

**ROAD SAFETY
AN EMERGING
CHALLENGE FOR INDIA**

ACCIDENT STATISTICS

- ▣ About 148000 people die on Indian roadways every year
- ▣ An accident occurs every single minute in Indian roads
- ▣ A precious human life expires every four minutes on Indian roads
- ▣ 16 children die daily on Indian roads
- ▣ (report by team NDTV)

Accident report by M.O.R.T.H.

- ▣ AS PER YEAR 2016.....
- ▣ ALMOST 5000000 ACCIDENTS OCCURRED
- ▣ 146000 PEOPLE KILLED
- ▣ THRICE OF ABOVE INJURED
- ▣ WITH ONE OF THE HIGHEST
MOTORIZATION GROWTH RATE IN
WORLD
- ▣ ALMOST 400 DEATHS EVERY DAY
- ▣ LOSS OF 17 LIVES EVERY HOUR

THE FOUR E'S OF ROAD SAFETY

- ▣ Enforcement
- ▣ Emergency services
- ▣ Engineering
- ▣ Education

Enforcement

- ▣ More tactical enforcement is required
- ▣ CPU is a good example of this



Enforcement

- ▣ Tactical enforcement required
- ▣ E – Challan software
- ▣ Challan through cctv camera
- ▣ Interceptor machines like speed radar gun , camera surveillance etc
- ▣ Breath analyzer to catch drunken driving
- ▣ Challan through public friendly apps
- ▣ Delhi and Chandigar police controlling through enforcement

ENGINEERING

- ▣ VEHICLE ENGINEERING AND ROAD ENGINEERING



Innovations required

- ▣ Parapets and rumble strips by used tyres



Parapets on hill roads

- ▣ Drum parapets by PWD
- ▣ Stone and boulder binding... an experiment by B.R.O. On hill roads of Uttarakhand
- ▣ Use of debris
- ▣ **Above are some low cost idea to save hill roads...by using available resources.**



EMERGENCY SERVICES

- ▣ Ambulance
- ▣ Cranes
- ▣ Fire brigade
- ▣ Police
- ▣ 108 service
- ▣ Disaster management team

Emergency services

- ▣ Good Samaritan notification
- ▣ Golden hour
- ▣ How to help accident victims
- ▣ Duty of driver during accident
- ▣ Duty and responsibilities of doctor and hospitals

EDUCATION

- ▣ Road safety education at every level
- ▣ school
- ▣ Society
- ▣ Institutions
- ▣ **Through various means like –**
- ▣ **Print media**
- ▣ Audio visuals ,radio .television , cinema
- ▣ Rally, seminar, workshops etc.
- ▣ Social media

Road safety Education new means

- ▣ Road safety walls
- ▣ Road shows
- ▣ nukkad natak
- ▣ Road safety park
- ▣ S.Y.S. Share your space

Education

▣ Road safety
needs
behavioral
change

Four E,s

- ▣ The four e's are simultaneously require to uphold road safety



think and drive
a second is all it takes

CAUSE OF ROAD ACCIDENTS

- ❑ Drunken driving is one of the leading cause of road fatalities
- ❑ Use of hand held communication system while driving is deadly
- ❑ Over speeding
- ❑ Fatigue/ tiredness
- ❑ Multitasking
- ❑ Casual driving
- ❑ Chance taking behaviour
- ❑ Rash driving
- ❑ Accidents at junctions and turns

overtaking

- 70% road accidents take place while overtaking
- Be very attentive while overtaking
- Never overtake on turns
- Keep proper distance
- Never take chance
- Make your vision clear
- Decide not to overtake at the time of doubt

MAJOR TECHNIQUES TO SAVE LIVES ON ROADS

- ▣ Seatbelt
- ▣ Helmet
- ▣ Speed governor
- ▣ Back gear sensors and camera
- ▣ GPRS and panic button
- ▣ Shock absorbing bumpers/ never use crush guards
- ▣ ABS system
- ▣ Air bags
- ▣ Defogger

Online services and computerisation

- ▣ Issuing driving licence through government application saarthi 4.0
- ▣ Use of simulators for driving test and training



- ▣ Registration software vaahan 4.0
- ▣ Automated testing lane for better fitness results

Emotional appeals

- ▣ You are not alone
- ▣ Family is waiting
- ▣ If it happens....
- ▣ We are not destined to die on roads
- ▣ Respect life
- ▣ Make your roads safe to make a better India
- ▣ Its my responsibilitymy duty too
- ▣ Be safe for your family

Child friendly transportation

- ▣ In school bus
- ▣ In public transport vehicles / bus , auto , E-rickshaw ETC
- ▣ In a private car
- ▣ Sitting on two wheeler
- ▣ Plying bicycle
- ▣ Walking on roads
- ▣ Crossing roads
- ▣ Using other transport means such as trains , metro

Challenges

- ▣ No enough good infrastructure like-
- ▣ Sub ways for crossing roads
- ▣ Bicycle lane on roads
- ▣ Feature with in public transport like low floor buses , low floor ladder , emergency kits etc.
- ▣ Less education and awareness level
- ▣ Cctv surveillance with in public transport
- ▣ GPRS and panic buttons

Again we require 4 Es

- ▣ Enforcement
- ▣ Engineering
- ▣ Emergency
- ▣ Education
- ▣ Above all must concern to a child or kid

Enforcement

- ▣ Checking school buses
- ▣ Checking under age driving
- ▣ Checking sitting of child in a car
- ▣ Checking sitting of child in a two wheel
- ▣ Checking first aid box
- ▣ Safe guards used during driving or travelling

Engineering

- ▣ Designs of roads
- ▣ Bicycle lane for kids
- ▣ Subways for crossing
- ▣ Bus stop designated for kids too
- ▣ Designs of vehicles low floor entry
- ▣ Techniques like CCTV , GPRS ,panic buttons
- ▣ Zebra crossing and traffic lights
- ▣ Child friendly vehicles

Emergency services

- ▣ All emergency services must concern Childs needs and requirements
- ▣ first aid box must contain such medicine
- ▣ Near by hospitals and health centers must be child friendly
- ▣

Education

- ▣ EDUCATION at parents level
- ▣ Education at child or kids level
- ▣ Education at society level
- ▣ Education at school level
- ▣ Education at home
- ▣ Education is prime factor to save and shape a kid

ROADS ARE PATH OF DEVELOPMENT

- ▣ Lets make a safe and better nation through road safety
- ▣ ROAD SAFETY IS OUR RESPONSIBILITY

A close-up photograph of a person's hand holding a small, white rectangular card. The card is held horizontally and features the word "Thanks" written in a bold, pink, sans-serif font. The hand is positioned on the left side of the card, with the thumb and index finger visible. The background is a soft, out-of-focus light color, possibly a wall or a window. The entire image is framed by a thick black border.

Thanks