

Motoists, passengeis, public tianspoitaton opeiatoi oi usei, truckdriwei bicyclist, motoicyclist, oi pedesttians including a peison with disabilities aie consideied as "Customeis".	1.Impioved Rescue 2.Road Obstacle Detection3.Road Depaituie Waining4.Fastei and Safei routes 5.Congestion Reduction	Driue in the priescribed speed limits on the roads. Always remembei that "Speed I'hills but Kills". Always put on helmet, seat belts and othei safety equipments befoe driuing vehicle.
Customei posess risks to each othei. Young people face the laigest risk in ttaffic. Pedesttians, Cyclists, Moped rideis and motoicyclists have a higheinjuuy iate pei kilometei of tiavel than othei road useis. Oui countiy has become one among the counties facing highest numbei of accidents.	1.Ovei Speeding 2.Drunken Driuing 3.Distiactions to Driuei 4.Red Light Jumping 5. Avoiding Safety Geais like Seat belts and Helmets 6. Non-adheience to lane driuing and oveitaking in a wiong mannei	1. ALWAYS WEAR A HELMET. 2. DRIVE WITHIN THE SPEED LIMITS. 3. ALWAYS USE INDICATOR AND HORN WHILE NEEDED. 4. LIMIT YOUR NIGHT TRAVEL. 5. DRAIN UP ACCORDING TO WEATHER CONDITIONS. 6. LIMIT PASSENGERS NO

3. TRIGGERS	10. YOUR SOLUTION	8. CHANNELS of BEHAVIOUR
1. Fiequent ttaffic jams. 2. Too many vehicles on the roads. 3. Non concentiation on the roads.	This pioject paves a system to aleit driuei about speed limits in specific aieas and ieduce speed of vehicles in sensitive publiczones without any inteifeience of driueis.	ONLINE: New I'echnology and ineffective supei vision. OFFLINE: Don't drink and driue , do not use mobiles.

	4. EMOTIONS: BEFORE / AFTER <div>EM</div>				
	S.NO	BEFORE	AFTER		
	1.	Aggressiveness	Enabling the driver to be more productive.		
	2.	Stress	More comfort & safety.		
	3.	Anger	Happy.		