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The Select Committee Report on The Goa Outdoor Advertisement (Regulation & Control) Bill, 2025 which was presented in the Legislative Assembly of the State of Goa on 7th August, 2025 is hereby published for general information in pursuance of Rule 231 of the Rules of Procedure and Conduct of Business of the Goa Legislative Assembly.

Report of the Select Committee on The Goa Outdoor Advertisement (Regulation & Control) Bill, 2025

(Bill No. 8 of 2025)

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(i)

**Composition of
Select Committee on the Goa Outdoor Advertisement
(Regulations & Control) Bill, 2025**

CHAIRMAN

Shri Rohan Khaunte, Minister for Information & Technology

MEMBERS

1. Adv. Shri Carlos Ferriera, MLA.....Member
2. Shri Vijai Sardesai, MLA.....Member
3. Shri Nilesh Cabral, MLA.....Member
4. Shri Jit Arolkar, MLA.....Member

(ii)

INTRODUCTION

I, the Chairman of the Select Committee on the Goa Outdoor Advertisement (Regulations & Control) Bill, 2025 (Bill No. 8 of 2025), having been authorised by the Select Committee to present this Report, do present the same to the Goa Legislative Assembly.

2. The Select Committee would like to place on records its deep appreciation to the Secretary and staff of the Legislature for the work they have done and the co-operation rendered to the Committee by the Secretaries and staff of the Department of Information and Publicity and Law Department for ably assisting the Committee in the discharge of its work.

Porvorim, Goa
7th August, 2025

Shri Rohan Khaunte
Chairman
(Hon'ble Minister for Information & Technology)

(iii)

REPORT OF THE SELECT COMMITTEE

I, the Chairman of the Select Committee to which the Bill No. 8 of 2025 The Goa Outdoor Advertisement (Regulations & Control) Bill, 2025 was referred having been authorised by the Select Committee to submit the Report on its behalf, present its Report as adopted by the Select Committee.

The Bill was introduced in the Eighth Legislative Assembly of Goa on 24th March, 2025 and during the consideration stage on 26th March, 2025 was referred to Select Committee comprising of the following Members.

1. Shri Rohan Khaunte, Minister for Information & Technology
2. Adv. Shri Carlos Ferriera, Member

3. Shri Vijai Sardesai, Member
4. Shri Nilesh Cabral, Member
5. Shri Jit Arolkar, Member

Accordingly, the first meeting of the Select Committee was held on 23-04-2025 in which the Chairman informed the Members to summarise their queries, objections and suggestions and were requested to submit the same before the Select Committee after certain documents requested by the Members such as Hon'ble High Court Orders etc. were provided to them by the Department of Information and Publicity before the next meeting.

The Select Committee during its sitting held on 09-06-2025 brought on record the suggestions and discussed the same received from S/Shri Carlos Ferriera, Vijai Sardesai, MLAs and oral objections from the other Members. The suggestions received from the Members may be seen at Annexure-II.

After considering the objections, suggestions and concerns of the Members of the Select Committee, the Department of Information & Publicity presented a revised draft of the Bill in the meeting which was held on 23-06-2025. However, the Select Committee Members remained unsatisfied, pointing out various flaws and raising further objections. The Department assured that they would prepare a final draft of the Bill, which would be placed before the Select Committee.

The Select Committee held its sittings on 23-04-2025, 09-06-2025 and 23-06-2025 to examine the Bill in details. The Minutes of the sittings of the Select Committee may be seen from Appendices-I to III.

The Select Committee decided to have informal meetings and to frame a final draft for approval of the Members of the Select Committee. The Department of Information & Publicity placed a draft Bill for the consideration of the Select Committee on 23/06/2025. Member Adv. Shri Carlos Ferriera also placed a draft Bill for consideration of the Select Committee incorporating the necessary changes.

The Select Committee decide to prepare a draft Bill after going through both the aforesaid drafts and finalize the final draft through informal meetings.

The Select Committee decided to present the same as a Report to the House after adoption on 6th August, 2025. The final draft of the Bill as approved by the Select Committee is at annexure III.

Dated: 7th August, 2025.

Shri Rohan Khaunte
CHAIRMAN
to the Select Committee on the Goa Outdoor Advertisement
(Regulations & Control) Bill, 2025 and
Minister for Information & Technology

APPENDIX

MINUTES OF THE MEETINGS

- APPENDIX-I : Minutes of the Meeting held on 23-04-2025.
APPENDIX-II : Minutes of the Meeting held on 09-06-2025.
APPENDIX-III : Minutes of the Meeting held on 23-06-2025.
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Minutes of the First Meeting of the Select Committee on the Goa Outdoor Advertisement (Regulations And Control) Bill, 2025, held on 23rd April, 2025 At 3.00 p.m.

1. The first Meeting of the Select Committee on the Goa Outdoor Advertisement (Regulation and Control Bill), 2025, was convened and held on the 23rd April, 2025 at 3.00 PM in the PAC Room, Assembly Complex, Porvorim, Goa.

2. The following Hon. Members of the Committee were present during the meeting.

1. Shri Rohan Khaunte, Hon. Minister for Information and Technology.....Hon. Chairman
2. Adv. Shri Carlos Ferreira, Hon. MLA..... Hon. Member
3. Shri Vijai Sardesai, Hon. MLA..... Hon. Member
4. Shri Nilesh Cabral, Hon. MLA..... Hon. Member
5. Shri Jit Arolkar, Hon. MLA..... Hon. Member

3. The following Officers of the Goa Legislature Secretariat were present:-

1. Smt. Namrata Ulman, Secretary
2. Shri Mohan Gaonkar, Joint Secretary
3. Smt. Farida Muzawar, Section Officer
4. Smt. Shweta Naik, Section Officer

4. The following Government Officers were present: -

1. Shri Ramesh Verma, Secretary, Information and Publicity.
2. Shri Sandip Jacques, Secretary, Law
3. Shri Raut Dessai, Joint Secretary, Law
4. Shri Dipak Bandekar, Director, Information and Publicity.

5. Ms. Maria Corria, Government Advocate, was also present during the meeting.

6. At the outset, Shri Rohan Khaunte, the Hon. Chairman of the Select Committee, welcomed everyone and stated that the Bill was introduced in order to regulate Outdoor Advertisements and in particular hoardings.

7. The Hon. Chairman briefed the Hon. Members that the Bill was based on undertaking given to the Hon. High Court that a draft policy will be framed to regulate outdoor Advertisements.

8. The Chairman and the Director, Information and Publicity, further informed the Committee that a Committee was formed consisting of the following:—

Secretary Revenue (Chairman) and Officers of Revenue, Town and Country Planning and Municipal Administration, besides parties to the Writ Petition in the Hon. High Court.

9. The Committee directed the Department, Information and Publicity, to explain specifically what hoardings meant and to define it specifically.

10. The Committee directed the Department, Information and Publicity, to explain why, when the preamble restricted the Bill to Hoardings only then why the ambit got wider.

11. The Committee sought clarifications on the following points listed below:-

1. Hon. High Court Orders.
2. Members of the Committee constituted with names.

3. The policy drafted by the Committee.
 4. In the ESG Committee with names of Members who has taken decisions (All Goa Hoardings Association).
 5. The reason to appoint ESG as Nodal Agency with the Appointing Authority.
 6. Clarity on exemptions.
 7. Clarity on Revenue sharing.
 8. Clarity on rates to be fixed on types of advertisements and location-wise.
 9. the Local and other Acts that this Act will override.
12. The Committee directed the Department, Information and Publicity to have a relook at the following:
1. Provisions in the Bill at page 30, Schedule 1.
 2. Vague interpretations of penal provisions.
 3. Multiple permissions and penal provisions on same individuals under Sections 7, 12, 21 and 22.
 4. Under Section 11 (2) on issue of fresh permissions to be taken.
 5. On the issue of advertisements in CRZ.
13. On the above, the Department of Information and Publicity has been directed to forward the information in soft copies pertaining the copy of the Bill, Hon. High Court Orders on Hoardings, Constitution of Committee for formulation of policy, Goa Outdoor Advertisement Policy and Constitution of Adhoc Committee to finalize guidelines and to remove difficulties in implementation of the Policy and the minutes of the meetings with one hard copy to the Secretary Legislature, in order to forward the same to the Hon. Members of the Select Committee, so as to invite their suggestions/inputs/proposals on the same.
14. The meeting *adjourned* at 4:29 PM.

Porvorim-Goa

23rd April, 2025

Namrata Ulman
Secretary, Legislature

**Minutes of the Meeting of the Select Committee on the Goa Outdoor Advertisement
(Regulations and Control) Bill, 2025, held on 9th June, 2025 at 3.00 p.m.**

1. The Meeting of the Select Committee on the Goa Outdoor Advertisement (Regulation and Control Bill), 2025, was convened and held on the 9th June, 2025 at 3.00 PM in the PAC Room, Assembly Complex, Porvorim, Goa.

The following Hon. Members of the Committee were present during the meeting.

1. Shri Rohan Khaunte, Hon. Minister for Information and Technology..... Hon. Chairman
2. Adv. Shri Carlos Ferreira, Hon. MLA.....Hon. Member
3. Shri Nilesh Cabral, Hon. MLA.....Hon. Member

The following Government Officers were present:-

1. Shri Dipak Bandekar, Director, Information and Publicity.
2. Shri Raut Dessai, Joint Secretary, Law

The following Officers of the Goa Legislature Secretariat were present:-

1. Smt. Namrata Ulman, Secretary
2. Shri Mohan Gaonkar, Joint Secretary
3. Smt. Farida Muzawar, Section Officer
4. Smt. Shweta Naik..... Section Officer

2. At the outset The minutes of the meeting held on 9th June, 2025 at 3.00 PM in the PAC Room were circulated and approved by the Members.

3. The Members were informed that suggestions have been received from Shri Vijai Sardesai, MLA and Adv. Carlos Ferreira, MLA which were brought on record and circulated to the Members and Government officers.

4. It was brought to the notice of the Committee that orders in writ petition No. 32 of 2011 and 1 of 2007 both have to be submitted to the Committee which has not been done till date.

5. The Committee directed the Government Officers to consider Section 17 of the Goa Buildings Regulation Act (2010) while drafting this Bill.

6. The Committee directed that clarification should be given on allowing advertisement in CRZ Zone 2011 and other bodies and on cut off dates for permissions.

7. The Committee decided at the next meeting the Law Secretary and the Joint Law should give a joint presentation to the Committee on various point raised.

8. The Committee also questioned the Government officers on all the various regulation and laws which this Act will supersede specially pertaining to local bodies and also the defacement of public properties Act, should be clearly mentioned.

9. The Committee directed that the word “Advertisement” used should not be made applicable in current form.

10. The definition on ‘Hoardings’ should be precise.

11. The Committee also expressed their reservations on the concept of ‘Agency’ and particularly advertisement during election time for which necessary safeguards to be put in place.

12. The Committee decided that next meeting will be held on 16th June, 2025.

13. The meeting *adjourned* at 4.34 PM.

Porvorim-Goa

9th June, 2025

Namrata Ulman
Secretary, Legislature

Minutes of the Meeting of the Select Committee on the Goa Outdoor Advertisement (Regulations And Control) Bill, 2025, held on 23rd June, 2025 at 3.00 p.m.

1. The Meeting of the Select Committee on the Goa Outdoor Advertisement (Regulation and Control Bill), 2025, was convened and held on the 23rd June, 2025 at 3.00 PM in the PAC Room, Assembly Complex, Porvorim, Goa.

The following Hon. Members of the Committee were present during the meeting.

1. Shri Rohan Khaunte, Hon. Minister for Information and Technology.....Hon. Chairman
2. Adv. Shri Carlos Ferreira.....Hon. Member
3. Shri Vijai Sardesai, Hon. Member.....Hon. Member
4. Shri Nilesh Cabral, Hon. Member.....Hon. Member
5. Shri Jit Arolkar, Hon. Member.....Hon. Member

The following Government Officers were present:-

1. Shri Sarpreet Singh Gill, Secretary, Information and Publicity
2. Shri Dipak Bandekar, Director, Information and Publicity.
3. Shri Raut Dessai, Joint Secretary, Law.

The following Officers of the Goa Legislature Secretariat were present:-

1. Smt. Farida Muzawar..... Section Officer
2. Smt. Shweta Naik..... Section Officer

2. At the outset Shri Dipak Bandekar, Director, Information and Publicity gave a presentation on major changes suggested during the last meeting including changes to preamble, Definitions, powers of local authority, single portal and payments procedures.

3. The Committee expressed their reservation on measures to control the display on Hoardings. The Committee stated that intimation of change in display should be enough there should be no need for fresh permission.

4. The Committee suggested that the Bill should concentrate only on Outdoor Advertisements and not indoors, hence Supermarkets, Cinemas Halls and Malls should be excluded.

5. The Committee suggested certain corrections on penalties to be imposed for defaults with provisions for compounding.

6. Shri Carlos Ferreira, MLA stated that he would present a draft Bill incorporating the provision as desired to be amended to the Committee which was agreed to by the Committee.

7. The meeting *adjourned* at 4.28 PM.

Porvorim-Goa

23rd June, 2025

Namrata Ulman
Secretary, Legislature

**Minutes of the Meeting of the Select Committee on the Goa Outdoor Advertisement
(Regulations and Control) Bill, 2025, held on 6th August, 2025 at 4:30 p.m.**

1. The Meeting of the Select Committee on the Goa Outdoor Advertisement (Regulation and Control Bill), 2025, was convened and held on the 6th August, 2025 at 4:30 PM in the PAC Room, Assembly Complex, Porvorim, Goa.

The following Hon. Members of the Committee were present during the meeting.

1. Shri Rohan Khaunte, Hon. Minister for Information and Technology.....Hon. Chairman

2. Adv. Shri Carlos Ferreira.....Hon. Member
3. Shri Nilesh Cabral, Hon. Member.....Hon. Member
4. Shri Jit Arolkar, Hon. Member.....Hon. Member

The following Government Officers were present: -

1. Shri Sarpreet Singh Gill, Secretary, Information and Publicity
2. Shri Dipak Bandekar, Director, Information and Publicity.
3. Shri Raut Dessai, Joint Secretary, Law

The following Officers of the Goa Legislature Secretariat were present: -

1. Shri Mohan Gaonkar.....Joint Secretary
2. Smt. Farida Muzawar..... Section Officer
3. Smt. Shweta Naik..... Section Officer

2. The Select Committee went through the draft bill that was finally placed before them in the meeting.

3. The Select Committee agreed to the draft bill that were placed before it. The draft bill was included in the report was adopted by the Select Committee.

4. The Select Committee decided that the same be placed before the House in the current sitting on the 07-08-2025.

5. The meeting *adjourned* at 5:43 PM.

Porvorim-Goa

6th August, 2025

Namrata Ulman
Secretary, Legislature

ANNEXURE-I

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

By

1. Adv. Shri. Carlos Ferriera, MLA
2. Shri Vijai Sardesai, MLA

ADV. CARLOS ALVARES FERREIRA
M.L.A. Aldona Constituency
Goa Legislative Assembly

To,
The Secretary (Legislature)
Goa Legislative Assembly,
Porvorim,
Bardez-Goa 403521

Sub: Objections & concerns regarding The OUTDOOR ADVERTISEMENT BILL, 2025.

Madam,

With regards to the above, on a perusal of the above referred Bill, I wish to make my observations/objections as under:

1. False belief being created that Legislation is being brought pursuant to direction of High Court:

On the floor of the House, the Hon. Chief Minister claimed that the Bill was being brought in compliance with the directions of the Hon. High Court. I specifically challenged this claim specifically stating that the Courts cannot direct any Legislation to be enacted and the House is supreme and that the Bill needed detailed consideration and scrutiny.

During the course of this House Committee Meeting, this claim was repeated and therefore, request was made to furnish copies of the Orders to peruse the same to ascertain which Order contained such directions.

A set of copies of orders with a List with Serial numbering 58 in total have been furnished.

Firstly, on perusal of these orders, there is nothing which can be found that any such direction was ever issued by the High Court. Hence this statement that this legislation was being brought in compliance with the direction of the High Court, is false.

Secondly, pertinently, the Order dated 14th February, 2014 in PIL WP 32/2011 is conspicuously missing from the list also in the set of copies of orders furnished. This is an important order for outdoor hoardings since it clearly speaks of the legislation available, which needs enforcement. Power of Local bodies have not been trampled upon by The Goa (Regulation of Land Development and Building Construction) Act, 2008.

II. INTRODUCTION

A) Preamble is false & misleading:

(i) Claims to be a Bill intending to regulate HOARDINGS but actually travels beyond.

(ii) A preamble opens an enactment to reveal the intention but this Preamble is NOT ONLY FALSE & MISLEADING but also drafted by SOMEONE who has clearly NO LEGISLATIVE SKILLS & reveals poor draftsmanship.

(iii) Apparently drafted and presented to the Government by an advertiser who wants to safeguard its interests and kill others and profiteer through this Bill.

(iv) It is my belief that nowadays, Bills are not being drafted by concerned Department and vetted by Law Department: Instead, Bills are presented with direction to make proposal and fast track through Law Department.

B) Bill will have long term effect of affecting everyone: from individual entrepreneurs, to small businesses, medium scale industries, put local painters out of job, small vendors, also rob the local bodies of their income & override existing legislation.

This Bill will not only control all advertisements all over Goa, but also kill small traders, small vendors, individuals, entrepreneurs, small painters AND also the LOCAL BODIES & indirect repeat of existing Laws.

C) This Bill will affect everyone across Goa: not just Opposition but even ruling members constituents.

D) This Bill is a 5-STAGE loot and ripping off the citizens, entrepreneurs, businesses of every rupee possible: Mandates [5 stages of loot]:

- (i) Registration;
- (ii) Permission for setting up of *outdoor advertisement device*;
- (iii) Permission for setting up of re-erection of *outdoor advertisement device*;
- (iv) Permission for setting up of *display*;
- (v) Permission for changing the *display*.

III. HOW DO I CLAIM IT DOES NOT JUST REGULATE HOARDINGS BUT TRAVELS BEYOND IT?

a) There is not definition of “hoarding”. This is the first indication that the Preamble is misleading.

a) **S. 2 (a)** “Advertisement” means and includes any information, device or representation in any manner such as announcement or direction by work, letter, model, image, or a combination thereof, signs by means of posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, directions boards, digital boards, 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 senses;

[Observation: Advertising includes hoarding but not hoarding alone: (2) posters, banners; (3) give information to attract public to any person-what if a politician’s name of pic is on banner or poster? (3) use of “or”/delete the word “or” (boldfaced) changes meaning].

b) **S. 2 (b)** “Agency for outdoor Advertisement device” means any person registered under sub-section (1) of Section 7.

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

d) **S. 2 (h)** “Display” means the display of any commercials or display of non-commercial;

e) **S. 2 (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;

“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
(xix)	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)

f) This “illustrative list” covers items (some of which have been boldfaced), which would affect daily functioning.

g) [If products sold not displayed – so for every board or poster of flyer of advertisement, permission will be needed. Shopkeepers will have to remove the ads or make company supplying the items to apply for and obtain permission or they themselves will have to do so. Is this possible?]

h) S. 2 (p) defines “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.

IV. WHO GETS AFFECTED?

b) Persons like: Individual business (large scale, small scale, cottage industry), Farming business, Small traders, Small entrepreneurs, Medium scale industries, Large, Medium & Small Hotels, Restaurants, Puncture remover, Bhel puri vendor, Ice cream vendor, One who promotes service like Plumber, carpenter, undertaker, flower vendors just name it anyone who advertises, *including politicians and political parties*.

c) Those holding tournaments with sponsorship of any branded product or sponsorship of even an individual or a Panch member or a MLA or just of any generous sponsors.

V. HOW DOES THE ACT OPERATE?

a) Sec. 7 Mandatory registration: for (i) outdoor advertisement device erection; (ii) display on outdoor advertisement device or display without an outdoor advertisement device; (iii) An Agency for outdoor Advertisement device and an Agency for display; whether temporary or permanent shall apply for registration in such form and manner, as may be prescribed

(i) **Sec 7 (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.

[Comment: This means the person who has the “frame”, registers. “Frame” is not just hoarding frame—can be a pole with a frame, a board put up on a building etc.]

(ii) **Sec. 7 (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; [Comment: This is for the advertisement display. So after you have the “frame” now you apply for the registration of your advertisement (which is called “display”. Now you may advertise with or without frame – this sub-section requires registration for that also]

(iii) **S. 7 (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 may be prescribed

b) Reading this: it is clear that it is not just regulation of hoardings but all kinds of advertisements;

VI. REGULATION OF ERECTION, CONSTRUCTION OR PLACEMENT OF OUTDOOR ADVERTISEMENT DEVICE:

A) **Permission for erection, construction or placement & its modification etc.:**

a) Erection, construction, placement- S. 11 (1): Subject to such rules as may be prescribed, no person or Agency for outdoor Advertisement device 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.

b) Modification, re-erection, relocation, upgrade, realign, relocate or alter: S. 11 (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;

c) Deemed compliance: S. 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.

B) Places where such devices are prohibited:

(i) S. 11(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%; [Bill talks about the slope. *What about those ugly hoardings on top of the slope and not on the sloping portion?*]

(b) protected forest land and wildlife sanctuaries;

(c) wetlands;

[*Eco-tourism: areas which have no network would depend on “directions” on boards but these would qualify as “advertisements” – so public will not have proper direction & end up getting lost*]

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

(e) Coastal Regulation Zone notified under the Coastal Regulation Zone Notification, 2011; [CRZ is has 4 classifications: CRZ I, CRZ II, CRZ III & CRZ IV - CRZ I: NDZ; CRZ II - identified & notified urban land; CRZ III -Riverine lands [100 m NDZ or half width of river whichever is less; 200 m NDZ in coastal stretches and 200 m to 500 m regulated zone - so where does this apply? All shops, establishments, restaurants, cafés, souvenir shops etc. who are located in CRZ will not be able to advertise nor even put of boards for directions!]

(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; [All these structures and areas have protection against defacement under THE ANCIENT MONUMENTS AND ARCHAEOLOGICAL SITES AND REMAINS ACT, 1958];

(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.

(ii) How does it work in those cases above.?

VII. WHY DO I SAY LOCAL BODIES WILL BE AFFECTED & EXISTING LAW AFFECTED?

a) Panchayats and Municipalities earn revenue from advertisements. They will be stripped off such power to grant permission and income. The Panchayati Raj Act is to empower the grassroot villages and if this little is being taken away from them, it will be grave injustice. Some Panchayats along the coast are rich. Some in the hinterland are poor. Some of my own Panchayats don't have "developable lands" and hence cannot generate much income due to lack of large development activities. They depend on income like this. Does the Govt. wish to kill the local bodies too and make them beggars at the doors of the Government? Right now, the Panchayats are getting a pittance from the Government as grants. What will happen with this law?

(i) **S. 11 (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.

(ii) **S.12 (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.

(iii) **Sec. 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.

b) Existing local laws to be affected (S. 36):

- (i) The Goa Panchayat Raj Act, 1994;
- (ii) The Goa Municipalities Act, 1968;
- (iii) The Goa Prevention of Defacement of Property Act, 1988;
- (iv) The Goa (Regulation of Land Development and Building Construction) Act, 2008.

VIII. WHY DO I SAY KILL SMALL TRADERS ETC.?

a) New advertisements cannot be put up unless a person registers first for the device and gets license for display:

Small board = device

Small frame = device

Sec. 2 (o) - outdoor advertisement device

b) So to get all through the process for these complicated permissions:

- (i) Agency to be hired
- (ii) Agency gets registration for erecting advertising device;

- (iii) Agency gets license per outdoor advertising device;
- (iv) Modification, alteration or replacement of device needs fresh permission - S. 11 (2);
- (v) Another license needed for displaying advertisement -S. 12(1);
- (vi) Change the advertisement - on same device or without device - another permission - S. 12 (2).

Putting of small ad will require permission

IX. WHY THE CUT OF DATE ?

a) S. 11(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;

b) Why this cut-off date - 9 September, 2010?

c) Do you have data as to how may such advertisement devices exist as of day in your file?

d) Please furnish the data of such devices sought to be exempted, giving the names of the owners and license holders, nature of advertisement, location of such device.

e) What would be their standing of “prior existence” vis-à-vis the law in this Bill? How will it be controlled from its erection, structure, size etc. to payment of revenue?

f) What was the reason for inserting this in the Bill? Any study made? Any data available of how many such advertisement devices & their locations which are existing as of this cut-off date? Is this the cut-off date proposed by the draftsman of this Bill who is the hidden hand for this Bill? Are these exempted devices, violating Schedule II & so being given protection? Note: Govt. is proposing a new Legislation and so any “saving clause” available under the The Goa (Regulation of Land Development and Building Construction) Act, 2008 cannot be given protection.

X. Exemptions: Sec. 13

a) **S. 13 (iii)** Outdoor advertisement device and display exhibited within the walls or window of any building, except supermarkets, Malls and Cinema Halls. [compare with 13 (ix)] [Comment: Inside buildings— - pure private space - inside the four wall of a shopping centre or mall - why no exemption?]

b) **S. 13 (iv)** Outdoor advertisement device and display is for an invite to any exhibition or to any entertainment or meeting to be held therein 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.: Provided further that the user of such erected devices and utilization of the same for the purpose of display shall not exceed 7 days. [Comment: Free medical camps, Free Social gatherings, sports: football, hockey, cricket etc. tournaments which are sponsored & if sponsored to local bodies - for informative boards etc.]

c) **S. 13 (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**; [Comment: Branded product or branded service-What if branded company is owner; What if owner premises also provides service, like a CA firm, Engineers, law firm etc.?]

d) **S. 13 (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:

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

[In Proviso (2): what if building is owned or rented by a brand company like Reliance, HP, Croma etc?]

XI. Assignment Prohibition Sec. 17

a) Without prior written permission.

b) Would generally not affect because steady income from display on device.

[Comment: Agent will rake in huge profits- for after obtaining the permission. Also, what are conditions for grant or refusal of such permission for assignment and fees- not specified].

XII. Penalties

a) S. 21 (1) Penalty for default in **registration** of person or agency erecting, constructing or placing an outdoor advertisement device or for **display without registration**: Fine of Rs. 1 Lakh; Additional penalty for delay in payment of fine if not paid within 30 days:

(i) Rs. 1,000/- for each day for the first 30 days;

(ii) Rs. 2,000/- per day thereafter.

b) S. 22 (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/-

Additional penalty for delay in payment of fine if not paid within 30 days:

(iii) Rs. 1,000/- for each day for the first 30 days;

(iv) Rs. 2,000/- for day thereafter.

c) **S.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/-

Additional penalty for delay in payment of fine if not paid within 30 days:

(v) Rs. 1,000/- for each day for the first 30 days;

(vi) Rs. 2,000/- per day thereafter.

d) **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/-

[Comment: A killing legislation: such high and prohibitive rates-imagine a carpenter puts up an advertisement board without permissions – a board costing Rs. 500/- to Rs. 1000/-; failure to obtain permission for the (a) “non registration”, (b) for erection of device and (c) display, will entail penalty in lakhs of rupees! Even re-erection say of a rusted board or fresh painting being fresh display- again costs such high penalties!]

XIII. Effect on politics:

The agency will control the erection and the display of advertisement. At the time of elections, it will be virtually impossible for a political aspirant or contesting candidates to apply for all these permissions,

to put up advertisements, erect the outdoor device, re-erect the outdoor device (given instances where rivals destroy the advertisements of some candidates) as also the agency can effectively block the “not favoured candidate” by claiming that no “outdoor device” is freely available for display of advertisement, whilst allowing the favorites a free run across the board.

XIV. Vaguely worded S.18:

This section needs specification of the matter in respect to which such “non-commercial display” can be sought from an agency.

XV. Section 25: Draconian

This is clearly a high-handed provision to ensure that a person falls in line or locked up. The penal Code as in force (BNS Act), contains provisions for obstruction of officials in discharge of their duties and existing laws take care of such an eventuality. There is no need for such a provision which will first lock up someone for standing for his/her rights and then fight for his/her rights.

XVI. Justification for S.31?

If any authority gives Construction Licence and a building falls, will TCP/PDA or Panchayat/Municipality be liable for merely giving such permission? Erection of advertisement is directly enacted by the advertiser/agency and so, in what way can “Competent Authority” be made liable for any action requiring indemnification? So also, local authorities are sought to be indemnified. This is a *cruel joke*. If the teeth of the local authorities have been extracted to make them powerless and not having right to excise any authority to grant permission for the advertisement, hence, what indemnification can be provided to them, when they are not at all having done anything which can even remotely hold them liable for any damages?

XVII. Existing laws under The Goa (Regulation of Land Development and Building Construction) Act, 2008-sufficient to regulate hoardings.

The existing law in the regulations are sufficient. But if the same is found wanting in some aspects, then the amendment to the same can be brought to strengthen it. This enactment does not rob the local bodies of their rights and their income.

XVIII. Non-consultation with existing stakeholders:

Since the Bill has wide ramifications, all stakeholders need to be consulted: as a variety of people as well as local bodies will be affected. The All Goa Hoarding Owners’ Association alone cannot be called a *representative body* as this Bill travels beyond just hoardings and it is doubtful if they cover or have mandate to represent others not on board.

XIX. Conclusion:

The Bill needs to consider the impact across the State with the inputs given. There needs to be an openness and fairness when such a far-reaching Bill will be considered and passed. Also, the Constitutional status accorded to the local bodies cannot be taken away, bit by bit, rendering them beggars at the doors of the Government for their own financial survival in as much as some local bodies in remote areas don’t receive income or revenue as others in coastal belts and well-developed urban areas. Further oral submissions will be made to highlight the issues raised.

Yours faithfully,
(Adv. Carlos Alvares Ferreira)

Shri. VIJAI SARDESAI
MLA - 30 Fatorda Constituency
Goa Legislative Assembly
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Ref: MLA/1029

Date: 09-06-2025

To
Secretary (Legislature),
Goa Legislative Assembly,
Pervorim-Goa.

Sub: Submission of Concerns and Suggestions Regarding 'The Goa Outdoor Advertisement (Regulations & Control) Bill, 2025'

Madam,

I wish to bring to your kind attention a series of concerns, remarks, and proposed modifications pertaining to The Goa Outdoor Advertisement (Regulations & Control) Bill, 2025. The said Bill, in its current draft, contains several provisions which I believe have not been framed in consultation with key stakeholders and which may negatively impact the outdoor advertising ecosystem in Goa. I therefore humbly request you to review the following points and consider our suggestions:

THE GOA OUTDOOR ADVERTISEMENT (REGULATIONS & CONTROL) BILL, 2025
POINTS TO BE NOTED

Sr. No.	Page	Description	Remark	Any other suggestions to be added
1	2	3	4	5
1	Page 1	The preamble of this bill refers to and encompasses the regulation of temporary and seasonal structures allowed under the Coastal Regulation Zone (CRZ) notification.	The preamble of this bill specifically pertains to the regulation of hoardings and other outdoor advertising media, primarily.	The inclusion of CRZ areas in the bill is primarily aimed at regulating and legalizing the existing 22 hoardings located on the Betim side of the Mandovi River.
			Intended for commercial use and aimed at generating revenue through advertising activities.	These hoardings have already been issued demolition notices by the North Coastal Zone Management Authority, following directives from the High Court.
2	2(a) Page 2	The current definition of "Advertisement" is overly expansive, encompassing	The term "Advertisement" should be clearly defined to refer exclusively to	This Clause 2A Needs to be rewritten.

1	2	3	4	5
			specific mediums commonly used for commercial advertising, formats which are intended promote products, services, or businesses.	
3	7, Page 6	Registration for both “Agency for Outdoor Advertisement Device” and “Agency for Display” has been made mandatory.	Any modification, re-erection, upgrade, or relocation of an outdoor advertising device will require fresh permission, as per the new regulations.	The registration process needs to be simplified, and fresh permission should not be required for the re-erection, modification, or upgradation of existing structures, provided the structure retains and maintains its original size.
4	7(7) Page 7 and Page 12	Registration validity is set at five years for local authorities and Government departments, and three years for all other entities.		Registration validity has to be same for all cases
5	11 (1) Page 10	The Competent Authority will grant permission once the required fees have been paid	How will the yearly advance already paid by existing hoarding owners to municipalities, panchayats, and other local bodies be addressed under this new regulation?	This will lead to monetary loss for all existing permissions that have been taken.
6	11(3) Page 10	Policy Not applicable towards hoarding erected before 09/09/2010	The regulation should apply uniformly to all hoardings, regardless of the owner or the date of installation.	This approach would severely impact billboard owners who installed hoardings after 2010, while owners of older hoardings have been operating without strict oversight. Therefore, applying the regulation uniformly is not entirely fair. Instead, priority should be given to inspecting older hoardings for safety compliance, with those failing to meet standards required to be either rectified or removed.

1	2	3	4	5
7	11 (4) (k) Page	No outdoor advertisement device shall be erected on land where development is prohibited by the Central Government.		Is the airport covered under this?
8	18 (1) page 20	The competent authority can require a free, non-commercial display on the outdoor advertisement device for a period of 30 days within a calendar year.	They have mentioned that this will not be used for political or festival or seasonal greeting	This is unacceptable, as political parties could exploit the free advertising space for political gain, especially during elections and State visits by dignitaries such as the Prime Minister and President, potentially using various tactics to do so.
9	21 (1) Page 21	Any individual or agency that erects, constructs, places, or uses an outdoor advertisement device without proper registration shall be liable to a fine of Rs. 1,00,000/-	Penalty of Rs. 1 Lakh is too high, has to be reconsidered.	Penalty of 1000 Per day for first 30 Days & Rs. 2000 for each day thereafter has to be reconsidered as well.
11	Schedule 1	No- 11,12 & 13 has to be removed from this list as it does not talk about hoardings.	This policy is designed to regulate and oversee outdoor advertisements and should not apply to dealers' boards on shops, personal boards, or nameplates.	The old system of permission for Shop Boards, Personal Boards, Office boards etc. has to be maintained from municipality, panchayat etc.
12	Schedule II A 9) and 10) Page 32	The minimum distance between two hoardings is specified as 50 meters along state and national highways, and 30 meters on internal roads.	We propose setting the minimum distance between hoardings at 10-15 meters, while for smaller boards, it should be between 5-10 meters. This regulation should also apply to existing hoardings installed before 2010.	Since Goa is a small State with limited land parcels, increasing the minimum distance between hoardings could severely restrict available spaces for others. We propose striking a balance that ensures fair and equal access to advertising sites for all, while still upholding aesthetic standards.
13		Setback to be maintained for outdoor advertising Device on NH & State Highways	This needs further discussion, as the current requirement is a 40 meter setback from the center of the road on National Highways.	

1	2	3	4	5
14	Chapter 1 2) ESG as Nodal body to issue g) Page 2 NOCs		No Objection Certificates (NOCs) should be obtained from the Panchayat or Municipality that has jurisdiction over the area where the hoarding is to be installed.	ESG should not be the agency responsible for issuing NOCs, as this would result in significant revenue loss for Panchayats and Municipalities, for whom these fees are a major source of income.
15	Chapter 1 7) Every person intending to use 2) Page 7 an outdoor Advertisement device, for the purpose of display' shall apply for registration		Requiring registration from every individual or company wanting to rent a hoarding could discourage participation, as the process might become cumbersome and off-putting-especially for businesses operating within Goa, from outside the State, internationally, or even individuals.	Requiring registration for every hoarding renter creates unnecessary hurdles, deterring businesses and individuals from advertising in Goa and harming the growth of the industry.
16	Schedule II A Only outdoor advertisement 16 1) devices in the form of sky signs will be permitted to be erected on buildings.		There are numerous hoardings with various angles on buildings across the State that are not sky signs, and this must be taken into account.	Restricting building mounted advertisements solely to sky signs overlooks the existing variety of angled hoardings Statewide, and fails to account for their established presence and effectiveness.
	Schedule 11 A Various sizes have been men- 4) Page 36 tioned		We should review the different sizes specified in the bill and reconsider them in consultation with stakeholders to ensure they are practical and effective.	The proposed size regulations require careful reassessment with input from all stakeholders to balance regulatory goals with real-world advertising needs.
18	Schedule II A The bottom edge of any out- 8 page 31 door advertisement along a State Highway, major district road, other district road, or village road must be at least 3 metres above the ground. The total height of the advertisement must not be more than 20 metres above the road level.		This point needs to be reconsidered.	The specified height requirements ensure safety and visibility along various roads, but it's important to consider local conditions and practical implementation to avoid unnecessary restrictions or hazards.

1	2	3	4	5
19	Schedule 11 A 7 a) Page 31	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.	This point needs to be reconsidered.	Since Goa is a small State with limited land parcels, increasing the distance between hoardings could limit availability for others. We propose ensuring fair access for all advertisers while preserving aesthetic standards.
20	Schedule 11 A 7 (b) Page 31	(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	This point needs to be reconsidered.	Since Goa is a small State with limited land parcels, increasing the distance between hoardings could limit availability for others. We propose ensuring fair access for all advertisers while preserving aesthetic standards.

This draft bill, while well-intentioned, lacks input from key stakeholders who play a critical role in the outdoor advertising ecosystem of Goa. These concerns are valid and merit thorough consideration. We propose that the Government facilitates an open dialogue and allows a representative stakeholder group to participate in redrafting this bill to ensure:

- Fairness and uniformity
- Revenue security for local authorities
- Safety, regulation, and aesthetic alignment with Goa's vision

We remain committed to working with the Government to create a regulatory framework that is effective, inclusive, and sustainable for all parties involved.

Yours sincerely,



VILAS SARDESAI
M.L.A.

FATORDA CONSTITUENCY

ANNEXURE-II

A DRAFT OF BILL SUBMITTED BY ADV. SHRI. CARLOS FERRIERA

The Secretary (Legislature)
Goa Legislative Assembly
Porvorim.

Madam,

Please place this Draft of the Bill before the Hon. Chairman of the Select Committee. As agreed, I have worked in my draft, incorporating many clauses from the Bill submitted at the last meeting.

You may note my observations/objections to be included in the Preliminary Report:

1. We cannot allow this Act to override all other laws generally;
2. It was agreed that the local bodies rights and powers would not be removed specially relating to the taxes being revived by them. But this Bill seeks to retain the provision for total obliteration of the powers of the local bodies.
3. It was agreed that the exemption being granted for hoardings as on or before the cut off date. But again it appears once again in the final Bill submitted at last meeting. I specifically enquired if there was any specific data as to who was benefitting as also the data of the number of hoardings in existence who would stand covered and the Director replied that there was no data! We are bringing a new Bill and there is no exemption nor benefit which can be given to a select few by mere fact that they have been there since 2010. If they have enjoyed the privileges, it needs to end some day and now.
4. The provision to provide power to tax: totally objectionable as this is a backdoor means of depriving the local bodies of their taxes. Also, if provision for taxation is included, it becomes a Money Bill requiring recommendation of the Governor for its introduction.
5. The clauses of the draft Bill submitted at the last meeting, which have not been incorporated in the attached Draft Bill are not agreed by me and are objected. These clauses will need a detailed discussion.

This Draft Bill along with my observations/objections be submitted to the Hon. Chairman of the Committee and be included in the Preliminary Report which is being submitted to the House.

Kind regards.

Adv. Carlos Alvares Ferreira
Sent from my iPhone

The Goa Outdoor Hoardings (Regulations) Bill, 2025

PREAMBLE

A Bill to provide for the effective regulation and monitoring of outdoor hoardings in the State of Goa, and for matters connected therewith or incidental thereto.

CHAPTER I

Preliminary

1. Short Title, Extent and Commencement:

- (1) This Act may be called The Goa Outdoor Hoardings (Regulation) Act, 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.
- (4) It shall apply to all outdoor hoardings in the State of Goa.

2. Definitions:

(a) **“advertisement”** means any message, representation, information, or image—whether in the form of a model, symbol, text, or combination thereof— illuminated signs, digital screens (including LED, LCD), back-lit signs, neon lights, electronic or video displays, laser displays, or similar devices, intended for commercial promotion, publicity, or dissemination of information relating to a product, service, event, or cause, not being for a charitable or non-profit event or cause displayed through outdoor hoarding boards;

(b) **“agency”** means any individual or entity registered under Societies Registration Act, 1860, or incorporated under the Companies Act, 2013 or under any other law;

(c) **“Appellate Authority”** means the Secretary of Information and Publicity, Government of Goa;

(d) **“building”** includes any house, out-house, stable, shed, hut, tank, structure, or enclosure - whether constructed using masonry, brick, wood, mud, metal, or any other material - and used either for human habitation or otherwise. It also includes awnings, windows, walls (including compound walls), fencing, and similar structures;

(e) **“Competent Authority”** means the Director of Information and Publicity, Government of Goa;

(f) **“display”** means the act of exhibiting advertisements, commercials, or promotional content through any medium on outdoor hoarding;

(g) **“commercials”** means advertisements intended for commercial gain, revenue generation, publicity, or the marketing of products, services, individuals, or events but does not include advertisement(s) intended to promote a charitable or non-profit event or a cause;

(h) **“Government”** means the Government of Goa;

(i) **“outdoor hoarding”** means any structure erected on the ground or attached to a dead wall or any portion of a roof of a building or on or above the parapet, displaying characters, illustrations, or messages for advertisement or public information or to attract the public to any place, person public performance, article of merchandise, whatsoever, visible in open spaces. This includes advertisements using neon, LED, or synchronised lighting, and any device specified in Schedule I, but shall not include indoor advertisements inside building premises not exposed to a public road;

(j) **“local Authority”** means Municipal Corporations, Municipal Councils, or Village Panchayats constituted under the relevant laws in force in the State of Goa;

(k) **“owner”** in relation to any property, means the owner of any property building, or structure whereupon an outdoor advertisement is intended to be erected or setup as provided under this Act and shall include any person who receives or is entitled to receive rent or profit from such property—whether for himself or as an agent, trustee, guardian, manager, or receiver for another person or any religious or charitable purpose;

(l) **“person”** includes any individual, Government department, local authority, political party registered under Section 29A of the Representation of the People Act, 1951, company, association, or body of individuals, whether incorporated or not;

(m) **“prescribed”** means prescribed by Rules framed under this Act;

(m) **“right of way”** refers to the total width of any public road or street, including the carriageway, shoulders, drains, footpaths, and embankments, measured perpendicular to the direction of the road or street.

(n) **“Rules”** means rules framed by the Government under this Act, by notification in the Official Gazette.

CHAPTER II

Registration & Refusal to Register

3. Mandatory Registration:

(1) Every agency intending to erect, construct, or place an outdoor hoarding shall apply for registration with the Registering Authority in the manner prescribed.

(2) Notwithstanding anything contained in sub-section (1), any agency who, on the date of coming into force of this Act, has already erected, constructed or placed any outdoor hoarding in any place in Goa, shall apply to the Registering Authority for registration under sub-section (1) of this Act within six months from the date of coming into force of this Act or immediately after the expiry of the license issued by the local authority for erection of the outdoor hoarding, whichever is earlier, and such agency shall be bound by the provisions of this Act.

(3) The Registering Authority may call for additional information from the agency to process the application under this Section.

(4) The Registering Authority shall be duty-bound to pass orders on the application for registration within a period not exceeding 60 days from the date of the application.

(5) In the event the Registering Authority fails to communicate any decision on the application for registration, the agency shall have right to file an appeal before the Appellate Authority, which appeal shall be preferred within a period of 30 day from the date of expiry of the 60 days' time frame, whereupon the Appellate Authority shall call for the file relating to the application for Registration and upon hearing the agency and considering the record, pass appropriate order within a period of 60 days from date of receipt of the appeal.

(6) In the event of failure of the Appellate Authority to pass any order on the appeal filed by the applicant/agency, the Application shall be deemed to have been granted and the Registering Authority shall be duty bound to issue Certificate of Registration within 7 days from the date of the application is made by the Applicant/agency conveying these facts and seeking the Certificate of Registration & upon receipt of the prescribed fee.

4. Refusal to Register:

(1) The Registering Authority may refuse to grant registration under Section 3 on any of the following grounds:

(a) If the agency's name has been removed from the register under Section 8 and a period of three months has not yet elapsed from the date of such removal;

(b) If the applicant-whether an individual or agency-has been adjudicated insolvent by a court of competent jurisdiction and has not been discharged;

(c) If the agency or any of its directors, proprietors, or partners has been debarred by the Government from engaging in advertising-related activities;

(d) If the agency or any of its directors, proprietors, or partners has any outstanding dues payable to any Local Authority or Registering Authority;

(e) If in the opinion of the Registering Authority, there exists sufficient and justifiable reasons—duly recorded in writing—to refuse registration.

(2) No application shall be refused under this Section without affording the applicant a reasonable opportunity of being heard and permitting evidence to be led.

(3) A written speaking order shall be furnished of the refusal if any of the registration within a period of 48 hours of passing of the order of such order furnished to the Applicant of the refusal.

(4) An agency aggrieved by any order passed (refusal to register or in respect any condition for the registration not acceptable to the agency), such agency shall be entitled to file an appeal to the Appellate Authority which appeal shall be preferred within a period of 30 days from the date of expiry of the 60 days' time frame where upon the Appellate Authority shall call for the file relating to the Application for Registration and upon hearing the applicant and considering the record pass appropriate order within a period of 60 days from date of receipt of the appeal.

(6) In the event of failure of the Appellate Authority to pass any orders on the appeal filed by the applicant.

(7) The Application shall be deemed to have been granted, and the Registering Authority shall be duty bound to issue a Certificate of Registration within 7 days from the date of the application made by the applicant conveying these facts and demanding such Certificate of Registration.

CHAPTER III

Certificate of Registration, Renewal of registration& Issue of Duplicate Certificate of Registration

5. Certificate of Registration:

(1) Subject to what is provided herein, a Certificate of Registration shall be issued to every agency who has applied for such certificate and is eligible to the same in terms of this Act, upon the grant of the application for registration and upon payment of such fees as may be prescribed under the rules:

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

(2) The Certificate of Registration shall be issued by the Registering Authority in the manner and format as prescribed by the rules;

(3) The Registering Authority shall maintain a complete record of the details of the agency and of the Certificate of Registration issued;

(4) The Registering Authority shall upload the list of agencies registered under this Act on its website and update such record periodically;

(5) The register of the registration of the agency and documents submitted by the agency shall be open to inspection and available to the public on payment of such fee as may be prescribed;

(6) The Certificate of Registration under sub-section (4) of this Act shall remain valid for a period of three years, unless cancelled by the Registering Authority in the manner provided herein;

(7) At any time during the validity of the registration period, any agency which has obtained a Certificate of Registration under sub-section (1) may, by a written application, seek voluntarily cancellation of its Certificate of Registration.

(8) The application for cancellation shall be accompanied by the original Certificate of Registration which shall be cancelled upon acceptance of the request for cancellation.

(9) No refund of the registration fee or part thereof or any other fee paid by the agency shall be granted upon cancellation of the Certificate of Registration.

(10) Upon cancellation of the Certificate of Registration, the Registering Authority shall cause the entry in the Register to be struck off and update the records accordingly.

6. Renewal of Certificate of Registration:

(1) Before the expiry of the validity of the Certificate of Registration, preferably at least six months prior to its expiry, an agency may apply for renewal of its Certificate of Registration by appropriate application as may be prescribed to the Registering Authority who shall be bound to consider the application within a period of 60 days from date of receipt of such application;

(2) The Registering Authority may call for additional information to process the application for renewal, and if the Registering Authority has any reason to refuse, renewal of the registration, the Registering Authority shall enlist all such grounds and convey the same to the agency, requiring the applicant to show cause why the renewal of the registration should not be refused and after affording an opportunity of hearing to the agency by allowing filing of appropriate reply and leading of evidence if necessary, the Registering Authority shall pass necessary order there on.

(3) Until and unless the order on the application for renewal is passed, the agency shall be entitled to maintain the outdoor hoardings erected.

(4) If no order is passed, by the Registering Authority within a period of 6 months from the date of the application, the application for renewal shall be deemed to have been granted and the Registering Authority will have to make an appropriate endorsement on the Certificate of Registration, of its renewal;

(5) If the agency is aggrieved by the order of the Registering Authority, such agency shall have right to file an appeal before the Appellate Authority within 30 days from the date of the decision and the Appellate Authority shall decide the appeal within a period of 60 days from the date of receipt of the memo of appeal. In the event of failure of the Appellate Authority to pass a final order on the appeal filed before it, the appeal shall be deemed to have been allowed, and the Registering Authority shall be duty-bound to make an endorsement on the Certificate of Registration within 7 days from date of such application from the agency.

7. Duplicate Certificate:

(1) An agency shall be entitled to apply for a duplicate Certificate of Registration issued under this Act if the original Certificate of Registration is lost, damaged or destroyed;

(2) Upon an application for a Duplicate Certificate for Registration, the Registering Authority upon payment of such fees as may be prescribed, issue a Duplicate Certificate;

(3) Such Duplicate Certificate shall be valid and have full force as an Original Certificate of Registration issued under Section 5 of this Act.

CHAPTER IV

Removal of Name from Register

8. Removal of Name from the Register:

(1) The Registering Authority may, by a written order and after providing the concerned agency a reasonable opportunity of being heard, remove the name from the register and cancel the Certificate of Registration on any of the following grounds:

(a) If the agency has been adjudicated insolvent by a court of competent jurisdiction and remains undischarged;

(b) If the agency has committed three consecutive wilful violations of the conditions stipulated in the permissions granted under Sections 9,10,11,12,13,14 of this Act.

Provided no action under sub-clause (b) shall be taken unless the agency is afforded a notice of such violation, if any, and afforded an opportunity to rectify such violation. Failure to rectify such violation shall be considered wilful violation under this sub-clause.

(2) Upon removal from the Register under sub-section (1), the concerned agency shall be required to immediately remove all outdoor hoardings erected by it.

(3) In the event of any delay in removal of the outdoor hoardings required to be removed by such agency, the Registering Authority shall be entitled by itself or through its authorised personnel to remove the outdoor hoardings and to recover the cost thereof from such agency;

(4) In the event of damage or destruction of the hoarding during such removal, no compensation shall be payable for any loss occasioned, if any.

CHAPTER V

Regulation of outdoor hoarding

9. Regulation of Erection, Construction or Placement of Outdoor Hoarding on Private Property:

(1) No agency shall be entitled to erect, construct or place any outdoor hoarding unless it has a valid Certificate of Registration issued under this Act.

(2) No agency shall be entitled merely by the fact that it has a Certificate of Registration to erect, construct or place outdoor hoarding without permission from the jurisdictional Local Authority and on payment of such fees under their respective Legislations.

(3) Any violation may entail cancellation of the Certificate of Registration of the agency.

10. Regulation of Erection, Construction or Placement of Outdoor Hoarding on Government-Owned Land/Space/Site:

(1) Any land, space (horizontal or vertical), site, building, asset, utility, surface, or outdoor hoarding under the control of a local authority, Government department, Government corporation, or Public Sector Undertaking, which has been designated for the construction, erection, placement, or use of an outdoor hoarding, shall be allotted through a public auction.

(2) Allotments made through such auction for the construction, erection, or placement of outdoor hoardings shall be granted for a period of 5 years on a Design, Build, Operate, and Transfer (DBOT) basis.

(3) No agency which has obtained allotment under sub-section (1) shall be eligible for automatic renewal.

(4) Upon the expiry of the allotment period, the land, space, site, or related asset shall be re-granted by means of a public auction.

11. Control Over Outdoor Hoardings:

(1) The size of outdoor hoardings, including the minimum size and the maximum size and the criteria for outdoor hoardings, shall be specified in Schedule II.

(2) The materials which may be used for outdoor hoardings shall be specified in Schedule III.

(3) Any violation may entail cancellation of the Certificate of Registration of the agency.

12. Distance, Lighting Criteria Regulations for Outdoor Hoardings:

(1) The Distance and Lighting criteria for the erection of outdoor hoardings shall be such as is prescribed in Schedule IV.

(2) Any violation may entail cancellation of the Certificate of Registration of the agency.

13. Places Where Outdoor Hoardings are permitted:

(1) Unless otherwise specifically prohibited and subject to provisions of this Act, an agency shall be entitled to erect outdoor hoardings on any land (including plots) or building or structure subject to appropriate arrangement or NOC from the owner of such property.

(2) Any violation may entail cancellation of the Certificate of Registration of the agency.

14. Places Where Outdoor Hoardings are prohibited:

(1) Outdoor hoardings are prohibited in the following;

- (a) Sloping or non-developable sloping land with a gradient of more than 25%;
- (b) Protected forest areas and designated wildlife sanctuaries;
- (c) Wetlands;
- (d) Khazan lands identified and mapped by the Goa Coastal Zone Management Authority;
- (e) Protected monuments and areas governed under the Goa Ancient Monuments and Archaeological Sites and Remains Act, 1978 (Act No. 1 of 1979);
- (f) Monuments and protected sites as defined under the Ancient Monuments and Archaeological Sites and Remains Act, 1958 (Act No. 24 of 1958);
- (g) Areas declared as World Heritage Sites;
- (h) Cremation grounds and burial sites;
- (i) Lands designated as open spaces under the Goa Town and Country Planning Act, 1974 (Act No. 21 of 1975);
- (j) Lands where development is expressly prohibited by the Central Government;
- (k) Properties currently under legal dispute, where any Court, Tribunal, or statutory authority has issued an injunction, status quo, or prohibitory order.
- (l) Coastal Regulation Zones (CRZ): In CRZ area,
 - (i) **In CRZ-I:** outdoor hoarding is totally prohibited
 - (ii) **In CRZ-II:** No: hoardings to be permitted along the bank of the river and within 200 metres of HTL
 - (iii) **In CRZ-III:** Hoardings in No Development Zone prohibited,
- (m) Outdoor hoarding shall not be permitted on a building or a structure which is in a ruinous or dangerous state.
- (n) Outdoor hoarding shall not be permitted on sloping roofs of buildings.
- (o) There shall be no outdoor hoarding erected on footpaths.
- (p) Outdoor hoarding shall not be permitted on traffic islands.

(2) Any violation may entail cancellation of the Certificate of Registration of the agency.

Chapter VI

Penalties & Inspection

15. Penalty for Default in Registration:

(1) Any agency that erects, constructs, places an outdoor hoarding without being duly registered shall be liable to a penalty of ₹ 10,000 (Rupees Ten Thousand only).

(2) If the penalty imposed under sub-section (1) is not paid within 30 days from the date of the order, the agency shall be liable to pay penal interest of ₹ 100 (Rupees One Hundred) per day.

(3) Such penalty shall be recoverable as arrears of land revenue under the Goa Land Revenue Code, 1968.

16. Penalty for False Statement:

(1) If any person or agency, while required to make a statement under this Act or the rules made thereunder, knowingly makes a false statement or conceals a material fact, such person or agency shall be liable to a penalty of ₹ 20,000 (Rupees Twenty Thousand).

(2) Such penalty shall be recoverable as arrears of land revenue under the Goa Land Revenue Code, 1968.

17. Power of Inspection:

(1) The Competent Authority shall inspect every existing outdoor hoarding at least once during each calendar year, regardless of whether such outdoor hoarding has been granted permission.

(2) If, during such inspection, the Competent Authority finds any outdoor hoarding erected, constructed, or placed in violation of the permissions granted or the provisions of this Act, it shall initiate appropriate action in accordance with the provisions of this Act.

Chapter VII**Appeals****18. Appeals:**

(1) An appeal shall lie only in respect of matters provided for in this Act and where specifically provided.

(2) Any person aggrieved by any decision, order, or direction issued or failure to pass Order for the registration or for renewal of the Certificate of Registration by the Registering Authority, may prefer an appeal to the Appellate Authority within a period of 60 days from the date of such decision, order, or direction.

(3) If the Appellate Authority is satisfied that there was sufficient cause for the delay in filing the appeal within the time prescribed under sub-section (1), it may entertain the appeal, provided it is filed within a maximum period of 120 days from the date of the original decision, order, or direction.

(5) Subject to what is provided herein in this Act, the decision of the Appellate Authority shall be final.

Chapter VIII**Insurance & Indemnification****19. Insurance:**

(1) Every agency shall obtain an insurance policy for each such outdoor hoarding to cover any liability which may arise due to the construction, erection or collapse (fully or partially) of an outdoor hoarding.

(2) A copy of each such insurance policy shall be furnished to the Local Authority in whose jurisdiction the outdoor hoarding has been erected.

(3) At any time during the registration period, the agency shall provide evidence of a valid insurance for the outdoor hoarding to the Registering Authority on demand.

20. Indemnity:

The Agency shall indemnify the Registering Authority as well as the Local Authority 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 Registering Authority, which arise as a result of the erection, construction or placement or the continued presence of the outdoor hoarding.

Chapter IX**Power to make rules****21. Power to make rules:**

(1) The Government may, by notification published in the Official Gazette, make rules for carrying out the purposes and provisions of this Act.

(2) Without prejudice to the generality of the foregoing, such rules may provide for:

(a) The form and manner of application and the prescribed fee for issuance of a Certificate of Registration under Section 5;

- (b) The format of the Certificate of Registration to be issued under Section 5;
- (c) The manner and procedure of conducting auctions under sub-section (1) of Section 10;
- (d) The fee for issuance of duplicate certificates under Section 7;
- (e) Any other matter which may be prescribed or is required to be prescribed under this Act.

SCHEDULE I:

TYPES OF OUTDOOR HOARDING WITH DEFINITIONS

(a) **“Outdoor Hoarding on Iron/Steel Multi-Angle Structures/Frames”** means a permanent or temporary outdoor advertising display mounted on a frame composed of iron or steel, typically constructed with multiple angular supports to ensure structural stability. These structures are generally free-standing, wall-mounted or erected on buildings or rooftops and designed to carry one or more advertising panels. Such outdoor hoardings may support static or illuminated displays and are intended for long-term or temporary installations. The display area may be single or double-sided and can include static, non-lit, front-lit, back-lit, or digital without video formats.

(b) **“Unipole”** means a type of outdoor hoarding structure mounted on a single vertical steel shaft or pole, typically elevated above ground level for enhanced visibility from a distance. The display area may be single- or double-sided and can include static, non-lit, front-lit, back-lit, or digital without video formats.

(c) **“Dualpole”** means an advertising structure supported by two vertical shafts or poles made of steel or similar material. Dualpoles offer greater structural strength and are used to support larger or wider advertising panels than unipoles. The display area may be single- or double-sided and can include static, non-lit, front-lit, back-lit, or digital without video formats.

(d) **“High Mast Pole – back-lit, Front-lit, Non-lit Display”** refers to an elevated advertising structure mounted on a tall, single mast, designed for long-distance visibility. These poles may support various types of lighting configurations:

- **Back-lit:** The advertisement is internally illuminated, providing uniform lighting from behind the display.
- **Front-lit:** The display is illuminated by external light fixtures aimed at the surface from the front.
- **Non-lit:** The display has no integrated lighting system and relies solely on ambient lighting or daylight visibility.

(e) **“Gantry”** means a large overhead structure that spans across the width of a road or carriage way and is used for displaying advertisements, directional signs, or public messages. Gantries are typically mounted on columns located on either side of the road and may be static, non-lit, front-lit, back-lit, or digital without video.

(f) **“Shelter – Bus, Transit Waiting, Rain”** means a covered structure installed at designated public transit points, such as bus stops or waiting areas, intended to provide shelter. These shelters may incorporate advertising panels on one or more sides and can include static, non-lit, front-lit, back-lit, or digital without video formats. They serve dual purposes: providing a public utility and space for regulated advertising.

(g) **“Public Amenities”** refers to public-use infrastructure provided for the benefit of the general public, which may incorporate advertising panels as part of its design. This includes, but is not limited to, public toilets, drinking water kiosks, benches, and information kiosks.

(h) **“Neon Display”** means an illuminated sign or advertisement using neon gas-filled tubes to produce light in various colours. These displays are typically used for decorative or attention-grabbing purposes and can be static or lit in nature.

**SCHEDULE II:
SIZING CRITERIA FOR OUTDOOR HOARDINGS**

(A) Sizing Criteria

(1) The size criteria of the following outdoor hoardings shall be as follows;

Sr. No.	Outdoor Hoarding Type	Size of Category of Hoarding	
		Maximum Size Width X Height (Size in Feet)	Minimum Size Width X Height (Size in Feet)
1	Outdoor Hoarding on Iron/Steel multiple angles structures/frames	100 x 40	15 x 10
2	Unipole (structure on a single shaft)	30 x 15	7 x 5
3	Dualpole (structure on a double shaft)	30 x 15	7 x 5
4	High Mast Pole – Back lit, Front-lit, Non-lit (Display)	8 x 5	7 x 4
5	Gantry (Signage's display across the road width)	Vertical - 5; Horizontal - across road length	Vertical - 3; Horizontal - across road length
6	Shelter – Bus, Transit Waiting, Rain	75% of the space	N/A
7	Public Amenities	75% 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	10 x 8	4 x 3

(2) The bottom edge of any outdoor hoarding installed along a State Highway, major district road, other district road, or village road shall be positioned at a minimum height of 10 feet above the highest point of the ground surface directly beneath it. Furthermore, no such device shall exceed a total height of 75 feet from the road level.

(3) For outdoor hoardings erected or constructed on buildings - walls or roof tops, the following criteria is applicable:

(a) When erected on top of the building, the maximum height of the outdoor hoarding shall not exceed 25% of the length of the building;

(b) An outdoor 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 outdoor hoarding, and a certificate to that effect is produced from the certified Structural Engineer; the outdoor hoarding erected on a building shall maintain a setback of 10 feet from the edges of the building.

(c) The agency for outdoor hoarding shall produce a “No Objection Certificate” (NOC) from the Registering Authority under the Aircraft Act, 1934 and the rules framed thereunder and all other applicable rules and regulations in this regard concerning any outdoor hoarding proposed to be erected/constructed/alterd within five kilometres from the aerodrome reference point.

(4) Outdoor hoardings displayed on motor vehicles shall adhere to the provisions of the Motor Vehicles Act, 1988, and obtain all necessary approvals for modifications as prescribed under the said Act and its corresponding Rules.

(a) Such motor vehicles shall be stationed exclusively at designated parking locations approved by the State Transport Department, as specified in the permission granted.

(b) In cases where electronic displays are installed on the motor vehicle, these displays must remain covered while the vehicle is in transit to and from the approved parking location.

(B) Outdoor Hoarding Criteria

(1) The site selected for the erection/construction of the outdoor hoarding shall not cause any hindrance to the vehicular and pedestrian traffic.

(2) The agency 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 hoarding is proposed to be erected/constructed/altered.

(3) The agency shall be solely responsible for ensuring that during the erection, maintenance, alteration and operation of an outdoor hoarding, the said outdoor hoarding does not conflict with utility services.

(4) All outdoor hoardings, whether temporary or permanent, must be certified for structural stability by a qualified and certified Structural Engineer.

(5) The structural certification must confirm that the design complies with applicable Indian Standards, relevant Codes of Practice, and the conditions prescribed under these Rules. The design must account for factors such as wind loads, seismic activity, and soil bearing capacity.

(6) The Structural Engineer shall be held accountable for any structural failure of the outdoor hoarding. A structural audit should be conducted every 3 years post the date of erection of the outdoor hoarding, and a compliance report submitted to the Registering Authority in the prescribed format within 60 days from the expiry of 3 years.

(7) Outdoor hoardings shall not negatively impact the environment, streetscape, or architecture of the site due to excessive size, illumination, poor design, or workmanship.

(8) Outdoor hoardings must not pose any risk to public safety, property, or traffic.

(9) No part of an outdoor hoarding shall extend beyond the property boundaries where it is erected.

(10) No tree in a public area shall be removed or damaged for outdoor hoarding installation without prior approval under the Goa Preservation of Trees Act, 1984.

(11) Outdoor hoardings must not damage, spoil, or interfere with any property in public view and must follow the prescribed distance norms of this policy.

(12) Outdoor hoardings must not resemble or mimic traffic signals or signs.

(13) Shapes or designs that may be confused with official road signage, as defined under IRC:67-2001, are not allowed.

(14) Outdoor hoardings shall be aesthetically designed.

(15) An outdoor hoarding which is or may be a traffic hazard will not be permitted. An outdoor 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 give way sign);
- (b) Distracts a driver at a critical time (e.g. deciding 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 outdoor hoardings and the cumulative effect of those outdoor hoardings 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 hoarding may be located inside a prohibited area of a public street and concerning overhead road traffic signs;

(16) Besides the aforesaid, the outdoor hoardings would be disallowed where additional driver focus is required, such as:

- (1) Locations involving high-speed traffic movements such as diverging, merging, or weaving manoeuvres at intersections;
- (2) Areas near intersections where two lanes converge and vehicles are required to merge at elevated speeds;
- (3) Intersections or sections of roads which, because of lane configuration or geometry, may require an increased level of driver concentration.
- (4) The outer curve of a divided road where advertisements are oriented toward oncoming traffic from the opposite direction, and where the road design, curvature, or visual angle poses safety concerns;
- (5) Any hoarding 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 a hoarding located in a public street;
- (6) Sections of road that have a vehicle crash history higher than the system average;
- (7) Obstruct or impede the free flow of traffic entering or exiting schools, hospitals, or venues that accommodate medium to large public gatherings.
- (8) Pedestrian crossing facilities.
- (9) Within Road Medians.
- (17) The outdoor hoarding shall not obstruct a fire escape or the means of access to or egress from a fire escape;
- (18) The outdoor hoarding shall not block the direct passage, entrance, or cause inconvenience concerning the direct access to any building;
- (19) The outdoor hoarding shall not block any door, window, veranda or any such opening in any building;

SCHEDULE III

MATERIAL CRITERIA FOR OUTDOOR HOARDINGS

(1) The material criteria for outdoor hoardings shall be as follows;

Sr No.	Function	Material Type
1	Structural Frame (Supporting Structure)	<ol style="list-style-type: none"> 1. Mild Steel (MS) Angle Sections/Channels/Pipes 2. Galvanised Iron (GI) Pipes 3. Metal Sheets 4. Aluminium 5. Concrete/Reinforced Cement Concrete
2	Display Surface (Front Face/Panel Area)	<ol style="list-style-type: none"> 1. Flex (PVC Banner Materials) 2. Vinyl/Self-Adhesive Vinyl 3. Acrylic Sheets 4. Aluminium Composite Panel (ACP sheets) 5. Polycarbonate Sheets
3	Illumination Components (Lit/Digital without video)	<ol style="list-style-type: none"> 1. LED Bars/Floodlights 2. Tube Lights/Fluorescent Lamps 3. Neon Tubes 4. LED Panels
4	Fixing & Mounting Hardware (Final Strengthening)	<ol style="list-style-type: none"> 1. Fasteners (Nuts, Bolts, Clamps, Hooks) 2. Welding Electrodes/Welding for Frame Assembly

	3. Tension Ropes/Bungee Cords/Eyelets
	4. High Quality Glue
5	Other Add-ons (as and when required)
	1. Anti-Rust Coatings
	2. Primer Paint
	3. Reflective Films/Inks
	4. Weatherproof Lamination

(2) The outdoor hoardings' frame and structure must be constructed by standard safety norms. With the use of strong material and keeping public safety and weather conditions of Goa, especially during monsoons, in mind.

SCHEDULE IV

DISTANCE AND LIGHTING CRITERIA FOR OUTDOOR HOARDINGS

(A) Distance Criteria

(1) The following spacing norms shall be followed across all road types, including State Highways, Major District Roads, Other District Roads, and Village Roads:

1. Lateral (Side-by-side) spacing, from the end point of one outdoor hoarding to the beginning point of the next outdoor hoarding: 15 Feet to 20 Feet
2. Front-to-back spacing between outdoor hoardings: 30 Feet to 50 Feet

(2) For outdoor hoardings proposed to be installed along State Highways, major district roads, other district roads, and village roads:

(a) If the display is oriented parallel to the direction of traffic, the outdoor hoarding shall be installed at a minimum lateral distance from the edge of the right of way equivalent to the total height of the outdoor hoarding from the ground level, plus an additional 10 feet.

(b) If the display is oriented perpendicular to the direction of traffic, the outdoor hoarding shall be installed at a minimum lateral distance of 50 feet from the edge of the right-of-way.

(c) No part of the outdoor hoarding shall be permitted to project over this area.

(3) For outdoor hoardings proposed to be erected along National Highways, the Agency 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.

(B) Lighting Criteria

(1) Lighting and Energy Standards for Illuminated outdoor hoardings:

- (a) Electrical setups must comply with BIS and BEE standards.
- (b) Renewable energy sources, such as solar power, are encouraged.
- (c) Generators running on fossil fuels, which cause various types of pollution, are prohibited.
- (d) Lighting must focus only on the outdoor hoarding, avoid glare or spillover, and can be downward and upward facing, given that it focuses on the outdoor hoarding face only and has no spillover
- (e) Flashing, animated, rotating, or moving outdoor hoardings are not permitted on roads due to safety concerns.
- (f) Electrical systems must prioritise public safety, be registered in the agency's name, and follow approved protection protocols.
- (g) A certified sketch and test certificate from a licensed electrical contractor must be submitted.

ANNEXURE-III

ORIGINAL BILL AS INTRODUCED IN THE HOUSE ON 24TH MARCH, 2025.

**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 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.

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 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.
- “Right of way”, means the right of way of the road or street.
- (q) 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 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 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.

(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.

(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 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 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).

(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.

(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, 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 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;

(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 a 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.

(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 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) 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 an 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.

(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.

(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 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.:

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:

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 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:-

(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;

(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;

(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;

(i) 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 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) 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 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
- (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.

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.

(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).

(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.

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

(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/-.

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 to 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/-.

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.

(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.

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.

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/-.

(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.

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.

(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 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 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 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 thereupon shall be placed before the Goa Advertisement Regulatory Committee once every year.

29. 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 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.

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

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.

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.

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);

(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 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);
- (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);
- (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.

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.

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.

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.

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

(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
- (xix) 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 50 meters 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 area 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/alterd 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	2	3	4	5	6
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 display across road width)	Vertical-5 ft Horizontal-across road length	Vertical-3 ft 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 than 2ft

1	2	3	4	5	6
10		Display on Street Furniture (in different innovative shapes)	75% of available surface space 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 sides of the window	less than 20% of available surface space on all sides of the window
12		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
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 O M D	Air Balloons	12 x 12 ft diameter	6 x 6 ft diameter	less than 4ft diameter
16		Collapsible Booths (temporary foldable structure)	Total 64 sq.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	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 (except front) or individual coaches (except front)
18		Mobile Display including motor-cycles (tableau, especially displaying products/services)	Large motorized vehicle with engine capacity of not more than 3000 cc Displaying on all three sides, except the front	Large motorized vehicle with engine capacity of not more than 1000 cc Displaying on all three sides, except the front	Motorized vehicle with engine capacity 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		

1	2	3	4	5	6
			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 speaker in Public Place	Use of 5 speakers	Use of 3 speakers	Use of less than 3 speakers	
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	10 x 8ft	9 x 6ft	4 x 3ft	
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 not extend 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 6 empowers 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.

ANNEXURE-IV

FINAL DRAFT OF BILL APPROVED BY THE SELECT COMMITTEE

LEGISLATIVE ASSEMBLY OF THE STATE OF GOA

The Goa Hoardings (Regulations and Control) Bill, 2025 **(Bill No. 8 of 2025)**

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

The Goa Hoardings (Regulations and Control) Bill, 2025 **(Bill No. 08 of 2025)**

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 (Regulations and Control) Act, 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 Act, unless the context otherwise requires,—

(r) “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;

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

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

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

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

(w) “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;

(x) “Competent Authority” means the Entertainment Society of Goa constituted by the Government, or such other officer of the Entertainment Society of Goa delegated by it by resolution in this behalf;

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

(z) “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;

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

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

(cc) “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.

(dd) “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;

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

(ff) “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;

(gg) “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.

(hh) “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,—
 - (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 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:-

- (m) Sloping or non-developable slope land with a gradient of more than 25%;
- (n) Protected forest land and wildlife sanctuaries;
- (o) Wetlands;
- (p) Khazan lands mapped by the Goa Coastal Zone Management Authority;
- (q) Coastal Regulation Zone notified under the Coastal Regulation Zone Notification, 2011 unless prior permission has been obtained from the Goa Coastal Zone Management Authority;
- (r) Protected Monuments and protected areas as defined under the Goa Ancient Monuments and Archaeological Sites and Remains Act, 1978 (Act No. 1 of 1979);
- (s) Protected Monuments and protected areas as defined under the Ancient Monuments and Archaeological Sites and Remains Act, 1958 (Act No. 24 of 1958);
- (t) World Heritage Areas;
- (u) Cremation grounds and graveyards;
- (v) Lands earmarked as open spaces under the Goa Town and Country Planning Act, 1974 (Act 21 of 1975);
- (w) Land whereupon development is prohibited by the Central Government;
- (x) 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 maybe 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:-

(v) 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.

(vi) 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;

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

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

(ix) 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 section 11 or amend any condition or impose a further condition in respect of permission granted under section 11, or call for removal of the display, if:-

(ii) 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;

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

(iv) 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;

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

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

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

(viii) 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;

(ix) 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;

(x) 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 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 of 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, 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 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(1);
- (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.*— (1) 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.

(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.

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.*— (1) 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 Waiting
- (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/alterd.

(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. With respect to hoardings erected prior to 2010, 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 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 area where there are several hoardings and the cumulative effect of those hoardings 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 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:

(1) 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	2	3	4	5	6
1	Permanent Hoarding	Hoarding on Iron/Steel multiple angles structures/frames	90 x 30ft	40 x 40ft	40 x 20ft
2		Unipole (Structure on a single shaft)	30 x 15ft	15 x 8ft	7 x 5ft
3		Dualpole (structure on a double shaft)	30 x 15ft	15 x 8ft	7 x 5ft
4		High Mast Pole—Back-lit, Front-lit, Non-lit (Display)	8 x 5ft	5 x 3ft	3 x 2ft

1	2	3	4	5	6
5		Gantry (Signage's display across road width)	Vertical-5 ft; Horizontal-across road length	Vertical-3 ft; 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	10 x 8ft	9 x 6ft	4 x 3ft

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. Upward pointing light of the hoarding shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign so that glare does not extend beyond the hoardings;

- g. The average maintained luminance shall be reduced to 0.5 candelas or altogether shut, after 23:00 hours (11 P.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;
 - a. 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);
 - b. 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.

STATEMENT OF OBJECTS AND REASONS

The Hon'ble High Court of Bombay at Goa has taken suo-moto cognizance of various illegal hoarding 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 hoarding in addition to being a nuisance, very often contained objectionable content as well as content that distracted drivers and motorists.

Therefore, the present Act aims to establish a comprehensive legal framework for the erection, regulation and control of hoardings and the display thereon. Presently there are several different statutes which govern the erection, regulation and control of such hoardings 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 hoardings and displays under one single statute and to streamline the grant of permissions as well as the regulation of the erection of the hoardings and the contents of the display the present Act has been proposed.

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

The Act seeks to achieve the above objectives.

FINANCIAL MEMORANDUM

Certain provisions in this Act 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. Section 4 of the Act 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 Act 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 Act empowers the Government to prescribe the form and manner in which persons are to apply for registration before the Competent Authority. Sub-section (5) 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 (7) 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 (6) 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 hoarding.

(c) Sub-section (8) empowers the Government to prescribe the form in which the picture of the unique identification number and the Quick Response Code affixed on the hoarding is to be uploaded on the website of the Competent Authority.

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

6. Section 12 of the Act 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 Act.

(b) Sub-section (7) empowers the Government to prescribe the form of the NOC which is to be produced by the Agency of display from the Agency for hoarding when the said Agencies are distinct and separate.

(c) Sub-section (8) 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 (10) of the Act 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.

7. Sub-section (i) of section 13 empowers the Government to prescribe the manner in which the Competent Authority is to be intimated of the hoardings 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 a hoarding 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 Act.

10. Section 24 empowers the Government to fix the fees payable for the issuance of a duplicate certificate.

11. Section 30 empowers the Government to issue a notification in the Official Gazette thereby making Rules.

12. Section 31 of the Act empowers the Directorate of Information and Publicity to frame regulations to carry out the purposes of this Act. 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.

13. Section 32 empowers the Government to by notification to omit, amend or add any entries covered by or mentioned in Schedules I, II and III.

14. Section 34 empowers the Government to issue orders for the purpose of removing the difficulty.

15. 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.

16. Sub-clause (17) 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: 6th August, 2025.

(DR. PRAMOD SAWANT)

Chief Minister

Assembly Hall,

Porvorim-Goa

Dated: 6th August, 2025.

(NAMRATA ULMAN)

Secretary to the Legislative
Assembly of Goa.

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