

GMADA offers sites for outdoor advts under new policy

MOHALI: In a bid to augment its revenue, the Greater Mohali Area Development Authority (GMADA) has invited online bids for leasing out sites for outdoor advertising on major roads under its jurisdiction.

The area under advertising has been divided into five zones. While a total of 60 sites have been made available for bidding in Zones 1 to 4, Zone 5 comprises 16 sites.

All unipoles will be of uniform size and monthly reserve price of each site has been fixed at ₹65,000. Usage of both sides of the unipoles will be permitted. Tender document is available on the tendering website: eproc.punjab.gov.in.

Zone-1 includes area/roads from Airport Chowk towards NH-5 (old NH-64 Zirakpur-Rajpura) intersection, and area from Airport roundabout towards International Airport falls in Zone 2.

Further, Zone 3 includes area

from NH-21 (Sunny Enclave intersection) towards Airport Chowk (Airport Road PR-7). This zone excludes the stretch from junction 73/74 to railway under bridge near JLPL, Sector 82.

Zone 4 marks road from Airport Chowk to Kharar-Banur Road- IT City, and Zone 5 comprises road from Chandigarh barrier Mullanpur to T-Junction of Kurali-Siswan Road in New Chandigarh.

Vini Mahajan, additional chief secretary, department of housing and urban development-cum-vice chairperson, GMADA, said the authority had formulated its own outdoor advertisement policy.

Earlier in the absence of a policy, GMADA was not able to offer these sites for outdoor advertisements. As the policy is now in place, sites have been put on offer, she said, adding that huge revenue was expected by leasing out the sites.

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Gmada calls bids for outdoor advt on roads

TIMES NEWS NETWORK

Mohali: To increase its revenue, Greater Mohali Area Development Authority (Gmada) has invited online bids for leasing out sites for outdoor advertising on major roads under its jurisdiction.

Area under advertising has been divided into five zones. Zone 1 includes area/road from airport chowk towards national highway 5 (old NH-64 Zirakpur-Rajpura) intersection and area from airport roundabout on airport road towards international airport falls in zone 2. Further, zone 3 includes area from NH 21 (Sunny Enclave intersection) towards airport chowk (airport road PR-7). This zone excludes the stretch from junction 73/74 to railway under bridge near JLPL, Sector 82. Zone 4 marks road from airport chowk to Kharar-Banur road-IT city and zone 5 comprises road from Chandigarh barrier Mullanpur to T-junction of Kurali Siswan road in New Chandigarh.

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Roads which have been included in the advertising zones have great potential for



Hoardings on foot overbridges in Mohali

outdoor advertising. Earlier, in the absence of an outdoor advertisement policy, Gmada was not able to offer these sites for outdoor advertisements. As outdoor advertisement policy is now in place, sites have been put on offering, she said, adding huge revenue is expected by leasing out the sites.

The outdoor advertisement medium of Gmada has taken into consideration necessary parameters such as safety, aesthetics and social ethics. Zones where the sites for outdoor advertising have been marked are commercial in nature. Keeping in mind the guidelines of courts with respect to outdoor advertising, Gmada has got conducted safety audit by a road safety and sustainable transport consultant. All the sites available in the different zones and put on

bidding have been included in the bidding process only after getting the road safety audit, said the vice-chairperson.

While a total of 60 sites have been made available for bidding in zones 1-4, zone 5 comprises 16 sites. All unipoles would be of uniform size of 20x10 and monthly reserve price or minimum bidding price of each site has been fixed at Rs 65,000. Usage of both sides of unipoles would be permitted. Tender document containing detailed terms and conditions besides comprising information about eligibility criteria, selection process, maps indicating locations of sites in different zones, detail of documents to be attached with the application etc. is available on the official e-tendering website [https://eproc.punjab.gov.in](http://eproc.punjab.gov.in)