



# The Mizoram Gazette

EXTRA ORDINARY

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## NOTIFICATION

No. LAD-1/89, the 19th September, 1990, In exercise of the powers under the provisions of sub-clause (iv) of clause (a) under sub-rule (1) of Rule 23 of the Mizoram Town Sanitation Rules, 1980, the Governor of Mizoram is pleased to make the following order and Guidelines for display of advertisement Hoarding/ Signboards within the towns and Station Areas in the State of Mizoram as follows, namely :-

### GUIDELINES FOR ADVERTISEMENT HOARDING/SIGNBOARD WITHIN THE TOWN

1. No advertisement Hoarding/Signboard, shall be put up or installed at any place within the Town or Station areas in Mizoram without the written permission of the Government of Mizoram or any officer authorised by the Government on this behalf.
2. Any application for Hoarding etc. shall be submitted to the Sanitation Officer in a prescribed Form specified by the authority as appended.
3. Sanitation Officer or his representative may conduct spot verification of any application.
4. Sanitation Officer may consult authority of other Government departments like Public Works Department, the Police Department (Traffic Wing), Land Revenue & Settlement Department etc. and obtain No objection Certificate from them if found necessary before issue of licences.
5. The size of Signboard/Hoarding shall be fixed by the Sanitation Officer.
6. Any licence holder shall strictly abide by the terms and conditions laid down in the Licence, failure of which will be liable to cancellation of Licence.
7. Licence fee shall be determined as follows :-
  - i) On Government/Public land property Rs 10/- per sq. ft per annum.

ii) On private land/property Rs 5/- sq.ft.per annum.

The Government may alter the annual licenses fee as the situation demands.

8. Licence fees shall be paid by licensee annually through the Treasury challan, failure of which will entail extra payment of late fee for Renewal at the rate of Rs 50/-only.

9. Licence shall be issued after satisfactory finding in all respects.

10. Government may order removal of such advertisement Signboard or Hoarding if considered necessary in the interest of public services and in that case the Licence holder shall remove the materials within the specified period, failing which the Government may order disposal of the materials after reasonable notice has been served to the person or firm concerned.

11. Any damage in part or whole including colour painting should be repaired by the person or firm whenever the authority order to do so.

12. Nothing in word or in picture prohibited by the existing rules or by the customary law should be portrayed in the Board. Any thing which will be portrayed should be shown to the Sanitation Officer for approval before being portrayed in the board.

H. Raltawna,  
Secretary to the Govt. of Mizoram,  
Local Administration Deptt.

### APPLICATION FORM FOR HOARDING/ADVERTISEMENT

1. Name of applicant :  
(in block letter)
2. Father's/Husband's Name :
3. Age of Applicant :
4. Present Address :
5. Permanent Address
6. Name of firm and its location. :
7. Whether the firm is registered :  
under the Govt. If so, brief  
particulars be mentioned.
8. Type of proposed hoarding :  
/ advertisement with size

- 9. Proposed location for installation :
- 10. Whether the proposed site is within the Govt/private land if so, no objection certificate from the owner of the land be furnished. :
- 11. Full script to be displayed :
- 12. Any other information :

Date.....

Signature of Applicant

OFFICE OF THE SANITATION OFFICER  
 LOCAL ADMINISTRATION DEPARTMENT : AIZAWL DISTRICT  
 LICENCE FOR HOARDING/SIGN-BOARD

NO.....OF 19.....

- 1. Name of Firm/Person .....
- 2. Father's Name .....
- 3. Business/Trade .....
- 4. Permanent Address .....
- 5. Local Address .....
- 6. Location of Installation .....
- 7. Specification of Hoarding/Sign-Board. ....

This Licence is issued for a period of 1 (one) year and is renewable annually before 31st March of every year on payment of fee. The Licence holder shall strictly follow terms and conditions laid down over leaf.

Sanitation Officer,  
 Local Administration Department,  
 Aizawl District.

Date of Renewal	Valid upto	Signature of issuing Authority	REMARKS
1	2	3	4

1. No person shall, without a licence from Sanitation Officer on payment of fees as specified in any place within the specified Town install Hoarding/Sign Board.
2. The Licence shall be renewed annually before 31st March.

3. The Sanitation Officer may refuse to grant such licence for the installation or continuance of a Hoarding/Sign-Board if he is of opinion that such establishment or continuance in the proposed or existing position would be objectionable by reason of nuisance or inconvenience it may cause to the public or the inhabitants or the neighbourhood.

4. If in the opinion of the Sanitation Officer, a Hoarding/Sign-Board is run or maintained in bad condition, the Sanitation Officer may, by notice require the Owner or Manager therefore to remove, vacate or stop management of the same from such date or time as may be stipulated in the notice.

5. Failure to comply with any of the terms and conditions of the licence may entail cancellation of the licence.

Having read/understood the provision/terms and conditions above, I do hereby agree to abide by the same.

Signature of Licence holder.

Sanitation Officer,  
Local Administration Department,  
Aizawl District