

**Government of Punjab**  
**Department of Water Supply and Sanitation**  
**Advertisement policy- 2016**

No: \_\_\_\_\_ The Governor of Punjab is pleased to notify the advertisement policy -2016 for the Department of Water Supply and Sanitation Punjab.

- 1.0 **Background**-Department of Water Supply and Sanitation has been providing potable drinking water to all the villages in the state of Punjab through its network of around 8000 water supply schemes. Each water supply scheme consists of one OHSR apart from the other supporting infrastructure and distribution network. Generally, being the highest point in the immediate surrounding with large surface area, these OHSR have lot of potential for the display of advertisements. As of now, there are 137 OHSRs which are located on the national highways, 380 OHSRs on the State highway , 3543 OHSRs are located on the village link roads and 3000 OHSR are located within the respective villages. This policy aims to tap the advertising potential of these OHSR in a regulated manner. Whereas, the policy aims at tapping the advertisement potential of these OSHR to generate additional revenue for the O&M of Rural Water Supply and Sanitation schemes, it shall also ensure that the advertisements so displayed are in conformity with the guidelines laid by the government and courts in this regard.
- 2.0 **Application:** The policy will be applicable to all advertisements to be done on surface area available on the water tank portion of overhead service reservoirs(OHSRs) constructed by Department of Water Supply and Sanitation.
- 3.0 **Definition:** Advertisement means any word, sign, character, letter, representation or illustration applied to the surface area available on the water tank portion of OHSR and displayed by way of painting or fixing stickers to attract or to direct the public to any place, person, public performance, article or merchandise whatsoever.
- 4.0 **The Guiding Principles:**
  - a) To ensure that Outdoor Advertisement is not hazardous to traffic.
  - b) To generate revenue through advertisement.

- c) To discourage visual clutter.
- d) Advertisement should be driven by considerations of safety, aesthetics, decency and social ethics.

## 5.0 **Classification of advertisement**

5.1 The advertisement shall be broadly classified as follows:-

- a) Advertisement for self-advertisement in commercial areas.
- b) Advertisement relating to promotion of social activities, Public programmes of the Union of India or State Government or Municipal Authority;
- c) Advertisement relating to organization of exclusive social and religious functions / programmes.

5.2 DWSS shall identify and notify areas/ zones/ spaces where each of the above categories of advertisements can be installed or put up in keeping with the Policy.

## 6.0 **Advertisement and Road Safety**

An advertisement 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) If it distracts a driver at a critical time (e.g. making a decision at an intersection);
- d) If it obscures a driver's view of a road hazard (e.g. at corners or bends in the road);
- e) If it gives instructions to traffic to "stop", "halt" or other (e.g. give way or merge);
- f) If it imitates a traffic control device;
- g) If it is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users;
- h) If it is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous; and
- i) if is 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.

## **7.0 Content Criteria for Advertisement -**

**7.1** The Executive Engineer DWSS shall take action to modify or remove any advertisement that contravenes the following negative advertisements or that otherwise causes a traffic hazard:-

### ***List of Negative Advertisements***

- a) Nudity;
- b) Racial advertisements or advertisements propagating caste, community or ethnic differences;
- c) Advertisement promoting drugs, alcohol, cigarette or tobacco items;
- d) Advertisements propagating exploitation of women or child;
- e) Advertisement having sexual overtones;
- f) Advertisement depicting cruelty to animals;
- g) Advertisement depicting any nation or institution in poor light;
- h) Advertisement casting aspersion on any brand or person;
- i) Advertisement banned by the Advertisement Council of India or by any law for the time being in force;
- j) Advertisement glorifying violence;
- k) Destructive devices and explosives depicting items;
- l) Any psychedelic, laser or moving displays;
- m) Advertisement of weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
- n) Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
- o) Advertisements which may be obscene or contain pornography or contain an "indecent representation of women".
- p) Advertisement linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, and
- q) Political advertisements.
- r) Any other items considered inappropriate by the Executive Engineer DWSS.

- 7.2 Text elements on an advertisement should be easily discernible to traveling motorists. This will minimize driver distraction. Additionally, a sign shall be quickly and easily interpreted so as to convey the required advertisement message to the viewer and reduce the period of distraction.
- 7.3 The content or graphic layout exhibited on advertisement shall avoid hard-to-read and overlay intricate typefaces and have letters' style that are appropriate. Under no circumstances should the advertisement contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which is detrimental to smooth flow of traffic and distracts the drivers.
- 7.4 All signs shall be so designed as to maintain a proportion where, as a general rule, letters should not appear to occupy more than 20% of the sign area.

### **8.0 Conservation Areas.**

- 8.1 There are certain areas where advertisement is considered inappropriate due to the nature of the surrounding area. Under this Policy, the advertisement on surface area of OHSR shall not be allowed in the following areas:
- a) National Parks, district forests and water bodies in it;
  - b) Historical monuments, cremation grounds, graveyards and ruins;
  - c) World Heritage areas;
  - d) Areas classified as remnant endangered regional ecosystems; and
- 8.2 In rare and exceptional circumstances, applications for exceptions shall be considered on a case-by-case basis by the Executive Engineer DWSS.

### **9.0 Advertisement Byelaws.**

Advertisement Byelaws prescribing the manner of regulation and control of advertisement, prohibited areas and areas of special control and restrictions imposed in such areas, permissibility of different category of advertisement, permission criteria, and functions of the Advertisement Regulation Committee shall be framed by DWSS.

### **10.0 Imposition of Advertisement Taxes**

The Advertisement Tax shall be levied at rates as may be notified by the Government of Punjab.

## **11.0 Classification of OHSRs**

- 11.1** OHSRs shall be classified on the basis of their advertisement potential in three broad categories, namely category A, Category B and Category C. Category A shall have OHSRs having very high advertisement potential. Category B shall have OHSRs having moderate advertisement potential and Category C shall have OHSRs having low advertisement potential.
- 11.2** Within each category, the OHSRs shall further be arranged into two sub groups. Subgroup 1 shall contain all OHSRs with capacity  $\leq 50000$  ltr, whereas the subgroup 2 shall have all OHSRs with capacity  $> 50000$  ltrs
- 11.3** Reserve annual advertisement charges has been kept as under:
- For category A- sub group 1 OHSR is Rs. 60000/-
  - For category A- sub group 2 OHSR is Rs. 40000/-
  - For category B- sub group 1 OHSR is Rs. 30000/-
  - For category B- sub group 2 OHSR is Rs. 20000/-
  - For category C- sub group 1 OHSR is Rs. 15000/-
  - For category C- sub group 2 OHSR is Rs. 12000/-
- 11.4** Consequent upon the notification of the policy, the concerned Xen shall carry out the exercise to collect baseline data and categorize the OHSRs in various categories/ subgroups.
- 11.5** This categorization is dynamic and shall be reviewed once every 5 years.

## **12.0 Mode of allotment and payment terms**

- 12.1** The allotment of space / rights for display of Advertisement shall be done through e-tendering. The concerned Executive Engineer shall invite bids through e-tendering from vendors /agencies. One representative of Department of Rural Development and Panchayat, not below the rank of BDPO, will be nominated by that Department in the tender allotment committee.
- 12.2** Advertisement contract with the selected agency shall be made for a period of 3 years.
- 12.3** Three months advance rental charges shall be deposited by the successful bidder and thereafter, quarterly rental charges shall be paid by the firm in advance.

- 12.4 In case of delayed payment, interest @ 18% per annum shall be charged on the unpaid rental charges.
- 12.5 In case the agency defaults in depositing two successive quarterly payments, the contract shall be terminated without any notice.
- 12.6 The allotment may be extended for a maximum period upto five years for which the Department of Water Supply and Sanitation shall pass an order in writing for accepting or rejecting or modifying such a proposal.
- 13.0 Apportionment of the advertising revenue**
- 13.1 The total revenue earned through advertisement rentals received from the allotment shall be transmitted in full to the Bank account of respective Panchayat/ GPWSC for OHSRs maintained by Panchayat/GPWSC. In case, a particular scheme is being run by the DWSS, the share shall be deposited in the O&M account of the concerned division.
- 13.2 The revenue, deposited in the account of GPWSC or Xen DWSS shall be solely used for the O &M of the scheme.
14. Suggestion of traffic advisor appointed by Hon'ble Punjab and Haryana High Court will be taken by concerned Chief Engineer, before inviting bids.

Dated Chandigarh, the  
\_\_\_\_\_JULY 2016

AJOY KUMAR SINHA  
SECRETARY TO GOVERNMENT PUNJAB,  
DEPARTMENT OF WATER SUPPLY AND SANITATION