

User Manual
for
Online System
For
Issuance of Signage
License for
Advertisement by ULBs



I. Online application submission along with details and uploading of documents

Application Process

Applicant needs to select “Municipality” from List of Services. One needs to click on “Open” button. The form is as follows:

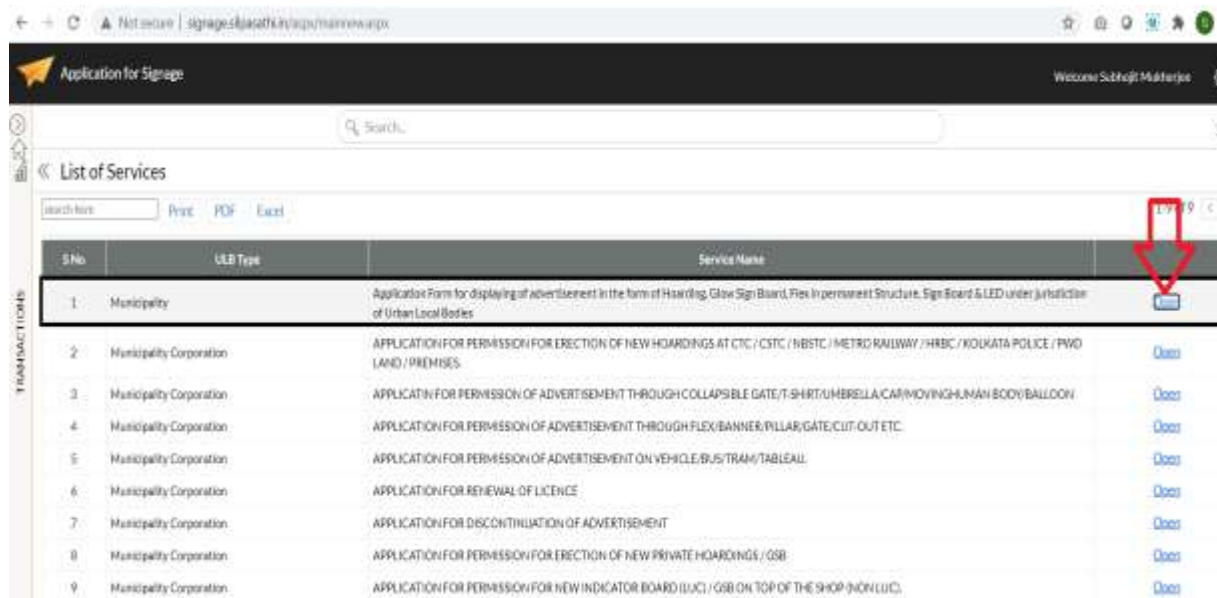


Fig 11: Application Forms from “List of Services”

Once “Municipality” is opted from List of Services, The Application Form will be displayed as follows:

District		URB Type*		URB Name*	
Kodagu		Municipality		Karyim	
PIN*		Application No		Date	
766021		Auto		24/12/2020	
Date		Period of License*		Notification No	
30-12-2020		One year		KODMA/CIC-4/SM/24.0015/96 IV	
Applicant Details					
Name of the Applicant*					
Suhrajit Mulherjee					
Full address of the Applicant*		Official Contact No*		Email Address*	
Dharmendra Nath Chavli Road		9028450164		suhrajitmulherjee@gmail.com	

Following data will be auto-fetched from user registration:

- Name of the Applicant
- Mobile Number
- E-Mail ID



INTRODUCTION

Type of Advertisement*
 [Select]

Size with dimension in Sq.M*

Details of Location Premises No*

Ward No*

Road / Street*

Assessee No. if available

Name of the Owner or Land lord or Authority of the land or premises*

Latitude of the location if available

Longitude of the location if available

Height from the surface of the ground or roof below it (in meter)*

S.No	Type Of Advertisement	Size With Dimension In Sq.M	Details Of Location Premises No	Ward No	Road / Street
1	Hearding	100		10	Chowdhrahari Green Road
2	Store Sign Board	45		10	12

- Specification of Agreement

Date of Commencement*

Date of Termination*

Lease premium paid or payable to owner or landlord*

Period of agreement or Contract*

Whether renewable or not*

- List of Documents attached

Description*	Upload Document	Available	Remarks
Attached copy of Agreement between Applicant & Land Owner	<input type="button" value="Upload Document"/> <input type="text" value="document.pdf"/>	<input checked="" type="checkbox"/>	<input type="text"/>

S.No	Description	Upload Document	Available	Remarks
1	Attached copy of Agreement between Applicant & Land Owner		No	

S.No	Description	Upload Document	Available	Remarks
1	Attached copy of Agreement between Applicant & Land Owner	<input type="button" value="Upload Document"/>	Yes	
2	Declaration in the form of affidavit before 1st class Magistrate in prescribed format		Yes	
3	NOC in the form of affidavit by Landlord in prescribed format		Yes	
4	Self attested copy of updated property tax receipt from Landlord		No	
5	Attached copies of PAN/EPC of Applicant & Landlord		No	
6	Sketch plan duly signed off by civil engineer & Applicant and endorsed by landlord		Yes	
7	Wind Pressure & structural stability certificate			
8	GST Registration Certificate of the applicant			
9	Location Map of the proposed hearding		Yes	
10	Under taking regarding fire reactioned by Govt Agency as prescribed format			
11	Any other additional documents			

- Declaration

I have read carefully the Notification of Advertisement issued by UD & MA Department, Govt of West Bengal Vide No. Y10/MA/DC/A/34-01/2019/14 (V) dated 20-10-2020 and have complied with all the terms & conditions laid down thereunder. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the License, if granted, will be liable for cancellation and I am liable for such penal actions as prescribed under the law.

I certify and confirm that I/We are or any of our directors are not barred/blacklisted by the Govt. of West Bengal or any State Govt. or Central Govt./Departments/ agency in India from participating in project, tenders etc.

Signature of the Applicant*



Fig 12: Signage Application Form

Once Application submitted, the Applicant dashboard is as follows:

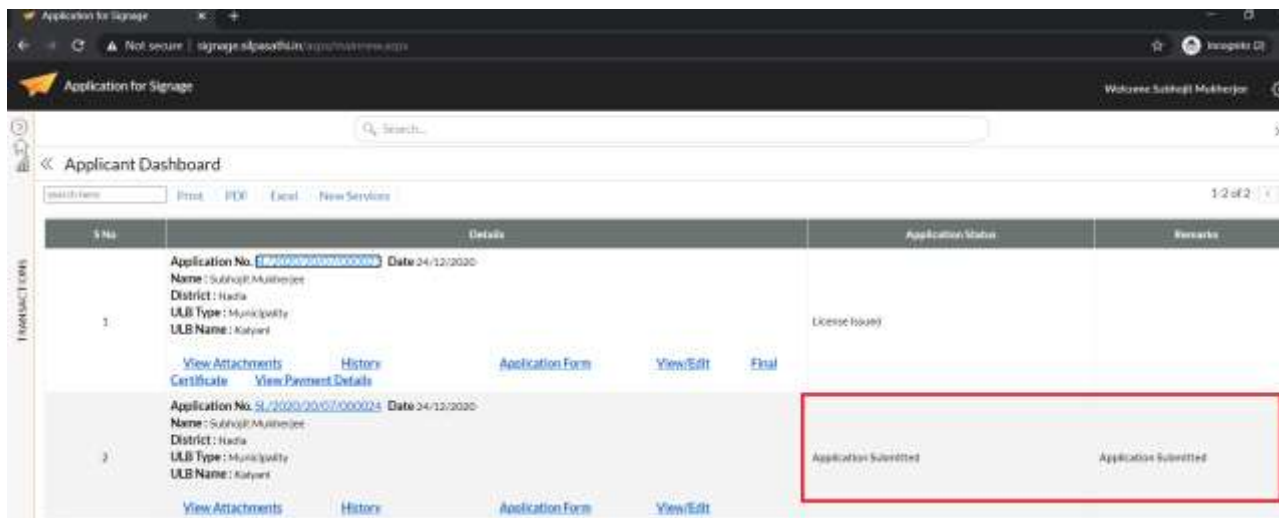


Fig 13: Application dashboard after application submission

Attachments enclosed during application submission are shown as shown in following figure:

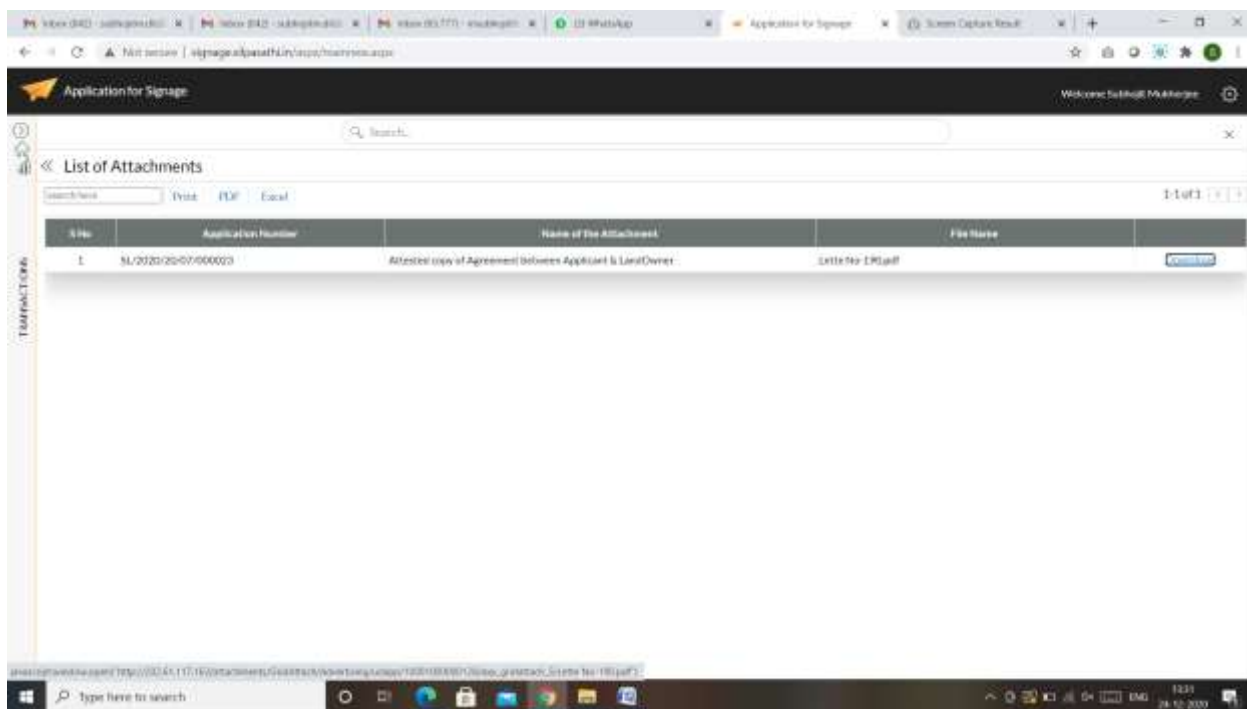


Fig 14: Attachment enclosed with application



II. Tracking of Application

Action History shows the history of action taken by users with different role. Following screenshot shows action history with Action user, Date and Remarks given by the user as follows:

S.No	Application No	Applicant Name	Created On	User Type	User Role	Status	Remarks
1	SL/2020/20/07/000024	Subhojit Mukherjee	24/12/2020 3:39:33 PM	APPLICANT	APPLICANT	Application Submitted	Application Submitted

Fig 15: Action History

The application submitted can be downloaded in PDF format by clicking “Application Form” as shown follows:

Annexure-A

Application Form for displaying of advertisement in the form of Hoarding, Glow Sign Board, Flex in permanent Structure, Sign Board & LED under jurisdiction of Urban Local Bodies

To, _____ Application No. SL/2020/20/07/000023
The Commissioner/Executive Officer
Kalyani _____ Municipality
PS _____ District Nadia
PIN 70025

Sub: Prayer for issuance of License for erection of Advertisement One year

Sir/Madam,
I intend to erect advertisement in your jurisdiction as per details furnished below. A License may be issued in favour of me in accordance with the Notification No: 910/MA/O/C-4/1M-31/2015(Pt-IV) dated:20-10-2020 of UD & MA Department, Govt of West Bengal.

PART-A:

Applicant Details:

- 1). Name of the Applicant: Subhojit Mukherjee
- 2). Full address of the Applicant: Dharendra Nath Ghosh Road
- 3). Official Contact No: 9830450164
- 4). Email Address: msubhojit86@gmail.com

PART-B:

Details of Advertisement:

Type of Advertisement	Size with dimension	Details of Location	Name of the Owner	Latitude & Longitude		Height from the surface
Hoarding	20	15	India	0	0	20
Glow Sign Board	23	25	India	0	0	25

PART-C:

Specification of Agreement:

- 1). Date of Commencement: 12/24/2020
- 2). Date of Termination: 1/8/2022
- 3). Lease premium paid / payable to owner / landlord: 12
- 4). Period of agreement / contract: 2
- 5). Whether renewable or not: YES/NO. Yes



PART-C:

List of Documents attached:

Sl No	Description	Y/N	Remarks
1	Attested copy of Agreement between Applicant	Yes	
2	Declaration in the form of affidavit before 1st	Yes	
3	NOC in the form of affidavit by Landlord in	Yes	
4	Self-attested copy of updated property tax receipt	Yes	
5	Attested copies of PAN/EPIC of Applicant &	Yes	
6	Sketch plan duly signed structural engineer &	Yes	
7	Wind Pressure & structural stability certificate		
8	GST Registration Certificate of the applicant		
9	Location Map of the proposed hoarding	Yes	
10	Undertaking regarding non-blacklisted by Govt		
11	Any other additional document(s)		

I have read carefully the Notification of Advertisement issued by UD & MA Department, Govt of West Bengal Vide No: SL/2020/20/07/000023 dated 12/24/2020 and have complied with all the terms & conditions laid down thereunder. I accept that in the event the information submitted by me is found at any time to be incorrect or false, the License, if granted, will be liable for cancellation and I am liable for such penal actions as prescribed under the law.

I certify and confirm that I/We are or any of our directors are not barred / blacklisted by the Govt. of West Bengal or any State Govt. or Central Govt./Departments/ agency in India from participating in project, tenders etc.

Place:

Yours faithfully,

Date:

Full Signature of the Applicant

Fig 16: PDF Application Form



III. Online Payment

Once Application is approved for Payment, the payment link is available as follows:

Applicant Dashboard

S No.	Details	Application Status	Remarks
1	Application No. SL/2020/20/02/000023 Date: 24/12/2020 Name : Subhojit Mukherjee District : Nadia ULB Type : Municipality ULB Name : Kalyani View Attachments History Application Form View/Edit Final Certificate View Payment Details	License issued	
2	Application No. SL/2020/20/02/000025 Date: 24/12/2020 Name : Subhojit Mukherjee District : Nadia ULB Type : Municipality ULB Name : Kalyani View Attachments History Application Form View/Edit Payment	Make payment	Make payment

Fig 17: Payment Link

On clicking “View Payment Details”, payment details will be shown as follows:

Payment Details

Application No: Applicant Name: ULB Type:
ULB Name: Branch: Application Form:
- Payment Details -
Payment Type: Advertisement Type: Size of the Dimension:
Rate per Sq. Ft: Total Amount:

Sr No.	Payment Type	Advertisement Type	Size of the Dimension	Rate per Sq. Ft	Total Amount
1	License Fee	Temporary	12	100	1200
2	License Fee	Over Sign Board	11	100	1100

Total Amount:

Fig 18: View Payment details

Payment can be done by clicking “Payment” Link as shown below:

Application for Signage

Payment Details

Sr No.	Application Form	Department	Amount(₹)	Delete
1	Signage application	Urban Development Department	₹ 1430.00	Delete

Transaction Details

User: Subhojit Mukherjee
Reference No: WB2012241801122496
Total Amount: ₹ 1430.00
No of Items: 1



Fig 19: Payment Window

Once Pay Now button is clicked, window appears with option to pay through credit card, debit card as shown below:

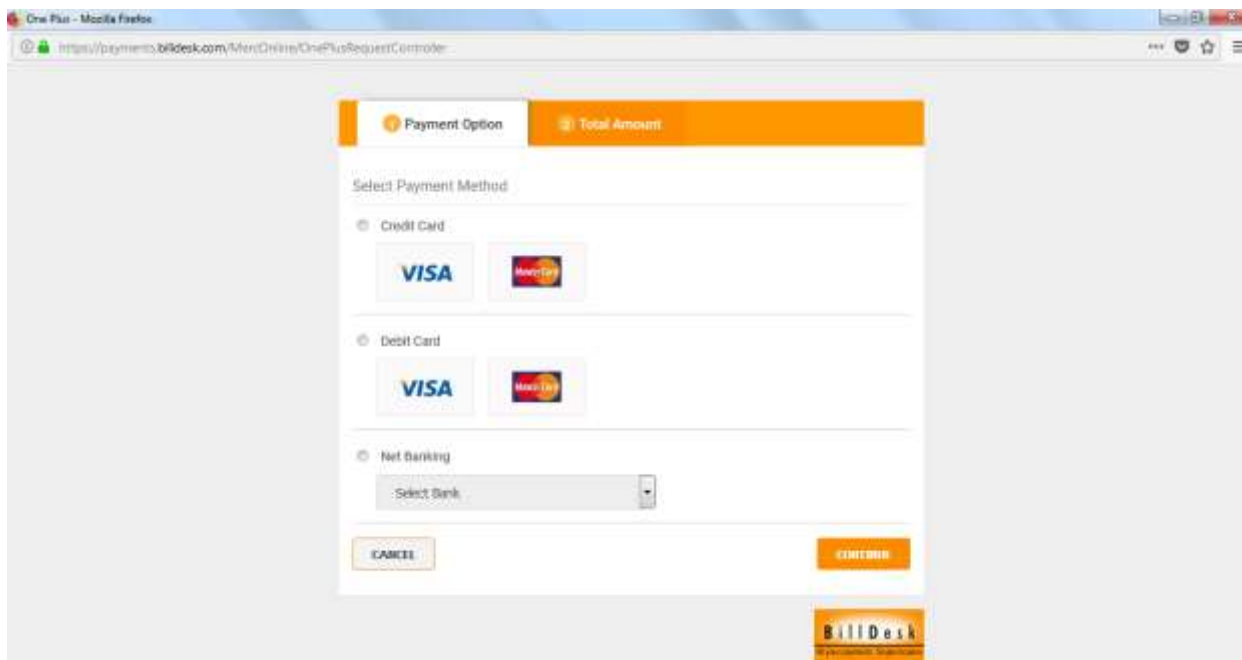


Fig 20: Payment modes

Selection of one of payment modes leads to details of payment. Once all data related for payment are inserted and Pay button is clicked, transaction is shown as following figure:

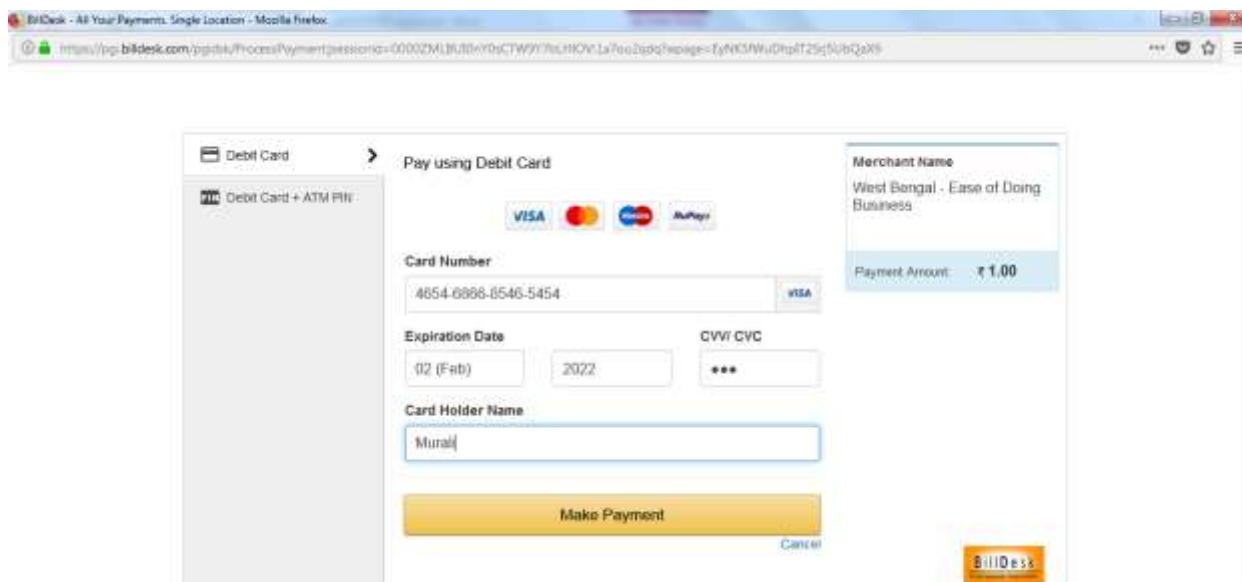


Fig 21: Payment transaction process



IV. Download of Final Approval Certificate

When “License” is approved by authority, Applicant can view and download license as follows:

S.No	Details	Application Status	Remarks
1	<p>Application No. SL/2020/20052/000023 Date 24/12/2020 Name : Subhojit Mukherjee District : Nadia ULB Type : Municipality ULB Name : Kalyani</p> <p>View Attachments History Application Form View/Edit Final Certificate View Payment Details</p>	License Issued	
2	<p>Application No. SL/2020/20052/000023 Date 24/12/2020 Name : Subhojit Mukherjee District : Nadia ULB Type : Municipality ULB Name : Kalyani</p> <p>View Attachments History Application Form View/Edit Final Certificate View Payment Details</p>	License Issued	OK

Fig 22: Final License

The final license is as follows in PDF format:



Annexure-E

License for erection of Advertisement in the form of Hoarding, Glow Sign Board, Flex in permanent Structure, Sign Board & LED under jurisdiction of Urban Local Bodies

**Office of the Board of Councillors
Kalyani Municipality**

License No: **LIC/2020/20/07/000013**

Date: **24/12/2020**

To,
Subhojit Mukherjee
Dhirendra Nath Ghosh Road

SUB: License for erection of Advertisement in the form of Hoarding ,Glow Sign Board

REF: Application No: SL/2020/20/07/000023 Date: 12/24/2020

In reference to the subject noted above& in terms of provision of Section 122 of the West Bengal Municipal Act, 1993 / Section 143 of West Bengal Municipal Corporation Act, 2006 read with Notification No 910/MA/O/C-4/1M-31/2015(Pt-IV) Dated 20-10-2020 of UD & MA Department, Govt of West Bengal, License for erection of Advertisement in the form of Hoarding Glow Sign Board Flex (in permanent Structure) Sign Board LED is hereby accorded in favour of Shri/Smt/Ms Subhojit Mukherjee as per details mentioned below and terms & conditions as laid down:

- 1) Validity of License: One year
- 2). Valid from: 24/12/2020 to 1/8/2022

Type of Adv.	Size with dim.	Details of Location	Land Owner	Period of agreement	Latitude & Longitude	Height from the
Hoarding	20	15	India	2	0 0	20
Glow Sign	23	25	India	2	0 0	25

Municipal Commissioner
Kalyani , Municipality



Terms & Conditions:

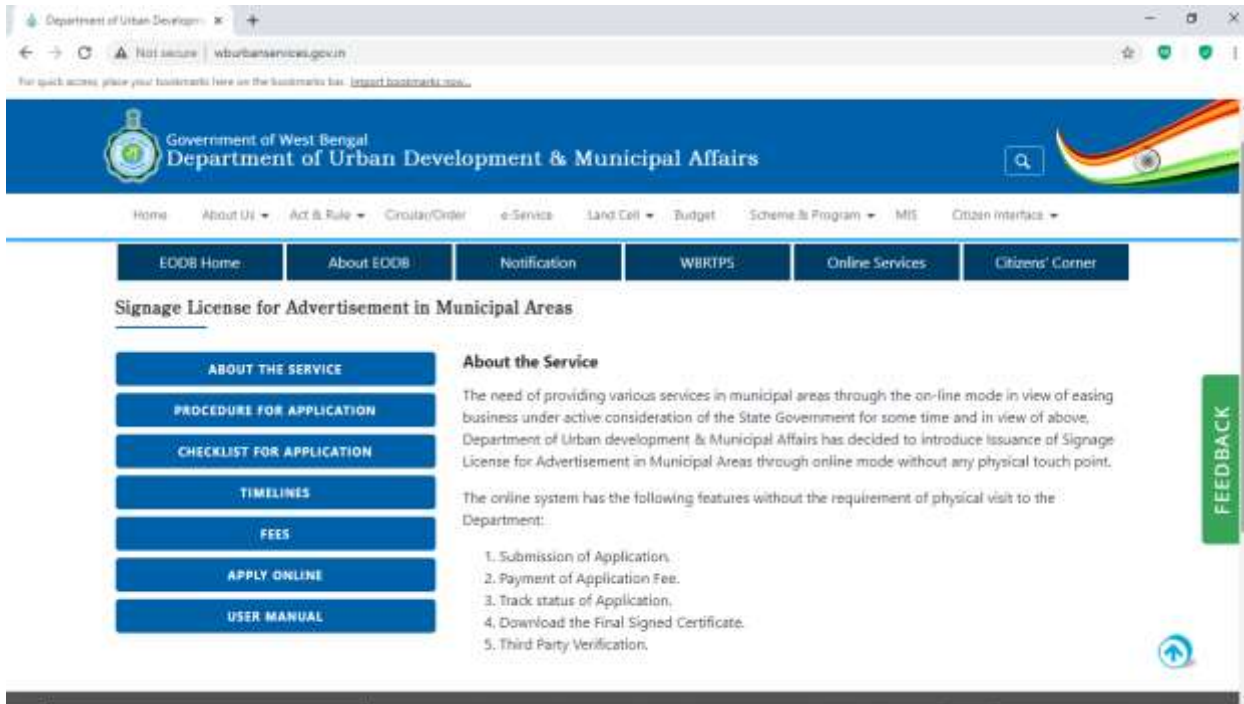
- 1). The land, building, wall, hoarding, frame, kiosk, or structure is /will not hang over or reach any part of ULB land or Government or land of any statutory authority.
- 2). the structure used for display of advertisement will not obstruct the clear vision of any traffic signal or block the passage, entrance or cause inconvenience of access to any building(both entry & exit) or block the passage of light or circulation of air/ventilation to any building or block, conceal or inconvenience the public view of the front of any shop or establishment in a direct or indirect manner causing the business behind is affected or cause damage, cut or otherwise harm any tree or block the visibility of any existing advertisement board/ hoarding/structure.
- 3). In the event of any contravention of any of the provision of the Act or any Guideline, Rules, Regulation made under the WB Municipal Act or relevant statutory provisions. of union & state government or any material change is made in the advertisement or any part thereof without permission of Municipal Commissioner/Executive Officer or any advertisement or part thereof falls otherwise than through accident or if due to the work of government, Corporation or Statutory Authority or promulgation of any order declaring any zone as "No Advertisement Zone" or so the advertisement is required to be displaced the permission shall stand void and I/We will not claim any refund of fees, charges etc. deposited there under.
- 4). if there is any contravention of any conditions and terms of the License and statutory provisions and if there is any additional/alteration made to or in the building wall, hoarding, frame, post, kiosk or structure, upon or over which the advertisement is created, exhibited, fixed or retained the license shall become void and we shall be punished subject to relevant penal provision of WB Municipal Act, 1993 and cannot claim any refund of fees etc.
- 5). If any accident occurs or right easement, window/light is affected due to erection of hoarding, frame, post, kiosk or structure, Municipal Corporation/Municipality/NAA under no circumstances shall be held responsible for such act.
- 6). It is mandatory to display name of advertiser, authorised person with contract no, License No, validity, type of display, size with dimension, premises no. in conspicuous manner, at /with the display / structure/kiosk/hoarding as applicable.
- 7). Advertisement shall be removed within seven days of expiry of license period at your own cost or shall apply for renewal of license before expiry of existing license.
- 8). Provision 15 & 16 of Notification No 910/MA/O/C-4/1M-31/2015(Pt-IV) dated 20-10-2020 of UD & MA Department, shall strictly be followed failing which License shall be terminated at once.

Municipal Commissioner
Kalyani, Municipality

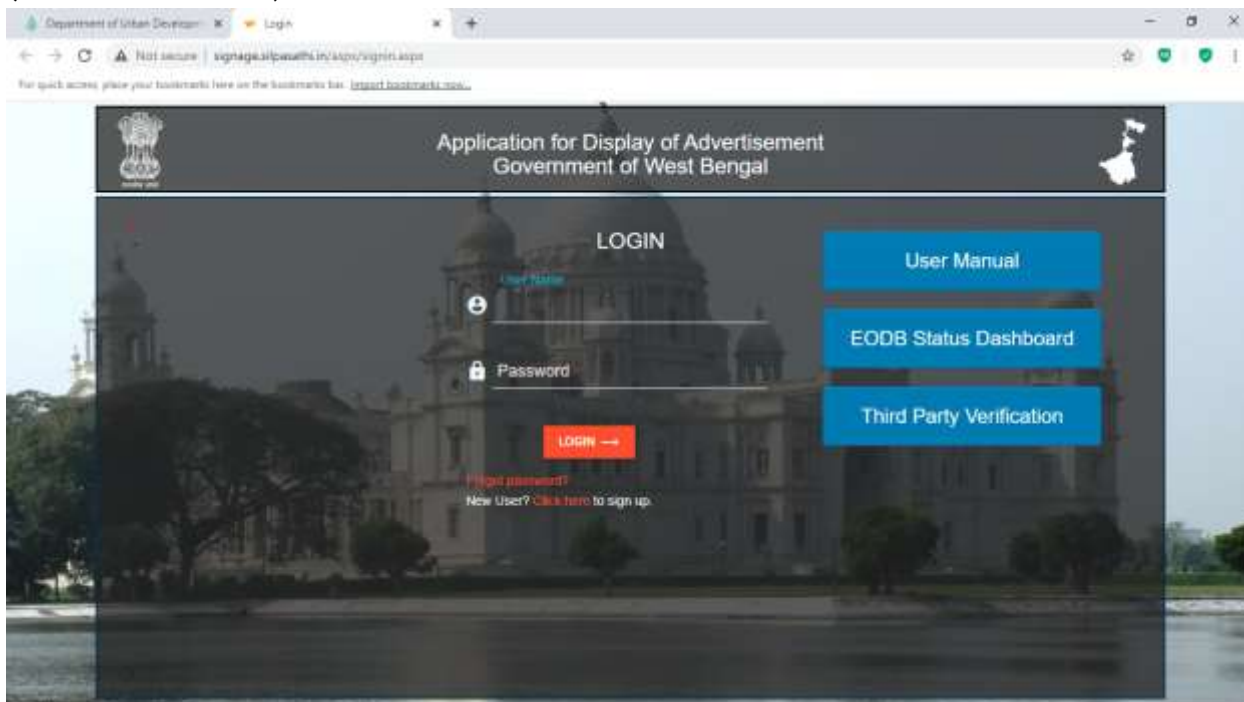
Fig 23: Final License in PDF format

Third Party Verification through online system

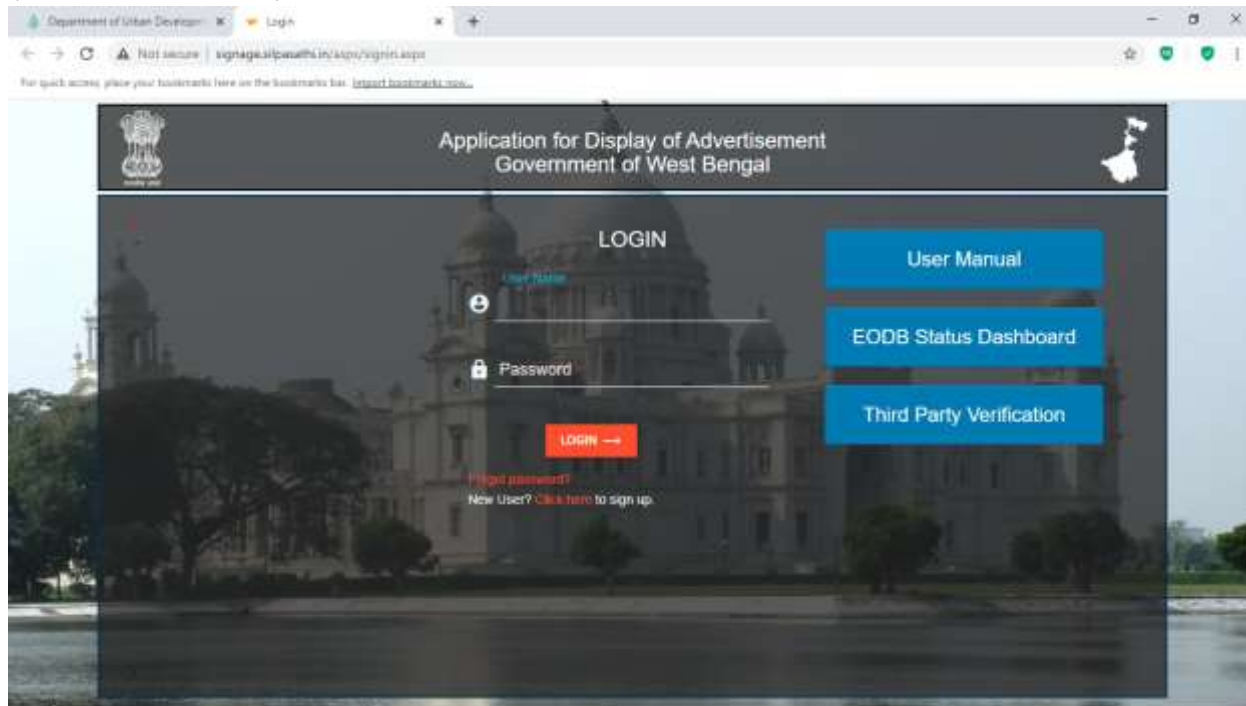
1. UD&MA webpage for the online service Signage License for Advertisement in Municipal Areas
URL: http://www.wburbanservices.gov.in/page/cms/advertisement_license_about_service_b1b7ae



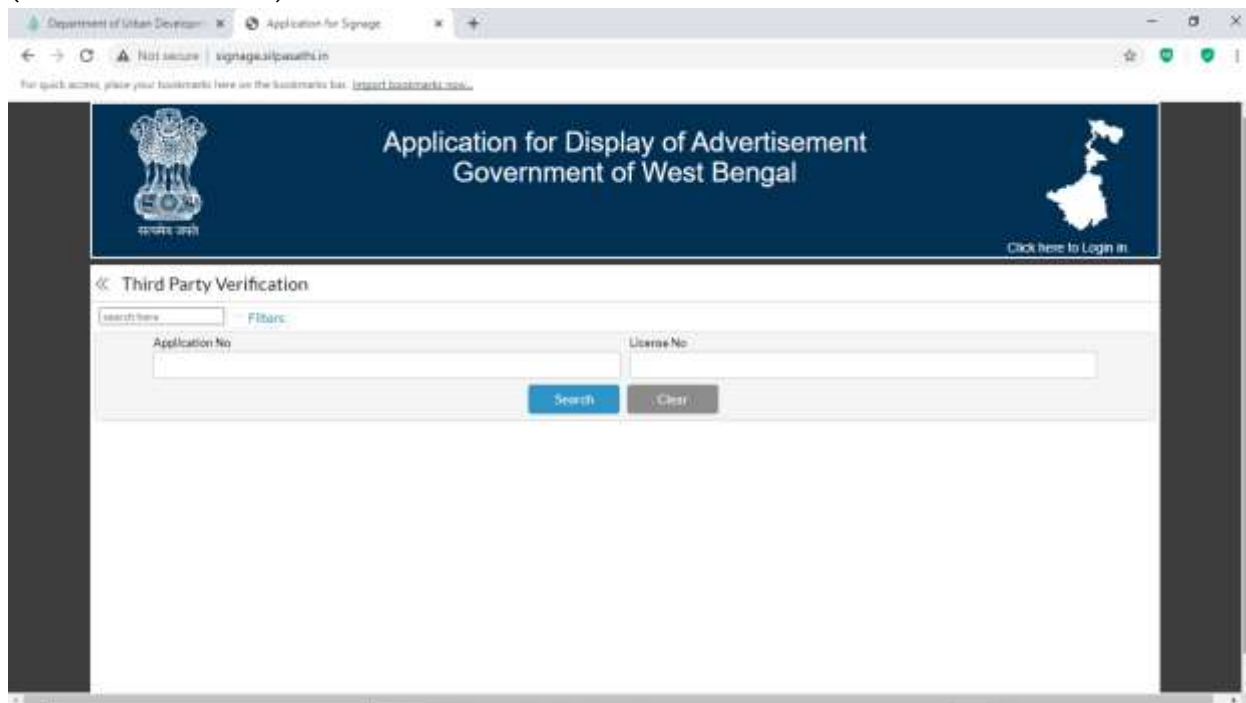
2. The following webpage opens URL: <http://signage.silpasathi.in/asp/signin.aspx>
(Screenshot below)



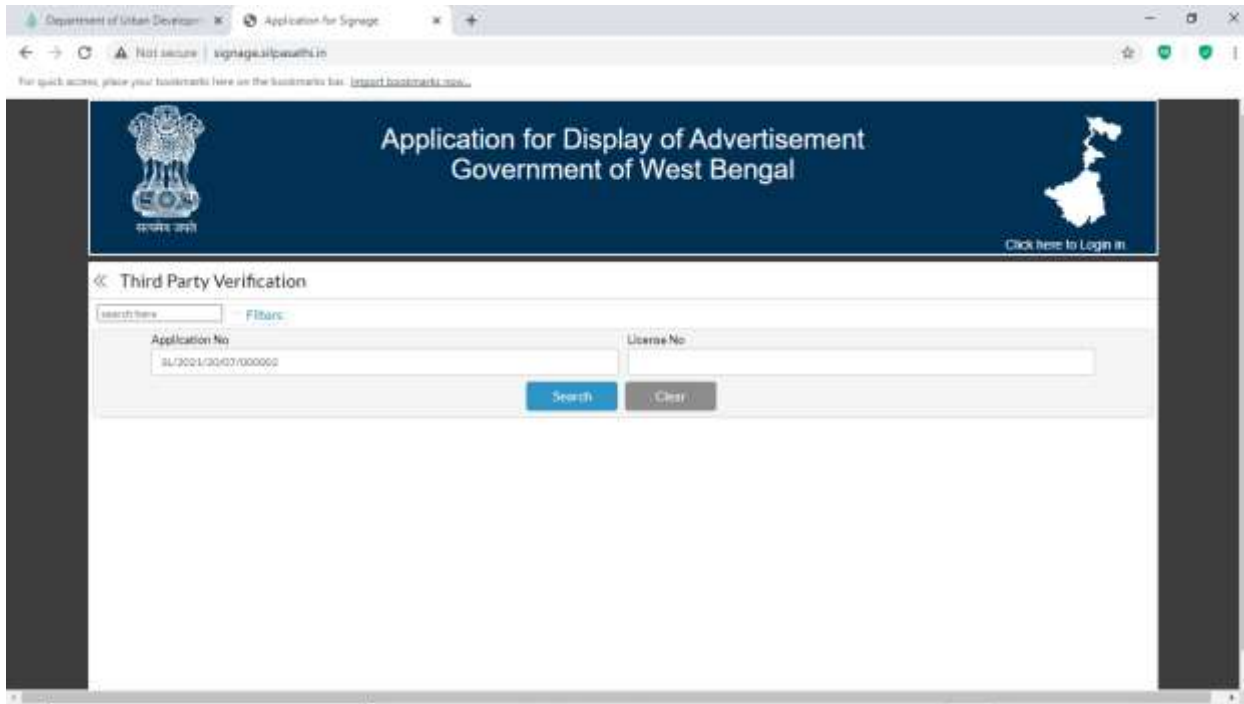
3. On the web- <http://signage.sipswest.in> (Screenshot below)
(Screenshot below)



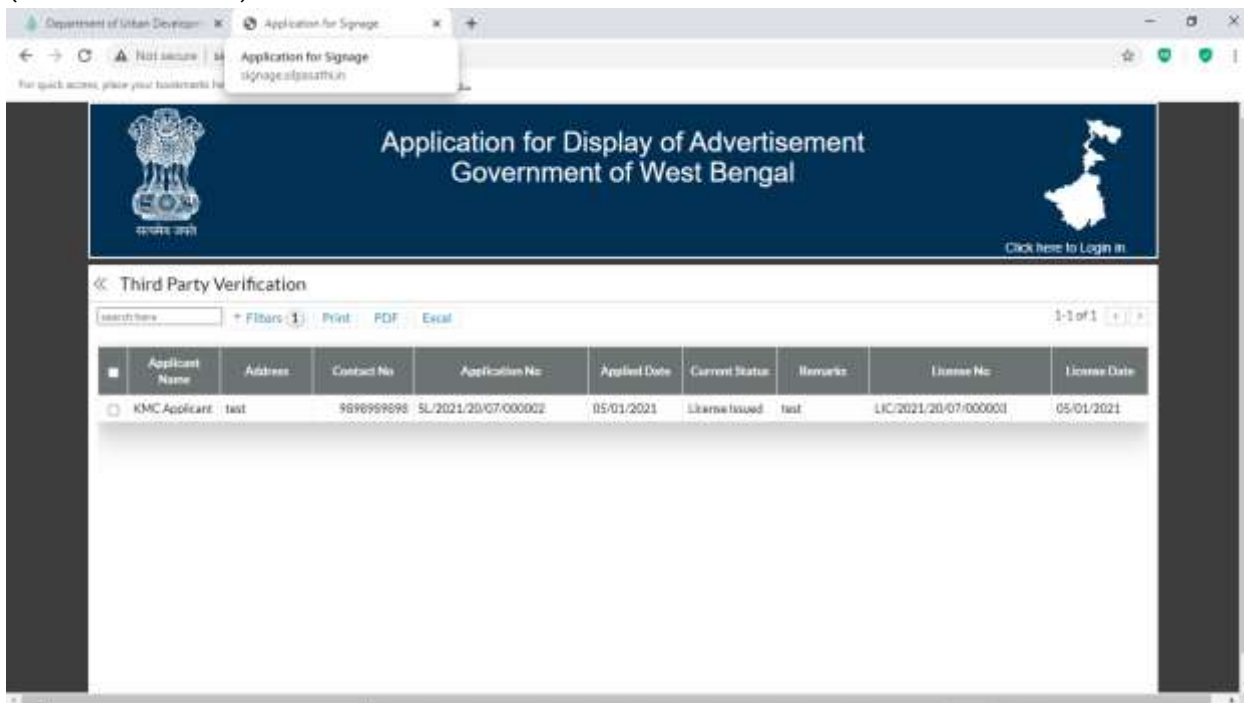
4. The following webpage opens, where user can enter Application No. or License No. and search (Screenshot below)



5. Search by Application No. SL/2021/20/07/000002



6. The details of Certificate issued appears (Screenshot below)



Thus the online system for Signage License for Advertisement in Municipal