Indian Institute of Technology Bombay
Green Office

Policy on Sustainable Event Practices - II
Physical & Digital Banner Management

Policy Number: SO-Event-2026-02 **May 2026**

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1. Preamble: In alignment with the Institute's long-term sustainability vision, IIT Bombay reaffirms its commitment to responsible resource utilization and management. This policy mandates eliminating non-recyclable materials and promoting digital and sustainable alternatives for all campus communications. The guiding principle is to **refuse, reduce and reuse.**

2. Scope and Applicability: This policy applies to;

- All Academic Departments, Academic Centres, Schools, Academic Advisory, Research Centres
- Externally Funded Centres and Labs, Academic Facility, Service Centres, Section 8 Companies, Society
- Administrative Offices and Campus Units
- Student/Staff associations, Cultural/Sports/Technical Teams, and Hostels.
- External agencies or partners organizing events in collaboration with academic and administrative sections on the IIT Bombay campus
- Campus residents

seeking to display banners for events, sponsors, or announcements within the institute premises.

3. Authorized Locations and Specifications: The Office of Dean IPS identifies and notifies authorized locations for banner placement.

- **Physical Banners/Posters:** Each poster/banner must measure **6 ft x 4 ft** in landscape orientation. The designated banner frame will be located in one of the prominent locations of the campus**,** and the frame can accommodate up to 10 banners simultaneously. ONLY one physical banner or poster per event is allowed in this location.
- **Digital Banners:** Digital banners will be displayed on the landscape digital banner in one of the prominent locations of the campus. ONLY one digital banner per event is allowed on this banner.
- **Prohibitions:** Banners are strictly prohibited to mount on trees, lawns, gardens, building walls, pillars/poles, corridors, or any other non-designated spaces. Pennant bunting or string pennants and over street decorations are banned.
- **Permissible Standees:**
    - **Student Activities:** Students are permitted to use standees also, provided the display materials are fully recyclable. These may be placed within hostel premises or at the specific event venue, inside or just outside.
    - **Program Coordinators:** Faculty members or staff coordinators may utilize standees only with recyclable display materials. These standees must be positioned inside or just outside the venue.

- **Placement Restrictions:** All standees must be placed such that they do not obstruct pathways, emergency exits, or pedestrian movement.
- **Size of Standees:** The approved size of standees should not exceed 6ft in height and 3 ft in width.

4. Roles and Responsibilities

- **Organizers:** Responsible for banner content and design, obtaining approvals from competent authority and PRO. After approvals from PRO:
  - For the Physical banner, the approved banner needs to be printed using eco-friendly materials and the printed banner should be submitted to PRO.
  - For Digital banner, the PRO will do the needful to display on digital banner.
- **Public Relations Office (PRO):** Verifies banner design compliance, issues suitable codes for physical banners, and manages digital banners. The details of all institute approved events will be available on the event calendar of IIT Bombay website.
- **Security Office (CSO):** Responsible for collecting banners from PRO and mounting of approved banners and removal of mounted banners (after event date). Further, removing unauthorized banners/posters/materials like over street decorations. Removed banners/posters will be given to PHO. Organisers MUST not mount/install any banners in physical frames without permission of PRO. Any posters without the approval of PRO will be removed immediately by the CSO team.
- **Public Health Office (PHO):** Responsible for the end-of-life management (recycling/disposal) of removed banners.
- **Campus Community (Faculty members, Staff members, Students, and Residents):**
  - **Reporting Protocol:** Given the large scale of the campus, members of the campus community are encouraged to report unauthorized banners or posters to the Security Office (Quick Response Team - 9833338989) for official action.
  - **Restraint from Independent Action:** Community individuals must not take independent action to remove or relocate banners; all enforcement must be centralized through the CSO to ensure proper safety and sustainability protocols are followed.
  - **Priority Allocation:** To ensure fair access to limited designated spaces, banner placement is provided on a first-come, first-served basis only, determined by the completion of the PRO approval process.

5. Standard Operating Procedure (SOP)

5.1 Approval Workflow

1. **Content Verification:** Must be approved by the respective Head of Department (HoD) or Competent Authority.
2. **PRO Submission:** Organizers submit the approved request to the PRO, explicitly choosing between **Digital** or **Physical** display.
3. **Allocation Priority:** Banner placement is provided on a first-come, first-served basis only, subject to the availability of space at designated locations.

4. **High Demand Protocols**: If the PRO faces operational constraints due to high demand, they may reduce the approved display period of banners after consulting with the organizer(s).
5. **Banner/poster display Limits**: Physical placements are strictly limited to the identified frames to ensure campus aesthetics and safety.

5.2 Event Categories and Respective Approving Authorities of Content

Events	Approving Authorities
Institute Events	Respective Deans
Events through Education Outreach	Dean EO
Student Bodies, Student Organised Events	Asso. Dean / Dean (Student Affairs)
Faculty members and Department Events	Respective Head of the Department
Non-Academic, Staffs and Campus Resident Events	Registrar
Events organised by centres, hubs and other facilities	Respective Professor-In-Charge

5.3 Implementation Timeline (Event Date(s): X)

Step	Action	Timeline
1	Content Verification (HoD/Competent Authority)	X - 14 working days
2	Submission for PRO Clearance	X - 10 working days
3	PRO Clearance & Corrections	X - 8 working days
4a	**Physical Banner:** Printing & Submission to PRO by organiser	X - 6 working days
4b	**Physical Banner:** CSO Collection from PRO & Installation	X - 4 to X - 1 working days
4c	**Digital Banner:** PRO arrangements for display	X - 2 working days
5	Physical banner: Removal (CSO) and Disposal (PHO) Digital banner: Removal (PRO)	X + 1 working day

6. Materials for Printing Banners

- **Material Restriction:** Printing on PVC-based Flex, Vinyl, Sunboard, or non-recyclable materials is prohibited. Organizers must utilize reusable fabric banners (Polycotton), recycled PET Fabric, Corrugated Cardboard, Paperboard, Bamboo based, and banana fiber fabric.
- **Vendors:** Organisers are free to choose the vendors for making banners/posters with eco-friendly materials.

7. Compliance, Financial Liability, and Limitation of Responsibility

- **Unauthorized Materials:** Posters (small or big) on any unauthorized surfaces (trees, pillars, corridors, etc.) will be removed by the CSO team with immediate effect.
- **Late Submissions:** Content submitted to the PRO beyond the specified timelines (X(event date)-10 working days) will not be considered for approval.
- **Penalties and Fines:** A penalty of ₹1,000 per banner per day will be charged to the organizer for any banners placed outside designated areas or without prior approval.
- **Damage to Campus Infrastructure:** Any destruction, defacement, or degradation of Institute property including lawns, plants, trees, and gardens, resulting from unauthorized banner placement or event activity will be strictly billed to the responsible organisers at full restoration costs, in addition to penalties and potential disciplinary action.
- **Limitation of Liability:** The Institute shall not provide compensation or replacement costs for banners removed due to non-compliance, including placement in unauthorized locations.
- **Disposal Protocol:** Removed non-compliant materials should be immediately handed over to the PHO for recycling/disposal; the Institute shall not be held responsible for recovering these items for the organizer.

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