

**The Hindu** 04.02.2014

## **Illegal hoardings: printers' licences to be cancelled**

**Aloyisus Xavier Lopez**

Chennai Corporation has decided to cancel trade licences of printers who help erect illegal hoardings in the city. Chennai Corporation and the district collectorate have scaled up operations against hoardings and digital banners across the city over the past month.

“As many as 2099 illegal hoardings and banners have been removed in the past one month. But we have been unable to control illegal hoardings. All officials of the 15 zones have been instructed to initiate measures to cancel trade licences of printers. The premises of the printers of illegal banners will be sealed,” said an official of Chennai Corporation.

The drive on Monday was intensified on Anna Salai, Walajah Road, Ritchie Street, Dams Road and Poonamallee High Road. However, action against printers was not initiated in most of the zones. At a meeting on Monday, officials from the

taluk monitoring committee informed the Coordination Committee on Hoardings and Digital Banners that more than 2099 hoardings had been removed in the city in 2014.

The coordination committee also stressed the need for filing criminal cases against those responsible for erecting illegal digital banners and hoardings. “Banners of MDMK were removed in some parts of the city. Private agencies have also been warned,” said an official.

Most banners carry advertisements of private enterprises, including those of cinemas, food products, motor vehicles and jewellers. The Madras High Court has already directed the district administration to remove all illegal hoardings, digital banners and take the necessary action against those violating the law.