

No.724/6/L/L&C/83  
Government of India,  
Ministry of Defence (DG DE)  
West Block-4, R.K.Puram,  
New Delhi-66. Dec., '89

To

The Director, DE (By name)  
Ministry of Defence,  
Northern/Southern/Central/Eastern/Western Command,  
Jammu Cantt/Pune Cantt/Lucknow Cantt/Calcutta/Panchkula.

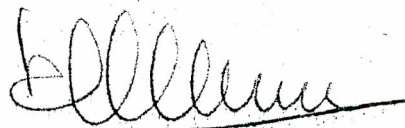
Subject : Advertisement hoardings on Defence lands.

In the matter of licencing of defence lands for setting up advertisement hoardings a decision has since been arrived at in the Ministry of Defence and a policy has been laid down therefor. In this connection, a copy of Ministry of Defence D(Lands) I.D.No.724/6/L/L&C/83 Vol-IV dated 20.11.1989 is sent herewith for information and immediate necessary action.

2. It must be noted that licencing of Defence land for any further period (wherever applicable) for setting up advertisement hoardings is to be strictly regulated in accordance with the policy finalised by the Ministry of Defence referred to above. It is also clarified that all other usual standard terms and conditions of disposal of sites for advertisement hoardings presently in vogue in the respective DEO circles concerned which are not contrary to or in conflict with the aforesaid Ministry of Defence policy decision may continue to remain applicable subject to their suitability being reviewed at the level of the DEO or the Director, DE the Command, as the case may be, at whose level the existing terms and conditions were finalised.

3. The DEOs in your jurisdiction in whose circle there exist cases pertaining to licensing of sites for advertisement hoardings may please be directed to forward one set of existing relevant auction notice, Tender Notice and agreement forms to this Dte.Gen by return of post for our reference in connection with a proposal for formulating standard forms therefor

4. Please acknowledge receipt.



Director General  
Defence Estates  
(K.M. Sebastian)

Copy to :-

(1) Director, DE, NIMA,  
Meerut Cantt.

) alongwith a copy of  
) aforesaid Ministry of  
) Defence ID.

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Ministry of Defence  
D(Lands)

Subject : Formulation of Policy for licencing of Defence lands for setting up advertisement hoardings.

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The immediate background for laying down a uniform policy for display of advertisement hoardings on defence lands has been provided for by the case relating to Bangalore where the sub-Area Commander, Bangalore issued a ban/objection to the renewal of existing licences of sites for display of advertisement hoardings in all numbering 84. These advertisement hoarding sites were licenced by public auctions held in April, 1985/May, 1985 for a period of two years and in the event of non renewal, the Government would have to bear an annual loss of about Rs. 7 lakhs. Such hoardings have been existing there for the last several years and the disposal of the sites earlier was being done by the local Military authorities themselves. The decision that this should be undertaken by the DEO was taken only in 1982. In 1987, the local Military authorities (Stn. Commander, Southern Command) had banned the hoardings in the Defence area on the ground that these hoardings posed security risk to the VVIPS passing through the concerned roads in the area.

In order that uniform principles/procedure on the licencing of defence lands for setting up advertisement hoardings are followed and that military point of view in this regard is also duly taken into consideration, the policy on the subject of licencing of defence lands for setting up and display of advertisement hoardings should be as follows :-

- i. In respect of defence lands situated in the metropolitan towns of Delhi, Calcutta, Madras and Bombay or adjacent to these towns the location of defence of advertisement hoardings on defence lands, distance between hoardings, their sizes and heights shall be decided by a Committee consisting of DEO, a representative of Station Commander, a representative of Police Commissioner and a representative of Municipal Corporation (or any other authority regulating and permitting advertisement hoardings in Municipal area adjacent to defence land) keeping in view aesthetic considerations, safety and public convenience. However, in regard to other defence lands outside Cantonments, the Committee shall consist of the Station Commander and the Defence Estates Officer. In so far as lands under his management is concerned, the DEO will dispose it off keeping in view the consideration mentioned above.

- ii. The licensing of defence land for the purpose of advertisement hoardings shall be done only by the Defence Estates Officer both in respect of defence lands placed under his management as well as other lands controlled by the Army/Navy/Air Force in respect of which, a no objection for the purpose will be given by the Station Commander concerned.
- iii. The period of licence in each case shall uniformly be two years. However in the event of defence or Government requirement or default or breach of any terms and conditions on the part of licensee, the licence shall be terminable by the Defence Estates Officer on giving one month's prior notice to the licensee and in such a case, no compensation shall be payable to the licensee.
- iv. Disposal of licences shall be made through public auction, a notice whereof shall be published at least fourteen days before the date of auction in two daily newspapers, one of which shall be in English and the other in the regional language of the region having circulation in the locality. Wide publicity of the auction shall also be made by affixing a copy of the notice at the notice board of the office of the DEO and by forwarding copies of the notice to principal public/Military offices in the vicinity for display on notice boards. A copy of the auction notice would also be sent to the last licensee of the site, if any.
- v. However, in cases where for reasons to be recorded in writing, the DEO is of the view that disposal of licences by public auction would be detrimental to the financial interest of the Government, he may with the prior approval of the Director, Defence Estates the Command dispose of the same by inviting tenders by a public notice. The tender notice shall be given similar publicity as in the case of public auction.
- vi. Subject to his satisfaction, the DEO shall be competent to accept the highest bid at public auction or the highest tender, as the case may be, where the amount of annual licence fee in respect of a site does not exceed Rs.25,000/+. For such amount exceeding Rs.25,000/-, the Director, Defence Estates the Command shall be the approving authority.

10% of the bid amount  
to be deposited with  
No. 724/6/L/L&C/83/2877/91  
D (L&S) dt. 20-11-89

vii. The successful bidder/tenderer shall have to deposit a security amount equal to six months licence fee. In addition, he shall also have to pay one year's licence fee in advance from time to time during licence period.

viii. In the event of termination/determination of licence by the DEO only proportionate part of the licence fee for the unexpired period of licence as may have already been paid by the licensee in advance shall be refunded to him.

3. The aforesaid decisions shall not be applicable to the lands inside Cantonments which are placed under the management of Cantonment Boards.

4. This issues with concurrence of Ministry of Defence(Finance) vide their u.o.No.3145/W-I/89, dated 16th November,1989.

Sd/-

(M.S. VIRDI)

Under Secretary

vii. The successful bidder/tenderer shall have to deposit a security amount equal to six months licence fee. In addition, he shall also have to pay one year's licence fee in advance from time to time during licence period.

D.G.D.E. D(Air-II)

Army HQrs. D(N-IV)

C.G.D.A. D(R & D)

D.A.D.S.

Ministry of Defence(Finance(W-I))

M of D ID No.724/6/L/L&C/83-Vol.IV dt.20.11.1989

3. The aforesaid decisions shall not be applicable to the lands inside Cantonments which are placed under the management of Cantonment Boards.

Copy to :- D(R&D) - in respect of Department of Defence Research and Development Organisation.

4. This issues with concurrence of Ministry of Defence(Finance) vide their u.o.No.3145/W-I/89, dated 16th November,1989.

D(B&C) - in respect of Department of Defence Production and Supplies.

Sd/-

(M.S. VIRDI) have to