



OFFICE OF THE CHIEF EXECUTIVE OFFICER  
ITANAGAR SMART CITY DEVELOPMENT CORPORATION LIMITED  
SENIOR OFFICER QTR, TOWER NO.2, FLAT NO. 25 & 26, ZOO ROAD  
ITANAGAR:: ARUNACHAL PRADESH  
Email id:itanagarsmartcity@gmail.com

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E-Comp. No.: 163949 / 5672

Dated Itanagar, the 8<sup>th</sup> November '2024

To,

The Director,  
Department of Information & Public Relation  
Government of Arunachal Pradesh  
Naharlagun

**Sub: Publication of Notification VMD Rate –Regd.**

Sir,

It is requested to arrange to publish the full text of enclosed Notification Rate for Advertisement on Variable Message Display (VMD) and Public Address System (PAS) under Itanagar Smart City Dev. Corp. Ltd in the specified local newspaper i.e. **The Arunachal Times** and others for circulation **on or before 9/11/2024**.

The pre-receipt bills for publication in triplicate along with clipping of the advertisement may be sent to the undersigned for pass and payment.

This is for your kind information and necessary action please.

**Enclosed: As stated.**


Sd/-  
**(Dahey Sangno)APCS**  
Chief Executive Officer  
Itanagar Smart City Dev. Corp. Ltd  
Itanagar

Dated, Itanagar , the .....November , 2024

Memo No. ITA/SC(SPV)-06/2018-19/ (PT-I)

Copy to:

1. The PS to the Commissioner Urban affairs (UD, TP, ULBs-Cum-Chairman –SPV) for information please.
2. The PA to the Director Town Planning, Govt. of Arunachal Pradesh for information.
3. Office Copy.

  
for **Nodal Officer**  
Integrate and Command Centre (ICCC)  
Itanagar Smart City Dev. Corp. Ltd  
Itanagar



OFFICE OF THE CHIEF EXECUTIVE OFFICER  
ITANAGAR SMART CITY DEVELOPMENT CORPORATION LTD  
SENIOR OFFICER QTR, TOWER NO.2, FLAT NO.25& 26, ZOO ROAD  
ITANAGAR:: ARUNACHAL PRADESH  
Email id: itanagarsmartcity@gmail.com

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E-Comp. No.:163949/-5669

Dated Itanagar, the 21<sup>st</sup> October 2024.

// NOTIFICATION //

Rate for Advertisement on Variable Message Display (VMD) and Public Address System (PAS):

1. Charges for Image on Variable Message Display (VMD):

	Commercial/ Events	Govt. Deptt	Duration
Per Day	Rs. 1,000.00	Rs. 500.00	4 Hrs/day
Per Week	Rs. 6,500.00	Rs. 3000.00	-do-
Per Month	Rs. 25,000.00	Rs. 7500.00	-do-

2. Charges for Video on Variable Message Display (VMD):

	Commercial/ Events	Govt. Deptt	Duration
Per Day	Rs. 1,500.00	Rs. 1,000.00	4 Hrs/day
Per Week	Rs. 9,000.00	Rs. 5,000.00	-do-
Per Month	Rs. 40,000.00	Rs. 15,000.00	-do-

3. Charges for Public Address System (PAS):

	Commercial/ Events	Govt. Deptt	Duration
Per Day	Rs. 1,200.00	Rs. 600.00	5 Times/day
Per Week	Rs. 8,000.00	Rs. 3000.00	-do-
Per Month	Rs. 30,000.00	Rs. 7500.00	-do-

4. Charges for Rapid Deploy Surveillance System (4 Cameras):

	Commercial/ Events	Govt. Deptt
Per Day	Rs 20,000.00	Rs. 20,000.00

(Dahey Sangno) APCS  
Chief Executive Officer  
Itanagar Smart City Dev. Corp. Ltd.  
Itanagar

Dated Itanagar, the 21<sup>st</sup> October 2024.

E-Comp. No.:163949/

Copy to:-

1. Ps to Commissioner, Urban Affairs-cum- Chairman, SPV for information.
2. Board of Directors, SPV, ISCDCL for information.
3. Director, IPR, Govt. of Arunachal Pradesh for information and wide circulation.
4. Office copy.

  
Chief Executive Officer  
Itanagar Smart City Dev. Corp. Ltd.  
Itanagar