



Chief Minister Launches a Portal for e-Auction of Advertising Permissions and Advertising Sites of Municipal Bodies

Why In News?

On October 11, 2022, Haryana Chief Minister, Mr. Manohar Lal launched a portal for advertisement permission under Haryana municipal advertising bye-laws-2022 and e-auction of advertisement sites of municipal bodies, providing another facility to traders and citizens.

Key Points

- The launch of this portal will ensure transparency in the allocation of advertising rights in all municipal bodies.
- The Chief Minister said that with the launch of this portal, permission will be given to put advertisements on government buildings and private buildings in a transparent manner through the Urban Local Bodies Department.
- All civic bodies will get 3.2 percent of the collector rate, he said. E-auction of government sites will be done. The minimum rate will be 4 percent, of which 40 percent will go to the MC and 60 percent to the building owner.
- All municipal bodies, government departments, boards, corporations, authorities in the state can now list their properties on the portal for e-auction for advertisement. Private property owners can also choose to list their properties/properties on this portal to allow advertisement through e-auction.
- The role of the civic bodies will be only to process applications on this portal and list properties, fill the reserve price and fix the date of auction. After this, the auction will be conducted automatically on the portal and the highest bidder will be selected.
- In addition, all advertising permissions, contracts, payments, securities will be managed online through this portal. This will ensure robust revenue collection and transparency in contract management.
- The Chief Minister informed that once registered on the portal, advertising entities (businesses/individuals) can participate in the e-auction of all listed advertising properties in municipal bodies in the state.
- The portal will not only increase transparency in granting advertising rights but also increase revenue through advertising of civic bodies and other government entities.