



**GOVERNMENT OF INDIA**  
**MINISTRY OF ROAD TRANSPORT & HIGHWAYS**  
**AN ISO 9001:2008 CERTIFIED MINISTRY**  
**S&R(R) ZONE**

IAHE Campus,  
A-5, Sector-62,  
Noida-201301.

**F. No. RW/NH- 33044/18/2016/S&R (R)**

**Dated: the 07<sup>th</sup> September, 2016**

**To,**

1. All Engineers-in-Chief and Chief Engineers of Public Works Department of States/ UTs dealing with National Highways, other centrally sponsored schemes.
2. The Director General (Border Roads), Seema Sadak Bhawan, Ring Road, New Delhi- 110 010.
3. The Chairman, National Highways Authority of India, G-5 & 6, Sector-10, Dwarka, New Delhi-110 075.
4. The Managing Director, NHIDCL, PTI Building, New Delhi-110001

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

Please refer to the Ministry's circular No. RW/NH-33044/35/2001/S&R(R) dated 16<sup>th</sup> May, 2002 wherein it has been mentioned that 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. Besides, IRC:46-1972 titled "A Policy on Roadside Advertisements" published in 1992 should also be referred for comprehensive guidelines on advertisement control on National Highways.

2. Despite Ministry's policy of not allowing road side advertisement hoardings on National Highways which cause distraction and also is one of the causes of accidents on NHs, advertisement hoardings have generally been noticed along the National Highways.

3. It was decided that the Regional Officers/Engineering Liasoning Officers within their jurisdiction shall inspect the NHs by prioritizing heavily trafficked NHs and other NHs in stages and submit inspection reports to the Ministry for further necessary action, along with their monthly reports. However it has been observed that reports from RO's/ELO's are not being received by the Ministry. It is of great concern and all the implementing agencies and RO's and ELO's are hereby directed to do the joint inspection of all National Highways within their jurisdiction and send a consolidated report regarding the advertisement hoardings to the Ministry for further necessary action.

Yours faithfully,

  
(Manoj Kumar)

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

**Copy to:**

1. All CEs in the Ministry of Road Transport & Highways with a request to take note of the progress made by ROs/ELOs
2. All ROs and ELOs of the Ministry
3. The Secretary General, Indian Roads Congress
4. NIC-for uploading on Ministry's website under "What's new"