



The Goa Hoardings (Regulations & Control) Act, 2025

Act No. 29 of 2025

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Notification

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The Goa Hoardings (Regulation and Control) Act, 2025 (Goa Act 29 of 2025), which has been passed by the Legislative Assembly of Goa on 08-08-2025 and assented to by the Governor of Goa on 11-10-2025, is hereby published for the general information of the public.

Sudhir R. Volvoikar, Joint Secretary (Law).

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The Goa Hoardings (Regulations and Control) Act, 2025

(Goa Act 29 of 2025)

[11-10-2025]

AN

ACT

A bill to provide for effective regulation of hoardings in the State of Goa.

Whereas, there is no special, and/or specific statute governing the erection, regulation or control of hoardings.

And whereas, it is necessary to provide for a law, for the purpose of effective regulation and determination of issuance of permission and monitoring of hoardings in the State of Goa.

Be it enacted by the Legislative Assembly of Goa in the Seventy Fifth year of the Republic of India; as follows:

CHAPTER I

Preliminary

1. *Short title extent and commencement.*— (1) This Act may be called The Goa Hoardings (Regulation and Control) Act, 2025.

(2) It extends to the Whole of the State of Goa.

(3) It shall come into force on such date as the government may by notification in the Official Gazette, appoint.

2. *Definitions.*— In this Act, unless the context otherwise requires,—

(a) “Advertisement” means and includes any information, device or representation in any manner for the purpose of commercial gains or for publicity or giving information, or to promote a product or service in a commercial sense;

(b) “Agency for Hoardings” means any person registered under sub-section (1) of section 7;

(c) “Agency for display” means any person registered under sub-section (2) of section 7;

(d) “Appellate Authority” means the Director of Information and Publicity, Government of Goa;

(e) “Committee” means the Goa Hoarding Regulatory Committee constituted under section 3;

(f) “Building” includes a house, out house, stable, shed, hut, tank, and other enclosure or structure whether of masonry, bricks, wood, mud, metal or any other material what-so-ever, whether used as a human dwelling or otherwise, and also includes awning, windows, walls (including compound walls), fencing and the like;

(g) “Competent Authority” means the Entertainment Society of Goa constituted by the Government, or such officer of the Entertainment Society of Goa to whom powers are delegated by said society by resolution in that behalf;

(h) “Display” means the display of any commercials and non commercials;

(i) “Commercials” means any advertisement relating to any commercial activity or activity that aims at earning of revenue or publicity or marketing of a product or service;

(j) “Election” means a union, state or local government election held under the superintendence and control of Election Commission of India/State Election Commission;

(k) “Government” means the Government of Goa;

(l) “Hoarding” means any structure with space for advertisement erected or mounted on the ground or on any building or any motor vehicle or any movable kart or frame or structure and also includes structures which have an illuminated display, digital display, LED display, LCD display, backlit display, neon display, electronic display, audio visual display, laser display, etc. and includes structures specified in Schedule I.

(m) “Local Authority” means and includes a municipality, corporation or village panchayat, as the case may be, constituted under any law for the time being in force in the State of Goa;

(n) “Non-Commercials” means any advertisement which is not covered by Commercials;

(o) “Owner” in relation to any property, includes the person for the time being receiving or entitled to receive, whether on his own account or as an agent, trustee, guardian, manager, or receiver for another person, or for any religious or charitable purpose, the rents or profits of such property and includes hoardings specified in Schedule I;

(p) “Person” means and includes but is not limited to any individual, Government Department, local authority, a political party (registered under Section 29A of the Representation of the People Act, 1951), company or association or body of individuals, whether incorporated or not.

(q) “Right of way”, means the right of way of the road or street inclusive of the carriageway, shoulder, drain, footpaths, measured at right angles to the course of direction of such road or street and includes width provided to the road embankments;

3. *The Goa Hoarding Regulatory Committee.*— (1) The Government shall, by notification in the Official Gazette, constitute a Goa Hoarding Regulatory Committee consisting of the following members, namely;

(a) Director of the Department of Information and Publicity Chairperson, ex-officio,

(b) General Manager, Entertainment Society of Goa-Member Secretary, ex-officio,

(c) five members nominated by the Government one each from, -

(d) The Department of Tourism (not below the rank of Deputy Director);

(e) The Directorate of Transport (not below the rank of Deputy Director);

(f) Electricity Department (not below the rank of Executive Engineer);

(g) Public Works Department (Roads) (not below the rank of Executive Engineer);

(h) Public Works Department (National Highways) (not below the rank of Executive Engineer).

4. *Meetings of the Committee.*— The Committee shall meet at least twice a year on such dates and at such time and place as it may deem fit and observe such rules of procedure in regard to the transaction of business at its meetings as prescribed.

5. *Functions and powers of the Committee.*— (1) The Committee shall advise and make recommendations to the Government in matters relating to advertisement on hoardings, and it shall perform such other functions as the Government may, from time to time, assigned to it for carrying out the purposes of this Act.

(2) In particular, and without prejudice to the generality of the foregoing provisions, the Committee may,—

(a) recommend revision of the Schedules appended to this Act;

(b) seek the views of an Expert or Consultant wherever necessary;

(c) appoint such other persons to assist it in the performance of its functions;

(d) direct the Competent Authority to prepare and maintain a GIS based hoarding Master Plan for the State, and geo-tag all the hoardings erected, constructed or placed as referred in section 11;

(e) issue appropriate directions to the Competent Authority based on the analysis of the reports placed before it in terms of sub-section (3) of Section 25;

(f) supervise and monitor the functioning of the Competent Authority;

(g) review and monitor the processing of applications by the Competent Authority.

(3) The Committee shall do all other things that are necessary for its smooth functioning.

6. *Functions and Powers of the Competent Authority.*— (1) The Competent Authority shall,—

(a) permit and regulate the erection, construction, maintenance, alteration and operation of hoardings and displays within the State of Goa;

(b) appoint and manage consultants for the preparation of the GIS based hoarding Master Plan for the State of Goa;

(c) prepare and maintain a website on which *inter-alia* the following information shall be hosted and kept updated,—

(i) details of the registered hoardings,

(ii) details of placement of hoarding,

(iii) availability of space for erection of hoarding as depicted on the GIS based Master Plan,

(iv) details of the registered displays,

(v) all notifications related to hoarding and display.

(d) appoint committees for the purpose of carrying out inspection in terms of sub-section (1) of Section 25;

(e) perform such other functions as are incidental, supplemental or consequential to any of the functions aforesaid as may be prescribed.

(2) The Competent Authority may exercise all such powers as may be necessary or expedient for its smooth functioning.

7. *Mandatory Registration.*— (1) Every person intending to register himself as an Agency for hoardings to erect, construct, or place a hoarding shall apply for registration to the Competent Authority in such form and manner as may be prescribed.

(2) Every person intending to register himself as an Agency for display to use a hoarding which has been erected, constructed or placed by any Agency for hoarding, for the purpose of display shall apply for registration to the Competent Authority in such form and manner as may be prescribed.

(3) Notwithstanding anything contained in sub-section (1) and (2), any person who on the date of coming into force of this Act, has already erected, constructed or placed or is using an already erected, constructed or placed hoarding for the purpose of display shall apply to the Competent Authority for registration under this Act within six months from the coming into force of this Act, in such form as may be prescribed.

(4) The Competent Authority may call for additional information from the applicant to process the application under sub sections (1), (2) and (3).

(5) The certificate of registration shall be granted upon payment of such fees as may be prescribed.

Provided that the Government may by notification exempt certain category of persons from the payment of fees.

(6) The registration shall remain valid for a period of five years, unless specifically cancelled by the Competent Authority.

(7) The registration shall be automatically renewed subject to payment of such renewal fees as may be prescribed and the Competent Authority shall process the renewal unless specifically informed by the agency for hoarding, or the agency for display, fifteen days prior to the expiry of the registration period, not to proceed with renewal or where the Competent Authority has reasons not to proceed with the renewal.

(8) The Competent Authority may call for additional information to process the renewal under sub-section (7).

8. *Refusal to register.*— (1) The Competent Authority may refuse registration or renewal of registration under section 7 on any of the following grounds, namely:—

(a) if the Agency's name has been removed from the register under section 10 and three months have not elapsed since the date of removal;

(b) if the Applicant or the Agency for display or the Agency for Hoarding has been declared an insolvent by a Court of competent jurisdiction and has not been discharged;

(c) if the Applicant or the Agency for display or the Agency for Hoarding, or any one of its directors, owners, proprietors, partners has been debarred by the Government for undertaking advertising business.

(d) if the Applicant or the Agency for display or the Agency for Hoarding, or any one of its directors, owners, proprietors, partners has any outstanding dues with the Competent Authority or the local authority.

(e) if in the opinion of the Competent Authority there is sufficient ground, to be recorded in writing, for refusing registration.

(2) No application for registration nor any application for renewal shall be refused unless the person applying for registration or renewal has been afforded a reasonable opportunity of being heard.

9. *Certificate of Registration.*— (1) The Competent Authority shall, unless registration is refused, enter the name and the particulars of the Agency for hoarding or the Agency for display, in the e-register maintained for this purpose and shall issue a certificate to the Agency for hoarding and/or the agency for display, in such form as may be prescribed.

(2) The Agency for hoarding and the agency for display registered under sub-section (1) can surrender its registration in writing during the tenure of the registration period, without any refund of registration fees.

10. *Removal of the name from the e-Register.*— (1) The Competent Authority may after affording a reasonable opportunity of being heard, by an order in writing, remove the name of the Agency for hoarding or the Agency for display from the e-register and cancel the certificate on any of the following grounds, namely:—

(a) if the Agency contravenes the provisions of section 17;

(b) if the Agency is declared an insolvent by a Court of competent jurisdiction and has not been discharged;

(c) if the Agency is guilty of three consecutive violations of the conditions contained in the permissions granted under section 11 or three consecutive violations of the procedure spelt out in section 12 or both.

(2) Any Agency for display or Agency for hoarding whose name is removed from the e-register under sub-section (1) shall forthwith remove every hoarding erected by it and remove every display put up by it, respectively. Any delay in removing the hoarding beyond the stipulated period specified in sub section (12) of section 11, or the period of 15 days in case of displays shall be punishable with penalty under section 21.

11. *Regulation of erection, construction or placement of hoarding.*— (1) Subject to such rules as may be prescribed, no person or Agency for hoarding registered under section 7, shall erect, construct or place a hoarding, both temporary and permanent, without the written permission from the Competent Authority. The permission may be granted by the Competent Authority on receiving an application in such form and upon payment of such processing fees as may be prescribed.

Provided that the Government may by notification exempt certain category of persons from payment of the fees.

(2) That the Agency for hoarding shall within seventy two hours of applying under sub section (1) pay the fees or taxes as prescribed by the local authority and upload the copy of the NOC on the website of the Competent Authority.

(3) If an Agency for hoarding intends to modify, re-erect, upgrade, realign, relocate or alter the hoarding, a fresh permission in terms of sub-section (1) shall be obtained for the modification, re-erection, upgradation, realignment, relocation or alteration of the hoarding.

(4) No hoarding shall be erected/constructed in any of the following areas:—

(a) Sloping or non-developable slope land with a gradient of more than 25%;

(b) Protected forest land and wildlife sanctuaries;

(c) Wetlands;

(d) Khazan lands mapped by the Goa Coastal Zone Management Authority;

(e) Coastal Regulation Zone notified under the Coastal Regulation Zone Notification, 2011 unless prior permission has been obtained from the Goa Coastal Zone Management Authority.

(f) Protected Monuments and protected areas as defined under the Goa Ancient Monuments and Archaeological Sites and Remains Act, 1978 (Act No. 1 of 1979);

(g) Protected Monuments and protected areas as defined under the Ancient Monuments and Archaeological Sites and Remains Act, 1958 (Act No. 24 of 1958);

(h) World Heritage Areas;

(i) Cremation grounds and graveyards;

(j) Lands earmarked as open spaces under the Goa Town and Country Planning Act, 1974 (Act 21 of 1975);

(k) land whereupon development is prohibited by the Central Government;

(l) Land under dispute where any Court, Tribunal, or any statutory authority has passed any injunction or granted any status quo or prohibitory orders.

(5) Notwithstanding anything inconsistent therewith contained in any other enactment enacted by the State Legislature, save as otherwise provided herein, the provisions of such other State laws relating to regulation and providing for control of erection construction and placement of hoarding with respect to the regulation and control of erection, construction and placement of hoarding shall cease to apply on commencement of this Act.

(6) The Competent Authority shall allot a unique identification number as well as a Quick Response code to each hoarding, whether temporary or permanent, in such manner as may be prescribed. The said unique identification number and the Quick Response Code shall be conspicuously reflected on the right-hand side of the hoarding.

(7) The agency for hoarding shall ensure that the unique identification number and the Quick Response Code at all times are displayed on the hoarding, unless the Agency for hoarding is exempted by the Competent Authority from displaying the unique identification number and Quick Response Code on it, in light of the nature and size of the hoarding.

(8) A picture of the unique identification number and the Quick Response Code affixed on the hoarding shall be uploaded by the Agency for hoarding on the website of the Competent Authority in such form as may be prescribed.

(9) The permission granted by the Competent Authority for the erection, construction or placing of a permanent hoarding, shall remain valid for a period of five years.

(10) The permission granted by the Competent Authority for the erection, construction or placing of a temporary hoarding shall be valid for a period of one year but not exceeding one year.

(11) In the event the construction, erection or placing of the hoarding is not completed within the validity period of the permission, the Competent Authority may renew the permission granted under sub-section (1), before its expiry on payment of such fees as may be prescribed.

(12) The agency for hoarding, can surrender the permission granted under this section, in writing during the tenure of the validity period without any refund of the fees paid under sub-section (1). The Agency for hoarding shall in case of a permanent hoarding remove the same within thirty days from the surrender of the permission and in case of temporary hoarding within fifteen days from the surrender of the

permission. Any delay in removing the hoarding beyond the stipulated period shall be liable for penalty under section 21.

12. *Regulation of display.*— (1) No agency for display registered under sub-section (2) of section 7, shall display any advertisement using a hoarding (either temporary or permanent), without intimating the Competent Authority forty eight hours prior to the display of the advertisement on the hoarding, in such form and upon payment of such processing fees as may be prescribed.

Provided that the Agency for display shall not display the advertisement in the event the Competent Authority, within forty eight hours, raises any objection to the content of the display in terms of the criteria contained in Schedule III. In the event any such objection is raised, the time shall automatically extend by another period of forty eight hours in order to permit the Agency for Display to modify its display in terms of Schedule III. Failure to modify the display to the satisfaction of the Competent Authority will prohibit the Agency for display from displaying the said advertisement.

(2) The Local Authority within whose jurisdiction the hoarding is located shall be electronically forwarded a copy of the online form filed under sub-section (1) by the Agency for display.

(3) The agency shall be bound to make such annual payments to the local Authority as well as the Competent Authority as may be prescribed.

(4) If the Agency for display intends to modify or change the advertisement being displayed, the Competent Authority shall be intimated afresh in terms of sub-section (1) of the proposed new or modified display.

(5) Notwithstanding anything to the contrary contained in any other State law for the time being in force, every display irrespective of the date when it was put up shall not contain any of the prohibited displays as specified in Schedule III.

(6) Notwithstanding anything inconsistent therewith contained in any other enactment enacted by the State Legislature, save as otherwise provided herein, the provisions of such other State laws relating to regulation and providing for control of display with respect to display shall cease to apply on commencement of this Act.

(7) Any agency for display not being the owner of the hoarding, shall enter into a written contract with the agency for hoardings for its user. No Objection Certificate in such form as may be prescribed, shall be furnished from the Agency for hoardings at the time of submitting the form under sub-section (1).

(8) The Competent Authority shall allot a unique identification number and a Quick Response Code to each display, in such form and manner as may be prescribed. The unique identification number and the Quick Response Code shall be conspicuously reflected on the right hand side of the foot of the display.

(9) The agency for display shall ensure that the unique identification number and the Quick Response Code at all times are reflected on the display.

(10) A picture of the unique identification number and the Quick response code reflected on the display shall be uploaded by the Agency for display on the website of the Competent Authority in such form as may be prescribed.

13. *Exemptions.*— The provisions of this Act shall not apply to the following hoardings and displays:—

(i) Hoardings and displays which are mandated or permitted under legislations enacted by the Parliament and includes the Railway Act, 1989, the Airports Authority of India Act, 1994, the Defence of India Act, 1962 and The Major Ports Authorities Act, 2021.

Provided that the Competent Authority shall be intimated, in such form as may be prescribed, of the installation of all such hoardings and displays where the hoarding or display faces the vehicular traffic plying on the surrounding public streets or is visible from a public street or a public place.

(ii) Hoardings and displays relating to the administration and/or public information exhibited within the compound of Bus terminals, metro stations or public information which are exhibited within any bus terminals, or metro station, when not carrying the name of a product or service;

(iii) Hoardings and display exhibited within the walls or window of any building.

(iv) Any display in the form of graffiti and civic messages published by the Government or the Election Commission of India.

(v) Temporary structures coming within the definition of hoardings which are put up for religious events, political events and events organized for the members of a defined community which are non-commercial in nature and intended to promote social, cultural, educational, recreational, or environmental objectives subject to the event not exceeding a period of five days.

14. *Power to revoke or modify the permission.*— (1) The Competent Authority may either suo moto or upon a complaint received withdraw permission granted under sections 11 or amend any condition or impose a further condition in respect of permission granted under sections 11, or call for removal of the display, if:—

(i) as a result of a change in the environment or the aesthetics of the neighborhood, streetscape or urban design, the display or the hoarding impairs or interferes with the appearance, beauty or damages, disfigures, spoils or injures the area or the aesthetics of the area in which it is located by reason of its size, intensity of illumination, quality of design, workmanship, material or its existence;

(ii) the hoarding or the display constitutes, or has become, a danger to any person or property or traffic safety;

(iii) the hoarding or the display is obscuring any natural feature, architectural feature or visual line, traffic signal, street light, CCTV cameras installed by the Government, any building of architectural, historical or heritage significance;

(iv) the hoarding or the display or both, or a part of it has fallen due to an accident or any other cause;

(v) the hoarding has been erected in contravention of the permission obtained under section 11;

(vi) the hoarding has been modified, improved, realigned, relocated or altered without the permission of the competent authority under section 11;

(vii) due to any work to be undertaken by the Central Government, the State Government, local authority or a statutory Authority, the hoarding is required to be relocated or removed;

(viii) the Competent Authority learns that in the contract executed between an agency for display and an agency for hoarding, either of the parties is unregistered or the registration as on the date of execution of the contract is invalid for whatsoever reasons;

(ix) in the opinion of the Competent Authority there is sufficient ground to be recorded in writing for revoking or modifying the permission.

(2) The Competent Authority shall send a notice in writing to the agency for display and/or the Agency for hoardings, concerned of its proposed decision and that the Agency may within fifteen days from the date of the notice make a written representation concerning the proposed decision.

(3) In the event of revocation of the permission, the hoarding shall be removed by the concerned person or Agency within the period of fifteen days. In the event of failure on the part of the concerned person or Agency to remove the hoarding within the stipulated period, the same shall be removed by the Competent Authority.

(4) Any expenses incurred by the Competent Authority in this behalf shall be recovered from the concerned person or Agency as arrears of land revenue.

15. *Power to remove a hoarding or display.*— (1) Notwithstanding anything contained in this Act, if,

(i) it appears at any time to the Competent Authority that the hoarding or the display or both or any part thereof is in a ruinous state or is likely to fall or is in any other way dangerous to any person passing by such hoarding or display, the Competent Authority may by written notice require the person or Agency for hoarding or the Agency for display,—

(a) to pull down, the hoarding or display; or

(b) to secure; or

(c) to remove; or

(d) to repair;

such hoarding or display or both or part of it, as the case may be, and to prevent all causes of danger there from.

(ii) it appears to the Competent Authority, for reasons to be

(d) to repair;

such hoarding or display or both or part of it, as the case may be, and to prevent all causes of danger there from.

(ii) it appears to the Competent Authority, for reasons to be recorded in writing, that the danger from the hoarding or display which is in a ruinous state or is about to fall, is imminent, it may, before the period of the notice under sub-section (1) expires or even in the absence of issuance of the notice, fence off, pull down, remove, or secure the said hoarding or display or both, as the case may be, or take such steps as may be required to arrest danger.

(iii) if it appears at any time to the Competent Authority, either *suo moto* or on a complaint that a hoarding or display or both has been erected or has been displayed in contravention of Section 11 or 12, the same shall be forthwith removed by the Competent Authority.

(iv) if it appears at any time to the Competent Authority, either *suo moto* or on a complaint that a display contains obscene content, the same shall be forthwith removed by the Competent Authority.

(2) All expenses incurred by the Competent Authority to remove a hoarding shall be recovered from the concerned Agency for hoarding as arrears of land revenue.

16. *Procedure for grant of user of land/space/site belonging to the Government.*— (1) Any land, space (horizontal and vertical), site, building, asset, utility, surface or hoarding under the control of any local authority, Department or wing of the Government, Government corporations or Public Sector Undertakings which is earmarked by it for the purpose of construction, erection, or placement of a hoarding or for usage for display shall be put to auction, in such manner as may be prescribed.

(2) Such allotment by way of auction for the purpose of construction, erection, or placement of a hoarding shall be for a period of 10 years on Design Build Operate Transfer basis (DBOT), Provided his registration under sub-section (1) of Section 9 is continuously valid.

(3) Any allotment by way of auction in terms of sub-section (1) shall not be automatically renewed. The use of the land, space (horizontal and vertical), site, building, asset, utility, surface or hoarding shall be put to re-auction upon the expiry of the allotment period.

17. *Assignment of permission.*— (1) No Agency for hoarding shall lend, transfer or assign the permission granted to it under Section 11 to any other registered Agency for hoarding, without the prior written permission from the Competent Authority. The Competent Authority may grant permission upon payment of such fees as may be prescribed.

(2) Any Agency for hoarding which lends transfers or assigns the permission granted to it in contravention of sub-section (1) of Section 11 shall be liable for punishment under section 21.

18. *Mandatory display of non-commercial information.*— (1) An Agency for hoarding shall, upon being intimated in writing, display any non-commercial display on its registered hoarding, as may be decided by the Competent Authority:

Provided that the requirement of mandatory display shall not exceed a maximum period of 30 days in a calendar year.

(2) No compensation shall be payable to the Agency for hoarding for this duration.

Such non-commercial display shall not include any political message of any particular political party or seasonal, festival or personal greetings and messages by an individual or group of individuals.

19. *Penalty for default in registration.*— (1) Any person erecting, constructing or placing a hoarding without registration shall be punishable with penalty as may be prescribed.

(2) Any person using a hoarding for display without registration shall be punishable with penalty as may be prescribed.

(3) Where the person on whom the penalty is imposed under sub-section (1) or sub-section (2) or both does not within thirty days from the date of the order imposing such penalty, pay the penalty imposed, then such person shall be liable to pay, by way of penal interest, a sum of :—

(a) Rs. 1000/- for each day for the first thirty days from the date of the expiry of the period of thirty days; and,

(b) Rs. 2000/- for each day thereafter.

(4) where the person or an Agency on whom the penalty is imposed under sub-section (1) or sub-section (2) or both and/or penal interest under sub-section (3), the same shall be recovered as arrears of land revenue, and the hoarding shall be removed at the cost of the defaulter.

20. *Penalty for default in permission.*— (1) Any person erecting constructing or placing a hoarding without permission of the Competent Authority shall be punishable with penalty as may be prescribed.

Provided that any Agency for hoarding which has made an application for renewal of the permission, before the date of its expiry and if the same is pending disposal, shall not be a defaulter for the purposes of this section.

(2) Any person displaying an advertisement on any hoarding without following the procedure under Section 12 shall be punishable with penalty as may be prescribed.

(3) Where the person on whom the penalty is imposed under sub-section (1) or sub-section (2) or both does not within thirty days from the date of the order imposing such penalty, pay the penalty imposed, then such person shall be liable to pay, by way of penal interest, a sum of :—

(a) Rs. 1000/- for each day for the first thirty days from the date of the expiry of the period of thirty days and,

(b) Rs. 2000/- for each day thereafter.

(4) Where the person or an Agency on whom the penalty is imposed under sub-section (1) or sub-section (2) or both and/or penal interest under sub-section (3), the same shall be recovered as arrears of land revenue, and the hoarding shall be removed at the cost of the defaulter.

21. *Penalty for contravention of any other provision.*— (1) If any person or an Agency contravenes any other provision of this Act, he/she shall be liable for penalty as may be prescribed.

(2) Where the person on whom the penalty is imposed under sub-section (1) does not within thirty days from the date of the order imposing such penalty, pay the fine imposed, then such person shall be liable to pay, by way of penal interest, a sum of :—

(a) Rs.1000/- for each day for the first thirty days from the date of the expiry of the period of thirty days and,

(b) Rs. 2000/- for each day thereafter.

(3) Where the person or an Agency on whom the penalty is imposed under sub-section (1) and/or penal interest under sub-section (2), the same shall be recovered as arrears of land revenue, and the hoarding shall be removed at the cost of the defaulter.

22. *Penalty for false statement.*— (1) If any person or an agency required to make a statement under this Act or the rules made thereunder makes a false statement or suppresses a material fact, he shall be punishable with penalty as may be prescribed.

(2) Where the person or an agency on whom the penalty is imposed under sub-section (1), the same shall be recovered as arrears of land revenue, and the hoarding shall be removed at the cost of the defaulter.

23. *Obstructing lawful authorities.*— (1) If any person obstructs or offers any resistance to, or otherwise interferes in the discharge of the functions of the Competent Authority or any officer authorized by the Competent Authority exercising any power, or performing any duties conferred or imposed upon it or him by or in pursuance of this Act or the Rules made thereunder, he shall be liable for fine of Rs. 25,000/- for first offence and Rs. 50000/- for subsequent offence.

(2) Where the person or an agency on whom the penalty is imposed under sub-section (1), the same shall be recovered as arrears of land revenue, and the hoarding shall be removed at the cost of the defaulter.

24. *Duplicate certificate.*— If a registration certificate or permission issued under this Act is lost, damaged or destroyed, the Competent Authority shall, on an application made in that behalf by a person or an Agency holding such certificate and on payment of such fees, as may be prescribed, issue a duplicate certificate.

25. *Power to inspect.*— (1) The Competent Authority shall at least once in every calendar year inspect every existing hoarding and display irrespective of whether permission has been granted for the same.

(2) The Competent Authority shall upon noticing any hoarding erected, constructed or placed in contravention of section 11 or any display on a hoarding which is in contravention of section 12, in the course of inspection, initiate action in terms of section 14.

(3) The report of the inspection as well as the action taken there upon shall be placed before the Goa Hoarding Regulatory Committee once every year.

26. *Appeals.*— (1) Any person aggrieved by any decision, order or direction of the Competent Authority, may appeal to the Appellate Authority within a period of sixty days from the date of such decision, order or direction, whose decision shall be final.

(2) Where the Appellate Authority is satisfied that the person has reasonable cause for not preferring an appeal within the time specified in sub-section (1), he may accept an appeal, provided it is made within one hundred twenty days, from the date of the decision, order or direction.

27. *Insurance.*— (1) The Agency for hoarding shall be liable to obtain insurance against public liability for the duration for the registration period at its sole cost and expense.

(2) at any time during the registration period, the Agency for hoarding shall provide evidence of a valid Insurance for the hoarding to the Competent Authority on demand.

(3) The Agency for hoarding contravening the provisions under sub-section (1) and (2) shall be punishable under section 21.

28. *Indemnity.*— The Agency for hoarding and the Agency for Display shall indemnify the Competent Authority as well as the Local Authorities against all actions, proceedings, claims, demands, costs, losses, damages and expense which may be brought against, or made upon the concerned local authorities or the Competent Authority, which arises as a result of the erection, construction or placement or the continued presence of the hoarding or the display.

29. *Powers and duties of Police in respect of offences and assistance to the Competent Authority.*— Every Police Officer not below the rank of Police Sub inspector shall give immediate information to the Competent Authority of an offence to his knowledge which has been committed and has to be dealt with under this Act or any rule made thereunder and shall assist the Competent Authority in the exercise of his lawful authority.

30. *Power to make rules.*— (1) The Government may, by notification in the Official Gazette, make rules for carrying out the purposes of this Act.

(2) In particular and without prejudice to the generality of the foregoing power, such rules may provide for—

(a) such other functions to be performed by the Competent Authority under Section 6(1)(e);

(b) the form and manner in which any application for registration shall be made and fees for certificate of registration under section 7;

(c) the form in which Certificate of Registration shall be granted under section 9;

(d) the form in which application shall be made and the processing fees to be paid under section 11(1) and 12(1);

(e) the form in which the unique identification number and the quick response code shall be uploaded by the Agency for hoarding and Agency for display under section 11(8) and 12(10);

(f) fees for renewal of permission granted under section 11(11);

(g) the annual rates to be charged under sub-section (3) of section 12;

(h) form for no objection certificate to be furnished under section 12(7);

- (i) form for intimating the Competent Authority of the installation under section 13;
- (j) manner of auction under section 16(I);
- (k) fees for grant of permission by the Competent Authority under section 17;
- (l) fees for issue of duplicate certificate under section 24;
- (m) any other matter which is to be, or may be, prescribed under this Act.

31. *Power to make regulations.*— (I) The Committee may, with the previous sanction of the Government, make regulations consistent with the provisions of this Act and the rules made thereunder to carry out the purposes of this Act.

32. *Power to amend Schedule.*— The Government may by notification, in the Official Gazette, omit, amend or add any entries covered by or specified in Schedules I, II and III. On the issue of such notification, the Schedule shall be deemed to have been amended accordingly. Every such notification shall be placed before the State Legislature.

33. *Overriding effect.*— The provisions of this Act shall have effect notwithstanding anything inconsistent therewith contained in any enactment enacted by the State Legislature, save as otherwise provided herein, other than this Act and no other permission shall be required under any other State law if a permission under this Act is obtained, except in case of hoardings in Coastal Regulation Zone notified under the Coastal Regulation Zone Notification, 2011.

34. *Power to remove difficulties.*— (I) If any difficulty arises in giving effect to the provisions of this Act, the Government may, by order published in the Official Gazette, make such provisions, not inconsistent with the provisions of this Act as may appear to it to be necessary or expedient for removing the difficulty:

Provided that no such order shall be made after the expiry of the period of three years from the date of commencement of this Act.

(2) Every order made under this section shall, as soon as may be after it is made, be laid before the Legislative Assembly.

Schedule I

Illustrative list of hoarding

A. Permanent hoarding

- (i) Hoarding on Iron/Steel multiple angles structures/frames
- (ii) Unipole (structure on a single shaft)
- (iii) Dual pole (structure on a double shaft)
- (iv) High Mast Pole
- (v) Gantry, Shelters—Bus, Transit Waitin
- (vi) Public Amenities
- (vii) Mannequin
- (viii) Motor vehicles including bus panels

B. Temporary hoarding

- (i) Temporary wood/bamboo structures (Flex Advertisement)
- (ii) Foldable & Flexible Gantry

Schedule II**Criteria for hoarding****A. Criteria for site selection for erection of hoarding:**

(i) For hoardings erected on land the following criteria is to be followed:—

- (1). The site selected for the erection/construction of the hoarding shall not cause any hindrance to the vehicular and pedestrian traffic.
- (2). The Agency for hoarding shall carry out a ground survey and satisfy itself that no utility services such as power, telecommunications, gas, storm water supply and sewerage are located under the surface whereupon the hoarding is proposed to be erected/constructed/altered.
- (3). The Agency for hoarding shall be solely responsible for ensuring that during the erection, maintenance, alteration and operation of a hoarding, the said hoarding does not conflict with utility services.
- (4). The line department may require the Agency for hoarding to either replace or altogether remove any hoarding to facilitate the work undertaken by the respective line departments which provide/maintain the utility services such as power, telecommunications, gas, storm water, water supply and sewerage, or for road widening;
- (5). Hoarding and display shall not be permitted on traffic islands.
- (6). For hoardings proposed to be erected along National Highways, the Agency for hoarding and the Agency for display shall strictly comply with the provisions of the Control of National Highways (Land and Traffic) Act, 2002. For hoardings beyond the jurisdiction of the National highways Authority the provisions of the present Act shall apply.
- (7). For hoardings proposed to be erected along State Highways, major district roads, other district roads, and village roads;
 - (a) in the event the display runs parallel to the direction of the traffic, the hoarding shall be placed at a minimum lateral distance equal to the height of the proposed hoarding from the ground plus 5.00 meters from the edge of the right of way.
 - (b) In the event the display is perpendicular to the direction of the traffic, the hoarding shall be placed at a minimum lateral distance equal to the height of the proposed hoarding from the edge of the right of way.
 - (c) No part of the hoarding shall be permitted to even project over this area.
- (8). The lower side or the bottom of a hoarding proposed to be erected along a State Highway, major district road, other district road, or a village road shall be at a height of not less than 3.00 meters from the highest point on the surface of ground below. No hoarding erected shall exceed the height of 20 meters above the road level.
- (9). Along the State Highways and Major District Roads a distance of 50 meters shall be maintained between two hoardings and displays. The starting point for the purpose of determining the radial distance shall be the hoarding erected first in time.
- (10). Along the other district Roads and village roads, a distance of 30 meters shall be maintained between two hoardings and displays.
- (11). There shall be no hoarding erected on footpaths;
- (12). A hoarding which is or may be a traffic hazard will not be permitted. A hoarding may be considered a traffic hazard, if it interferes with road safety or traffic efficiency, for instance:
 - (a) If it interferes with the effectiveness of a traffic control device (e.g. traffic light, stop or giveaway sign);

- (b) Distracts a driver at a critical time (e.g. making a decision at an intersection);
 - (c) Obscures a driver's view of a road hazard (e.g. at corners or bends in the road);
 - (d) Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users;
 - (e) Is in an area where there are several hoardings and the cumulative effect of those hoardings maybe potentially hazardous;
 - (f) If it 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;
 - (g) No hoarding may be located inside a prohibited area of a public street and in relation to overhead road traffic signs;
- (13) Besides aforesaid, such hoardings would be disallowed if additional driver attention and decision making are required at the following:
- (a) High speed diverging, merging or weaving at an Intersection such as at a “Y” intersection or large high-speed roundabouts;
 - (b) In the vicinity of Intersections where two lanes merge and where vehicles are required to merge at higher speeds (e.g. where "trap lanes" are created on the approaches to, or exit from, intersections and where a divided motorway becomes a two-way road);
 - (c) Intersections or sections of road which, because of lane configuration or geometry, may require an increased level of driver concentration (e.g. five-way intersections, back to back horizontal curves);
 - (d) on the outside curve of a divided road where advertising is directed at traffic on the opposite carriageway and the geometry, angle or other factors make this undesirable;
 - (e) Any hoarding must be positioned at a distance of 100 meters from the center of an intersection; and traffic flow may not be impeded during the erection and maintenance of a hoarding located in a public street;
 - (f) Sections of road that have a vehicle crash history higher than the system average;
 - (g) Pedestrian crossing facilities;
 - (h) Infringe the free movement of traffic in and out of schools, hospitals, and places of medium and large gathering;
- (14) The hoarding shall not obstruct a fire escape or the means of access to or egress from a fire escape;
- (15) The hoarding shall not obstruct any overhead power lines or underground power lines laid by the Electricity department or under the Electricity Act, 2003;
- (16) Hoarding shall not be permitted on the median of the road
- (ii) For hoardings erected or constructed on buildings—walls or roof tops, the following criteria needs consideration:
- (I) A hoarding shall be allowed to be erected on a building only if it has been examined for structural stability and the building has been examined on whether it can withstand the pressure of the hoarding, and a certificate to that effect is produced from the

certified Structural Engineer; the hoarding erected on a building shall maintain a setback of three meter from the edges of the building.

- (2) Hoarding shall not be permitted on a building which is in a ruinous or dangerous state;
- (3) When erected on top of the building, the maximum height of the hoarding shall not exceed 25% of the length of the building;
- (4) Hoarding shall not be permitted on sloping roofs of buildings.
- (5) The agency for hoarding shall produce a “No Objection Certificate” (NOC) from the competent Authority under the Aircraft Act, 1934 and the rules framed thereunder and all other applicable rules and regulations in this regard with respect to any hoarding proposed to be erected/constructed/alterd within twenty kilometers from the aerodrome reference point.
- (6) The hoarding shall not block the passage, entrance, or cause inconvenience with respect to the access to any building (both entry & exit);
- (7) The hoarding shall not block the passage of light or circulation of air/ventilation to any building;
- (8) The hoarding shall not block any door, window, verandah or any such opening in any building;
- (9) The hoarding shall not block, conceal or inconvenience the public view of the architectural features of any building;
- (10) The hoarding shall not block, conceal, or inconvenience the public view of the front of any shop or establishment so that the business behind is affected.

(iii) For hoardings erected/placed on Motor Vehicles

1. The motor vehicle shall be parked only at the parking places approved by the State Transport Department in the permission granted by it.
2. In the event of electronic display on the motor vehicle, the same shall be covered during its transit to and from the approved parking place.

B. Criteria for hoardings

- (1) A certified Structural Engineer shall certify the structural stability of the hoarding irrespective of whether the same is temporary or permanent;
- (2) This certification will confer compliance of the design with relevant Indian Structural Design Standards, Codes of practice and conditions of these Rules. The foundations shall be designed and checked for extreme wind conditions, earthquake, soil bearing capacity, etc.;
- (3) The certified Structural Engineer shall also be accountable in case of any structural disability of the hoardings. Certified structural engineer shall do the annual audit of the hoarding and a report of the same should be submitted to the competent authority in the prescribed form every year;
- (4) The standard size of the following advertisement hoardings shall be as follows:—

| Sr. No. | Major Category of Hoarding Type | Sub-Category of Hoarding Shape | Size of Category of Hoarding | | |
|---------|---------------------------------|--|--|--|--|
| | | | Large Formats (Code=L) | Medium Formats (Code=M) | Small Formats (Code=S) |
| 1 | Permanent Hoarding | Hoarding on Iron/Steel multiple angles structures/frames | 90x30ft | 40x40ft | 40x20ft |
| 2 | | Unipole (Structure on a single shaft) | 30x15ft | 15x8ft | 7x5ft |
| 3 | | Dual pole (structure on a double shaft) | 30x15ft | 15x8ft | 7x5ft |
| 4 | | High Mast Pole—Backlit, Front—lit, Non-lit(Display) | 8x5ft | 5x3ft | 3x2ft |
| 5 | | Gantry (Signage's display across road width) | Vertical-5ft; Horizontal-across road length | Vertical-3ft; Horizontal - across road length | |
| 6 | | Shelter—Bus, Transit Waiting | 75% of the space | 75%of the space | 75%of the space |
| 7 | | Public Amenities | 75% of available surface space on all sides of the amenity | 50% of available surface space on all sides of the amenity | Less than 20% of available surface space on all sides of the amenity |
| 8 | | Neon display | 10x8ft | 9x6ft | 4x3ft |

Note: the sizes enumerated herein are maximum sizes.

- (5) The hoarding should not be detrimental to the nature of the environment, streetscape, urban design or detract from the architecture of any building on which or where such hoarding is to be located, by reason of abnormal size, appearance, intensity of illumination, workmanship, design or its existence;
- (6) The hoarding shall not constitute a danger to any person or property or traffic safety;
- (7) The hoarding shall not project outside the boundaries of the property on which it is to be erected or displayed;
- (8) The hoarding shall not result in the removal of, or damage to, any tree in a public place without prior written authorization of the Appropriate Authority under the Goa Preservation of Trees Act, 1984;
- (9) The hoarding shall not be impairing or interfering with the appearance or beauty, damaging, disfiguring, spoiling or injuring in any way whatsoever any property in public view and shall comply with minimum distances as provided in this Act;
- (10) No hoarding shall imitate a traffic control device;
- (11) Hoardings shall not use shapes that could potentially result in a hoarding being mistaken for an official traffic sign; the Code of Practice for Road Signs IRC: 67-2001, by Indian Roads

Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

- (12) The Competent Authority may discourage the use of multiple angle hoardings and encourage single pole or dual pole hoardings with dual or multiple vision from sides, provided they pass the structural stability test;
- (13) The Competent Authority may discourage the use of flex materials, as after a high wind storm, they tend to snap and create a nuisance on the street, the drains, and often dangle unsafely, which may harm passerby and passing vehicles;
- (14) The hoarding shall be aesthetically designed.

(15) Additional criteria for Energy usage in back-lit or front-lit hoardings:

- a. The electrical connections to hoardings shall be in accordance with relevant Bureau of Indian Standards(BIS)and Bureau of Energy Efficiency (BEE) standards;
- b. To promote conservation of energy, it is recommended to use alternate renewable resources like Solar Power;
- c. No generators running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution shall be used for illumination;
- d. All lighting associated with the hoardings shall be directed solely on the hoarding;
- e. External illumination sources shall be shielded to ensure that external ‘spot’ light sources are not directed at approaching traffic; pedestrian or vehicular;
- f. The hoarding shall be allowed only if the lighting is focused directly on the sign so that glare does not extend beyond the hoarding;
- g. The average maintained luminance shall be reduced to 0.5 candelas after 23:00 hours (11P.M.) and sunrise by automatic timing devices;
- h. Non-static illuminated hoardings (flashing lights) shall not be permitted along any road;
- i. Moving, rotating or variable message hoardings are not permitted along roads as this may cause a statistically significant distractive influence on motorist’s response time to external stimuli;
- j. Electrical connections to hoardings shall be designed keeping safety of the general public in mind;
- k. The electricity connection shall be obtained in the name of the agency for hoarding;
- l. Adequate insulation and protection equipment and procedures shall be adhered to by the Agency for hoardings;
- m. A sketch plan shall be submitted to the Competent Authority showing the location from where the electricity is being drawn along with the position of various other ancillary requirements, duly signed by the Agency for hoardings electrical contractor (authorized by the Electricity Department);
- n. A copy of the electrical contractor's test certificate shall be provided to the Competent Authority. The switching device shall be of a type approved by the electrical contractor (authorized by the Electricity Department);

(16) If it is against the public interest;

(17) With respect to hoardings on motor vehicles, the requisite permissions under the Motor Vehicles Act, 1988 and the Rules framed thereunder, including for the modification of the Motor Vehicle shall be obtained and submitted to the Competent Authority in the prescribed form.

Schedule III**CRITERIA FOR DISPLAY;**

The following types of displays are prohibited;

- (a) Displays which gives instructions to traffic to "stop", "halt" or other instructions such as give way, merge etc., which are not given by the Statutory Authorities;
- (b) If the display Imitates a traffic control device;
- (c) A display with illumination containing flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicles warning lights;
- (d) Illegible display
- (e) Display of Nudity (irrespective of any gender);
- (f) Racial displays or displays propagating caste community or ethnic differences;
- (g) Displays promoting drugs, alcohol, cigarette, or tobacco items;
- (h) Displays propagating exploitation of women or child;
- (i) Displays having sexual overtones;
- (j) Displays depicting cruelty to animals;
- (k) Displays depicting any nation or institution in poor light;
- (l) Displays casting aspersion on any brand or person;
- (m) Displays banned by any law;
- (n) Displays glorifying violence;
- (o) Destructive devices and explosives depicting items;
- (p) Any psychedelic, laser or moving displays;
- (q) Displays of weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
- (r) Displays, which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
- (s) Displays which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986;
- (t) Displays 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, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860; and
- (u) Any other items considered inappropriate by the Competent Authority;

Secretariat,
Porvorim-Goa.
Dated: 17-10-2025.

SANDIP JACQUES
Secretary to the
Government of Goa,
Law Department
(Legal Affairs)