

No. 01-8385/TC/2001.

Head Office,
Motor Vehicles Department,
Thiruvananthapuram,
Dated: -7-2001.

Circular No. 7/2001

Sub:- Motor Vehicles Act and Rules - Exhibition of advertisement in Motor Vehicles - Measurement of area covered - instructions issued - regarding.

Ref:- Nil.

Rule 191 of Kerala Motor Vehicles Rules envisages that 'No. advertising device, figure or writing shall be exhibited on any transport vehicle save as may be specified by the State Transport Authority by general or specific order and on payment of a fee of Rs. 10/- per 100 centimetres square for a period of one year or part thereof for each vehicle'. From the above mentioned legal provisions, it is clear that any figure or writings other than those prescribed in the Motor Vehicles Act and Rules have to be treated as an advertisement for the purpose of Rule 191 of Kerala Motor Vehicles Rules. As there are no specific instructions regarding the measurement of area of advertisement, the officials of the department are following different method for reckoning the area and computation of fee applicable for such advertisement. In order to avoid unnecessary litigations and to have uniform procedure in the matter the officers of the department are directed to adopt the following method in the matter.

There is no need of measuring the entire area of the background. The area of a circle, rectangle or a square enclosing the advertisement device, figure, writing or any painting different from the body colour shall be taken as the area for the purpose of Rule 191.

All Officers are directed to take note of the above instructions and acknowledge the receipt.


TRANSPORT COMMISSIONER.

To

All RTO, Joint RTOs and MVIs of Motor Vehicle Check Posts.

Conv. to: CA to TC, Secretary, STA and Senior DTC (Taxation).

All Zonal DTCs and ATC and Asst. Secretary, STA.

s.a.6.7.2001