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LEGISLATIVE ASSEMBLY OF THE STATE OF GOA

**The Goa Outdoor Advertisement
(Regulations & Control) Bill, 2025**

(Bill No. 8 of 2025)

(To be introduced in the Legislative Assembly of the State of Goa)

**GOA LEGISLATURE SECRETARIAT,
ASSEMBLY HALL, PORVORIM, GOA
MARCH, 2025**

**The Goa Outdoor Advertisement (Regulations & Control)
Bill, 2025**

(Bill No. 08 of 2025)

A

BILL

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
5 erection, regulation or control of temporary and seasonal structures
permitted under Coastal Regulation Zone Notification.

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.**

10 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 Bill may be
15 called the Goa Outdoor Advertisement (Regulation and Control) Bill,
2025.

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

(3) It shall come into force from such date as may be notified in the
Official Gazette.

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

(a) “Advertisement” means and includes any information, device or representation in any manner such as announcement or direction by word, letter, model, image, or a combination thereof, signs by means of posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards, digital board, sky sign, placard, digital LED, LCD, backlit sign, neon display, electronic display, video display, laser display, balloons, etc. for the purpose of commercial exploitation or for publicity or giving information or to attract public to any place, person, public performance, public and social messaging, article of merchandise or to promote a product or service in a commercial sense;

(b) “Agency for outdoor Advertisement device” means any person registered under sub section (1) of section 7;

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

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

(e) “Committee” means the Goa Advertisement 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;

(h) “Display” means the display of any commercials or display of non-commercial;

(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) “Display of Non-Commercials” means any display which is not covered by Display of Commercials;

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

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

(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) “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;

(o) “Outdoor advertisement device” means any device which is attached to, forms part of, or is connected with any building or fixed to a tree or to the ground or to any pole, screen, or hoarding or exhibited/displayed in a space or in or over any water body, which is used for the purpose of advertisement and includes devices 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 29 A 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 Advertisement Regulatory Committee.—(1) The Government shall, by notification in the Official Gazette, constitute a Goa Advertisement 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,—

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

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

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

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

(v) 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, outdoor Advertisement devices and display, and it shall perform such other functions as the Government may, from time to time, assigned to it for carrying out purposes of this Bill.

(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 Bill;

(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 Outdoor Advertisement Device Master Plan for the State, and geo-tag all the outdoor Advertisement devices 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 28;

(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 outdoor Advertisement devices and displays within the State of Goa;

(b) appoint and manage consultants for the preparation of the GIS based Outdoor Advertisement Device MasterPlan 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 outdoor advertisement devices,

(ii) details of placement of outdoor Advertisement devices,

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

(iv) details of the registered displays,

(v) all notifications related to outdoor Advertisement devices and display.

(d) appoint committees for the purpose of carrying out inspection in terms of sub-section (1) of section 28;

(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 erect, construct, or place an outdoor Advertisement device shall apply for registration to the Competent Authority in such form and manner as may be prescribed.

5 (2) Every person intending to use an outdoor Advertisement device, which has been erected, constructed or placed by any Agency for outdoor Advertisement Device, for the purpose of display, or intends to display without the use of an outdoor advertisement device, shall apply for registration to the Competent Authority in such form and manner as may be prescribed.

10 (3) Notwithstanding anything contained in sub-section (1) and (2), any person who on the date of coming into force of this Bill, has already erected, constructed or placed or is using an already erected, constructed or placed outdoor Advertisement device for the purpose of display, or is displaying without the user of an outdoor advertisement device shall apply to the Competent Authority for
15 registration under this Bill within six months from the coming into force of this Bill.

(4) An Agency for outdoor Advertisement device and an Agency for display; whether temporary or permanent and whether existing or proposed shall apply for registration in such form and manner, as
20 may be prescribed.

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

25 (6) 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.

30 (7) The registration shall remain valid for a period of five years in case of local authorities and Government departments and for a period of three years in other cases, unless specifically cancelled by the Competent Authority.

(8) 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 outdoor Advertisement device, 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.

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

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 person or the Agency has been declared an insolvent by a Court of competent jurisdiction and has not been discharged;

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

(d) if the person or the Agency, or any one of its directors, owners, proprietors, partners has any outstanding dues with the Competent 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 shall be refused unless the person applying for registration has been afforded a reasonable opportunity of being heard.

9. Certificate of Registration.— (1) The Competent Authority shall, 5 unless registration is refused, enter the name and the particulars of the

person or Agency for outdoor Advertisement device or the Agency for display, in the e-register maintained for this purpose and shall issue a certificate to the Agency for outdoor Advertisement device and/or the agency for display, in such form as may be prescribed.

(2) Any person or an Agency for outdoor Advertisement device and/or 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 a person or an Agency for Outdoor Advertisement Device or an Agency for display from the e-register and cancel the certificate on any of the following grounds, namely:—

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

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

(c) if the person or the Agency is guilty of 3 consecutive violations of the conditions contained in the permissions granted under section 11 and/or 12.

(2) Any person or an Agency whose name is removed from the e-register under sub-section (1) shall forthwith remove every outdoor Advertisement device erected by it and/or remove every display put up by it. Any delay in removing the outdoor advertisement device and/or the display beyond the stipulated period specified in sub section (10) of section 11 or sub-section (10) of section 12, shall be punishable with penalty under section 23.

11. Regulation of erection, construction or placement of outdoor Advertisement device.— (1) Subject to such rules as may be prescribed, no person or Agency for outdoor Advertisement device

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registered under section 7, shall erect, construct or place an outdoor Advertisement device, both temporary and permanent, anywhere, 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 fees as may be prescribed.

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

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

(3) Notwithstanding anything to the contrary contained in any other State law for the time being in force, every outdoor Advertisement device except which is erected before the 9th day of September, 2010 shall be in compliance with the criteria specified in Schedule II.

(4) No Outdoor Advertisement device 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;

5 (e) Coastal Regulation Zone notified under the Coastal Regulation Zone Notification, 2011;

(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 wholly prohibited by 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, the provisions of such other State laws relating to regulation and providing for control of erection construction and placement of outdoor advertisement device and levy and collection of taxes with respect to the regulation and control of erection, construction and placement of outdoor advertisement device shall cease to apply on commencement of this Bill.

(6) The Competent Authority shall allot an unique identification number as well as a Quick Response code to each outdoor Advertisement device, 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 outdoor Advertisement device.

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(7) The agency for outdoor Advertisement device shall ensure that the unique identification number and the Quick Response Code at all times are displayed on the outdoor Advertisement device, unless the Agency for outdoor advertisement device 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 Outdoor advertisement device.

(8) A picture of the unique identification number and the Quick Response Code affixed on the outdoor Advertisement device shall be uploaded by the Agency for Outdoor Advertisement device 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 outdoor Advertisement device, shall remain valid for a period of five years in case of outdoor Advertisement devices of Government Agencies and for a period of three years in case of outdoor Advertisement devices of non-Government Agencies.

(10) The permission granted by the competent Authority for the erection, construction or placing of a temporary outdoor Advertisement device shall be valid for a period of 01 year but not exceeding one (1) year.

(11)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 Outdoor Advertisement device, 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 Outdoor Advertisement device shall in case
5 of a permanent outdoor Advertisement device remove the same within thirty days from the surrender of the permission and in case of temporary outdoor Advertisement device within fifteen days from the surrender of the permission. Any delay in removing the outdoor

Advertisement device beyond the stipulated period shall be liable for penalty under section 22.

12. Regulation of display.— (1) No agency for display registered under section 7, shall display any advertisement using an outdoor Advertisement device (either temporary or permanent) or otherwise, without the written permission from the Competent Authority. The permission may be granted by the Competent Authority upon receiving an application in such form and upon payment of such fees as may be prescribed:

Provided that in all the cases where permission is to be granted or not to be granted, the decision shall be taken by the competent authority within seventy-two working hours from the time of receipt of an application under sub-section (1).

Provided further that the Competent Authority may by notification exempt certain category of non-commercial displays from payment of the fees.

(2) If the Agency for display intends to modify or change the advertisement being displayed, a fresh permission in terms of sub-section (1) shall be obtained for the proposed new or modified display.

(3) 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.

(4) Notwithstanding anything inconsistent therewith contained in any other enactment enacted by the State Legislature, the provisions of such other State laws relating to regulation and providing for control of display and levy and collection of taxes with respect to display shall cease to apply on commencement of this Bill. 5

(5) Any agency for display not being the owner of the outdoor Advertisement device, shall enter into a written contract with the

agency for outdoor Advertisement device for its user. No Objection Certificate in such form as may be prescribed, shall be furnished from the Agency for outdoor Advertisement device at the time of obtaining permission under sub-section (1).

(6) 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.

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

(8) 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 Entertainment Society of Goa in such form as may be prescribed.

(9) The permission granted by the Competent Authority for display on the permanent outdoor Advertisement devices, shall remain valid for maximum period of five years in case of display of Government entities and for maximum period of three years in case of display of other entities.

5 (10) The permission granted by the Competent Authority for display on a temporary outdoor Advertisement device shall be valid for a period of 01 year but not exceeding one year.

(11) The Competent Authority shall renew permission granted for display before its expiry on payment of such fees as may be prescribed and every such application for renewal shall be treated as a fresh application.

10 (12) The agency for display, can surrender permission granted for display in writing during the tenure of the validity period without any refund of the fees paid under sub-section (1). Within seven days from

the surrender of the permission, the Agency for display shall remove the display. Any delay in removing the display shall be liable for penalty under section 22.

13. Exemptions .— The provisions of this Bill shall not apply to following Outdoor Advertisement devices and displays:—

(i) Outdoor Advertisement devices 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. The Competent Authority shall be intimated, in such form as may be prescribed, of the installation of all such Outdoor Advertisement devices and displays where the device or display faces the vehicular traffic plying on the surrounding public streets or is visible from a public street or a public place.

(ii) Outdoor Advertisement devices 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) Outdoor advertisement device and display exhibited within the walls or window of any building, except supermarkets, Malls and Cinema Halls.

(iv) Outdoor advertisement device and display is for an invite to any exhibition or to any entertainment or meeting to be held therein 5
or to any sale or letting of such land or building or any effects therein:

Provided that the outdoor advertisement device and display are erected and installed within the limits of the venue of the exhibition, entertainment, meeting etc: 10

Provided further that the user of such erected devices and utilization of the same for the purpose of display shall not exceed 7 days.

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

(vi) Advertisements made in newspapers, broadcast made over radio or telecast in television or on social media platforms.

(vii) Name plate announcing the name of the owner or name of the occupier of the building provided that the device and the display approximately do not cover over 25% of the area of the window, wall, or surface of the building, where it is displayed and there is no display of an branded product or branded service on it;

(viii) Signages including but not limited to 'No-Parking', 'welcome', 'Beware of dogs', 'trespassers will be prosecuted' put on the gate or the compound wall of any building.

(ix) Name of the building displayed in any form on the building, except a sky sign:

Provided that the display occupies approximately less than 25% of the area of the window, wall, or surface of the building wherein it is displayed:

5 Provided further that there is no display of any branded product or branded service on it;

(x) Wall painting for aesthetic purposes or any other form of artwork created for aesthetics as decided by the competent authority.

14. Power to revoke or modify the permission.— (1) The
10 Competent Authority may either suo moto or upon a complaint received withdraw permission granted under sections 11 and 12 or amend any condition or impose a further condition in respect of permission granted under sections 11 and 12 if:-

15 (i) as a result of a change in the environment or the aesthetics of

the neighborhood, streetscape or urban design, the display or the outdoor advertisement device 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 outdoor advertisement device or the display constitutes, or has become, a danger to any person or property or traffic safety;

(iii) the outdoor advertisement device 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 outdoor advertisement device or a part of it has fallen due to an accident or any other cause;

(v) the outdoor advertisement device or the display has been erected or displayed in contravention of the permissions obtained under section 11 or 12;

(vi) the outdoor advertisement device or the display has been modified, improved, realigned, relocated or altered without the permission of the competent authority; 5

(vii) due to any work to be undertaken by the Central Government, the State Government, local authority or a statutory Authority, the advertisement is required to be relocated or removed; 10

(viii) the Competent Authority learns that in the contract executed between an agency for display and an agency for outdoor Advertisement device, either of the parties is unregistered or the registration as on the date of execution of the contract is invalid for whatsoever reasons; 15

(ix) in the opinion of the Competent Authority there is sufficient ground to be recorded in writing for revoking or modifying the 20

permission.

(2) The Competent Authority shall send a notice in writing to a person or an agency for display and/or the Agency for Outdoor Advertisement Device, 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 outdoor advertisement device or the display as the case may be 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 outdoor advertisement device or the display 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 an Outdoor Advertisement device.— (1)

5 Notwithstanding anything contained in this Bill, if, (i) it appears at any time to the Competent Authority that the Outdoor Advertisement device 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 Outdoor advertisement device or a part thereof, the Competent Authority may
10 by written notice require the person or Agency for Outdoor Advertisement Device,—

(i) to pull down, the outdoor Advertisement device; or

(ii) to secure; or

(iii) to remove; or

15 (iv) to repair;

such Outdoor Advertisement device 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 Outdoor Advertisement device 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 Outdoor advertisement device, 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 an outdoor advertisement device has been erected or an advertisement 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 an outdoor advertisement device shall be recovered from the concerned Agency for Outdoor Advertisement device as arrears of land revenue. 5

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 Outdoor Advertising device 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 an outdoor Advertisement device or for usage for display shall be put to auction, in such manner as may be prescribed. 10

(2) Such allotment by way of auction for the purpose of construction, erection, or placement of an outdoor Advertisement device shall be for a period of 10 years on Design Build Operate Transfer basis (DBOT). 15

(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 Outdoor Advertising device shall be re-auctioned upon the expiry of the allotment period.

17. Assignment of permission.— (1) No Agency for outdoor Advertisement device shall lend, transfer or assign the permission granted to it under section 11 to any other registered Agency for outdoor Advertisement device, 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 Outdoor Advertising device which lends transfers or assigns the permission granted to it under section 11 in contravention of sub-section (1) shall be liable for punishment under section 23.

5 (3) No agency for display shall lend, transfer or assign permission granted to it under section 12 to any other registered Agency for display.

10 (4) Any Agency for display which lends, transfers or assigns the permission granted under section 12, shall be punishable by the Competent with fine which may extend to Rs. 50,000/-.

15 **18. Mandatory display of non-commercial information.—** (1) An Agency for Outdoor Advertisement device shall, upon being intimated in writing, display any non-commercial display on its registered outdoor Advertisement device, 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 (2) the Agency for Outdoor Advertisement device 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. Imposition of taxes.— (1) Subject to any general or special orders which the Government may make in this behalf, the Competent Authority shall impose, for the purposes of this Bill, a tax on display:

Provided that the maximum and minimum rates at which the aforesaid tax shall be levied in different classes of Village Panchayats, Municipal areas and the Corporation and other matters relating to imposition, assessment, collection and exemptions thereof shall be such as may be prescribed.

20. Fund allocation.— The local authorities which were receiving taxes from the advertisements under the provisions of their respective laws, shall be compensated by the Government on every quarterly basis before the 10th day of the month of April, July, October and January of the succeeding year, by payment of the percentage as may be prescribed of the revenue collected and utilize the balance of the revenue collected towards the administrative expenses of the Competent Authority and for the purpose of implementation of the present Bill

21. Penalty for default in registration.— (1) Any person or an Agency erecting, constructing or placing an outdoor Advertisement device or using an Outdoor advertisement device for display without registration shall be punishable with fine of Rs.1,00,000/-.

(2) Where the person or an Agency on whom the penalty of fine is imposed under sub-section (1) does not within 30 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 30 days from the date of the expiry of the period of 30 days; and,

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

(3) where the person or an Agency on whom the penalty of fine 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 Outdoor Advertisement device shall be removed at the cost of the defaulter.

22. Penalty for default in permission.— (1) Any person or an Agency erecting constructing or placing an outdoor Advertisement device or displaying an advertisement on any outdoor Advertisement device without permission of the Competent Authority shall be punishable with fine of Rs. 1,00,000/-.

5 Provided that any person or any Agency for Outdoor Advertisement device or an Agency for display 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.

10 (2) Where the person or an Agency on whom the penalty of fine is imposed under sub-section (1) does not within 30 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 :-

15 (a) Rs.1000/- for each day for the first 30 days from the date of the expiry of the period of 30 days and,

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

20 (3) where the person or an Agency on whom the penalty of fine 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 Outdoor Advertisement device shall be removed at the cost of the defaulter.

23. Penalty for contravention of any other provision.— (1) If any person or an Agency contravenes any other provision of this Bill, he shall be punishable with fine of Rs. 25,000/-.

(2) Where the person or an Agency on whom the penalty of fine is imposed under sub-section (1) does not within 30 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 30 days from the date of the expiry of the period of 30 days and,

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

(3) where the person or an Agency on whom the penalty of fine 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 Outdoor Advertisement device shall be removed at the cost of the defaulter. 5

24. Penalty for false statement.— (1) If any person or an agency required to make a statement under this Bill or the rules made there under makes a false statement or suppresses a material fact, he shall be punishable with fine of Rs. 1,00,000/-. 10

(2) Where the person or an agency on whom the penalty of fine is imposed under sub-section (1), the same shall be recovered as arrears of land revenue, and the Outdoor Advertisement device shall be removed at the cost of the defaulter. 15

25. 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 Bill or the Rules made there under, he shall be liable to punishment with imprisonment which may extend to three months or with a minimum fine of Rs. 25,000/- which may extend upto Rs. 5,00,000/- or with both. 20 25

(2) The offence under sub-section(1) shall be cognizable, bailable and triable in a summary manner.

26. Duplicate Certificate.— If a registration certificate or permission issued under this Bill 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.

27. Publication of name of person removed from the register.— The Competent Authority shall publish on the website, the names and addresses of the Agencies, and the details of their outdoor advertisement device and/or display, whose names have been removed
5 from the e-register and whose certificates have been cancelled under section 10 or who have surrendered their permissions under sub-section (10) of section 11 and sub-section (12) of section 12 or whose permission has been revoked under section 14.

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

(2) The Competent Authority shall upon noticing any outdoor
15 Advertisement device erected, constructed or placed in contravention of section 11 or any display on an Outdoor Advertisement device 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
20 thereupon shall be placed before the Goa Advertisement Regulatory Committee once every year.

29. Appeals.— (1) Any person aggrieved by any decision, order or
25 direction of the Competent Authority, may appeal to the Appellate Authority within a period of 60 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 120 days, from the date of the decision, order or direction.

30. Insurance.— (1) The Agency for outdoor Advertisement device shall insure public liability during the duration of the registration period at its sole cost and expense.

(2) At any time during the registration period, the Agency for outdoor advertisement device shall provide evidence of a valid Insurance for the Outdoor Advertisement device to the Competent Authority on demand. 5

(3) The Agency for outdoor Advertisement device contravening the provisions under sub-section (1) and (2) shall be punishable under section 23. 10

31. Indemnity.— The Agency for outdoor Advertisement Device and the Agency for Display shall indemnify the Competent Authority as well as the Local Authorities against all actions, proceeding, claims, demands, costs, losses, damages and expense which may be brought against, or made upon the concerned local authorities or the Competent Authority, which arise as a result of the erection, construction or placement or the continued presence of the Outdoor Advertisement Device or the display. 15

32. 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 Bill or any rule made thereunder and shall assist the Competent Authority under section 28 in the exercise of his lawful authority. 20 25

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

(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);

5 (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;

10 (d) the form in which application for written permission shall be made and the fees thereon 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 outdoor Advertisement device and Agency for display under section 11(8) and 12(8);

15 (f) fees for renewal of permission granted under section 11(11) and 12(11);

(g) form for no objection certificate to be furnished under section 12(5);

20 (h) form for intimating the Competent Authority of the installation under section 13(1);

(i) manner of auction under section 16(1);

(j) fees for grant of permission by the competent Authority under section 17;

(k) the maximum and minimum rates at which the tax shall be levied in different classes of Village Panchayats, Municipal areas and the Corporation and other matters relating to imposition, assessment, collection and exemptions thereof under section 19;

(l) the percentage of the revenue to be allotted to the local authorities under section 20;

(m) fees for issue of duplicate certificate under section 26;

(n) any other matter which is to be, or may be, prescribed under this Bill.

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34. Power to make regulations.— (1) The Committee may, with the previous sanction of the Government, make regulations consistent with the provisions of this Bill and the rules made thereunder to carry out the purposes of this Bill.

(2) The power to make regulations under this section shall be subject to the condition of previous publication and such publication shall be made in the Official Gazette and in such manner as may be directed by the Government.

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35. 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.

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36. Overriding effect.— The provisions of this Bill shall have effect notwithstanding anything inconsistent therewith contained in any enactment enacted by the State Legislature other than this Bill and no other permission shall be required under any other State law if a permission under this Bill is obtained.

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37. Power to remove difficulties.— (1) If any difficulty arises in giving effect to the provisions of this Bill, the Government may, by

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order published in the Official Gazette, make such provisions, not inconsistent with the provisions of this Bill 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 Bill.

5 (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 devices

A. Permanent Outdoor Advertisement devices

- (i) Hoarding on Iron/Steel multiple angles structures/frames
- (ii) Unipole (structure on a single shaft)
- (iii) Dualpole (structure on a double shaft)
- (iv) Electricity Pole
- (v) High Mast Pole
- (vi) Gantry
- (vii) Shelters—Bus, Transit Waiting, Rain
- (viii) Traffic/Police Booths including Structures on such traffic/Police Booths
- (ix) Awning or overhang and Panels
- (x) Building including any part of the building
- (xi) Dealer Boards on Shops
- (xii) Personal Boards
- (xiii) Name Plates
- (xiv) Film Poster Points
- (xv) Kiosks
- (xvi) Street Lights/ Lamp Posts
- (xvii) Concrete columns of Bridges
- (xviii) Motor vehicles including bus panel, metro/train/tram coaches
- (xxi) Lollipop Board
- (xx) Street Furniture
- (xxi) Public Amenities
- (xxii) Vessels plying on the inland water (whether mechanically propelled or otherwise)

B. Temporary Outdoor Advertisement Devices

- (i) Air Balloons
- (ii) Collapsible Booths
- (iii) Speakers for Audio Announcements at a public place
- (iv) Temporary wood/bamboo structures (Flex Advertisement)

- (v) Cloth Banners
- (vi) Banners of any other material
- (vii) Foldable & Flexible Gantry

"SCHEDULE II"

Criteria for devices

A. Criteria for site selection for erection of Outdoor Advertisement device

- (i) For outdoor Advertisement devices erected on land the following criteria is to be followed:-
 - (1) The site selected for the erection/construction of the outdoor Advertisement device shall not cause any hinderance to the vehicular and pedestrian traffic
 - (2) The Agency for outdoor Advertisement Device 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 outdoor Advertisement device is proposed to be erected/constructed/altered.
 - (3) The Agency for Outdoor Advertisement Device shall be solely responsible for ensuring that during the erection, maintenance, alteration and operation of an outdoor Advertisement device, the said device does not conflict with utility services.
 - (4) The line department may require the Agency for Outdoor Advertisement Device to either replace or altogether remove any outdoor Advertisement device 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) Outdoor advertisement device and display shall not be permitted on traffic islands, with the exception of an outdoor advertisement and display which is restricted to the name and logo of the person who has undertaken the maintenance, beautification or upkeep of the Traffic island under its corporate social responsibility.

However, the outdoor advertisement device and display shall not unduly affect the attention of the drivers. The size of the outdoor advertisement and its maximum height from the surface of the road shall be determined by the Competent Authority for each case individually upon carrying out an inspection of the traffic island.

- (6) For Outdoor advertisement devices proposed to be erected along National Highways, the Agency for outdoor Advertisement device and the Agency for display shall strictly comply with the provisions of the Control of National Highways (Land and Traffic) Act, 2002. For outdoor advertisement devices beyond the jurisdiction of the National highways Authority the provisions of the present Bill shall apply.
- (7) For outdoor advertisement devices 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 device shall be placed at a minimum lateral distance equal to the height of the proposed hoarding from the ground plus 5.00 mts. from the edge of the right of way.
 - (b) In the event the display is perpendicular to the direction of the traffic, the device 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 outdoor advertisement device shall be permitted to even project over this area.
- (8) The lower side or the bottom of an outdoor advertisement device 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 mts. from the highest point on the surface of ground below. No Outdoor Advertisement device erected shall exceed the height of 20 meters above the road level.
- (9) Along the State Highways and Major District Roads a distance of

50meters shall be maintained between two outdoor advertisement devices and displays. With respect to devices erected prior to 2010, the starting point for the purpose of determining the radial distance shall be the device erected first in time.

- (10) Along the other district Roads and village roads, a distance of 30 meters shall be maintained between two outdoor advertisement devices and displays.
- (11) There shall be no outdoor advertisement device erected on footpaths;
- (12) An Outdoor advertisement device which is or may be a traffic hazard will not be permitted. An outdoor Advertisement device 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 give way 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 are a where there are several devices and the cumulative effect of those devices may be 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 outdoor Advertisement device may be located inside a prohibited area of a public street and in relation to over

head road traffic signs;

- (13) Besides aforesaid, such outdoor Advertisement devices 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 outdoor Advertisement device must be positioned at a distance of 100 metres from the center of an intersection; and traffic flow may not be impeded during the erection and maintenance of an outdoor Advertisement device 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 outdoor Advertisement device shall not obstruct a fire escape or the means of access to or egress from a fire escape;

- (15) The outdoor Advertisement device shall not obstruct any overhead power lines or underground power lines laid by the Electricity department or under the Electricity Act, 2003;
- (16) Outdoor advertisement device shall not be permitted on the median of the road
 - (ii) For outdoor Advertisement devices erected or constructed on buildings—walls or roof tops, the following criteria needs consideration:
 - (1). An Outdoor Advertisement device only in the form of a sky sign 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 sky sign, and a certificate to that effect is produced from the certified Structural Engineer; the Outdoor advertisement device erected on a building shall maintain a setback of 3 meter from the edges of the building.
 - (2). No other form of outdoor advertisement device shall be permitted on the roof top of buildings.
 - (3). Outdoor advertisement device shall not be permitted on a building which is in a ruinous or dangerous state;
 - (4). When erected on top of the building, the maximum height of the sky sign shall not exceed 25% of the length of the building;
 - (5). Sky signs shall not be permitted on sloping roofs of buildings.
 - (6). The agency for Outdoor advertisement Device 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 outdoor Advertisement device proposed to be erected/ /constructed/ altered within twenty kilometres from the aerodrome reference point.

- (7). The outdoor advertisement device shall not block the passage, entrance, or cause inconvenience with respect to the access to any building (both entry & exit);
- (8). The outdoor advertisement device shall not block the passage of light or circulation of air/ ventilation to any building;
- (9). The outdoor advertisement device shall not block any door, window, verandah or any such opening in any building;
- (10). The outdoor advertisement device shall not block, conceal or inconvenience the public view of the architectural features of any building;
- (11). The outdoor advertisement device 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 outdoor Advertisement devices 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.

A. Criteria for Outdoor Advertisement devices

- (1) A certified Structural Engineer shall certify the structural stability of the outdoor Advertisement device 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 Outdoor advertisement Devices. Certified structural engineer shall do the annual audit of the Outdoor Advertisement device 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 devices shall be as follows;

Sr. No	Major Category of OMD Type	Sub-Category of OMD Shape	Size of Category of OMD		
			Large Formats (Code=L)	Medium Formats (Code=M)	Small Formats (Code=S)
1	Permanent OMD	Hoarding on Iron/Steel multiple angles structures/ /frames	90 x 30ft	40 x 40ft	40 x 20ft
2		Wall Wrap	20 x 15ft	15 x 8ft	7 x 5ft
3		Unipole (Structure on a single shaft)	30 x 15ft	15 x 8ft	7 x 5ft
4		Dualpole (structure on a double shaft)	30 x 15ft	15 x 8ft	7 x 5ft
5		High Mast Pole-- Back lit, Front--lit, Non-lit (Display)	8 x 5ft	5 x 3ft	3 x 2ft
6		Gantry (Signage's	Vertical-	Vertical-3ft;	

		display across road width)	5ft; Horizontal -across road length	Horizontal across road length	
7		Shelter-Bus, Transit Waiting, Rain	75%of the space	75%of the space	75% of the space
8		Film Poster Points - back lit, front lit, non-lit	12 x 8ft	8 x 5ft	5 x 3ft
9		Lollipop-backlit, front lit, non-lit(in different innovative shapes)	4 x 3ft	3 x 2ft	less then 2ft
10		Display on Street Furniture (in different innovative shapes)	75% of available surfaces pace on all sides of the furniture	50% of available surface space on all sides of the furniture	25% of available surface space on all sides of the furniture
11		Shop Window	75% of available surface space on all sides of the window	40% of available surface space on all side soft he window	less than 20% of available surface space on all sides of the window
12		Public Amenities	75%of available surface space on all	50% of available surface space on all sides of the	Less than 20% of available

			sides of the amenity	amenity	surfaces pace on all sides of the amenity
13		Way board with commercials	10% size of the Way board		
14		Neon display	10 x 8ft	9 x 6ft	4 x 3ft
15	Temporary OMD	Air Balloons	12 x 12 ft diameter	6 x 6 ft diameter	less than 4ft diameter
16		Collapsible Booths (temporary foldable structure)	Total 64sq.ft of area occupied	Total 36 sq. ft of area occupied	less than 36 sq. ft. of area occupied
17		Vehicle Branding including bus panel, metro/train/tram coaches (exterior only)	75% of available surface space on all sides of the vehicle or individual coaches (except front)	40% of available surface space on all sides of the vehicle or individual coaches (except front)	less than 40% of available surface space on all sides of the vehicle or individual coaches (except front)
18		Mobile Display including motorcycles (tableau, especially displaying products/	Large motorized vehicle with engine capacity of	Large motorized vehicle with engine capacity of not more	Motorized vehicle with engine capacity

		/services)	not more than 3000 cc Displaying on all three sides, except the front	than 1000 cc Displaying on all three sides, except the front	of not more than 500 cc and Non-motorized vehicle Displaying on all three sides, except the front
19		Advertisement on electric poles	Circular advertisement board the maximum diameter shall be 1 meter only and in case of elliptical advertisement board, the length of major and minor axis shall not exceed 1.5 meter and 1.0 meter respectively. For triangular or any other shape advertisement boards the maximum length of each side shall not exceed 1.0 meters. The weight of the advertisement boards shall not exceed 5 kgs along with all the accessories required for holding the board on the electricity pole with proper insulation the minimum ground clearance of the advertisement board shall be around 4.0 meters.		
20		Audio Announcements among public with an electronic	Use of 5 speakers	Use of 3 speakers	Use of less than 3 speakers

		speaker in Public Place			
21		Display on Stickers on Car	2 sq. ft of surface area		
22		Flex Advertisement on temporary wood/bamboo structures	12 x 8ft	5 x 3ft	4 x 3ft
23		Cloth Banners	12 x 8ft	5 x 3ft	4 x 3ft
24		Foldable & Flexible Gantry	20 x 15ft	10 x 8ft	4 x 3ft
25		Election Banner & Materials (No wall writing & wall posters, but posters allowed on flexible & removable boards)	20 x 15ft	10 x 6ft	4 x 3ft
26		LED/Electronic/Digital display without video	10x8ft	9x6ft	4x3ft
27		Umbrella	90% of available surface space on all sides of the Umbrella	70% of available surface space on all sides of the Umbrella	50% of available surface space on all sides of the Umbrella

Note: the sizes enumerated herein are maximum sizes.

- (5) With respect to advertisement devices not included in the above table, the size thereof shall be determined on the basis of the site

conditions.

- (6) The outdoor Advertisement device should not be detrimental to the nature of the environment, street scape, urban design or detract from the architecture of any building on which or where such device is to be located, by reason of abnormal size, appearance, intensity of illumination, workmanship, design or its existence;
- (7) The outdoor Advertisement device shall not constitute a danger to any person or property or traffic safety;
- (8) The outdoor Advertisement device shall not project outside the boundaries of the property on which it is to be erected or displayed;
- (9) The outdoor Advertisement device 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;
- (10) The outdoor Advertisement device 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 Bill;
- (11) No Outdoor advertisement device shall imitate a traffic control device;
- (12) Outdoor Advertisement devices shall not use shapes that could potentially result in an outdoor Advertisement device 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;
- (13) 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;
- (14) 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;

- (15) The outdoor advertisement device shall be aesthetically designed.
- (16) Additional criteria for Energy usage in back-lit or front-lit outdoor Advertisement devices:
 - a. The electrical connections to Outdoor Advertisement Devices 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 outdoor Advertisement devices shall be directed solely on the outdoor Advertisement device;
 - e. External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching traffic; pedestrian or vehicular;
 - f. Upward pointing light of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign so that glare does no text end beyond the outdoor Advertisement devices;
 - g. The average maintained luminance shall be reduced to 0.5 candelas or all together shut, after 23:00 hours (11P.M.) and sunrise by automatic timing devices;
 - h. Non-static illuminated outdoor Advertisement devices (flashing lights) shall not be permitted along any road;
 - i. Moving, rotating or variable message outdoor Advertisement devices 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 outdoor Advertisement devices 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 outdoor Advertisement device;

- l. Adequate insulation and protection equipment and procedures shall be adhered to by the Agency for Outdoor advertisement devices;
 - 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 Outdoor Advertisement Devices 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);
- (17) If it is against the public interest;
- (18) With respect to outdoor advertisement devices 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 light's;
- (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;

Statement of Objects and Reasons

The Hon'ble High Court of Bombay at Goa has taken suo-moto cognizance of various illegal outdoor advertisement devices particularly in the nature of hoardings erected along the roads at various places across the State of Goa and therefore initiated Suo Moto Writ Petition bearing No 1/2007. The Hon'ble High Court voiced its concern over the detrimental effect the haphazard erection of such hoardings had on the vehicular traffic as well as the safety of the general public. The haphazard erection of such outdoor advertisement devices in addition to being a nuisance, very often contained objectionable content as well as content that distracted drivers and motorists.

Therefore, the present Bill aims to establish a comprehensive legal framework for the erection, regulation and control of outdoor

advertisement devices and the display thereon. Presently there are several different statutes which govern the erection, regulation and control of such outdoor advertisement devices as well as the display of advertisements thereon. Additionally, there are several different authorities responsible for the grant of permission as well as overseeing the implementation of the said statutes. In order to bring the entire legal regime pertaining to outdoor advertisement devices and displays under one single statute and to streamline the grant of permissions as well as the regulation of the erection of the outdoor media devices and the contents of the display the present Bill has been proposed.

The proposed Bill provides for the establishment of an authority to be known as the Competent Authority to regulate and control the erection and placement of outdoor advertisement devices across the State as well as the contents of the display thereon.

This Bill seeks to achieve the above objects.

Financial Memorandum

Certain provisions in this Bill relating to powers, duties and functions of the Competent Authority involve financial implications which cannot be quantified at this stage.

Memorandum Regarding Delegated Legislation

1. Sub section (1) of section 4 of the Bill empowers the Government to prescribe rules of procedure with respect to the transaction of business at the meetings of the Competent Authority.

2. Clause (e) of sub section (1) of section 6 of the Bill empowers the Government to prescribe the other functions which are to be performed by the Competent Authority.

3. Sub section (1) of section 7 of the Bill empowers the Government to prescribe the form and manner in which persons are to apply for registration before the Competent Authority. Sub section (4) of section 7 empowers the Government to fix the fees to be paid for registration under section 7 as well as issue a notification exempting certain category of persons from the payment of such fees. Sub section (6) of section 7 empowers the Government to fix the fees for the purpose of renewal of one's registration under section 7.

4. Sub section (1) of section 9 empowers the government to prescribe the form in which the certificate of Registration is to be issued

5. Section 11 empowers the Government to carry out several acts, such as;

(a) In sub section (1,) prescribe the fees payable for the grant of permission under section 11 as well as to notify the categories of persons who shall be exempted from the requirement of paying such fees.

(b) sub section (5) empowers the Government to prescribe the manner in which the unique identification number as well as the Quick Response code is to be made and allotted to each outdoor Advertisement device.

(c) sub section 6empowers the Government to prescribe the form in which the picture of the unique identification number and the

Quick Response Code affixed on the outdoor Advertisement device is to be uploaded on the website of the Competent Authority.

(d) sub section (9) empowers the Government to prescribe the fees payable for the renewal of the permission obtained under section 11.

6. Section 12 of the Bill empowers the Government to carry out several acts such as;

(a) sub section (1) empowers the government to prescribe the fees payable in order to obtain permission under section 12 of the Bill as well as notify a list of the category of non-commercial displays that will be exempted from the requirement of paying such fees.

(b) sub section (4) empowers the government to prescribe the form of the NOC which is to be produced by the Agency of display from the Agency for Outdoor Advertisement device when the said Agencies are distinct and separate.

(c) sub section (5) empowers the Government to prescribe the manner in which the Competent Authority shall create and allot a unique identification number and a Quick Response Code to each display.

(d) sub section (7) of the Bill empowers the Government to prescribe the manner in which pictures of the unique identification number and the Quick response code reflected on the display is to be uploaded on the website.

(e) sub section (10) of the Act empowers the Government to fix the fees payable for the renewal of permission granted under section 12.

7. sub section 11 of section 13 empowers the Government to prescribe the manner in which the Competent Authority is to be intimated of the outdoor advertisement devices and displays installed which are otherwise mandated or permitted under legislations issued by the Parliament including the Railway Act, 1989, the Airports Authority of India Act 1994, the Defence of India Act 1962 and The Major Ports Authorities Act, 2021.

8. sub section (1) of section 16 empowers the Government to frame Rules for the auction of the user of land/space/site or user of an outdoor advertisement device belonging to the Government to any person.

9. sub section (1) of section 17 empowers the government to fix the fees payable towards the assignment of permission obtained under section 11 of the Bill.

10. sub section (1) of section 19 empowers the Government to issue general or special orders with respect to the imposition of tax on display. Further the maximum and minimum rates at which the aforesaid tax shall be levied in different classes of Village Panchayats, Municipal areas and Corporation areas as well as other matters relating to imposition, assessment, collection and exemptions with respect to the same shall be prescribed by the Government.

11. Section 20 empowers the Government to specify what percentage of the revenue collected shall be allocated to the concerned local authority and what percentage of the revenue collected shall be retained with the Competent Authority.

12. section 26 empowers the Government to fix the fees payable for the issuance of a duplicate certificate.

13. section 33 empowers the Government to issue a notification in the Official Gazette thereby making Rules.

14. section 34 of the Bill empowers the Directorate of Information and Publicity to frame regulations to carry out the purposes of this Bill. Further sub section (2) empowers the Government to prescribe the manner in which the publication of the regulations framed by the Directorate of Information and Publicity shall be carried out in the Official Gazette.

15. section 35 empowers the Government to by notification to omit, amend or add any entries covered by or mentioned in Schedules I, II and III.

16. section 37 empowers the Government to issue orders for the purpose of removing the difficulty.

16. sub clause (3) clause (B) of Schedule II empowers the Government to prescribe the form in which the report of the certified structural engineer is to be submitted to the Competent Authority.

17. Sub clause (22) of clause (B) of Schedule II empowers the Government to prescribe the form in which the permissions obtained under the Motor Vehicles Act, 1988 and the Rules framed thereunder are to be submitted to the Competent Authority

Porvorim –Goa
Dated: March 20, 2025

Dr. Pramod Sawant
Chief Minister

Assembly Hall,
Porvorim-Goa,
Dated: March 20, 2025

(Namrata Ulman)
Secretary to the Legislative
Assembly of Goa

