

**GOVERNMENT OF INDIA
ROAD TRANSPORT AND HIGHWAYS
LOK SABHA**

UNSTARRED QUESTION NO:5110
ANSWERED ON:27.04.2010
ELECTRONIC BILL BOARDS
Rajesh Shri M. B.

Will the Minister of ROAD TRANSPORT AND HIGHWAYS be pleased to state:

- (a) whether the Government has taken note of the danger of driving distraction caused by the electronic bill boards;
- (b) if so, whether the Government is considering to ban electronic bill boards in the country;
- (c) if so, the details thereof; and
- (d) the time by which it is likely to be implemented?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF ROAD TRANSPORT AND HIGHWAYS (SHRI R. P. N. SINGH)

(a) to (d) As per Ministry's extant policy erection of hoardings, advertisements including electronic bill boards etc are not permitted on National Highway Land, since these are a source of distraction to traffic. Informatory signs of public interest are, however, permitted. Under the policy of private sponsorship of road signs, the private entrepreneurs are allowed to depict the name/logo of their company in a sign of specified dimension.