



सत्यमेव जयते

# भारतीय राष्ट्रीय राजमार्ग प्राधिकरण

(सड़क परिवहन और राजमार्ग मंत्रालय, भारत सरकार)

## National Highways Authority of India

(Ministry of Road Transport and Highways, Government of India)

जी-5 एवं 6, सेक्टर-10, द्वारका, नई दिल्ली - 110 075 • G-5 & 6, Sector-10, Dwarka, New Delhi-110075

दूरभाष/Phone : 91-11-25074100 / 25074200



### भाराराप्रा/ नीति-दिशानिर्देश/ विविध दिशानिर्देश/2026

नीति परिपत्र संख्या 18.113 / 2026 दिनांक 12<sup>th</sup> जनवरी, 2026

{(ई-ऑफिस फ़ाइल सं. IHMCL-11011(21)/12/2025-IHMCL (कंप्यूटर सं. 301001) पर लिए गए निर्णय)}

### NHAI/Policy Guidelines/ Miscellaneous Guidelines/2026

Policy Circular No.18.113 / 2026 dated 12<sup>th</sup> January, 2026

{(Decision taken on E-office file no. IHMCL-11011(21)/12/2025-IHMCL (Comp. No. 301001)}

**विषय:- टोल प्लाजा शौचालयों हेतु "स्वच्छ शौचालय चित्र चुनौती योजना (Clean Toilet Picture Challenge Scheme)" से संबंधित अभियान एवं SOP दिनांक 13.10.2025 के विस्तार के संबंध में।**

**Sub:- Extension of Campaign and SOP dated 13.10.2025 regarding "Clean Toilet Picture Challenge Scheme for Toll Plaza Toilets" - reg.**

यह टोल प्लाजा शौचालयों हेतु "स्वच्छ शौचालय चित्र चुनौती योजना" के संबंध में कार्यालय **ज्ञापन दिनांक 13.10.2025 (प्रतिलिपि संलग्न)** द्वारा जारी अभियान एवं मानक प्रचालन प्रक्रिया (SOP) के क्रम में है।

This is in continuation to the Campaign and Standard Operating Procedure (SOP) issued vide **Office Memorandum dated 13.10.2025(Copy enclosed)** in respect of the "Clean Toilet Picture Challenge Scheme for Toll Plaza Toilets".

2. यह निर्णय लिया गया है कि उक्त अभियान एवं **SOP की वैधता को 30.06.2026** तक विस्तारित किया जाए। योजना के प्रभावी क्रियान्वयन को जारी रखने तथा योजना से संबंधित FASTag रिचार्ज के समयबद्ध निपटान को सुनिश्चित करने हेतु निम्नलिखित अतिरिक्त प्रावधान सम्मिलित किए गए हैं:

It has been decided to extend the validity of the aforesaid Campaign and **SOP up to 30.06.2026**. In order to continue effective implementation of the scheme and to ensure timely processing of FASTag recharges linked with the said scheme, following additional provisions are included:

- (i) एनएचएआई, आईटी प्रभाग द्वारा "स्वच्छ शौचालय चित्र चुनौती योजना" के अंतर्गत पात्र अशुद्ध (Unclean) शौचालयों की तस्वीरों की सूची को दैनिक आधार पर / अथवा जैसे ही उपयोगकर्ताओं द्वारा IHMCL प्लेटफॉर्म पर तस्वीरें अपलोड की जाएँ, IHMCL के साथ साझा किया जाएगा।

NHAI, IT Division shall share the list of unclean toilet images (eligible under the Clean Toilet Picture Challenge Scheme) with IHMCL on a daily basis / as and when such images are uploaded by users on the IHMCL platform.

Contd. ....2/-


- (ii) IHMCL द्वारा उक्त जानकारी को तत्काल BBPS को FASTag रिचार्ज की प्रक्रिया हेतु सूचित किया जाएगा। इसके अनुरूप, योजना के अंतर्गत FASTag रिचार्ज को समयबद्ध रूप से संसाधित किया जाएगा, ताकि यह सुनिश्चित किया जा सके कि रिचार्ज पाँच (05) दिनों के भीतर पूर्ण हो जाए।

IHMCL shall immediately intimate the same to BBPS for processing of FASTag recharge. Accordingly, FASTag recharges under the scheme shall be processed in a time-bound manner, ensuring that the recharge is completed within five (05) days.

3. SOP दिनांक 13.10.2025 की अन्य सभी शर्तें एवं प्रावधान यथावत रहेंगे।  
All other terms and conditions of the SOP dated 13.10.2025 shall remain unchanged.
4. यह सक्षम अधिकारी के अनुमोदन से जारी किया जाता है।  
This issues with the approval of the Competent Authority.

संलग्न : यथोपरि।

Encl. : As stated above.

  
12/01/2026

(सीएस. संजय कुमार पटेल/ CS. Sanjay Kumar Patel)

प्रभारी मुख्य महाप्रबंधक(समन्वय) (I/c.) Chief General Manager (Coord.)

प्रति/ To:

भाराराप्रा मुख्यालय/आरओ/पीआईयू/सीएमयू/साइट कार्यालयों के सभी अधिकारी।  
All Officers of NHAI HQ/ ROs/ PIUs/ CMUs/ Site Offices.

प्रतिलिपि/ Copy to:

1. पुस्तकालय की साइट पर प्रकाशन के लिए पुस्तकालय को।  
Library for hosting the circular on library site.
2. परिचालन के लिए वेब एडमिन को।  
Web Admin for circulation.
3. सचिव, सड़क परिवहन और राजमार्ग मंत्रालय के प्रधान निजी सचिव को सूचनार्थ।  
PPS to Secretary, MoRTH for Kind Information.



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दूरभाष/Phone : 91-11-25074100 / 25074200



No.: 11041/SpecialCampaign/Coord./2021

13<sup>th</sup> October 2025

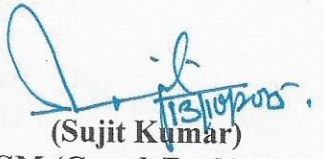
### Office Memorandum

**Sub: Clean Toilet Picture Challenge scheme for Toll Plaza toilets.**

In continuation with DO letter No. 11041/SHS-2025 (E- 106387) dated 24.09.2025 it is conveyed that the Competent Authority has decided to launch a campaign with effect from 20.09.2025 to 31.10.2025 for a reward of Rs. 1000/- in the form of FASTag recharge on reporting of dirty toilet on a toll plaza by the National Highway users. The Standard Operating Procedure as approved by the Competent Authority is **enclosed**. It is requested that all stakeholders including User Fee Collection Agencies (UFCAs) and Concessionaires may be informed accordingly.

2. For any further clarification regarding functionalities/modalities of the scheme CO Division HQ may be contacted. All highlights of the campaign including details of winners etc. may be sent to Media Cell for due publicity.

3. Coordination Division may be kept informed about all development related to rollout and achievements of the scheme on daily basis on email id [coordination@nhai.org](mailto:coordination@nhai.org).

  
(Sujit Kumar)  
DGM (Coord./Parl.)

**Encl.: a/a**

**To:**

All Regional Officers  
All Project Directors  
I/c CGM (IT)  
DGM (Media Relation)  
COO, IHMCL  
CDAC

**Copy to:**

All Members  
All CGMs / GMs at HQ  
PPS to Chairman  
Web Admin – for circulation



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दूरभाष/Phone : 91-11-25074100 / 25074200



DO No. 11041/SHS-2025 (E-106387)

Dated: 24<sup>th</sup> September, 2025

Dear ROs

You may be aware that MoRTH, vide its OM dated 12.09.2025 (copy enclosed), has conveyed detailed guidelines for observance of the "Swachhata Hi Seva (SHS)-2025 Campaign" from 17<sup>th</sup> September, 2025 to 1<sup>st</sup> October, 2025, culminating in the celebration of Swachh Bharat Diwas on 2nd October, 2025. The theme of this year's campaign is "Swachhotsav", aligning with the festive spirit of the period.

2. The campaign envisages visible and outcome-oriented action as mentioned in para 2 of the MoRTH's OM dated 12.09.2025. Special focus will be on removal of potholes, beautification of flyovers, streetlight maintenance, cleanliness of toilets at WSAs and Toll Plazas, beautification/paintings of Toll Plazas, signage for road safety, pictorial depiction of public messaging on flyovers/tunnels through association of local students, removal of temporary encroachments on ROWs. Online listing of encroachments on NHs will be done on Datalake for a month starting 17th September, 2025.
3. In this context, all ROs are requested to kindly take immediate action as under:
  - i. Register on the SHS Portal (<https://swachhatahiseva.gov.in>) and upload the Targets/ Action Plan.
  - ii. Submit the Targets/Action Plan in the prescribed format to Coordination Division, NHAI, strictly as per MoRTH's OM dated 12.09.2025, by email at [coordination@nhai.org](mailto:coordination@nhai.org).
  - iii. Ensure strict adherence to the instructions of the OM and provide daily progress updates on the portal throughout the campaign period.
4. In order to achieve the visible results all ROs may include the following elements in the Campaign:
  - i. Beautification under Flyovers in Urban/ City Areas.
  - ii. Ensuring functioning of all Street lights on National Highways and monitoring of Street Lights through a centralized system as discussed in presentation.
  - iii. Garbage collections and disposal Abhiyaan through Municipal Corporation
  - iv. Reporting of Garbage on Highways through Rajmarg Yatra app to be attended urgently.
  - v. Picture Challenge for clean toilets on our toll plazas from 20th September to October End. A prize of Rs. 500 to be given on sending photo of dirty toilet.
  - vi. Listing of all encroachments (Temporary as well as permanent) in MPR, DAMS, Rajmarg Yatra App. (17 September to 16 October)
  - vii. Beautification of Toll Plazas with Painting/ Artworks.


File No. 11041/SpecialCampaign/Coord./2021 (Computer No. 106387)

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5. The progress of **SHS-2025** will be reviewed at the highest level by Secretary (RT&H) during SOMs. Therefore, I request you to take personal ownership of the campaign in your jurisdiction and ensure that all directions are complied with, both in letter and spirit.

6. Similar exercise for the **Special Campaign 5.0** may also be done separately for the period 02.10.2025 to 31.10.2025 as informed earlier vide OM dated 09.09.2025.

This matter may kindly be treated as most urgent and of utmost priority.

  
(Vishal Chauhan)  
Member (Admn.)

To  
All Regional Officers, NHAI

Copy to:

1. All CGMs/GMs of HQ for necessary follow up.
2. GM (HR/ Admn) -V for due action at HQ level.
3. PPS to Chairman
4. PPS to all Members



## Methodology for "Report a Dirty NH Toilet and Get Rewarded" Scheme

### Under Special Campaign 5.0

#### Standard Operating Procedure (SOP)

S. No.	Activity Description	Action by
1.	Issuance of Circular to all NHAI Field Offices, User Fee Collection Agencies (UFCA) and Concessionaires through PIU, informing about the scheme.	Coordination Division, NHAI
2.	Design and launch of a media campaign for "Report a Dirty NH Toilet and Get Rewarded" through the RajmargYatra App (Version 3.1.1)	Media Division & Coordination Division, NHAI
3.	Reporting of a dirty NH toilet by uploading a <b>geo-tagged image</b> through <b>RajmargYatra App</b> , capturing <b>location, image, name of road user, vehicle registration number (VRN), and mobile number</b>	Road User
4.	Daily transfer of reported image data and user details to IT Division	IHMCL / CDAC
5.	<b>AI-based analysis and screening</b> of images by IT Division to identify valid and qualifying entries	IT Division, NHAI
6.	Submission of list of <b>qualified reports and verified road users</b> to CO Division and IHMCL for processing reward	IT Division, NHAI
7.	<b>Reward disbursement</b> - Recharge of FASTag linked with the reported VRN by ₹1000/- (said amount to be recovered from concerned UFCA / Concessionaire).	IHMCL*
8.	Publicity of winners and highlights of the campaign through NHAI's official social media handles and press notes	Media Division & Coordination Division, NHAI

*\*To be reimbursed to IHMCL by the Finance Division, NHAI.*

#### Terms and Conditions:

1. Scheme Validity: The scheme shall remain valid from 20.09.2025 to 31.10.2025, unless extended or curtailed by NHAI.
2. Reward only on Reporting through **Rajmargyatra App** (latest version):

The scheme shall be valid only for images reported through the

latest version of the RajmargYatra App. Reports received through older versions of the app, other applications, or any alternative means (email, WhatsApp, etc.) shall not be considered for reward eligibility.

**3. Eligibility:**

- a. Open to all road users travelling on National Highways.
- b. NHAI, IHMCL, CDAC officers/staff (regular, contractual, or third-party) are not eligible for participation.

**4. Reward Limit:**

- a. Each vehicle registration number (VRN) shall be eligible for only **one reward** during the entire scheme period.
- b. **Toilet-Level Reward Limitation:** Each National Highway toilet facility shall be eligible for reward consideration only once per day, irrespective of the number of reports received for that location. In case multiple reports are received for the same toilet on the same day, only the first valid image reported through the RajmargYatra App shall be considered eligible for the reward.

**5. Location Validity:**

- a. The scheme shall be applicable only to toilets constructed, operated, or maintained under NHAI jurisdiction.
- b. Toilets located at Retail Fuel stations, Dhabas, or other public facilities not under NHAI's control are excluded.

**6. Image & Data Requirements:**

- a. Only clear, geo-tagged, and time-stamped images captured through the RajmargYatra App shall be considered.
- b. Manipulated, duplicate, or previously reported images will be rejected.

**7. Verification:**

- a. Entries shall be verified through AI-assisted screening and, where necessary, manual validation by NHAI/IHMCL.
- b. Decision of NHAI regarding validity of report and eligibility for reward shall be final and binding.

**8. Reward Disbursement:**

- a. Reward of ₹1000/- shall be credited to the FASTag account linked with the VRN provided by the road user.
- b. Reward is non-transferable and cannot be claimed in cash or any other form.



**9. Misuse or False Reporting:**

- a. Any attempt to submit false, misleading, or repetitive reports will result in disqualification from the scheme.
- b. NHAI reserves the right to take suitable legal or administrative action in cases of fraudulent submissions or reporting done by the user after doing dirty himself.

**10. Publicity:**

- a. Selected winners may be featured publicly on NHAI's official channels (social media, website, etc.) as part of campaign recognition.
- b. By participating, the road user grants consent for such publication of name, VRN, and image.

**11. Data Privacy:**

Personal data collected under this scheme shall be used solely for verification and reward processing, in accordance with applicable data protection guidelines.

**12. Dispute Resolution:**

Any dispute arising from the scheme shall be subject to the exclusive jurisdiction of courts in Delhi.

**13. Interpretation:**

- a. NHAI reserves the right to modify, suspend, or cancel the scheme, or any of its terms, without prior notice.
- b. The interpretation of NHAI shall be final in all matters related to the scheme.