

GOVERNMENT OF KERALA
Transport (B) Department
NOTIFICATION

G.O.(P)No.75/2015/Tran. Dated, Thiruvananthapuram, 21st November, 2015.
5th Vrischikam, 1191.

S.R.O. No. /2015. – In exercise of the powers conferred by clause (xviii) of sub – section 2 of section 96 of the Motor Vehicles Act, 1988 (Central Act 59 of 1988), the Government of Kerala make the following rules further to amend the Kerala Motor Vehicles Rules, 1989, the same having been previously published as notification No. 296/B2/2014/Tran dated 30th March 2015 in the Kerala Gazette Extraordinary No. 767 dated 6th April 2015 as required by sub-section (1) of section 212 of the said Act namely :-

RULES

1. Short title and commencement. - (1) These rules may be called the Kerala Motor Vehicles (3rd Amendment) Rules, 2015.

(2) They shall come into force at once.

2. Amendment of the rules. - In rule 191 of the Kerala Motor Vehicles Rules, 1989,

(1) for the first paragraph, the following paragraph shall be substituted, namely :-

“ (1). No advertising device, figure or writing shall be exhibited on any transport vehicle, save as may be specified by the State or Regional Transport Authority by general or specific order and on payment of fee of Rs.20/- per 100 centimeter square for an advertisement in writing and Rs. 40/- per 100 centimeter square for an electronic advertisement for a period of one year or part thereof for each vehicle : ”

(2) after the first proviso, the following proviso shall be inserted namely :-

“Provided further that if the advertisement is exhibited for 6 months or a period below 6 months, half of the fee prescribed as per rule 191(1) shall be remitted.”

(3) after sub - rule (1) and its provisions, the following sub - rules and explanation shall be inserted, namely :-

“(2). The matter of each advertisement intended to be exhibited on the vehicle shall be approved by the State or Regional Transport Authority

(3). After the period for which permission is sanctioned for exhibiting advertisement on vehicle, order issued for exhibiting advertisement shall be surrendered before the State Transport Authority or Regional Transport Authority concerned.

(4). If the matter of advertisement exhibited on the vehicle is changed before the period for which sanction is accorded to exhibit the advertisement, fees prescribed as per sub - rule (1) shall be paid for the new advertisement.

Explanation .- For the purpose of this rule, electronic advertisement means an advertisement exhibited on a rolling screen, digital screen or electronic screen or advertisement exhibited on vehicles using any other devices which is not a part of the body of the vehicle.”

By order of the Governor,
Dr. V.M. GOPALA MENON,
Secretary to Government.

Explanatory Note

(This does not form part of the notification, but it is intended to indicate its general purport).

It has come to the notice of the Government, that there is a tendency to exhibit advertisement on vehicles using electronic device. In the existing Kerala Motor Vehicles Rules, there are no provisions regarding exhibition of advertisement using electronic device. Besides, the fees prescribed for exhibiting advertisement has not been enhanced for the last twenty years. The Government have examined the matter in detail and decided to make certain amendment in rule 191 of Kerala Motor Vehicles Rules, 1989.

The notification is intended to achieve the above object.