

No.RW/NH-33023/31/88-DO III

*Dated, the 9th February, 1998*

To

The Secretaries, PWD of all States/UTs, Chief Engineers (dealing with National Highways and other Centrally Sponsored Schemes), Public Works Department of all States and Union Territories, Director General Border Roads, Director General (Works), Central Public Works Department, Chairman, National Highways Authority of India

Subject: Private participation in provision of retro-reflective road signs on National Highways

Please refer to this Ministry's letter of even number dated 22nd March, 1996 forwarding therewith the details of the above mentioned policy. Subsequently, a draft model agreement which the entrepreneurs are required to enter into with the State PWD for provision/installation, maintenance and upkeep of road signs was circulated vide this Ministry's letter of even number dated 19th March, 1997.

2. The above policy guidelines have been reviewed on the basis of feedback received from States and discussion in the Traffic Engineering Committee of IRC. It has been decided to make the following modifications in the policy :-

- (i) All proposals for private sponsorship for road signs which are strictly in conformity with Ministry's policy may be finalised by the State Chief Engineers in association with this Ministry's Regional Officer. However, in cases where there is any deviation from the policy or any relaxation are required, the proposals may continue to be forwarded to the Ministry.
- (ii) The sponsorer may be allowed to depict the name and/or logo in the advertisement space in the colour scheme used by them for their normal advertisement.
- (iii) As per policy, the initial contract period for provision of signs to private sector shall be a maximum of 5 years. While inviting the bids, the entrepreneurs may be asked to quote the amount they would be prepared to pay to the Government in advance in the beginning of each year of the 5 year period. The work could be awarded to the entrepreneur whose financial package offers maximum net present value to the Government.

3. The contents of the circular may be brought to the notice of all the concerned officers in the State PWD for information and adoption.