



ADVISION

AMC OUTDOOR MEDIA MANAGEMENT UNIT

Important Instructions to applicant/users of on-line e-application

(Note:- Applicant is required to “Accept” the below mentioned “Important Instructions” online while applying in e-application module of advisionamc as these instructions are part of application as approved by Municipal Commissioner (Vide Estate/Acc Muni.Comm.Reso.No.11/Dated 22-06-2015. Submit the copy of this page duly signed/stamped when e-application file is submitted for approval of the hoarding/site)

Important Instructions to applicant/users of on-line e-application module of advisionamc. Awarding approved license copy against the provisional license copy(obtained through e-application) will be subject to the following instructions along with terms & conditions of the application and shall be treated as a part of terms & conditions of the application. Therefore, any violation or disobedience of the instructions and/or prescribed terms&conditions will be liable for cancellation of the e-application and/or termination of the license issued.

- (1) On-line e-application is based on self declaration and self certification by the applicant. Therefore, applicant is under obligation to make **true and fair declaration** of each fact/detail asked and must comply the norms prescribed.
- (2) **Applicant** must be eligible and qualified to apply and must not be restricted by any instruction/order/law/notice of AMC(Ahmedabad Municipal Corporation) or government to avail such outdoor advertisement license. He shall be entitle to apply for the proposed site/place of erection.
- (3) **New site** can be erected only after provisional approval is obtained. Existing site can be applied for renewal only when it is upgraded/modified as per existing rules and regulation for approval. Site for which on-line application is made shall be with clear rights/ownership with no dispute for erection of applied hoarding site. It shall not have past dues/over dues payable to amc. The site premises shall not have been objected/stopped/sealed by AMC. Applying site shall not be erected in a manner which violate the legal rights of neighboring property/dweller. The applying new hoarding board site should not obstruct the visibility of other existing licensed private or tender site of AMC. It must be checked thoroughly that terrace and/or place of erection shall be capable and strong enough to bear the load of hoarding in all the circumstances round the year. Any misdeclaration in this regard will be liable for cancellation of provisional/final approval/license.
- (4) **There shall be no dues/over dues** pending (in name of applicant/agency or any erected site/place or individually or jointly) for applying site. Applicant must pay the outstanding dues best known to him and will be required to pay and clear any dues/over dues informed/notified by AMC at any point of time.
- (5) **AMC reserves the right** to issue final/renew license subject to safety of public/traffic/padestrial,GDCR and terms & conditions of the application. In no case misuse of online system can be tolerated to ensure and protect smooth citizen involved governance.