NOTIFICATION

WHEREAS the Department of Environment, Government of West Bengal, is responsible for prevention and control of increased pollution in the atmosphere within the territorial jurisdiction of West Bengal, by executing different Acts such as Water (Prevention & Control of Pollution) Act, 1974 and Air (Prevention & Control of Pollution) Act, 1981 and Environment (Protection) Act, 1986 and Rules made thereunder.

AND WHEREAS Government of India in National Action Plan on climate change taken up mission to promote energy efficiency and use of renewable energy;

AND WHEREAS to control green house gases, there is an ample opportunity to control GHG emission through use of non-renewable energy in the day to day life.

AND WHEREAS it is observed that huge quantity of fossil fuel based power is used to illuminate hoardings or bill boards,

AND WHEREAS it is further observed that during late night hours, hoardings and bill boards keep on using energy for illumination through there is no viewers in the street leading to unnecessary wastage of non renewable energy and also increase of green house emission in the atmosphere.

HENCE, in conformity with the National Action Plan on climate change and in exercise of the power conferred under Environment (Protection) Act, 1986 and Rules made thereunder, all occupiers, owners, users of bill boards and hoardings are now hereby directed to comply with the following statutory instructions meticulously for the reasons stated above:-

- From 5th. June, 2010 installation of bill boards or hoardings are not allowed without solar energy. The electricity supplying authority is directed not to give electrical connection to the hoardings and bill boards on or after 5th. June, 2010
- During power cuts period, generators shall not be used in the hoards or bill boards for illuminating purpose.
- Existing bill boards and hoardings should switch over from fossil fuel based power to solar power by December, 2010.

2. Local authorities i.e. Corporations, Municipalities, Zilla Parishads and Panchayats or any licensing authorities should impose the aforementioned directions as and when the owner, user or occupier approach for obtaining permission for installation of bill boards or hoardings.

3. West Bengal Pollution Control Board and police authorities are entrusted to take necessary action against the violators of the aforementioned direction in accordance with law.
4. West Bengal Police and Kolkata Police should give all necessary assistance to the West Bengal Pollution Control Board, local authorities and other authorities for the execution of this direction, as and when required.

5. This notification should be circulated to all concerned for information and proper implementation.

By Order,
Sd/- M. L. Meena
Principal Secretary,
Department of Environment.