

3

- e) Advertisement having sexual overtone;
  - f) Advertisement depicting cruelty to animals;
  - g) Advertisement depicting any nation or institution in poor light;
  - h) Advertisement casting aspersion of any brand or person;
  - i) Advertisement banned by the Advertisement Council of India or by law;
  - j) Advertisement glorifying violence;
  - k) Destructive devices and explosives depicting items;
  - l) Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
  - m) Advertisements which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the indecent Representation of Women (Prohibition) Act, 1986;
  - n) Advertisement linked directly or indirectly to or include description of items goods or service that are prohibited under any application law for Cosmetics Act, 1940, the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian penal Code 1860; or
  - o) Any other items considered inappropriate by the municipal bodies.
- The bidder/firm shall display advertisement/message for 10 minutes in each hour of operation as specified by Municipal Corporation or Punjab Government and the necessary software/CD etc. required for this purpose shall be prepared by the bidder at its own cost.
  - The bidder shall deposit Rs. 5.00 lacs as earnest money in shape of demand draft in favour of Commissioner Municipal Corporation Bathinda payable at Bathinda along with its bid.