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**GOVERNMENT OF INDIA**  
**MINISTRY OF ROAD TRANSPORT & HIGHWAYS**

Parivahan Bhavan,  
1, Parliament Street,  
New Delhi-110001

No. RW/NH-33044/53/2012-S&R(R)

Dated: the 12<sup>th</sup> December, 2012

To

1. The Chief Secretaries of all State Governments/Union Territories.
2. The Principal Secretaries /Secretaries of all States/U.Ts. Public Works Department dealing with National Highways, other Centrally Sponsored Schemes and State Schemes.
3. The Engineers-in-Chief and Chief Engineers of Public Works Departments of States/U.Ts dealing with National Highways, other Centrally Sponsored Schemes and State Schemes.
4. The Chairman, National Highways Authority of India (NHAI), G-5&6, Sector-10, Dwarka, New Delhi-110 075.
5. Director General (Border Roads), Seema Sadak Bhawan, Ring Road, New Delhi-110 010.

**Subject: Experimental Crash Barriers/Crash Cushions for Road Safety**

As you are aware, crash barriers help to improve road safety both for the drivers and the vehicles, worldwide. These barriers reduce the damage or prevent a major accident from occurring at all. The crash barriers should invariably be used as a shield to dangerous locations such as high embankments, sharp curves, road side trees, deep gorge etc.

2. As per the existing policy of the Ministry, advertisements are not allowed within the Right of Way (ROW) of National Highways. However, as per the policy guidelines of the Ministry issued vide letter no. RW/NH-33023/31/88-D.O.III dated 9<sup>th</sup> February, 1998 private participation/sponsorship for road signs has been offered to private entrepreneurs. After duly considering the merits and demerits of such private sector participation, it has been decided to introduce 'Innovative Stakeholder Participation' for sponsoring crash barriers/crash cushions on selected locations along the National Highways, on an experimental basis, by allowing retro-reflective advertisements on these crash barriers / crash cushions. The advertisement display is, however, to be restricted to the name / logo of the product or the firm without unduly affecting the aesthetics of the National Highway and the attention of the drivers. The initial duration of this experiment as a 'pilot project' is envisaged to be two years, to assess the pre and post construction effects. It is also felt that the stakeholders can come up with innovative and emerging crash barriers and crash

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cushions, such that their effectiveness gets demonstrated through this experimental 'pilot project'. These crash barriers / crash cushions should meet the requirements of safety and structural adequacy as laid down in Ministry's / IRC specifications or best industry practices.

3. The selected stretches for placing the advertisements shall, initially, be in a length of minimum 300 m with the stipulation that not more than three advertisements of the sponsor shall appear in a stretch of 300 m (i.e. one advertisement per 100 m). Placement of advertisements shall be restricted only on the face of the crash barriers or its supports or one on each side of the crash cushions. The width / length of the advertisement shall not exceed 0.3 m. No separate panel or board on the crash barrier or its supports is envisaged and the advertisement material shall be pasted as a sticker or painted on the facility itself. However, each such reach shall be provided with a display board indicating, "Experimental Pilot Project of Crash Barrier, sponsored by (*Name of the firm*)" thereon on both ends of the reach. Once placed, the facility shall become the property of the highway authority; however, if the sponsor wishes to maintain it at his own cost during this period, he will be allowed to do so. At the end of the period of two years, the sponsors' advertisements will be taken off from the facility.

4. The advertisements proposed, including the location, type and ad material shall be vetted / approved by a two-member Committee comprising the Chief Engineer of the State PWD / BRO / CGM (NHAI) and the Regional Officer of the Ministry. The Committee will focus initially on the following locations:

- (i) the valley side on hill roads,
- (ii) reaches on high embankments on both sides,
- (iii) on the outside of horizontal curves, and
- (iv) on hazardous locations such as open well, ponds etc. adjacent to the National Highway.

Once these are implemented, other stretches shall also be identified by this Committee, preferably, where people gather such as market place, in the vicinity of hospitals, schools, pilgrimage routes etc. One experimental reach in each of the above mentioned locations shall be identified in every State for this pilot project. Each such reach shall be monitored and assessed by the Committee, every quarter, for pre and post incidence of number of accidents & injury and fatality rate and appropriately brought to the notice of this Ministry for necessary modifications to these instructions. If this experiment is found detrimental to the safety of the road users, the advertisements should be immediately discontinued or shifted to some other location, with the approval of this Committee, by the



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implementing agency out of the funds for Ordinary Repair (OR) etc. This shall be made binding on the sponsor.

5. The State PWDs shall invite proposals from private entrepreneurs through open advertisement indicating the likely locations along the National Highways within their jurisdiction. The final selection will rest with the Committee, as in Para 4 above. The entrepreneurs will have to enter into an agreement with the State PWD for provision / installation and up keep, if indicated, of the crash barriers / crash cushions to the entire satisfaction of the Committee.

6. The Ministry will consider framing appropriate policy based on the feedback / results of such experiments, so that competitive bidding documents could be evolved. Your suggestions for value addition and streamlining the entire process are solicited.

7. This issues with the approval of competent authority.

Yours faithfully,

(Sharad Varshney)

Superintending Engineer (S,R&T) (Roads)  
For Director General (Road Development) & SS

Copy for information and necessary action to:

1. All Technical officers in the Ministry of Road Transport & Highways
2. All ROs and ELOs
3. The Secretary General, Indian Roads Congress
4. The Director, IAHE
5. Technical Circular File of S&R Section
6. NIC for placing on the website