

ADVERTISEMENT SECTION

The Advertisement Department of the BBMP functions under section 134, 135 of KMC Act and the Advertisement Bye-laws framed under these sections.

It has the twin objectives of permitting the aesthetic display of commercial advertisements through outdoor Hoardings, Bus shelters, Pole kiosks, Street furniture's etc., and collection of revenue to undertake other related activities of the Palike.

Since this is a creative activity the Palike is sensitive to the changing trends and technology in this field. While implementing the advertisement policy the Palike has to maintain a balance in providing opportunities for trades & businesses to display their campaigns to sell their products and to see that the natural beauty of the city is enhanced by this activity.

State of the Art technology is being utilized to regulate the number of Hoardings and other forms of advertisement so that the revenue leakage of any in-plug and greater transparency & accountability is brought into the system.