

ESTD. 1992



# CHANDIGARH BEOPAR MANDAL (Regd.)

Head Office : SCO 10, Sector 21-C, Chandigarh Mobile : 98158 82100

Admin. Office : Shop No. 348, Sector 44-D, Chandigarh Mobile : 98150 03505

PR Office : SCO 26, Sector 11-D, Chandigarh Mobile : 98761 19212

To,

Date:- 17-3-2023

The Commissioner,  
Municipal Corporation,  
Chandigarh.

**Sub.:-** Unjustified Notices to the Traders under Advertisement Control Act.1954.

Madam,

Notices have been issued to the traders in different markets under Advertisement Control Act.1954 imposing fees, penalty and interest amounting to Lacs of Rupees.

It is out of the reach of small traders working from booths or small shops to pay a huge amount. Traders are frightened and approaching your office, Political Parties and Beopar Mandal over the issue.

We have gone through Chandigarh Advertisement Control Act.1954, along with amendment order issued by Finance Department Chandigarh Administration dated 07/11/2019 prescribing advertisement fees etc.

Most of Chalans issued for 4x2 standees put up outside shops or a small board less than 10 feet size or somewhere less than 25 feet size board outside shop. This does not obstruct public passage or cause any type of inconvenience to general public. Although these standees are covered by order dated 07/11/2019 at SR. No.1 (1) less than 10 feet prescribing fees of Rs.2400/- annually and less than 25 feet prescribing fees of Rs.4800/- annually but traders have been given notice under SR. No.11 for banners as being put by political parties on road side or open spaces or on corner of buildings for fees arranging from Rs.200/- to Rs.240/- per sq. ft. per day.

In one case of Sh. Inderjeet of Sector 20-D, a notice was issued for Rs.3784/- in 29/04/2022 and for Rs.100803/- on dated 13/02/2023 for same standee of 4'x2' totaling to 8'. So these notices are unjustified and seem to be illegal and unnecessary harassment to the small traders.

Contd. P/2

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**So you are requested to withdraw these notices and give relief to small traders.**

In future it is requested that before taking any action in any markets, MCC enforcement team should approach the President of concerned market and give 7-10 days verbal notice to remove objectionable standees or boards. Also traders may be persuaded to pay advertisement fees as per SR. No.1 (1) and so on for non-illuminated signs for annual basis as per order dated 07/11/2019.

Thanking you,

Yours faithfully,

(Charanjiv Singh)  
**President**

(Sanjeev Chadha)  
**Gen. Secy., M.C. Co-ordination Committee**