

**HON'BLE THE CHIEF JUSTICE SHRI G.S. SINGHVI
AND
HON'BLE SHRI JUSTICE C.V. NAGARJUNA REDDY**

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Writ Petition No. 11740 of 2007

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Between:

K. Krupanandam

... Petitioner

And

The Greater Hyderabad Municipal Corporation,
Hyderabad rep. by its Commissioner & others

... Respondents

:: O R D E R ::

Counsel for respondent No.1 : Shri R. Ramachandra Reddy

August 28, 2007

Per G.S. SINGHVI, CJ

Letter dated 30.04.2007 sent by Shri K. Krupanandam along with newspaper report that majority of 2000 hoardings and poles installed in the city are structurally weak and a threat to the lives and limbs of the people was treated by one of us i.e. the Chief Justice as a petition in public interest.

In compliance of interim orders passed by the Court on 16.07.2007, 31.07.2007 and 09.08.2007, the authorities of Greater Hyderabad Municipal Corporation have taken remedial measures to ensure that unauthorized and unwarranted hoardings are not allowed to remain in the twin cities of Hyderabad and Secunderabad. Today, Shri R. Ramachandra Reddy filed the affidavit of Dr. G. Vani Mohan, Additional Commissioner (Advertisement), paragraphs 5, 11 and 14 of which read as under:

“ 5. It is proposed to constitute a Technical Team comprising of one Executing Engineer. One or two Structural Engineers and Advertisement Engineer to study the technical aspects being followed in GHMC and to suggest new technical guidelines to be followed and only after the certification by the Technical Committee permission for advertisements will be issued. However, there would not be indiscriminate grant of permissions. Apart from that, the Technical Committee will be asked to prepare specific Designs, Calculations and Drawings which are to be standardized. Henceforth, the designs framed by Corporation only to be followed by the Ad Agencies. The final permission will be granted only after certification by Quality Control Cell of GHMC/Empanelled Structural Engineer to GHMC (Certification of quality has not been followed so far).

11. As far as LED Bill Boards are concerned, it is respectfully submitted that pursuant to the orders of the Hon'ble Court exhibition of the same has been immediately stopped and notice has been issued to the Ad-Agency to remove the boards, since they are causing a lot of distraction of traffic and commuters.

12. It is further submitted that the hoardings which are not complying to the norms fixed by the Corporation will be issued notices to rectify all the defects within a short period. It is also proposed to levy penalties for violation of conditions, for 1st Violation fine of Rs.5,000/-, for 2nd violation fine of Rs.10,000/- and for 3rd violation fine of Rs.25,000/- and cancellation of License. It is also proposed to introduce 3-Tier Advertisement fee structure i.e. Rs. 600/- per year per Sq. mt. for Non-Lit Type, Rs. 90/- per year per Sq. mt. for Non-Lit Type, Rs. 900/- per year per Sq. mt. for Lit type and Rs. 1,200/- per year per Sq. mt. for Neon Sign boards. 15% Green Cess is proposed for planting trees and development of greenery in the city on the above tariff.”

In view of the action taken by the authorities for removal of unauthorized, illegal and unwarranted hoardings and advertisement poles, we deem it proper to close the proceedings of this public interest litigation with the direction that in future the concerned authorities should allow the erection of bill boards, uni poles and

hoardings etc., strictly on the recommendations of the experts and in no case video boards/holdings shall be allowed to be displayed without obtaining prior permission from the Court.

G.S. SINGHVI, CJ

C.V. NAGARJUNA REDDY, J

August 28, 2007

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