



Ministry of Road Transport and Highways to Undertake Special Campaign 6.0 with Focus on Cleanliness of National Highways and Toll Plazas

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The Ministry of Road Transport and Highways (MoRTH) will undertake Special Campaign 6.0 from 2nd to 31st October 2026, with a special focus on improving cleanliness and upkeep of National Highways (NHs) and Toll Plazas. The campaign will also focus on reducing pendency, strengthening record management, promoting responsible disposal of e-waste and ensuring optimum utilisation of office space across organisations under the administrative control of the Ministry.

The campaign is being implemented in two phases. The Preparatory Phase, being undertaken from 15th to 30th September 2026, focuses on identification of targets and preparatory activities for cleanliness drives, disposal of obsolete items and other activities to be undertaken during the main campaign period commencing from 2nd October 2026.

Under Special Campaign 6.0, focused efforts will be undertaken for garbage removal along National Highways, particularly in urban areas; refurbishment of toilet blocks at Toll Plazas and other locations along NHs; cleaning and maintenance of functional toilets; and overall improvement in the upkeep of Toll Plazas. The campaign will also cover cleaning, painting, improved lighting and solarisation of Toll Plazas, installation and improvement of road signage, enhancement of visibility of road markings, and making National Highways pothole-free, among other activities.

As part of the campaign, the Ministry has identified a 50-km stretch of National Highway, including one Toll Plaza, for focused intervention. Officers from the Headquarters will be deputed to inspect the identified stretches and assess the impact of the cleanliness and improvement measures. The nominated officers will visit the assigned stretches, identify and geo-tag deficiencies, and continuously monitor the progress of rectification works. They will also ensure timely resolution of the identified deficiencies and improvement in cleanliness, safety and overall upkeep of the National Highway during the campaign period.

The Ministry has sensitised all Campaign Offices, including Headquarters, Regional Offices, Programme Implementation Units, Programme Directors and other field offices, to undertake concerted efforts for effective implementation of Special Campaign 6.0 and ensure visible and sustainable outcomes.

Nodal Officers have been nominated for organisations under the administrative control of the Ministry to coordinate and oversee implementation of the campaign within their respective organisations and regularly report progress to the Ministry. The Joint Secretary (Coord.) has been nominated as the Nodal Officer for overall coordination of Special Campaign 6.0 across the Ministry and its organisations.

The progress of Special Campaign 6.0 is being regularly reviewed by the Joint Secretary (Coord.) with the Nodal Officers of the Campaign Offices. The Secretary, MoRTH, is also regularly reviewing the progress of the Preparatory Phase during the weekly Senior Officers' Meetings.

Through Special Campaign 6.0, the Ministry is endeavouring to ensure cleaner, safer and better-maintained National Highways and Toll Plazas, while strengthening efficiency, record management and workplace practices across its organisations.

GDH/DS/HJ

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