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Submanoj  
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1655/CB/ST  
4.10.17

**GOVERNMENT OF N.C.T. OF DELHI.  
TRANSPORT DEPARTMENT  
( STATE TRANSPORT AUTHORITY )  
5/9, UNDER HILL ROAD, DELHI-110054.**

F. No.109/STA/Policy/Tpt/2016/924-937

Dated: 03-10-2017

**ORDER**

**Subject: Amendment in existing guidelines on display of advertisement on Public Service Vehicles.**

1. A guideline on display of advertisement on Public Service Vehicles under Sub Rule 2 of Rule 71 of Delhi Motor Vehicle Rules, 1993 was approved on 19-05-2014. As per para 2.7 of the guidelines, affixation of advertisements was only allowed on the rear side and the left side of the vehicle. The advertising material shall not cover more than 75% of the area available in each side. While calculating total available area, the area covered by windscreen shall not to be taken into consideration.

2. On the request of DTC, the STA Board, in its meeting held on 16-05-2016, vide Resolution No. 6/2016, amended the para 2.7 of the aforesaid guidelines in the following manner:

*"2.7 Affixation of advertisements be allowed only on rear side, left side and right side of the vehicle. The advertisement material shall not cover than 75% of the area available in each side. While calculating total available the area covered by wind screen shall not be counted".*

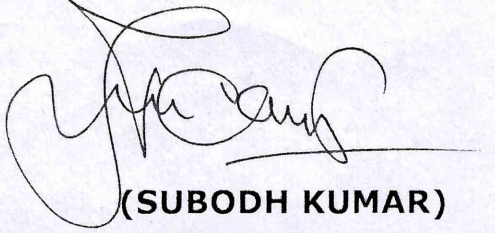
3. Delhi Traffic Police pointed out that affixation of advertisements on right side of any public service vehicle is a source of distraction for motorists which may lead to road accidents. STA Board, in its meeting held on 04-09-2017 considered the said view point of the Delhi Traffic Police and vide Resolution No. 32/2017 inter alia resolved that the decision taken by it in the meeting of 16-05-2016 is withdrawn. As such, the Para 2.7 of the guidelines, as approved by the STA in its meeting of 19-05-2014 shall prevail and the same is again reproduced as under.

***"Affixation of advertisements shall be allowed only on rear side and left side of the vehicle. The advertising material shall not cover more than 75% of the area available in each side. While calculating total available area, the area covered by wind screen shall not be counted".***

Contd....P/2.



4. Accordingly, it is hereby directed that amendment approved vide resolution no. 6/2016 in meeting held on 16.05.2016 stand withdrawn and guidelines on display of advertisement on Public Service Vehicles as approved by the Hon'ble Lieutenant Governor on 19.05.2014 and issued by order no. F.R/AS/STA/Tpt/2013/221/200 dated 30.05.2014 shall prevail.



**(SUBODH KUMAR)**  
**DEPUTY SECRETARY (STA)**

To

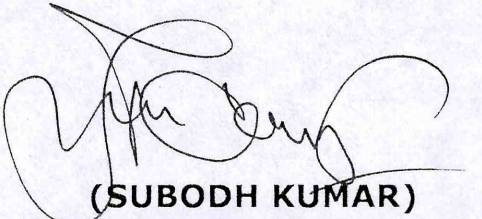
1. Special Commissioner, Delhi Traffic Police, Police (HQs), I.P. Estate, New Delhi.
2. Chairman-cum-Managing Director(DTC), DTC (HQ), IP Estate, New Delhi.
3. Managing Director & CEO, DIMTS, 1<sup>ST</sup> Floor, ISBT, Kashmere Gate, Delhi.
4. Executive Director (Operation), DMRC.

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Copy to:

1. OSD to Secretary-cum-Commissioner (Transport), Transport Department
2. PA to Special Commissioner (Transport), OPS/VIU/ARU/TU
3. PA to Special Commissioner (Transport)/Secretary (STA)
4. Deputy Commissioner (ARU/VIU/TU)
5. Deputy Commissioner (Enforcement).
- ✓ 6. Senior System Analyst, Transport Department with the request to upload in the website of the Transport Department.
7. Assistant Secretary (STA)
8. President, TOLWA, 3 Priyadarshini Apartment, 44, Paschim Vihar, Delhi.
9. General Secretary, STA Operator, Ekta Manch, 8 Gokhale Market, Mori Gate, Delhi.
10. Secretary, Delhi Contract Bus Association, Regd., Shop No. 6, Gokhle Market, Delhi-54.



**(SUBODH KUMAR)**  
**DEPUTY SECRETARY (STA)**