

GOVERNMENT OF INDIA  
MINISTRY OF ROAD TRANSPORT AND HIGHWAYS

**LOK SABHA**  
**UNSTARRED QUESTION NO. 1339**  
ANSWERED ON 03<sup>RD</sup> MARCH, 2016

**HIGHWAY ADVISORY SERVICES**

1339. KUNWAR BHARATENDRA:  
SHRIMATI SUPRIYA SULE:  
SHRI MOHITE PATIL VIJAYSINH SHANKARRAO:

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

सड़क परिवहन और राजमार्ग मंत्री

- (a) whether the Government proposes to launch Highway Advisory Services, a radio channel to give real time update of traffic movement on the highways;
- (b) if so, the details thereof;
- (c) whether the Government has entered into a contract with All India Radio for a pilot project and proposes to have a single frequency dedicated channel across India on its expansion;
- (d) if so, the details thereof; and
- (e) the time by which the Highway Advisory Services are expected to come in force across highways in India?

**ANSWER**

THE MINISTER OF STATE  
IN THE MINISTRY OF ROAD TRANSPORT AND HIGHWAYS  
(SHRI PON. RADHAKRISHNAN)

- (a)&(b) Yes Madam. Highway Advisory Services is going to be launched shortly on a pilot basis on the stretch of NH8 between Delhi to Jaipur in three phases. In phase I existing AIR stations located at Delhi, Alwar and Jaipur are to broadcast the live traffic updates to commuters.
- (c)&(d) Yes Madam. Contract has been signed with AIR to buy air-time for phase I of the pilot project in which 22 bulletins will be issued every day for three months. The bulletins are to include safety awareness content along with live traffic updates on NH8. Possibility of a single frequency for whole country is being examined subject to viability and other regulatory clearances.
- (e) This pilot project will be launched very soon.

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