2026:UHC:2985

HIGH COURT OF UTTARAKHAND AT NAINITAL

Writ Petition Misc. Single No. 951 of 2026

23 April, 2026

Global Ad Agency

--Petitioner

Versus

Zila Panchayat Dehradun

--Respondent

WITH

Writ Petition Misc. Single No.960 of 2026

Omkar Advertising Agency

--Petitioner

Versus

Zila Panchayat Dehradun

--Respondent

Writ Petition Misc. Single No.961 of 2026

MS Shama Arts

--Petitioner

Versus

Zila Panchayat Dehradun

--Respondent

Presence:-
Mr. Paritosh Dalakoti, learned counsel for the petitioners.
Mr. N.S. Pundir, learned counsel for the respondent-Zila Panchayat, Dehradun.

Hon'ble Pankaj Purohit, J.

Petitioners are advertising firms, and they have an apprehension that if the e-tender for the affixing of hoardings and unipoles is awarded to a contractor, the contractor would fleece overcharge, and harass the petitioners. Petitioners have also been working with the respondent-Zila Panchayat, Dehradun for the last 13 years and have been paying the advertising fee to the Zila

Panchayat through the contractor, who was engaged through e-tender.

2. It is the contention of the petitioners that during these 13 years, the contractor employed by the respondent-Zila Panchayat, Dehradun has been overcharging on the advertising fee which the petitioners are required to pay to the Zila Panchayat.

3. This year again, the respondent-Zila Panchayat has floated an e-tender on 15.04.2026 for a contract to collect the advertising fee for hoardings and unipoles from advertising agencies like the petitioners. On the apprehension mentioned above, petitioners are before this Court.

4. This Court, vide order dated 17.04.2026, directed the learned counsel for the respondent-Zila Panchayat, Dehradun to obtain instructions in the matter.

5. Today, instructions have been produced before this Court and the same are taken on record. On the basis of the instructions, it is submitted by the learned counsel for the respondent-Zila Panchayat, Dehradun that the writ petitions have been filed only on the basis of presumption and apprehension that the contractor would fleece extra charge from the advertising agencies and harass them.

6. The purpose of filing these writ petitions is only to do away with middlemen like the contractor between the advertising agencies and the Zila Panchayat, Dehradun.

7. Heard the learned counsel for the parties, perused the instructions, and examined the pleadings in the writ petitions. This Court is of the view that the writ petitions have been filed by the petitioners-advertising agencies merely on the apprehension that in future, when the contract is awarded to a contractor, he will fleece extra charge for advertising fees and may harass the petitioners. If such a situation arises, the petitioners are at liberty to make a complaint to the competent authority, i.e., the Chief Executive Officer of the Zila Panchayat, and if such an application is moved, the same shall be decided by the Chief Executive Officer of the Zila Panchayat strictly in accordance with law after hearing all stakeholders in the matter. At this stage, nothing can be done.

8. With the aforesaid directions, all writ petitions stand disposed of.

9. Pending application, if any, stands disposed of accordingly.

(**Pankaj Purohit, J**.)
23.04.2026

AK