

Enhancement of existing rate of Hoarding.

Sl.No.	Name of Adv. items	Approved rate as on 01-04-2011	Approved rate as on 19-09-2015	Rate of increase	Proposed rate.	Rate of increase
01	Hoarding category - A	Rs. 42/- per sqft. per year	Rs. 46/- per sqft. per year	9.52%	i) Upto 800 sqft. Rs. 51/- per sqft. per year ii) Above 800 sqft. Rs. 87/- per sqft. per year	i) 10.87%
02	Hoarding category - B	Rs. 35/- per sqft. per year	Rs. 39/- per sqft. per year	11.43%	i) Upto 800 sqft. Rs. 43/- per sqft. per year ii) Above 800 sqft. Rs. 73/- per sqft. per year	i) 10.26%
03	Hoarding category - C	Rs. 28/- per sqft. per year	Rs. 31/- per sqft. per year	10.71%	i) Upto 800 sqft. Rs. 34/- per sqft. per year ii) Above 800 sqft. Rs. 58/- per sqft. per year	i) 9.68%
04	Festoon / Banner	Rs. 6/- per sqft. per month	Rs. 10/- per sqft. per month	66.67%	Rs. 17/- per sqft. per month	70%
05	Kiosk with lighting	Rs. 8/- per sqft. per month	Rs. 12/- per sqft. per month	50%	Rs. 16/- per sqft. per month	33.33%
06	Festoon / Banner / Flex	Rs. 3/- per sqft. 1 day - 3 days.	Rs. 5/- per sqft. 1 day - 3 days.	66.67%	Rs. 9/- per sqft. 1 day - 3 days.	80%
07	Kiosk with lighting	Rs. 5/- per sqft. 1 day - 3 days.	Rs. 6/- per sqft. 1 day - 3 days.	20%	Rs. 8/- per sqft. 1 day - 3 days.	33.33%
08	Kiosk with light	Nil	Rs. 10/- per sqft. per month	Nil	Not required	Newly included
09	LED screen / Video display (Upto 60 sqft.)	Nil	Nil	Nil	Rs. 4000/- per screen per month	Newly included
10	Places / building, houses etc. belongs to private within AMC area.	Nil	50% of the enhanced revised rate.	Nil	50% of the enhanced revised rate-	Newly included
11	Advertisement on Balloons	Nil	Nil	Nil	Rs. 600/- for each balloon per month	Newly included
12	Advertisement on Umbrella	Nil	Nil	Nil	Rs. 450/- per month per umbrella	Newly included
13	Advertisement by Audio System	Nil	Nil	Nil	Rs. 450/- per month for each set of 4 speakers	Newly included
14	Collapsible Kiosk (size 5ft. x 5ft. restricted)	Nil	Nil	Nil	Rs. 1400/- per month per Kiosk	Newly included
15	Glow Sign Board fixed at to the shop & fixed on porico	Nil	Nil	Nil	Rs. 100/- per year per board	Newly included

Category wise area

Sl.No.	Category	Area
01	Category - A	Part of Central zone and East zone area abutted by Chandrapur Market at East, Ronald say road at West, Karia khali embankment at North and Howra embankment at South. In addition to above following roads are to be covered under Category - A. i) Both side of National highway upto Amrali Bazar from Barhola bridge. ii) From Chandrapur to Khayerpur Tri-junction (both side), iii) Astabal bridge to Airport, iv) G.B. Chowmuhani to Circuit House, v) Amrali Bye-pass from Khayerpur to National Highway, vi) Bye-pass from Khayerpur to G.B. Chowmuhani, vii) Fire brigade Chowmuhani to Akhaura Check post, viii) Durga Chowmuhani to Airport road via Barfalo, ix) National highway to Agarala Rail Station, x) G.B. road to Airport road via Heritage park. xi) Dholeswar bridge to A.G.M.C xii) Ahoyanagar bridge to A.G.M.C xiii) Vidhyo Sagar Setu to Jogenendra nagar Rail Station. xiv) Airport road to ILS Hospital
02	Category - B	The entire east, south and north zone area, Ward No. 10, 20 of Central Zone excluding area comes under Category - A.
03	Category - C	The extended area under both North and South zone area excluding Category - A & B.

Executive Engineer
 Planning Division, AMC, Convener
 24.5.18
 Finance Manager, AMC, Member
 (Dibakar Prasad) 24.5.18
 ASO, AMC, Member
 (Hem Lal Saini)
 Retainer Lawyer, AMC, Member
 (out of station)
 (K.K. Pol)