



**Government of Odisha**  
**Housing & Urban Development Department**

3<sup>rd</sup> floor, Kharavel Bhavan, Unit-V, Bhubaneswar, PIN:751001

No. 20154 /HUD., Bhubaneswar dated 24/11/2021  
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HUD-DIR-POLICY-0019-2021

From

**Shri Sushant Kumar Mishra, OAS**  
Additional Secretary to Government

To,

**The Executive Officers**  
All Municipalities and NACs

**Sub: Branding Urban Services-** Erection of JAGA Mission Hoardings in each slum of each ULB across 109 ULBs (**Except Municipal Corporations Areas**)

Sir,

I am directed to invite a reference to the subject cited above and to inform that a decision has been taken by Government for erection of JAGA Mission hoardings in each slum of each ULB of **109 Urban Local Bodies** of the State conveying the message of Hon'ble Chief Minister for wider awareness among all urban residents.

The approved creative high-resolution file along with the standardised model and specifications is enclosed for ready reference. **The approved model for the hoarding has to be strictly followed without any deviations.** Expenditure in this regard, may be borne out of the funds available for JAGA Mission activities or under 25% earmarked funding of urban poor or any other admissible sources.

You are therefore, requested to kindly ensure its implementation in your respective ULBs and submit a report in the prescribed format given below along with GPS coordinates and photos to [documentation.hud@gmail.com](mailto:documentation.hud@gmail.com) by **8<sup>th</sup> December, 2021 unfailingly.**

Sl. No	Name of ULB	Name of the Slum	No. of Hoardings for which GPS Coordinates and photo submitted

Encl: as stated above

Yours faithfully,

  
Additional Secretary to Government

Memo No. 20155 /HUD, Dt. 24/11/2021

Copy forwarded to all the Collectors & District Magistrates/ Project Director, DUDAs for kind information and necessary action.

  
Additional Secretary to Government

Memo No. 20156 /HUD, Dt. 24/11/2021

Copy forwarded to the PS to Principal Secretary to Government, H&UD Department / Director Municipal Administration for kind information of Principal Secretary and Director Municipal Administration.

  
Additional Secretary to Government

Memo No. 20157 /HUD, Dt. 24/11/2021

Copy forwarded to all the DUDA Experts. They are requested to coordinate and ensure its effective implementation in close consultation with City Mission Managers and JAGA Coordinators.

  
Additional Secretary to Government

Memo No. 20158 /HUD, Dt. 24/11/2021

Copy forwarded to the State Team, JAGA Mission. They are requested to closely monitor the activities and ensure submission of information as per prescribed template within the timeframe.

  
Additional Secretary to Government





# ଜାଗା ମିଶନ

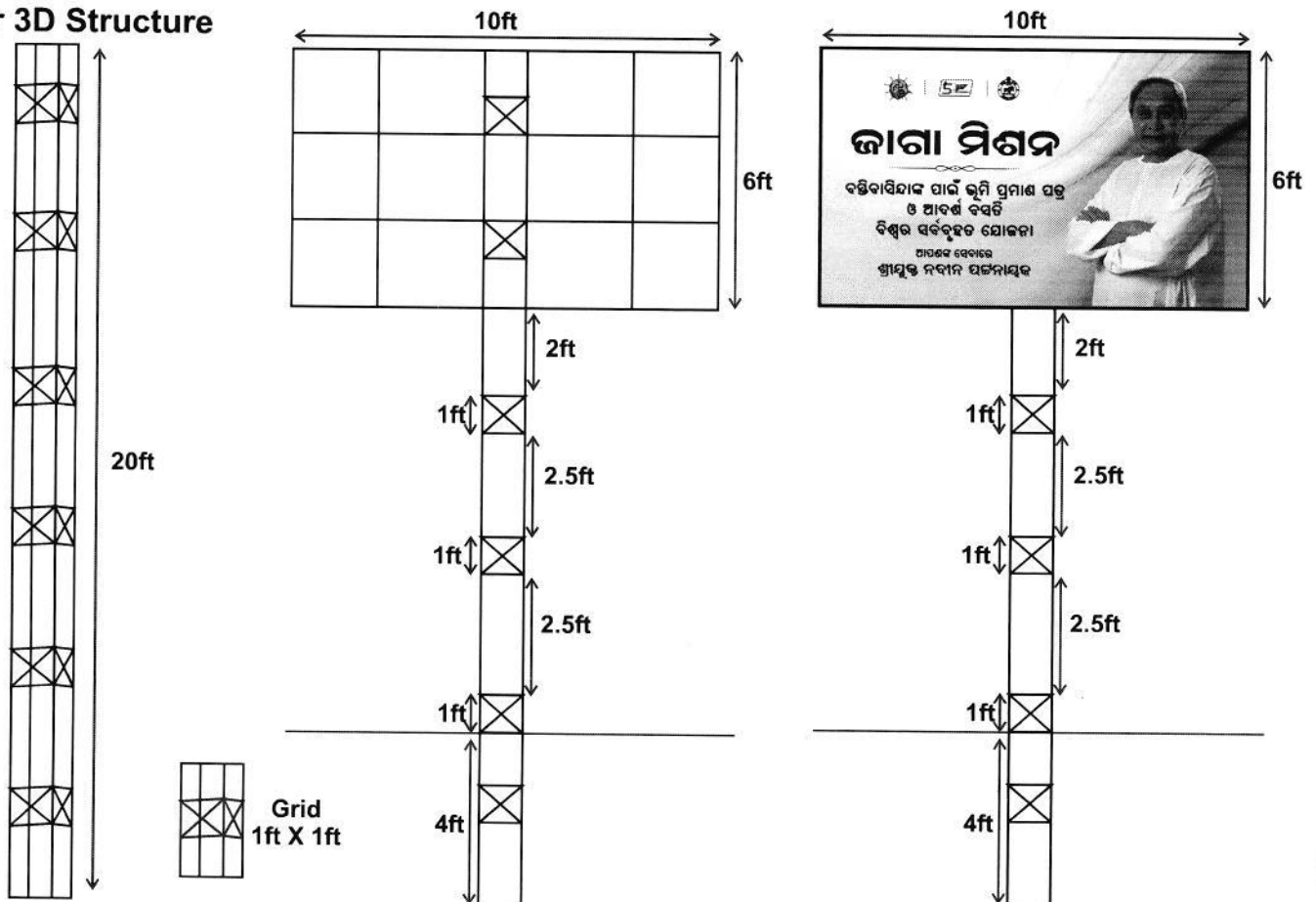
ବସ୍ତିବାସିନ୍ଦାଙ୍କ ପାଇଁ ଭୂମି ପ୍ରମାଣ ପତ୍ର  
ଓ ଆଦର୍ଶ ବସତି  
ବିଶ୍ୱର ସର୍ବବୃହତ ଯୋଜନା

ଆପଣଙ୍କ ସେବାରେ  
ଶ୍ରୀଯୁକ୍ତ ନବୀନ ପଟ୍ଟନାୟକ



# Outdoor Branding (Signage Structure Design)

Pillar 3D Structure



## PILLAR

Iron frame (Size) - 10ft X 6ft

Metal Sheet (Size) - 10ft X 6ft

Vinyl Sticker Pasted (Size) - 10ft X 6ft

Length of Rod (Size) - 20ft(6ft+10ft+4ft)

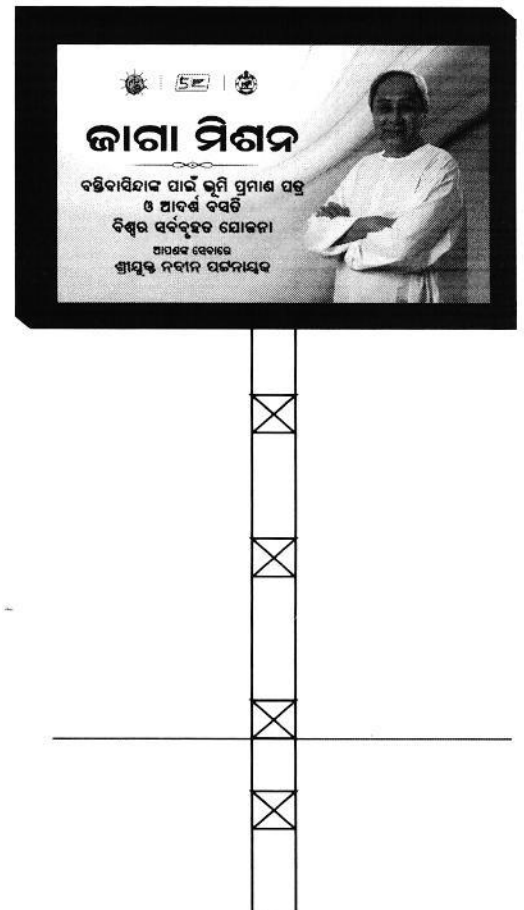
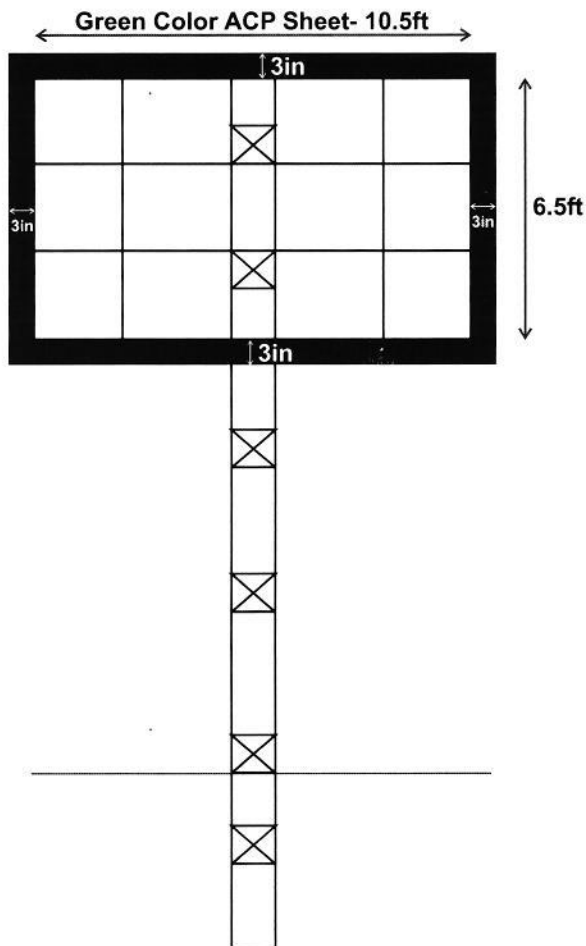
MS Angle - 50/5

MS Grid Angle - 35/5 + 25/5

Print Material - 3M Eco Vinyl with mat lamination

GI Material Sheet - 20mm thick, Color-Alumium Color

# Frame Cover Specification



Green Color ACP Sheet- 10.5ft X 6.5ft

ACP Sheet Border Height - 3in

ACP Sheet Outside Depth - 5in

ACP Sheet inside Depth - 3in

