

### Circular

Sub:- Local Self Government Department - Setting up of hoardings on trees for advertisements - Institutions to Local Self Government Institutions - reg.

It has come to the notice of the Government that nails are driven into road side trees while the hoardings and bill boards are erected. Many trees are under threat as this is rampant. This is causing injury, decay and eventual death of said trees. The Hon. High Court of Kerala has taken *suo-moto* case against the Government on the letter sent by the students of St. Augustine's Girls High Schol, Muvattupuzha.

Protection of trees is a top priority of the Government. The road side trees lend a sylvan-beauty to the streets besides their environmental exercise. Display of advertisement in streets and public places in Grama Panchayats and Municipalities are regulated by sections of Kerala Panchayat Raj Act, 1994 and Kerala Municipalities (Erection of Arches and Advertisements Boards in Public Places) Rules, 1999 respectively. Hence the Local Self Governments are directed to incorporate the condition, while according permission for the erection of hoardings and bill boards for advertisement, that no damage, injury or harm shall be made/happened to the trees when trees are used for advertisement. Those who contravene the condition will be liable for penalty. The Local Self Governments shall also to ensure that all hoardings and advertisement boards which are nailed into trees are

removed immediately. Top priority shall be given to comply with the foregoing directions, in view of obvious urgency in the matter.

James Varghese,  
Principal Secretary to Government.

To

The Director of Urban Affairs

The Director of Panchayats

✓ The Director, Information Kerala Mission

I & PRD (for wide publicity)

(They are directed to transmit this circular to all Secretaries of Municipalities, Corporations and Grama Panchayats in the state)

*Approved for issue,*

*Purnima Jalaja S*

*Section Officer.*