

ITEM NO. 16 (B-04)

1	Name of Subject / Project	Providing façade lighting on Palika Kendra Building
2.	Name of the Department/ Departments Concerned	Electricity
3	Brief History of the Subject/Project:	<p>The outstanding landscape of Lutyen's Delhi, Palika Kendra Building, the seat of NDMC is a iconic building. It is a tallest building in the city having height of 91mtrs. The building is curved out like a monolithic sculpture with a contemporary touch showing the massiveness and representative of the stature and status of NDMC.</p> <p>The intent for the lighting of the façade facing Jantar Mantar is to turn the building a point of attraction during night time and making it one of the key attraction for the city dwellers, first time visitors to the city as well as foreign visitors and delegates. The lighting should be able to turn the façade to virtual screen by profiling the prominent niches on the façade.</p>
4	Detailed Proposal on the Subject/Project:	<p>The firms dealing with the façade lighting work were contacted. The three firms namely M/s Premier World, M/s Philips India Ltd. and M/s MIC Electronics Ltd. have given their presentations before the officers of the NDMC.</p> <p>After viewing the presentations, it has been decided by the Chairman that we should go for dynamic LED intelligent display. It has been decided that 3rd floor and above of the NDMC Headquarter building can be considered for lighting. It has further decided that the the virtual screen should be made of Linear direct view fixtures in which LEDs used shall be high brightness and of proven quality from established and reputable LED manufacturers.</p> <p>The intent of the video show running on this façade turned virtual screen would be as follows –</p> <ol style="list-style-type: none"> <li>1. Videos of national interest – e.g. video on Gandhi'ji, Netaji Subhash Chandra Bose, APJ Abdul Kalam etc. where content can be created by artists and played on the façade.</li> <li>2. Live streaming of important events.</li> <li>3. Light shows based on events – Independence Day, republic day, New Year.</li> <li>4. Special color for any special day – pink for breast cancer awareness etc.</li> </ol>

		<p>5. Hourly color change and 1024x768 resolution video shows during normal days.</p> <p>6. Projection of NDMC logo or other important landmark images like Qutub Minar, India Gate etc.</p> <p>7. Display of the state and central govt. schemes/programmes at DAVP approved rates.</p>
5	Financial Implications of the proposed Project/ Subject:	Rs. Eleven Crores (approximate)
6	Implementation Schedule with timelines for each stage including internal processing:	<p>Inviting of tender: within 30 days</p> <p>Completion: six months from the date of award of work</p>
7	Final comments of the Finance Department on the subject with diary no. & date:	<p>Finance deptt. communicate to the deptt. as under:-</p> <ol style="list-style-type: none"> <li>1. The case deals with seeking approval in principle to the council for providing façade lighting on Palika Kendra Building and accordingly deptt. has processed the draft agenda to be placed before the Council.</li> <li>2. The proposal has been initiated by the deptt. after viewing the presentation of three firms namely M/s Premier World, M/s Philips India Ltd. and M/s MIC Electronics Ltd., before senior officers, Secretary and Chairman.</li> <li>3. The Law deptt. has seen the proposal and advised that the deptt. which is placed on file is at liberty to place the agenda item before the council and further CVC guidelines are adhered to and that the proposal is in accordance with the guidelines issued by the Hon'ble Supreme Court in the case "M.C. Mehta V/s Union of India.</li> <li>4. As far as placing the agenda for AIP of the council. FD is in agreement with the view of Law deptt. that Electricity deptt. may place the case before the Council.</li> <li>5. Regarding calling the tender before A/A &amp; E/S. It is advised that deptt. should follow the laid down procedure/codal provisions. A/A &amp; E/S is pre-requisite for any work. As per provision of para 2.1.2 of CPWD manual- <i>No work should normally be commended or any liability thereon incurred until an administrative approval has been obtained, a properly prepared</i></li> </ol>



		<p><i>detailed estimate has been technically sanctioned and where necessary expenditure sanction has been accorded and allotment of funds made.</i>" As such it is advised that the further action should be taken after A/A &amp; E/S, proper technical sanction and NIT etc.</p> <p>FDs views that A/A &amp; E/S for any work obtained based on preliminary estimate keeping in view (i) establishing the necessity of work (ii) whether the proposed estimate/work is within the approval norms/work is within the approval norms/yardstick and as per laid down procedure and codal provision (iii) that estimate is not inflated one. These facts can only be examined during the process of estimation/P.E.</p> <p>The deptt. is also advised to bring the financial implication in the draft agenda. It also needs to be mentioned if any civil work on façade of Palika Kendra will be required before proposed lighting.</p> <p>The deptt. may explore the possibility of generating revenue through advertisement within the ambit of Delhi Outdoor advertisement policy 2008.</p> <p><u>Clarification of the deptt.</u> The proposed case is for approval In-Principle for façade lighting at NDMC Headquarter Palika Kendra Building. The PE will be made and get approved from the Competent Authority after getting the AIP. The cost involved in the scheme is approx. ₹ 11Crores.</p> <p>As far as generating revenue is concerned possibility to display of the state and central govt. scheme/programmes at DAVP approved rates will be explored.</p>
8	Legal Implication of the Subject/Project:	Nil
9	Details of previous Council Resolutions, existing law of Parliament and Assembly on the Subject:	Nil
10	Final comments of the Law Department on the Subject / Project:	Agenda item for providing Façade lighting on Palika Kendra Building to be placed before the Council has no legal issue at this stage. Department is at liberty to place the agenda item before the Council for taking approval as per the provision of NDMC act.

	<p>Department is also to ensure that the guidelines of CVC are adhered to and that the proposal is in accordance with the guidelines issued by the Hon'ble Supreme Court in the case "M.C. Mehta v/s Union of India".</p> <p>Further on dated 26.08.15. The final view of the Law deptt. is as under:-</p> <p>In pursuance to our earlier opinion dated 25.08.15 (at page-4) where we had advised the deptt. to ensure that the guideline of CVC area adhered to and that the proposal is in accordance with the guidelines issued by the Hon'ble Supreme Court in case "M.C. Mehta Vs Union of India" in light of the mare 'X' of the Secretary; we have examined the Delhi Outdoor Advertisement Policy 2008 again and we find that the following three parameters, inter-alia need to be satisfied before the proposal of façade lighting approval, viz;</p> <p>"4. General permission criteria for advertisement devices. 4.1 Outdoor advertisement and road safety criteria. ..... An advertising device may be considered a traffic hazard;</p> <ul style="list-style-type: none"> <li>▪ If it interfere with road safety or traffic efficiency.</li> <li>▪ Distracts a driver at a critical time.</li> <li>▪ If situated at locations where the demands an driver's concentration due to road conditions are high such as at major inter-sections or merging an diverging lanes..."</li> </ul> <p>Keeping in view the provisions mentioned above, the relevant deptt. may examine the proposal.</p> <p>The issue with the approval of the Director (Law) please. <b><u>Reply of the deptt.</u></b></p> <p>The guiding principles of the Outdoor Advertising Policy are as follows: -</p> <ol style="list-style-type: none"> <li>1. The policy for outdoor advertising is driven, not by revenue imperatives, but by city development imperatives. Therefore, in its implementation, it will be clear that outdoor hoardings are permitted only if they are not a road safety hazard or if they support the city's public service development and enhance its aesthetics.</li> <li>2. The policy will explicitly work to discourage visual clutter. This will be done by increasing the space between the billboards and in restricting</li> </ol>
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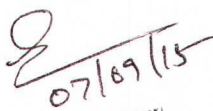
		<p>large billboards to select areas of the city, like its commercial hubs.</p> <p>3. The policy is designed to ensure that outdoor advertising is not hazardous to traffic. It will assume that there is a significant correlation between road safety and distraction because of roadside billboards, visible to the drivers. This will be done by allowing large size billboards only after significant distance from the traffic junctions and intersections, by providing significant space between the two billboards on roads, by completely banning billboards on pedestrian walkways and in placing billboards at significant distance from the right of way of any road.</p> <p>4. In addition, large size billboards will be completely banned on major city arterial roads, like the ring road. The list of roads will be decided jointly between the MCD and the traffic police.</p> <p>5. The policy will actively promote the large size billboards in commercial areas (defined as metropolitan city centre, district centre/sub central business district, community centre/local shopping centre/convenience shopping centre in the master plan) of the city. In this case, the agency will work to maximize the revenue gains, which can be used for city development.</p> <p>6. The policy will promote the use of advertising in what is commonly known as street furniture. These are devices placed on public service amenities of the city like railway carriages, buses, metro trains, commercial passenger vehicles, bus shelters, metro shelters, public toilets and public garbage facilities, to name a few. This is done to improve the revenue viability of these public provisions. But it will be noted that the use of advertising space is not the primary function of the utility, it is its supporting function. Therefore, the city agency will ensure that the placement of the public utility is done keeping in mind its public purpose, not its advertising viability. In addition, the agency will ensure that the primary function of the "street furniture" is being maintained and if not then suitable punitive action must be taken against the advertising concessionaire.</p> <p>7. The policy is judicious in ensuring that there is a differentiation between the use of commercial advertising and private advertising, where signage is used to identify the location of the owner of the building or the space within the building. The policy will do this by laying down clear lists of what is allowed and what is completely disallowed to guide members of the public.</p>
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11	Certification by the Department that all Central Vigilance Commission (CVC) guidelines have been followed while processing the case:	Certified that the Department have followed all Central Vigilance Commission (CVC) guidelines while processing the case:
12	Recommendation:	<p>The case is put for consideration and In-principle approval for</p> <ul style="list-style-type: none"> <li>(i) To undertake the proposed work making provision of two years guarantee and thereafter eight years comprehensive maintenance</li> <li>(ii) (ii) To call the tenders for above proposed façade lighting in anticipation to administrative approval and expenditure sanction. The A/A and E/S will be taken at the time of acceptance of tenders from the competent authority</li> </ul>
13	Draft Resolution:	<p>Resolved by the Council that In-principle approval is accorded for:</p> <ul style="list-style-type: none"> <li>(i) To undertake the proposed work making provision of two years guarantee and thereafter eight years comprehensive maintenance</li> <li>(ii) To call the tenders for above proposed façade lighting in anticipation to administrative approval and expenditure sanction.</li> <li>(iii) The A/A and E/S is to be taken at the time of acceptance of tenders from the competent authority</li> </ul>

		(iv) Approval is accorded to take further action in anticipation to confirmation of the minutes of the Council Meeting.
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**COUNCIL'S DECISION**

The Council appreciated the department for taking up this unique project in the NDMC and approved the proposal.

  
07/09/15  
For Secretary  
New Delhi Municipal Council  
Palika Mandra, New Delhi