

GOVERNMENT OF KERALA
Transport (B) Department
NOTIFICATION

No.296/B2/2014/Tran.

Dated, Thiruvananthapuram, 7th March, 2014.
23rd Kumbham, 1189.

The following draft of the rules further to amend the Kerala Motor Vehicles Rules, 1989, which the Government of Kerala propose to make 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), is hereby published for general information as required by sub - section (1) of section 212 of the said Act.

Notice is hereby given that the said draft will be taken up for consideration on or after thirty days from the date of publication of this notification and that objection or suggestions, if any , that may be received from any person in respect of the draft on or before the date specified above will be considered by the Government. Objections or suggestions if any in duplicate, shall be addressed to the Secretary to Government, Transport Department, Government Secretariat, Thiruvananthapuram.

DRAFT RULES

1. *Short title and commencement.* - (1) These rules may be called the Kerala Motor Vehicles (Amendment) Rules, 2014.

(2) They shall come into force at once.

2. *Amendment of the rules.* - In rule 191 of the Motor vehicles Rules, 1989,

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

“ 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 the matter of advertisement intended to be exhibited on the vehicle shall be approved by the State or Regional Transport Authority."

(3) after the second proviso, the following explanation shall be inserted, namely:

"Explanation - 'Electronic advertisement' means an advertisement exhibited on a rolling screen, digital screen or electronic screen or advertisement exhibited on vehicles using any other device which is not a part of the body of the vehicle".

By order of the Governor,

Dr. V.M. GOPALA MENON,
Secretary to Government.

Endt No. C.1/29059/7C/10

Copy forwarded to all Deputy
Transport Commissioners, all Regional
Transport Officers and all Joint
Regional Transport Officers for information
and necessary action

~~Signature~~
For Transport Commissioner
29/4/14
28/4/14