

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

UNSTARRED QUESTION NO:2339
ANSWERED ON:27.08.2012
ADVERTISEMENT HOARDINGS ON NHS
Reddy Shri Anantha Venkatarami

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

- (a) whether the Government has formulated any policy regarding advertisement hoardings on National Highways/Expressways;
- (b) if so, the details thereof;
- (c) whether the Government has issued any directives to State Governments to remove hoardings on NHs passing through their respective States; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF ROAD TRANSPORT AND HIGHWAYS (SHRI JITIN PRASADA)

(a) & (b) Yes Madam. As per Ministry's extant policy, no advertisement hoardings are permitted on National Highways /Expressways 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. Under the policy of private sponsorship of road signs and greening of National Highways, the private entrepreneurs are allowed to depict the name/logo of their company in a sign of specified dimension.

(c) & (d) Yes Madam. Instructions have been issued from time to time to executing agencies for dismantling/removal of existing advertisement hoardings on National Highways within the Right of Way.