



Government of Jammu & Kashmir
Directorate of Industries & Commerce Kashmir

Subject: Ban on installing advertisements/ sign boards on Chinar trees in Kashmir- regarding.

CIRCULAR

The General Secretary, J&K Society for Trekking and Environmental Preservation Srinagar vide their communication No. JK/STEP/54/19 dated 11.06.2019 has brought into the notice of this office that Schools, Coaching Institutions, Industrial units and others are making unjudicious use of sign boards and other allied materials by way of fixing them on the chinar trees which resultantly damages them and also deserts natural beauty of the tree.

Taking its serious note, the Divisional Commissioner Kashmir vide letter No. DivCom/2018/149-61/2018 dated 15.11.2018 has directed all Deputy Commissioners to impose blanket ban on such activities and has also directed them to ensure that all the hoardings and other sign boards be removed from the Chinar trees in a missionary mode. The line of action in this regard stands already taken by Deputy Commissioner Srinagar vide Order No 06 of 2018 dated 01.12.2018 directing all his field functionaries to ensure removal of hoardings/sign boards installed on the Chinar trees under J&K Preservation of Specified Trees Act 1969.

As you are aware that the Chinar is a heritage tree of Kashmir and seen as a symbol of the State, it is our duty to make every effort to preserve them and to aware general masses about the proper maintenance of these trees.

In view of above, it is impressed upon all the General Managers of District Industries Centre's of Kashmir Division that they shall ensure removal of all the hoardings/sign boards/advertisement boards etc fixed on the Chinar trees within Industrial Estates falling in their jurisdictions and also issue instructions to all the Industrial Unit Holders/Trade Associations (organized as well as un-organized sector) in this regard.

Moreover, while carrying out routine inspections of Industrial units, the installation of advertisement boards may invariably be checked.

Sd/
Director,
Industries and Commerce,
Kashmir

Dated. 18-06-2019

No. Dir/Ind/Com/Circular/597-614

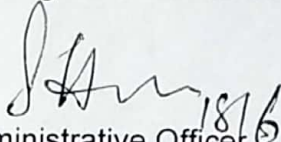
Copy to the:

1. Principal Secretary to Government, Industries and Commerce Department, Civil Secretariat Srinagar for favour of information.

1st Floor Sanat Ghar Bemina, Near Bemina Woollen Mills, Qamarwari Road Srinagar Kashmir 190018, J&K; Tel: +91 194 2493041 Fax: +91 194 2490018; Contact us; directorindustries@yahoo.com and admindustrieskmr@gmail.com; Visit Us at www.industrieskashmir.nic.in and www.udvogjk.com

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2. Managing Director, J&K SIDCO/SICOP for information and with the request to issue instructions on the subject from their end also.
3. General Manager, District Industries Centre _____ for information and necessary action.
4. ✓ I/c Website for information and to upload on the website of the Directorate.
5. President FCIK for information and necessary action.
6. President Industrial Association _____ for information and necessary action.
7. The General Secretary, J&K Society for Trekking and Environmental Preservation Srinagar for information.


Administrative Officer,
D'te of Industries and Commerce,
Kashmir