

No. RW/NH-33044/35/2001/S&R(R.)

Dated the 16th May, 2002

To

All the Regional Officers/Engineer Liaison Officers

Subject: Removal of Advertisement hoardings on National Highways within the Right of Way

As per Ministry's extant policy, no advertisement hoardings are permitted on National Highways within the Right of Way except informatory signs of public interest such as hospitals, bus stations etc. or advertisement of temporary nature announcing local events such as Mela, Flower Show etc. However, as per the policy guidelines of the Ministry issued vide letter No. RW/NH-33023/31/88-DO-III dated 9th February, 1998, private participation/sponsorship for road signs have been offered and the private entrepreneurs are allowed to depict the name/logo of their company in a sign of specified dimension.

2. Despite the policy guidelines of the Ministry not to allow road side advertisement hoardings on National highways which cause distraction and are also one of the causes of accidents on NHs, advertisement hoardings have generally been noticed along the National Highways. In fact there is an increasing trend observed in display of advertisement hoardings.

3. State Governments have been emphasized to take necessary action for dismantling/removal of the existing advertisement hoardings on NHs in the ROW vide DO No. MOS-IC (RT&H)/VIP/1684/2001 dated 3rd October, 2001 from Hon'ble MOS-IC (RT&H) to Hon'ble Chief Ministers of all the States and vide DO of even number dated 21-09-2001 in subsequent DO reminders dated 04-01-2002 and 31-01-2002 from Secretary (RT&H) to Chief Secretaries of all the States. The compliance reports on action taken from the State Governments are not much encouraging.

4. It has therefore been decided that the Regional Officers/Engineer Liaison Officers within their jurisdiction shall inspect the NHs by prioritising heavily trafficked NHs first and other NHs in stages and submit inspection reports to the Ministry for further necessary action. First report of all the ROs/ELOs in respect of heavily traffic corridors shall invariably reach the Ministry by 14th June, 2002 and subsequently along with their monthly reports.

This shall be accorded for priority.

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