



# ADOPT A GREEN HIGHWAY

An Innovative Scheme for CSR & PPP



Ministry of Road Transport  
and Highways  
Government of India

**National Green Highways Mission**  
National Highways Authority of India  
Ministry of Road Transport & Highways





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## GLOSSARY

- 1. Adopter** - An individual, organization, agency, or business that has been issued a MoU to adopt a segment of highway. Adopter is interchangeably referred at donor in the document wherever the Adopter is giving fund to NGHM to implement the project on its behalf.
- 2. Adoption Site** - The section of National highway right-of-way to be adopted. An adoption site can include one or both directions of a highway roadside. "Adoption site", "site" and highway "segment" are used interchangeably in the document.
- 3. Adoption Task** - Specific plantation, maintenance, landscaping or any allied activity authorized under a MoU.
- 4. Adoption Type** - One of several standardized partnership opportunities described in Section 3.1. of the Program.
- 5. AGHP** - Adopt a Green Highway Program.
- 6. Applicant** - An individual, organization, agency, or business that has submitted a Program Application or has shown an interest to be a potential adopter.
- 7. Avenue** - A paved or planted strip that is prevalent on both sides of the highway.
- 8. Courtesy Sign** - The sign placed to recognize the adopter. "Courtesy sign", "Recognition panel" and "Signage" have been used interchangeably in the document.
- 9. COP21** - Conference of the parties.
- 10. CSR** - Corporate Social Responsibility.
- 11. DPR** - Detail Project Report.
- 12. EOI** - Expression of Interest.
- 13. FSC** - Forest Stewardship Council which has developed Principle and Criteria for Plantation Certification.
- 14. GOI** - Government of India.

**15. HNI** - High Network Individual.

**16. Implementing Agency** - The agency that fulfills NGHM empanelment criteria and has been hired to perform adoption tasks for a donor.

**17. IRC** - Indian Road Congress.

**18. Median** - A paved or planted strip that divides a highway into two directions of travel.

**19. MGNREGA** - Mahatma Gandhi National Rural Employment Guarantee Act.

**20. MOU** - Memorandum of Understanding.

**21. MORTH** - Ministry of Road Transport and Highways.

**22. NGHM** - National Green Highway Mission.

**23. Organization** - Corporates, Public Sector Units, Governmental organizations, other donors – bi/multi-lateral institutions and individuals.

**24. Plantation Manager** - The NGHM Plantation Manager who is responsible for the area where an adoption site is located. The Plantation Manager is the person who performs site reviews, conducts safety orientations and monitors adopters / contractors performance.

**25. Participant** - Any individual who performs adoption tasks.

**26. PPP** - Public Private Partnership under which more than one organization of varied nature join hands to adopt a site.

**27. ROW** - Right of Way.

**28. RET** - Rare , Endangered & Threatened.

**29. TPC** - Total Project Cost.

# Adopt A Green Highway Program

## Join us to Green our National Highways

### 1. INTRODUCTION

Highways are acknowledged as the growth engine of economic development, and in India, we have over one lakh kilometers of road network as the national highways. The fact that National Highways account for only 2% of the Indian road network but still carries 40% of the automobile traffic signifies its importance in the economy of the country. Clearance of forest and tree felling activities are inevitable consequences of Highways development which result in large scale environmental degradation in the form of biodiversity loss and release of carbon stocked in trees. The situation becomes critical with incessant movement of vehicles contributing further in release of green house gases and other suspended particulate matter.

Considering the importance of road network in our lives and at the same time damage caused to the environment and nearby surroundings due to overuse of the road network, it becomes responsibility of the government, corporates and people to join hands to keep the highways green and beautiful negating the ill effects of vehicular pollution and felling of trees to build new highways.

During 2015, Ministry of Road Transport and Highways (MoRTH), Government of India realized the immediate need and importance of developing green corridor around the national highways. Therefore, in September 2015, the MoRTH promulgated ***Green Highways (Plantations, Transplantations, Beautification and Maintenance) Policy – 2015*** to develop green corridors along National Highways for sustainable environment and inclusive growth. **National Green Highways Mission (NGHM)** under National Highways Authority of India (NHAI) has been entrusted with the task of planning, implementation and monitoring roadside plantations along one lakh kms network of National Highways.

Roadside plantations have immense potential to enhance the green cover of nation and at the same time generate employment opportunities for local community. NGHM intends to afforest approximately four lakh acre land (one lakh kilometers) and develop one lakh direct employment opportunity in plantations sector in next ten years. NGHM also plans to use / adopt innovative and best green highways technology practiced worldwide such as storm water management, use of green energies, irrigation techniques, etc.

Although sufficient funds have been earmarked by MoRTH for the new highways projects, additional funds will be required for undertaking roadside plantations and allied activities along the existing national highways. NGHM is expected to make efforts to encourage corporates and people to join hands to develop green corridors across the highways, creating a better environment. Considering the collaboration and fund requirement, NGHM under the 'Adopt a Green Highway Program' intends to collaborate with Government corporates and PSUs under their Corporate Social Responsibility (CSR) program and Public Private Partnership (PPP) for developing Green Highways for Sustainable Environment & Inclusive Growth. Organisations / Individuals can **Adopt Roadside Plantations and allied activities along the National Highways (NHs)**. Concomitantly, NGHM is also exploring possibilities of convergence with various livelihood and environment related schemes to generate additional funds for Roadside plantations.

Organizations funding roadside plantations will be facilitated in advertising their brands along highways at strategic locations. NGHM is also working towards developing a mechanism through which the Organizations contributing towards greening of NHs, can earn carbon credits appropriately.

## 2. ABOUT THE PROGRAM

Adopt a Green Highway Program (AGHP) is an initiative taken up by National Green Highways Mission to engage Corporates, Public Sector Units, Governmental organizations, other donors – bi/multi-lateral institutions and individuals to collaborate to develop the green corridor along National Highways through

plantations and allied activity on avenue, median and other available nearby land patches along highways. This is a unique partnership program benefitting all stakeholders from government to corporates to community at large, in which, organizations and individuals can adopt sections of highways and contribute towards green corridor development.

This initiative will also help in ***fulfilling India's commitment at Conference of Parties (CoP 21) Summit for voluntary carbon emissions reduction of upto 35 % by 2030, by creating additional carbon sink through green highways plantations.*** Participation in the program will promote a sense of ownership of the roadways among the corporates and community.

The program will cover one lakh kms of National Highways (NHs) across the country covering all 218 NHs. Adopting a green highway is an easy way to make a visible impact by an adopter on its stakeholders and community at large and showcase its commitment towards better environment.

Adopt A Green Highway program is also a tax-deductible\* opportunity for individuals to give back to their community by ensuring clean and beautiful roadways.

Highway can be adopted by individuals, companies, or organizations (but not political candidates and campaigns). Segments can also be adopted in memory of an individual. Signs acknowledging the sponsor will be placed on the adopted roadway segment; however, the Adopt A Green Highway Program is not a forum for advertising or public discourse.

Under AGHP, plantations can be taken up for grassland, shrubs, small and large trees based on the space availability and prescribed norms. All AGHP activities will be in adherence to Green Highway Policy 2015 and NGHM Guidelines. Plantation species selection will also be in accordance to NGHM Species Matrix where preference will be given to indigenous species. Focus will be on Rare, Endangered and Threatened (RET) species of plants considering their ecological, economic, social and aesthetical value and viability.

Besides plantation, the tree transplantation can also be taken up by the adopter. This will help in immediate greening as well as safeguard the trees which are intended to be felled for construction of the new highways.

### 2.1. **Activities that can be taken up under AGHP**

- Landscape planting and beautification : Plantation of saplings, grass turfs, shrubs, small & large trees
- Landscape maintenance: controlling vegetation
- Plantation allied activities: irrigation, soil water conservation, etc
- Nursery development for undertaking plantation on National Highways
- Transplantation of trees (more than 2yrs old).
- Use of green energy across highways (solar energy, wind energy, etc)
- Other work that may be appropriate for the plantation site

### 2.2. **Technologies that can be adopted under AGHP**

- Manual plantation, irrigation, fertilization, weeding, etc
- Hydro seeding
- Transplantation: Manual as well as through large machines
- Irrigation techniques to support plantation activity
  - Drip Irrigation facility
  - Spray irrigation facility
  - Water harvesting techniques
- Other innovative techniques

### 2.3. **Salient Features of Adopt A Green Highway Program**

- Over one lakh kilometers of national highways are available for greening and adoption

- Currently 218 NHs running across the country and are available for adoption
- Corporates, Government, donors or individuals may adopt a segment of national highway. Only one adopter will be allowed for a particular site for clear liability and visibility
- One adopter can adopt multiple stretches of highway in varied geographies at a particular time
- An adopted highway site program will vary from location to location depending on the availability of space and donor funds
- NGHM will determine, whether the segment to be adopted can be adopted by donor and is not falling under the forest land or any other conflicting zone. In such cases, Forest Department will be given the responsibility of plantation complying with the Forest Act and GHP norms
- Each Adopt A Green Highway Memorandum of Understanding (MoU) will be for a period of five years in case of plantation and maintenance. The Adopter can undertake plantation and maintenance either on its own following NGHM guidelines or by providing funds to NGHM to carry out the activities on its behalf
- Proposed adopters must enter into formal agreements with NGHM after finalization of Project site and site specific proposal
- Adopt A Green Highway MoU may be terminated if either the adopter or NGHM fails to abide by the terms and conditions as stated in the signed agreement
- NGHM reserves the right to deny adoption rights to any proposed adopters whose participation would not be in the best interest of NGHM or has bad track record

## 2.4. Role of NGHM

NGHM will first determine that the section of highway to be adopted is suitable for adoption. Once that has been determined and the adoption MoU has been signed, NGHM will notify that the adopters have been awarded that segment of the national highway for greening. NGHM will identify implementation agency on behalf of the adopter if required and will regularly monitor the performance in accordance with the guidelines. The NGHM will erect a green and white Adopt A Green Highway sign within the adopted highway to acknowledge the adopters.

NGHM will also ensure that each project site has a baseline at the start of the project and an impact assessment at the end of the project. Plantation at each adopted site will be certified by recognized certification agencies adhering to the principles and criteria of Forest Stewardship Council (FSC). Finalisation of agencies for baseline, impact assessment and certification will be done following standard procurement guidelines of NGHM / NHAI through an Expression of Interest (EOI).

In case the project is implemented by NGHM on behalf of the Adopter, NGHM will submit annual narrative and financial report to the adopter sharing the progress made in the project during the year. If the Adopter is implementing the project on its own, NGHM will review the annual narrative and financial progress reports shared by the Adopter and support whenever required in effective implementation of the project.

## 2.5. Cost for Plantations and Maintenance

On an average, INR 12 lakh will be required for undertaking plantation and maintenance activity for one kilometer stretch over 5 years. This cost may vary from state to state depending on the prevailing labour wage rate under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) of a particular state. Besides this, the actual cost per kilometer will also depend on number of rows available for plantations in avenue and median. The detailed cost estimate will be

made available to the Adopter at the time of the preparation of the Detail Project Report(DPR). The payment will be done in phased manner and will depend on survival rate of the trees. The cost includes all the machinery required for basic irrigation and plantation activity plus the labor charge of entire five years for its maintenance.

### 3. POTENTIAL ADOPTERS

Any organization / individual can to support the program either by providing funds to NGHM for undertaking activities under AGHP on a National Highway stretch or by undertaking AGHP activities on its own cost following NGHM guidelines. The key stakeholders for this program are as follows:

- Corporates
- Public Sector Units
- Government Agencies
- Institutions : Agro-forestry, paper companies, bi/multi lateral donors, etc
- Individuals

Individual eligibility shall not be denied on the basis of race, sex, color, religion, ethnic origin, age, political affiliation, ancestry, marital status, sexual orientation, disability, or medical condition.

Adopters may perform the work themselves or hire an implementing agency (empanelled with NGHM) to perform the work on their behalf. In return, the Adopter is permitted to install Adopt A Green Highway recognition signs as per the NGHM guidelines.

#### 3.1 TYPES of ADOPTION

- o **Adoption under CSR Policy:** Under this, Corporates and PSUs can adopt a particular NH stretch under their CSR program
  - By providing funds to NGHM to undertake plantation on their behalf
  - By undertaking plantation on their own or through an NGHM empanelled agency following NGHM guidelines

- o **Adoption under PPP model:** Under this, agro-forestry companies, paper companies, plantation board and other companies engaged in large scale plantation for harvesting its produce can collaborate under PPP with usufruct right for sustainable harvest of the produce for the agreed period as per the MoU
- o **Adoption by Individuals with Tax benefits\*:** Under this, individuals can participate in the program through either adopting a stretch of NH or contributing towards the corpus for a particular stretch of highways. Individuals contributing towards plantation will be processed for tax benefits\* under 80G

#### 4. BENEFITS OF ADOPT A GREEN HIGHWAY PROGRAM

There is a real need for developing green corridors along the national highways for clean environmental and aesthetic reasons. The AGH program will build resilient ecosystem in the form of “Green Corridors” along National Highways for

- Combating global warming and climate change effects
- Optimum GHG sequestration
- *Ex situ* conservation of native RET species of the region

The program will address all the three pillars of Sustainability - Environment, Economy and Society. The carbon emissions sequestered will help in achieving the target of 35% reduction in carbon emissions committed in CoP21.

##### 4.1 To the General Public

The program will:

- Ensure multi-stakeholder engagement by involvement of local people in the plantation activity carried out in a specific area
- Enhance the aesthetic value of the area and will reduce all types of pollution emitted by automobiles on highways
- Contribute to general health and well- being of citizenry living along the

highways by arresting pollution, purifying the air and reducing dust and noise pollution

- Provide shade on glaring hot roads during summers
- Reduce soil erosion at embankment slopes
- Minimise the effects of wind and incoming UV radiation

#### 4.2 To the Adopters

The program will:

- Be seen as a gesture from corporates to contribute toward the society and environment under their corporate social responsibility policy
- Develop an eco-friendly image of their organization among their customers and interested stakeholders
- Promote a company's image as a socially and environmentally responsible organisation
- Help the adopter in earning voluntary carbon credits and at the same time will reduce the carbon emission of the country. This will help India meet its commitment made at CoP 21 to reduce Carbon emission by 35% till 2030

In addition,

- Donor organization may keep any proceeds earned from sustainable harvest of the produce under the PPP as agreed in the MoU
- Individual Adopters will get tax benefits\* under 80G
- Plantation agencies may utilize tree guards, fencing and other similar areas for advertisement of their brand at their cost following NGHM guidelines
- Full-color logo signs will be used to recognize the Adopter of a highway segment. This sign will create and strengthen brand awareness and visibility to millions of mobile consumers in a cost effective manner

- A viable green initiative to add to the marketing campaign of companies to reach a mobile audience on the busiest roadways with maximum impact and frequency

(Adopt-A-Green-Highway = Low CPK: CPK, or cost per kilometer, is the price of 1,000 advertising impressions. It is the cost to reach 1,000 consumers through a single form of advertising. CPK measures efficiency, and the channel with the lowest CPK is generally the most efficient, as it costs less to reach more consumers)

## 5. ADOPT A GREEN HIGHWAY STANDARD SIGNAGE

NGHM will place an Adopt a Green Highway sign at each adoption site as per the NGHM, NHAH and IRC guidelines for branding and signage. When the site is adopted, a “recognition panel” displaying the Adopter’s name and / or logo is attached to the signage. Since, it is against the law to advertise on NH Right of Way (RoW), only adopter’s name and /or logo may be displayed on the recognition panel. There are two types of recognition panel:

- Standard Panel: The panel is manufactured by NGHM and displays the adopters name in green with white background in standard highway lettering
- Standard Panel with Logo: The adopter must provide to NGHM and adhesive backed logo at their own cost. The panel is manufactured by NGHM and displays the provided logo along with Adopters name in green, standard highway lettering

Cost of all signage is to be borne by the adopter. NGHM will inform the Adopter on how many signages can be placed in the project site. Adopter can put signage of any number not exceeding the number stated by NGHM for the site. Signages for all adopters are standard with specified size, font colour and height. Adopter has to adhere to the Standard Recognition Panel (Signage) Guideline stated in Annex III.

## 6. ENGAGEMENT APPROACHES

NGHM has developed two approaches for initiation of collaboration between the Adopter and NGHM to develop green corridor along national highways.

### 6.1. NGHM approaches the Potential Adopters

- a) NGHM will review the CSR policies of the corporates and PSUs and identify the organisations whose CSR policies are in conformity with NGHM's mandate for greening. These selected organisations will be approached by NGHM staff either on one to one basis or through workshops for exploring partnership. NGHM and the concerned organization will jointly identify the sites available for adoption by the organization. Thereafter, NGHM will facilitate to develop a site specific detailed proposal for the adopter comprising of a mix of activities that will be undertaken for greening the site. Once the Adopter agrees to the proposal, an MoU will be signed between the Adopter and NGHM. Adopter may either provide funds to NGHM to implement the project or it will implement the project on its own through an agency empanelled with NGHM. In-case, the adopter wishes to implement the project on ground on its own, it will need to be empanelled with NGHM and will comply with the NGHM guidelines and Green Highways Policy 2015.
- b) NGHM will identify and review the possibilities of engagement with organization under Public Private Partnership (PPP). The selected organization will be approached by NGHM sharing the concept. NGHM and the concerned organization will jointly identify the site available for PPP adoption by the organization. After this, the organization will submit a proposal for PPP to NGHM comprising of the activities to be undertaken and the usufruct right for sustainable harvest and / or buy back arrangement for the proceeds from the plantation. An MoU will be signed between NGHM and the adopter. The adopter will ensure that it complies with norms of the NGHM guidelines, GHP and the MoU.
- c) NGHM will approach High Networth Individual (HNI) who are willing to adopt a national highway for greening. NGHM will develop a

detailed site specific proposal for the donor taking into account the site selected and funds given by the donor. Funds will come to NGHM for implementation after signing of an MoU between the HNI donor and NGHM. The donor will get tax benefit\* under 80G.

#### 6.2. **Potential Adopter approaches NGHM**

A corporate or individual who feels their CSR mandate, PPP program or individual interest matches with the NGHM mandate will approach NGHM for collaboration.

- a) Face to face meeting / networking through workshops
- b) Online Application: Interested organization / individual can apply for adoption of a site by applying online through the AGH program on the NGHM website: [www.nationalgreenhighways.org](http://www.nationalgreenhighways.org). All prospective adopters should read the AGH programme document, FAQs and the NGHM vision document to understand the program and the relationship between the Adopter and NGHM. An adopter may also obtain a list of AGH empanelled service contractor from the website

#### **ONLINE APPLICATION PROCESS**

- Choose a type of adoption (CSR / PPP / Individual) and the location for adoption
- Contact the NGHM office to discuss your future adoption. The NGHM staff will give the adopter exact location of the site they wish to adopt and also provide information on availability of the site
- Obtain and submit a completed AGH Program Application. (Applications are available on the AGH Program Website and from AGH representatives based at head office or regional offices)
- Upon acceptance of application, NGHM will prepare a detailed proposal on behalf of potential adopter with a list of other documentation to be submitted by the adopter
- Signing of MoU and related documentation

To obtain additional information or to sign up, please contact the Adopt-A-Green-Highway representative.

## 7. WHOM TO CONTACT

The National Green Highways Mission head office based at Delhi is overall responsible for the Adopt A Green Highway Program in the country. However, Plantation Managers based at the Regional offices of NHAI will be responsible for effective implementation of work on ground ensuring compliance to the policy and guidelines.

### Head Office Contact Address

National Green Highways Mission  
1<sup>st</sup> Floor, MTNL Building,  
Sector 19, Dwarka,  
New Delhi – 110075  
Tel: +91 11 28042449  
Website: [www.nationalgreenhighways.org](http://www.nationalgreenhighways.org)  
Email: [nationalgreenhighways@gmail.com](mailto:nationalgreenhighways@gmail.com)

## 8. GETTING INFORMATION ON ADOPT A GREEN HIGHWAY PROGRAM

Please submit this form with any questions or comments about the Adopt A Green Highway Program. NGHM staff will contact you as quickly as possible.

First Name	<input type="text"/>	Last Name	<input type="text"/>
Company's Name	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>	Pin Code	<input type="text"/>

Email  Telephone

**Program of Interest / Type of Adoption**

- **Adoption under CSR Policy:**
  - ✓ By providing funds to NGHM
  - ✓ By undertaking plantation on their own or through an NGHM empaneled agency
- **Adoption under PPP model**
- **Adoption by Individuals with Tax benefits\***

Comments

For specific questions, call at +911128042449 and email at: nationalgreenhighways@gmail.com

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\*Subject to the Government approval

## ANNEX - I: FREQUENTLY ASKED QUESTIONS

### **WHO CAN “ADOPT” A HIGHWAY SEGMENT?**

Highway segments (sites) are “adopted” by Donors. A Donor is an individual, company or organization (other than political candidates and campaigns) who agrees to “adopt” - be responsible for greening of a segment of highway for a minimum of five years. In return, Donors are acknowledged through the posting of customized signs on their segment, announcing their public spirit to the community.

### **HOW CAN I ADOPT A SITE?**

An adopter can either be approached by NGHM or it can approach NGHM for adoption of a site either in person or through online application.

### **CAN I CHOOSE MY SITES FOR GREENING?**

Yes, donors can choose the site for adoption. Adoption sites are awarded to Donors on a first come, first-served basis.

### **CAN I CHANGE MY ADOPTED SITE IN THE MIDDLE OF THE MOU PERIOD?**

No, the adoption site cannot be changed midway. Any such measure, will be considered a violation of contract and penalties will be imposed as per GoI and CSR Act

### **WHAT IS THE DURATION OF AN MOU FOR ADOPTION OF A SEGMENT FOR GREENING?**

Generally, an MoU is signed for a 5 year period which is crucial for a plant’s growth to a level after which it can sustain on its own.

### **CAN ADOPTION MOU BE RENEWED FOR MAINTENANCE AFTER 5 YEARS?**

At the end of the adoption period, the existing Donor has the right to ask for renewal of the MoU for maintenance of the site. Usually it is expected that after 5 years plant is self-sustainable and requires no or minimal maintenance.

### **CAN I ADOPT MORE THAN ONE SITE AT A PARTICULAR TIME?**

Yes, an Adopter may adopt as many sites as one is able to support at a particular time.

### **CAN THERE BE MULTIPLE DONORS TO ADOPT A PARTICULAR SITE?**

Generally one site can have only one adopter. However there can be multiple adopters for a particular site, if each adopter has a different role to play and are in agreement with each other. For example: Under PPP, one agency can provide funds and another agency can buy back the produce earned from the site for processing and selling.

### **WHAT WILL MY SIGN SAY?**

The sign will read: “GREENING” or “PLANTATION & BEAUTIFICATION” by NAME OF SPONSOR & / OR LOGO

### **WHO CAN BE AN IMPLEMENTING AGENCY?**

Only Agencies empanelled with NGHM and listed on its website are approved to implement the greening project for NGHM or the adopter under the program.

### **HOW DO I SELECT AN IMPLEMENTING AGENCY?**

Adopt A Green Highway program maintains a list of agencies that meet the criterion for undertaking the implementation work on ground. The criterion set ensures that the empanelled agency has sufficient and relevant experience in carrying out the task efficiently. The empanelled agencies may provide different services and/or funds depending on the location and the need. They are responsible for engaging the local people, capacitating them and arranging for the equipment's / technologies to perform the task efficiently.

### **WHO WILL MANAGE AND MONITOR THE IMPLEMENTING AGENCY FOR THE SITE I FUNDED FOR?**

NGHM will be responsible for managing and monitoring the Implementing agency. It will be NGHM's responsibility to ensure the successful implementation of the project at the adopted site.

**WHAT IF I AM NOT SATISFIED WITH HOW MY SEGMENT LOOKS?**

If you are unhappy with the job being done by your Implementing agency, contact them directly to discuss your concerns. If you still feel the Implementing agency is doing an inadequate job, you can switch the implementing agency to ensure effective delivery of program as per agreed terms and conditions. If required, contact the Adopt A Green Highway staff with your questions, comments or problems so that we may take effective actions.

**CAN I CHANGE THE IMPLEMENTING AGENCY MIDWAY, IF I AM NOT SATISFIED WITH ITS PERFORMANCE?**

Yes, Implementing Agency can be changed any time during the project. It is responsibility of NGHM or adopter who is getting the project implemented to ensure the successful implementation of project abiding by the guidelines especially survival rate of 90% trees of 4- 5years.

**WHAT PROCESS NEEDS TO BE FOLLOWED TO REPLACE AN IMPLEMENTING AGENCY?**

In case of an underperforming Implementing Agency, NGHM head office needs to be informed. NGHM will forfeit the existing contract with underperforming agency imposing the penalties as per the guidelines. Simultaneously, NGHM will engage another empanelled agency for the successful implementation of the project in the given time.

**WILL THE ADOPTER BE RESPONSIBLE FOR DIRECTLY IMPLEMENTING THE PROGRAM ON GROUND?**

Not necessary. The adopter can directly implement the project through its employees; or it can hire an implementing agency already empanelled with NGHM; or provide funds to NGHM to get the project implemented on its behalf.

**HOW “GREEN” CAN I EXPECT MY SITE TO BE?**

The level of greening on the segment adopted by an adopter depends on the availability of the ROW and median space for the greening. Under Adopt A Green Highway, NGHM jointly develops the greening plan for the selected stretch of highways in accordance with prescribed guidelines. Maintenance services may

also include mowing, pruning, planting, herbicides, hand weeding, and dead plant/stump removal. NGHM will work closely with the adopter and the implementing agency ensuring that the work in progress is in line with the MoU. To monitor the program against a benchmark, baseline survey will be conducted at the start of the adoption. After this, regular monitoring of the project will be done based on standard monitoring indicators to see the impact.

#### **WHAT KIND OF BENEFITS WILL I GET BY ADOPTION?**

- Tax benefits\* under 80G
- Branding through signage / recognition panel
- Usufruct right for sustainable harvest
- Voluntary Carbon credits

#### **WHAT IS THE PURPOSE OF SIGNAGE / RECOGNITION PANEL?**

NGHM may recognize contributions made through the Program by displaying the adopter's name on a courtesy sign's recognition panel. Although there is advertising value inherent in a courtesy sign, it is not intended to be an advertising medium. A courtesy sign's sole purpose is to identify the adopter, not to advertise the adopter's services, products, or location.

#### **WHAT WOULD BE THE LOCATION, INSTALLATION AND COST OF SIGNAGE?**

- The location and installation of the signage will primarily be as per the guidelines of the Indian Road Congress
- One signage is placed at the beginning of each direction of an adoption site on the right shoulder of the highway
- The size of a courtesy sign is determined by its location
- The exact placement of a courtesy sign will be determined by NGHM
- A courtesy sign and recognition panel is installed and maintained by the adopter at its own cost
- An adopter is not guaranteed a recognition panel unless agreed in the MoU. If a recognition panel is not authorized on a particular site, NGHM will inform the applicant before the MoU processing

### **COURTESY SIGN MAINTENANCE**

- The Adopter will replace or repair damaged or vandalized courtesy signs and / or recognition panels as needed. However, maintenance, repair, and/or replacement of a warning sign or a regulatory sign has priority over repair and/or replacement of a Program sign
- A person caught vandalizing a courtesy sign or recognition panel will be prosecuted to the full extent of the law.
- With one exception, a recognition panel that is in good condition may not be changed until the end of the MoU
- If an adopter is actively using a new logo, the adopter may be permitted to update a recognition panel during MoU period
- Anytime a recognition panel is replaced, the new panel must be compliant with recognition panel design rules
- A recognition panel that is altered or decorated by the adopter is removed and the adopter's MoU may be cancelled

### **IS IT NECESSARY TO GET CERTIFICATION FOR THE PLANTATION DONE AT AN ADOPTED SITE?**

Yes, it is a standard practice of NGHM to get all the plantations certified by a recognized agency adhering to the norms of Forest Stewardship Council (FSC).

### **HOW WILL I BE KEPT INFORMED BY NGHM ON THE PROGRESS OF WORK AT MY ADOPTED SITE?**

NGHM will submit annual narrative and financial progress report to the adopter elaborating on the progress made during the year on the project.

### **WHAT KIND OF REPORTS NEED TO BE SUBMITTED AND HOW FREQUENTLY?**

Narrative and Financial reports needs to be submitted on annual basis.

### **WHAT WILL BE THE SYSTEM OF GRANT DISBURSAL FROM ADOPTER TO NGHM?**

The grant will be disbursed from the Adopter to NGHM in 3-5 installments:

- o 1<sup>st</sup> year : 60% (On signing of MoU – 25% and On finalization of nursery and implanting agency and initiation of baseline: 35%

- o Beginning of 2<sup>nd</sup> year after submission of 1<sup>st</sup> year satisfactory progress reports: 20%
- o Beginning of 3<sup>rd</sup> year after submission of 2<sup>nd</sup> year satisfactory progress reports: 20%

### **WHAT IS THE MINIMUM CONTRIBUTION I NEED TO MAKE, IN ORDER TO ADOPT A SITE?**

- Individual with only tax benefit\* & no signage: Minimum INR 15000 for 10 trees
- Individual (HNIs) with tax benefit\* and signage as single adopter: INR 15 lakh for 1000 trees
- Corporates / PSUs / Govt agency with CSR benefit and signage as adopter: INR 5 crore
- Corporates / PSUs / Govt agency with CSR benefit, signage and Usufruct rights: INR 10 Crore

### **WHAT ALL ACTIVITIES WILL BE COVERED UNDER PLANTATION**

Planting and establishing trees and/or shrubs according to NGHM approved plan. Tree and shrub planting activities:

- Excavation, soil preparation, and staking
- Irrigation
- Initial application and periodic reapplication of mulch
- Year-round weed control. Weed control frequency will vary from project to project
- Litter removal prior to planting and weed control activity
- Replacement of dead and diseased plants
- Initial application and periodic reapplication of fertilizer may be required
- Installation of weed barrier may be required

Once all plants can survive without watering provided by the adopter, the adoption is considered complete and a subsequent tree and shrub planting Permit is not issued.

## ANNEX - II: RECOGNITION PANEL (SIGNAGE) GUIDELINES

All the Adopt a Green Highway Projects have an inherent brand recognition value but at the same time it needs to be accounted that they are not a forum for advertising or public discourse. The sole purpose of these panels is to recognize the Adopter but not the services it provides, its products or its location. Therefore only the name and/or logo of the adopter may be displayed.

**Recognition panels must display the “Organization / Business Name” that is entered on the Adopt-A-Green-Highway Program Application.**

### Documentation Requirements for Recognition Panels

The following documents must be submitted along with program applications:

- Businesses must submit a copy of their business license
- Businesses and organizations wishing to display a logo must provide a copy of the logo being used in a corporate document (i.e. business card, letterhead, website, etc)

### There are two types of Recognition Panels for the branding of Adopter:

- **Recognition Panel on Tree Guards**

Adopter will be entitled to put a recognition panel on 30% of the tree guard for trees planted under the stretch adopted. It would be adopter’s decision to do the branding on 30% tree guards or less than that. From NGHM’s side, the adopter is eligible to do the branding by putting a panel as:

***“Greening by {Adopter’s Name}”***

All panels should be of standard size and design across all the highways. The adopting agency can either opt for metallic plates or synthetic flex stickers / boards on tree guards for branding. In case synthetic flex sticker / board gets damaged, a new one can be provided by adopter and same will be provided to the implementing agency for placing it on the tree guard. This



- **Decorative Type:** Only logos can contain stylized lettering. Otherwise, group names must be displayed in sans-serif lettering such as Helvetica or Arial. Lettering must be either all capitals or title case
- **Use of Colors:** Advertisement illuminating of such intensity or brilliance as to cause glare or impair vision of driver or pedestrians, or which otherwise interfere with any operations of driving or to obscure or diminish effectiveness of any official traffic sign, device or signal
- **50% White / Green Background:** The area covered by the name and/or the logo cannot exceed 50% of the panel. In other words, at least 50% of the panel must retain its reflective white / green background. The panel design must allow for white / green margins on all four sides of the panel. A 1-inch margin is required on small signs and a 2-inch margin is required on large signs. Margin area is counted toward the 50% white / green background requirement
- **Web-Based Entities:** Only entities that operate exclusively on the Internet and whose legal business or organizational name is the same as appears in their Internet domain name are permitted to display their domain name on their recognition panels
- **Recognition panels shall not display:**
  - o Graphics or borders that are not part of a logo
  - o Wording or a logo that implies or is obscene or sexually explicit
  - o Any form of advertising, including address, email, directions, telephone numbers, dates, slogans, products, or services
- **In general, branding would not be permitted:**
  - o At or within 100m of any road juncture, bridge or another crossing. In urban cities, this distance may be reduced to 50m, provided there is no conflict with the requirements stated further on<sup>2</sup>

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<sup>2</sup>The safe stopping distance for a vehicle at a speed of 50 km/hr is 60m. This should be the "uninfluenced distance" for a driver approaching a junction. Assuming that 3 seconds is the time during which the influence of an advertisement board persists, the distance travelled in this time will be about 40m. The sign should therefore be more than 100m away from the junction. Hence 100m is suggested.

- o In such manner and to such places as to obstruct or interfere with the visibility of approaching, merging or intersecting traffic
- o Within 10 m of the edge of a carriageway; (A distance of 10m may be taken as normal minimum setback from the edge of the carriageway, the maximum area of the advertisement being 0.3 sq m for every meter of setback)
- o Within right-of-way (ROW) of the road in case of billboard

***In all circumstances, the items to be displayed on recognition panels are solely under NGHMs discretion.***



## National Green Highways Mission

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