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AGARTALA MUNICIPAL CORPORATION

No.F.10/Hoarding/Flex/Festoon/2017/AMC/C/Zone/18969-23

Dated, Agartala the 31st July, 2018

**AGARTALA
NOTIFICATION**

The existing Hoarding rates have been further reviewed by a Committee constituted by Authority of AMC and the proposed rate submitted by the said Committee was placed before the MIC for approval on 18-06-2018. The Mayor-In-Council Vide Point Number-01 has approved the recommendation of proposed rate of Hoarding. Accordingly the proposed rate and category wise area will be effective for all approvals issued on and after 01 August, 2018. The concern Assistant Municipal Commissioner, AMC of all Zones will charge the fees / rate from the applicants who apply for Hoarding. The item wise revised rates and distribution of area of entire AMC are given below:

Enhancement of existing rate of Hoarding.

Sl. No.	Name of Adv. items	Revised rate
01	Hoarding category - A	Upto 800 sqft. Rs. 51/- per sqft. per year Above 800 sqft. Rs. 87/- per sqft. per year
02	Hoarding category - B	Upto 800 sqft. Rs. 43/- per sqft. per year Above 800 sqft. Rs. 73 /- per sqft. per year
03	Hoarding category - C	Upto 800 sqft. Rs. 34/- per sqft. per year Above 800 sqft. Rs. 58/- per sqft. per year
04	Festoon / Banner	Rs. 17/- per sqft. per month
05	Kiosk with lighting	Rs. 16/- per sqft. per month
06	Festoon / Banner / Flex	Rs. 9/- per sqft. 1 day - 3 days.
07	Kiosk with lighting	Rs. 8/- per sqft. 1 day - 3 days.
08	LED screen / Video display (Upto 60 sqft.)	Rs. 4000/- per screen per month
09	Places / building, houses etc. belongs to private person within AMC area.	50% of the revised rate.
10	Advertisement on Balloons	Rs. 600/- for each balloon per month
11	Advertisement on Umbrella	Rs. 450/- per month per umbrella
12	Advertisement by Audio System	Rs. 450/- per month for each set of 4 speakers
13	Collapsible Kiosk (size 5ft. x 5ft. restricted)	Rs. 1400/- per month per Kiosk
14	Glow Sign Board fixed to the shop & fixed on portico	Rs. 100/- per year per board

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, Kata khal 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 Amtali Bazar from Battala bridge. ii) From Chandrapur to Khayerpur Tri-junction (both side), iii) Astabal bridge to Airport, iv) G.B. Chowmuhani to Circuit House, v) Amtali 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 Barjala, ix) National highway to Agartala Rail Station, x) G.B. road to Airport road via Heritage park. xi) Dhaleswar bridge to A.G.M.C via ITI. xii) Abhoynagar bridge to A.G.M.C. xiii) Vidhya Sagar Setu to Jogendra 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 that comes under Category - A.
03	Category - C	The extended area under both North and South zone area excluding Category - A & B.

Therefore, all concern will take necessary action accordingly for compliance of the above Notif-

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Increment of existing rate of Hoarding.		Approved rate as on 01-04-2011	Approved rate as on 19-09-2015	Rate of increase	Proposed rate	Rate of increase
Name of Adv. items	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	i) 10.87%
					ii) Above 800 sqft. Rs. 87/- per sqft. per year	ii) 10.26%
Hoarding category - B	Rs. 35/- per sqft. per year	Rs. 39/- per sqft. per year	10.71%	i) Upto 800 sqft. Rs. 43/- per sqft. per year	i) 9.68%	
				ii) Above 800 sqft. Rs. 73/- per sqft. per year		
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	70%	
Festoon / Banner	Rs. 6/- per sqft. per month	Rs. 10/- per sqft. per month	66.67%	Rs. 17/- per sqft. per month	33.33%	
				Rs. 12/- per sqft. per month	80%	
Kiosk with lighting	Rs. 8/- per sqft. per month	Rs. 5/- per sqft. 1 day - 3 days.	66.67%	Rs. 9/- per sqft. 1 day - 3 days.	33.33%	
				Rs. 3/- per sqft. 1 day - 3 days.		
Festoon / Banner / Flex	Rs. 3/- per sqft. 1 day - 3 days.	Rs. 6/- per sqft. 1 day - 3 days.	20%	Rs. 8/- per sqft. 1 day - 3 days.		
				Rs. 5/- per sqft. 1 day - 3 days.		
Kiosk with lighting	Nil	Rs. 10/- per sqft. per month	Nil	Not required	Newly included	
				Rs. 4000/- per screen per month		
LED screen / Video display (Upto 60 sqft.)	Nil	Nil	Nil	50% of the enhanced revised rate.		
				50% of the enhanced revised rate.		
Places / building, houses etc. belongs to private within AMC area.	Nil	Nil	Nil	Rs. 600/- for each balloon per month	Newly included	
				Rs. 450/- per month per umbrella	Newly included	
Advertisement on Umbrella	Nil	Nil	Nil	Rs. 450/- per month for each set of 4 speakers	Newly included	
				Rs. 1400/- per month per Kiosk	Newly included	
Advertisement by Audio System	Nil	Nil	Nil	Rs. 100/- per year per board	Newly included	
Collapsible Kiosk (size 5ft. x 5ft. restricted)	Nil	Nil	Nil			
Glow Sign Board fixed at to the shop & fixed on portico	Nil	Nil	Nil			

Area wise areas

Category	Area
Category - A	Part of Central zone and East zone area abutted by Chandrapur Market at East, Ronald say road at West, Kata khal 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 Amtoli Bazar from Bathala bridge. ii) From Chandrapur to Khayerpur Tri-junction (both side), Astrabal bridge to Airport, G.B. Chowmuhani to Circuit House, Amtoli Bye-Pass from Khayerpur to National Highway, v) Bye-Pass from Khayerpur to G.B. Chowmuhani, vi) Fire brigade Chowmuhani to Akhaura Check post, vii) Durga Chowmuhani to Airport road via Barjala, viii) National highway to Agartala Rail Station, ix) G.B. road to Airport road via Heritage park. x) Dhaleswar bridge to A.G.M.C via III. xi) Abhynagar bridge to A.G.M.C. xii) Vidhya Sagar Setu to Jogendra nagar Rail Station. xiii) Airport road to ILS Hospital xiv)
Category - B	The entire east, south and north zone area, Ward No. 10, 20 of Central Zone excluding area comes under Category - A.
Category - C	The extended area under both North and South zone area excluding Category - A & B.

21/11/18

(Dibakar Debbarma) 24-5-18
 ASO, AMC, Member

(K.K. Pal) 24-5-18
 ASO, AMC, Member

(out of station)
 Retainer Lawyer, AMC, Member