respective wards. In the context of Advertisement and Hoardings services, applications for permissions may be submitted through the concerned ward employees within whose jurisdiction the advertisement or hoarding is proposed or installed.

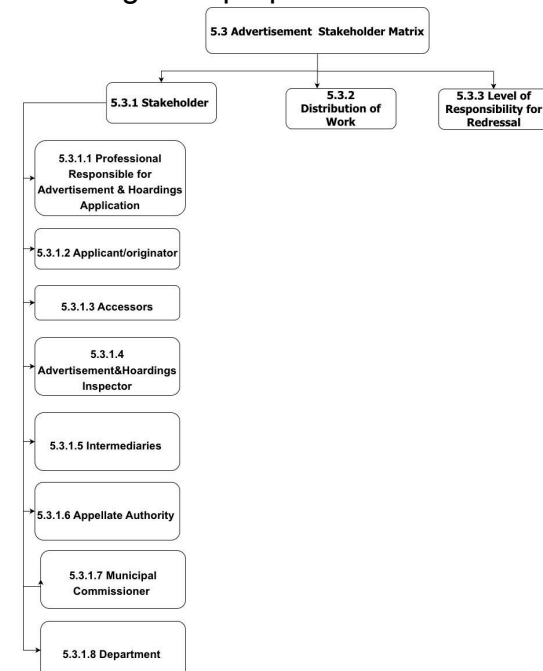


FIG.4 : STAKEHOLDER MATRIX

5.3 Advertisement Stakeholder Matrix

Stakeholder matrix captures the stakeholders including the distribution of work area, level of responsibility and Service Level Guarantee of various stakeholders within the ULB and/ or contracted organizations based on ward / locality/jurisdiction, service /issue category. See Fig.4.

5.3.1 Stakeholder

Stakeholder refers to any individual, entity, authority, or institution that has a direct or indirect interest, role, responsibility, or regulatory involvement in the Advertisement and Hoarding permission lifecycle. This includes parties engaged in application, approval, regulation, enforcement, revenue realization, compliance monitoring or impact oversight. Stakeholders may comprise applicants (advertisers, agencies, property owners), the concerned Urban Local Body or competent authority, structural and safety certifying professionals, enforcement agencies, financial and audit authorities and any other department or body notified under applicable municipal laws, State policies, or bye-laws.

5.3.1.1 Professional Responsible for Advertisement & Hoardings Application

The Professional Responsible for Advertisement & Hoardings refers to the qualified professional/ stakeholder responsible for drafting (if applicable), assessing and/ or approving the application (such as an architect, fire safety expert, contractor, structural designer) before submitting it to the ULB.

5.3.1.2 Applicant / Originator

Applicant means the originator of the Advertisement & Hoardings application who requests the service.

5.3.1.3 Assessors

An assessor is a ULB official who determines the value of a Advertisement & Hoardings fee for revenue purposes. The value an assessor derives is used to calculate future Advertisement & Hoardings rate.

5.3.1.4 Advertisement & Hoardings Inspector

A Advertisement & Hoardings Inspector is a person who has been appointed by a government department or agency to perform physical verification of the Advertisement site compliance and enforcement duties.

5.3.1.5 Intermediaries

Intermediary is the individual, group of persons (Volunteers) or organizations (NGOs, Trusts etc.) who initiated the Advertisement & Hoardings request or application on the behalf of the originator who lacks the capacity to use any channels which are provided by the ULB. These intermediaries should be registered with the ULBs in order to provide their services to the originator (who is either from marginalized section, illiterate or differently abled) and should not charge extra money from the originator.

The application submitted by the intermediaries for the originator who is capable of filling their own request will not be considered by the ULBs.

5.3.1.6 Appellate Authority

Appellate Authority is the authority or representative of the authority

assigned to review the procedures and decisions or assessment of Advertisement & Hoardings fee to make sure that the proceedings were fair and that the proper law/regulation are applied appropriately.

5.3.1.7 Municipal Commissioner

Commissioner of the ULB or municipal body means an officer appointed by the Government and includes an Additional Director, a Joint Director, Deputy Director, or any other officer of the Government authorized by it to perform the functions of the Commissioner and Director of Municipal Administration.

5.3.1.8 Department

Department/Competent Authority means any department or authority of a local/ municipal body or government agency responsible for giving permissions for Advertisement & Hoardings as per relevant statutes, rules, regulations, and bye-laws.

5.3.2 Distribution of Work Area

This refers to the ward and/or sectors within ULB or any competent department for which each of the stakeholders are responsible.

5.3.3 Level of Responsibility for Redressal

In order to ensure that applications are resolved within the prescribed time norm, escalation levels of responsibility for redressal are mapped.

5.4 Processes

The service shall follow an end-to-end lifecycle for Advertisement and Hoardings management, covering

application submission, approval, monitoring, enforcement, appeal, and closure of the case, ensuring transparency and regulatory compliance at each stage.

A process through which an application is created for Advertisement and Hoardings with the Municipal Authority or other competent authority, including applications for new permissions, renewal of existing permissions, or transfer of permission.

5.4.1 Application Creation

A process by which an application is created for Advertisement and Hoarding at the municipal authority or any other competent authority such as new advertisement and hoardings application, renewal, or transfer.

5.4.2 Acknowledgement

The process to acknowledge the new registration/renewal by the ULBs. An acknowledgement slip or receipt is generated post acknowledgement of the application. An application ID is generated in this case. Acknowledgement may be automatic or manual (if the Advertisement & Hoardings request is received through a non-digital channel). Application status post acknowledgment is changed to acknowledged. See Fig. 5.

5.4.2.1 Channels

Refer section [5.2](#)

5.4.2.2 Application ID

Refer section [5.1.3](#)

5.4.2.3 Application Status

Refer section [5.1.4](#)

5.4.2.4 Register

Refer section [5.5.2](#)

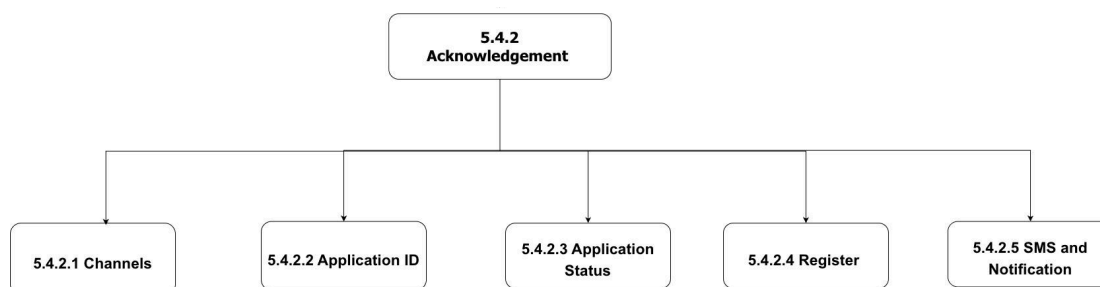


FIG.5 : ACKNOWLEDGEMENT

5.4.2.5 SMS & Notifications

These are the notifications sent to citizens informing them about the Advertisement & Hoardings being registered on the system.

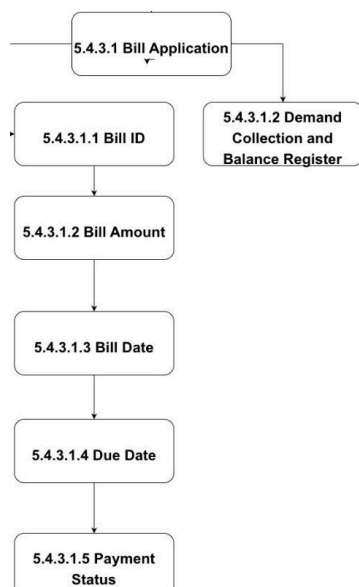


FIG.6 : APPLICATION & BILLING PAYMENT

5.4.3 Application, Billing & Payment

Application Billing & Payment is the process of generating bill (demand) against a new application by the ULB and subsequent payment of the same by the applicant. See Fig.6.

5.4.3.1 Application Billing

The process by which an application bill is generated during the process of a new application.

5.4.3.1.1 Application Bill

It is the initial bill generated for the application/inspection fee for the applied Advertisement & Hoardings. Inspection bill consists of application processing fee and inspection fee amount.

5.4.3.1.1.1 Bill ID

Refer section [5.1.17.1](#)

5.4.3.1.1.2 Bill Amount

Refer section [5.1.17.2](#)

5.4.3.1.1.3 Billing Date

Refer section [5.1.17.3](#)

5.4.3.1.1.4 Due Date

Refer section [5.1.17.4](#)

5.4.3.1.1.5 Payment Status

Refer section [5.1.17.5](#)

5.4.3.1.2 Demand Collection Balance Register

The Demand Collection Balance (DCB) Register is a key financial record used in ULBs to track the status of revenue collection including Advertisement & Hoardings collections. It helps in monitoring demand raised, collection received, and outstanding balance for various

services under Advertisement & Hoardings revenue.

5.4.3.2 Demand Notice Generation

This is the process in which a bill (demand) is generated and served to the applicant.

5.4.3.3 Application Bill Payment

Payment is the voluntary tender of money or its equivalent paid by citizens against the bill generated.

5.4.3.3.1 Receipt ID

Refer section [5.1.18.1](#)

5.4.3.3.2 Mode of Payment

It means mode of payment of bill amount by the applicant.

5.4.3.3.2.1 Digital payment

A digital payment occurs when the payment for processing the application and Advertisement & Hoardings fees could be done via digital and electronic medium, such as using debit card, credit card, payment gateway etc.

5.4.3.3.2.2 Non-Digital payment

Non-digital payment refers to the mode of payment of money in physical form like cash, demand draft, cheque, etc.

5.4.3.3.3 Payment Date

Refer section [5.1.18.2](#)

5.4.3.3.4 Demand Collection Balance Register

Refer section [5.4.3.1.2](#)

5.4.4 Assessment

The process by which the documents were scrutinized by the concerned department with the support of other related departments. The assessment is conducted online or offline by the officer assigned based on the location/area. Application status in this case is assigned. See Fig.7.

5.4.4.1 Types of Assessment

Types of assessment is the classification of assessment processes undertaken to provide service.

5.4.4.1.1 Issue of New Certificate

Assessment process undertaken while issuing a certificate for the first time.

5.4.4.1.2 Re-Assessment

Assessment process undertaken to determine new fee based on the change in the usage of an existing Advertisement or change in the Advertisement type details.

5.4.4.1.2.1 Change in Name of Applicant

Assessment process undertaken during change in name of applicant.

5.4.4.1.2.2 Change in Advertisement Type Details

Assessment process undertaken during change in advertisement details which is mentioned in the advertisement application.

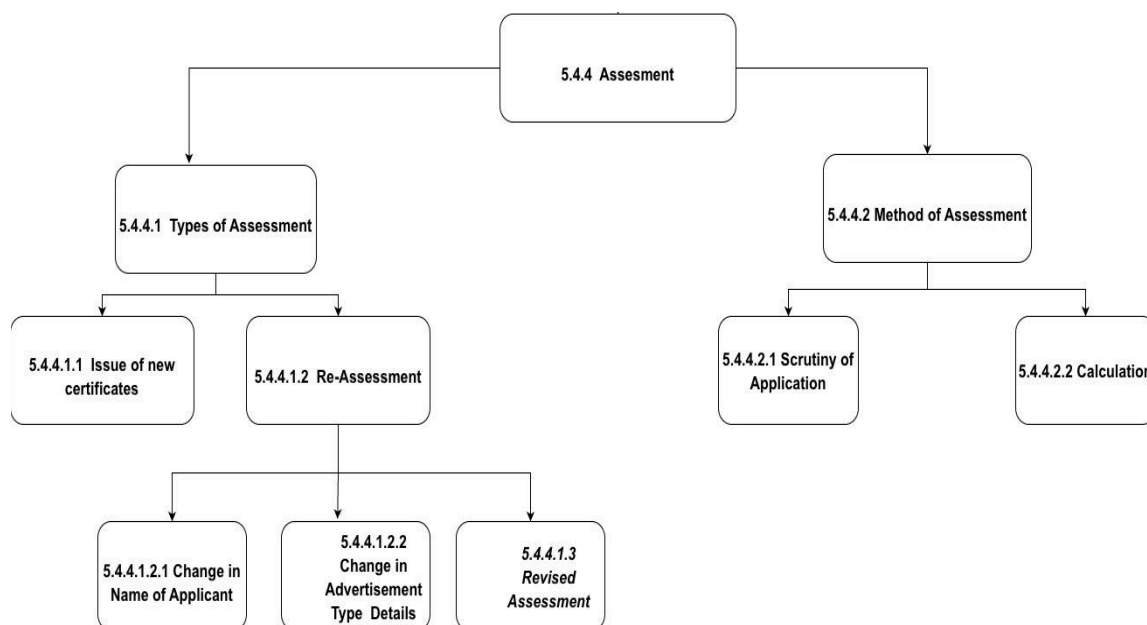


FIG. 7 : ASSESSMENT

5.4.4.1.3 Revised Assessment

An assessment process undertaken for revising the assessed value of Advertisement and Hoardings permissions, based on periodic revisions in applicable rates as per local laws or due to identified changes in relevant assessment parameters. Revised assessment may also be carried out pursuant to an appellate decision resulting in modification of the applicable permission fee.

5.4.4.2 Method of Assessment

This means different methods undertaken to assess the Advertisement and Hoardings Fees.

5.4.4.2.1 Scrutiny of Application

An initial assessment is conducted upon submission of an application for Advertisement and Hoardings, wherein the assessing officer undertakes scrutiny of the application and supporting documents. During this stage, Urban Local Body (ULB) officials may verify the submitted information, carry out preliminary

checks, generate applicable inspection fees, permission fees, and inspection notices, as required.

5.4.4.2.2 Calculation

Calculation refers to the process of determining the applicable fees for Advertisement and Hoardings permissions based on the criteria specified in the relevant State Municipal Acts or as notified by the Municipal Commissioner or competent authority. The fee calculation process may involve one or a combination of methods, using various attributes related to the advertisement or hoarding, such as property identification details, type of advertisement/hoarding, location and zoning, land use, structural details, size and duration, request type (new, renewal, or transfer), and any other relevant parameters, to arrive at the payable fee amount. See Fig.8.

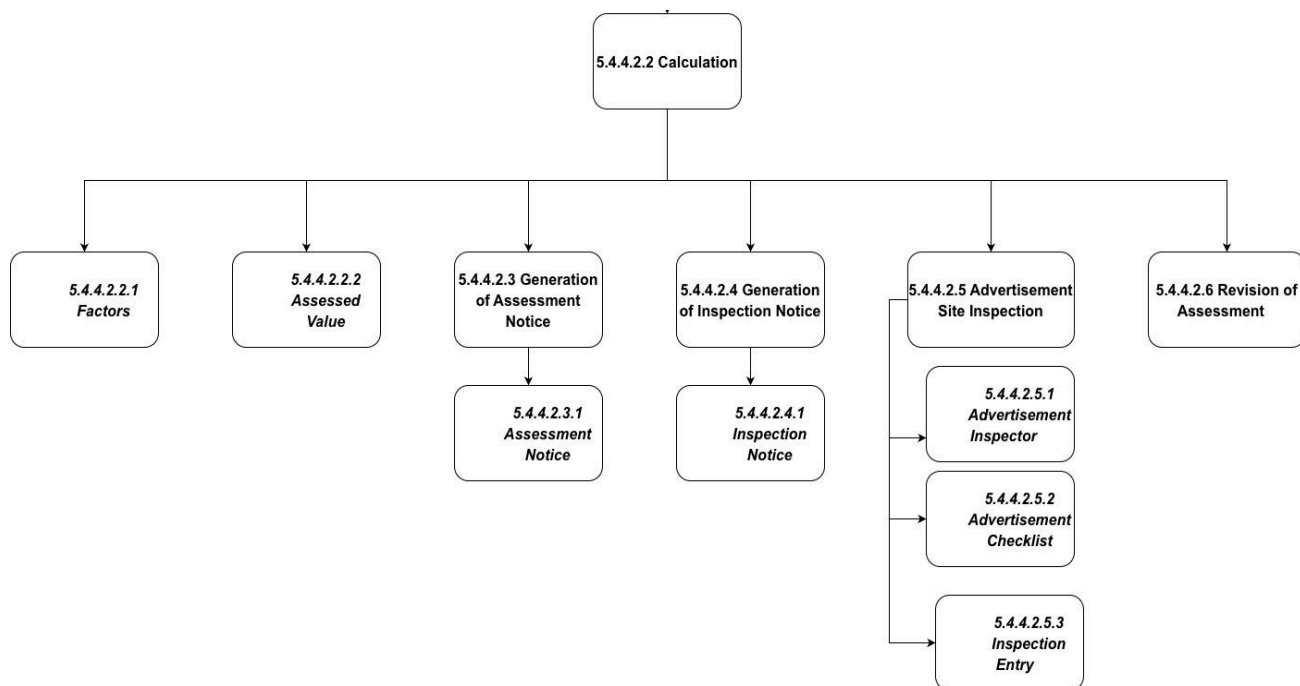


FIG.8 CALCULATION

5.4.4.2.2.1 Factors

These are the factors associated with Advertisement and Hoardings permissions and are used across various service processes such as assessment, fee calculation, and billing.

5.4.4.2.2.2 Assessed Value

For the purpose of determining Advertisement and Hoardings fees, the structure or site is assessed based on parameters such as location, type, height, design, size, and applicable planning norms, including Floor Area Ratio (FAR), where relevant. The value thus determined is referred to as the assessed value. Upon completion of inspection and verification of relevant parameters, the assessed value is converted into the applicable permission fee (demand), which may also include inspection charges.

5.4.4.2.3 Generation of Assessment Notice

This is the process in which assessment notice is generated and shared with the applicant.

5.4.4.2.3.1 Assessment Notice

An assessment notice is a communication issued to the applicant indicating the assessed value determined for Advertisement and Hoardings permissions based on the applicable assessment parameters. This notice does not constitute the final bill and serves as an interim communication for informing and confirming the proposed fee prior to finalization.

5.4.4.2.4 Generation of Inspection Notice

This is the process in which Inspection notice is generated and shared with the applicant.

5.4.4.2.4.1 Inspection Notice

Inspection notice is the notice served to the applicant notifying them about the planned time of inspection by the inspection officer.

5.4.4.2.5 Advertisement Site Inspection

Site inspection is a process undertaken by the concerned authority officials to verify compliance of the advertisement or hoarding with prescribed safety norms, guidelines, and regulatory requirements. This inspection is carried out after scrutiny of the application. In cases of non-compliance, violations of applicable rules, or upon receipt of a complaint, a Show Cause Notice may be issued to the applicant.

5.4.4.2.5.1 Advertisement Inspector Refer section [5.3.1.4](#)

5.4.4.2.5.2 Advertisement Checklist

Refer section [5.1.3](#)

5.4.4.2.5.3 Inspection Entry

It means reporting the details of inspection post ground inspection by the inspector such as inspection time, details, notes etc. Application status in this case is inspected or rejected.

5.4.4.2.6 Revision of Assessment

A revised assessment notice is a communication issued to the applicant

indicating the updated assessed value for Advertisement and Hoardings permissions, determined on the basis of findings from the actual site inspection. The revised assessment notice is thereafter shared with the applicant for information and further action.

5.4.5 Appellate

Appeal refers to the process initiated after the assessment is communicated, wherein the applicant is aggrieved by the fixation or charging of fees related to Advertisement and Hoardings permissions. The appeal process may be initiated through submission of a prescribed appeal application or a written appeal to the competent authority for review and redressal. See Fig.9.

5.4.5.1 Grievance ID

Grievance ID is a unique identifier allotted to the grievance by the Concerned Authority for the purpose of grievance recording, allocation, assessment, follow up, and appeal.

5.4.5.2 Reason for Appeal

Reason for appeal is the reason as captured in assessment notice or bill because of which an aggrieved person appeals to the appellate authority for necessary action.

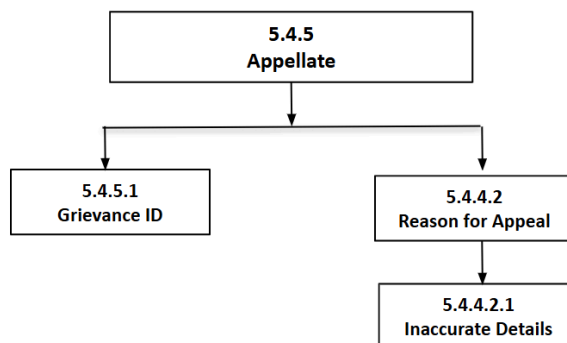


FIG. 9: Appellate

5.4.5.2.1 Inaccurate Details

An appeal has been filed by the aggrieved person citing discrepancies in the assessment notice, such as incorrect advertisement type, size, details, etc.

5.4.6 Advertisement Billing & Payment

Advertisement & Hoardings billing & payment is the process of generating bill (demand) against the calculated and approved advertisement fee by the concerned authority and subsequent payment of the same by the applicant.

5.4.6.1 Advertisement & hoarding Billing

The process by which an advertisement and hoarding fee bill is generated based on factors post assessment and verification of the application. Application status in this case is pending for payment

5.5 Advertisement Reports and KPIs

Enable monitoring of:

- Compliance
- Revenue

- Digital adoption
- SLB adherence

5.5.1 Advertisement & Hoardings Reports

The Reports for Advertisements and Hoardings provide comprehensive information related to permissions and approvals issued through various governance channels.

These reports capture details such as applications received, approvals granted, renewals, rejections, validity periods, locations, and compliance status of advertisement and hoarding installations. The reports should be systematically maintained and updated by the Urban Local Bodies (ULBs) to ensure effective monitoring, regulation, and transparency. See *Fig.10*.

5.5.1.1 Advertisement & Hoardings Status Report

Provides an overview of all Advertisement and Hoardings applications issued, pending, or rejected to track processing efficiency.

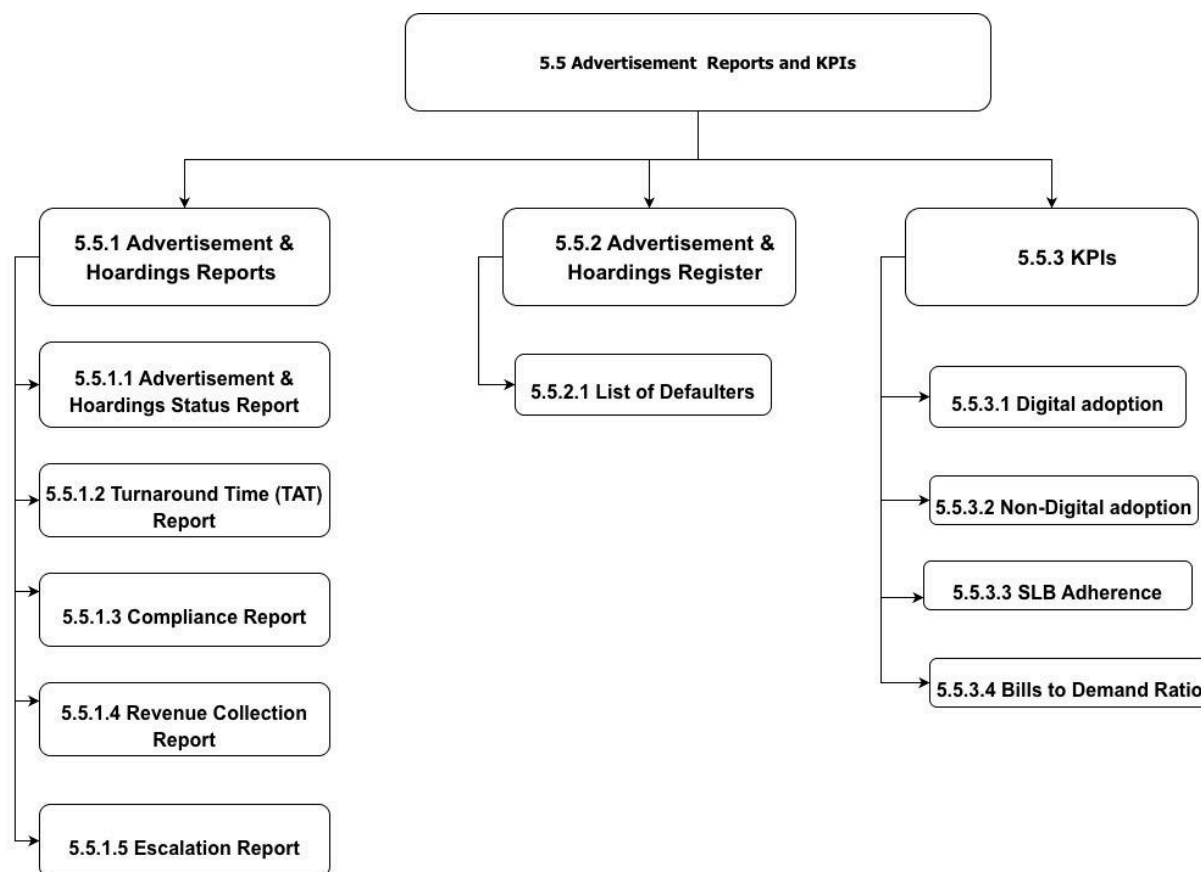


FIG. 10:REPORTS & KPI's

5.5.1.2 Turnaround Time (TAT) Report

Measures the time taken to process Advertisement & Hoardings , helping identify delays in approvals.

5.5.1.3 Compliance Report

Ensures issued Advertisement & Hoardings adhere to legal and regulatory requirements.

5.5.1.4 Revenue Collection Report

Tracks revenue generated from Advertisement & Hoardings fees and pending payments.

5.5.1.5 Escalation Report

Identifies Advertisement & Hoardings that exceed standard processing timelines and need intervention.

5.5.2 Advertisement & Hoardings Register

The Advertisement and Hoardings Register provides comprehensive information on the total number of permissions/certificates issued by the respective ULBs or concerned authorities. This report offers a clear view of key indicators such as the total number of certificates issued, number of new certificates, number of certificates renewed, number of certificates pending for renewal, inspection details, and the amount of revenue collected.

As most ULBs and States/UTs are transitioning towards digital systems, this holistic Advertisement and Hoardings Register report shall be system-generated to ensure accuracy, efficiency and transparency.

5.5.2.1 List of Defaulters

List of Defaulters or Defaulter's register provide details of Advertisement & Hoardings defaulters, in a given interval. A defaulter is a person or body that has not paid last or previous bills after the due date.

5.5.3 KPIs

This refers to KPIs that should be captured for Advertisement & Hoardings management.

5.5.3.1 Digital adoption

Digital Adoption means utilizing a digital channel to apply and obtain an Advertisement & Hoardings license.

5.5.3.2 Non-Digital adoption

Non-digital adoption in the context of Advertisements and Hoardings refers to the extent to which individuals or organizations rely on traditional, offline methods to access, process, and complete related services and transactions. This includes physical visits to municipal offices, manual submission of documents, in-person approvals, and paper-based applications for permissions and renewals

5.5.3.3 SLB Adherence

SLB Adherence means the number of applications processed by the ULB within the SLB (time, escalation matrix) as determined by the State / ULB specific law / rule / notification / government order.

5.5.3.4 Bills to Demand Ratio

This means comparing the number of generated bills with respect to the number of demands generated for applied Advertisement & hoardings requests to account collections by the fees.

#	Indicator	Description
a.	% of applicants applying for Advertisement / Hoarding permissions through offline/manual processes	Measures reliance on physical submission of advertisement permission applications (including forms, drawings, structural certificates) instead of online portals.
b.	% of Advertisement/Hoarding fee payments made via cash, cheque, or demand drafts	Indicates preference for non-digital payment methods over online payment gateways for advertisement tax, display fees, or penalties.

c.	% of advertisement permissions processed via in-person verification and manual approval	Tracks dependency on physical inspections, file movement, and manual scrutiny for granting advertisement display permissions.
d.	% volume of advertisement applications handled through offline counters vs. digital platforms	Compares the workload managed by physical advertisement departments/counters with online systems. Reflects digital adoption levels.
e.	% of advertisement permissions issued beyond Service Level Benchmark (SLB) due to manual processes	Evaluates delays in granting advertisement or hoarding permissions caused by physical file movement, manual approvals, or inspection backlogs.
f.	Average processing time for advertisement permission through manual submission vs. digital mode	Measures efficiency gap between offline submission (physical scrutiny and approval chain) and streamlined digital workflow systems.
g.	Citizen / Agency feedback score on ease of obtaining advertisement permissions through offline channels	Captures satisfaction levels of advertisers, agencies, and businesses regarding accessibility, transparency, and ease of manual processes.
h.	% of unauthorized hoardings identified due to absence of digital tracking	Assesses enforcement gaps arising from lack of GIS-based or system-tracked advertisement inventory.
i.	% of advertisement inventory mapped digitally vs. manually maintained registers	Evaluates digitization level of hoarding locations, size, tenure, and ownership records.
j.	Revenue leakage estimated due to manual assessment and billing processes	Measures financial inefficiencies caused by manual calculations,

		under-assessment, or delayed billing.
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Annex A: Sample Parameters and Specifications for location

Attribute Name	Locational Specification	Data Type	Mandatory (Yes/No)
Advertisement/Hoarding registration ID	Unique identifier assigned to each advertisement/hoarding application issued by the authority.	Varchar (50)	Yes
Advertisement/Hoarding Type	Type of advertisement/hoarding (e.g., billboard, wall wrap, digital display, kiosk, temporary banner), as notified.	Varchar (100)	Yes
Application / Permission Status	Status of application	Enum	Yes
Permission validity period	Duration for which the permission remains valid (Start Date – End Date).	Date Range	Yes

Advertisement / Hoarding Registration ID – A unique identifier generated by the issuing Urban Local Body (ULB) or competent authority for each Advertisement or Hoarding application or permission certificate. It is used for tracking applications, approvals, renewals, inspections, penalties (if any) and regulatory compliance.

Advertisement / Hoarding Type – The category of Advertisement or Hoarding as notified by the concerned ULB or State authority, typically based on format, size, structure, technology (static/digital), or installation type (temporary/permanent). This classification is used to determine applicable regulations, structural requirements, fee structure and compliance conditions.

Application / Permission Status – The current stage of the Advertisement/Hoarding application or permission lifecycle, used to track processing and enforcement. Typical statuses may include submitted, under scrutiny, approved, rejected, pending for payment, expired, suspended, revoked, or removed, as applicable.

Permission Validity Period – The timeframe for which an Advertisement or Hoarding permission remains valid as prescribed under applicable municipal bye-laws, outdoor advertisement policies, or government notifications. Where temporary permissions are granted (e.g., for events or festivals), the validity period shall reflect the approved duration. In cases requiring renewal, expiry dates shall trigger renewal workflows as per system configuration.

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