

**'GREEN MOVE'**

# Govt plans to replace traditional hoardings with electronic ones

Draft of Advertising Policy-2025 to be presented before the Cabinet for its nod

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THE DEPARTMENT of Urban Development of the UP government has proposed to replace traditional methods of advertising such as flex banners, posters, and painted hoardings, with digital and electronic signages.

As per the draft of the new Advertising Policy-2025, which is set to be presented to the Cabinet, the focus on digital medium is aimed at enhancing revenue generation while promoting environmentally sustainable advertising practices across the state.

"These modern advertising mediums will be gradually installed across all districts, ensuring that advertisements are broadcast in compliance with established regulations.

This initiative is expected to serve a dual purpose—significantly increasing departmental revenue and contributing to cleaner, greener, and visually appealing urban spaces. By replacing traditional methods such as flex banners, posters, and painted hoardings, which contribute to non-biodegradable waste and environmental degradation," an official involved in drafting the new advertising policy said.

Officials said that digital and electronic hoardings minimise environmental pollution and offer advantages like reduced production costs and energy consumption—up to 70% less than conventional lighting systems.



**Digital banners consume less power, said officials**

These LED-based displays will enable the broadcasting of high-quality while enhancing the aesthetic appeal of public spaces, they added. The policy also includes standardized guidelines for advertising durations and rates.

A provision has been made to reserve five minutes per hour of advertising for government and municipal social messages. Additionally, one day each month (up to 12 days a year) will be allocated for the free broadcasting of public interest messages.

In emergencies, provisions under the Disaster Management Act 2005 will enable timely dissemination of essential information.

In terms of revenue, the department has set a target to double its advertising income over the next five years. In 2024-25, advertising generated Rs 78.9 crore, which is projected to rise to Rs 158.7 crore by 2029-30. "Digital advertising is expected to be key in achieving this milestone by reducing operational costs and streamlining ad deployment through an updated rate list and improved regulatory framework," an official said.

## Govt to link 7,500 rural groups to silk production

*Lucknow:* The Uttar Pradesh government has set an ambitious target to boost silk production by connecting 7,500 rural groups to the State Rural Livelihood Mission in the 2025-26 action plan, an official statement said Wednesday.

The state government has devised a focused strategy for intensive implementation across 15 districts during this financial year, it said. These districts will get support for training, adopting modern technology, and financial assistance to help silk producers compete globally.

An agreement has already been signed between the State Rural Livelihood Mission and the Silk Department to increase women's participation in silk production. Under this agreement, a target has been set to connect 50,000 members of 5,000 women's groups with silk production in the next five years, the statement said. Seeds, equipment, and marketing support will be provided to the groups associated with silk production, which will help increase their income. It will also help promote silk production under the ODOP (One District, One Product) scheme.

For making the state self-reliant in silk production, Chief Minister Yogi Adityanath has launched the Mukhyamantri Resham Vikas Yojana this year. **PTI**

