

INDIAN ROAD SAFETY CAMPAIGN'S NATIONAL ROAD SAFETY WEEK 2018



ABInBev



SAFER ROAD FOR GURUGRAM COMMITTEE

INITIATIVE WITH OLA

FIRST RIDE SHARING SAFETY COUNCIL



OLA SETS UP AN INDUSTRY FIRST 'SAFETY COUNCIL'



Indian Road Safety Campaign is one of the board member of First Safety Council setted up by OLA. The council will strive to achieve the five objectives of the 'United Nations Decade of Action for Road Safety.' These include improving road safety, upgrading transport infrastructure, ensuring the safety of vehicles, improving road behavior, and improving response for emergencies.

The other members on the board are **Dr. Ranjana Kumari**, Director, Centre for Social Research, **Dr. OP Agarwal**, Head - World Resources Institute (WRI), India , **Dr. Parvinder Singh Pasricha**, IPS (Retd.), Former Director General of Police, Maharashtra , **Dr. GV Ramana Rao**, Director - GVK EMRI, Emergency Medicine Learning Centre (EMLC) & Research.

Safety Council to act as a catalyst towards supporting
the Government's agenda to
bring down road accidents and deaths by half by 2020

Ola Safety Council



Dr. Ranjana Kumari
Chairperson of WPC



Dr. GV Ramana Rao
MD



Dr. Parvinder Singh Pasricha
IPS (Retd.)



Amar Srivastava
Founder & President of Solve



Dr. OP Agarwal
Head, WRI India



Safety Council to adopt a
multi-functional approach and
galvanise public private partnerships

Council to lend support to THREE key targets by 2020

The safety council will adopt a multi-functional approach work along the five pillars. The major pillars include

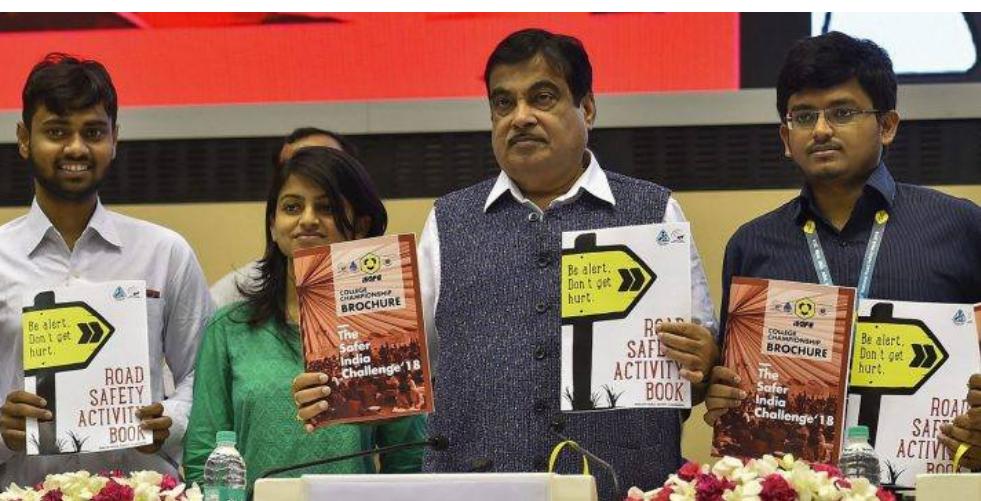
- (1) Strengthened road safety management capacities
- (2) Improved safety of road infrastructure and broader transport networks
- (3) Enhanced safety of vehicles
- (4) Improved behaviour of road users
- (5) Improved post-crash care

"A NEW LOOK FOR
A NEW BEGINNING"

As a board member of Council Indian Road Safety Campaign would aim to cover a larger mass and create more impact. Know more about safety council here : <https://www.olacabs.com/media/press/ola-sets-up-an-industry-first-safety-council>

INITIATIVE WITH MINISTRY

LAUNCH OF COLLEGE CHAMPIONSHIP



IRSC had launched the iSAFE (National level annual college championship by Indian Road Safety Campaign initiated with the aim to involve youth to work for road safety) in 2017 with support from MoRTH and it was a great success. Now we are up with it's second version and this year Union Minister Shri Nitin Gadkari Launched the 2nd version of iSAFE - The Safer Indian Challenge , on the launch of National Road Safety Week 2018 .

Know more about i-SAFE here :
<https://road-safety.co.in/isafe18/>

Road Safety Activity Booklet developed by IRSC with the aim to sensitize the children about importance of road safety in an interactive manner was also launched same day. Ministry will be distributing the 10 lacs copies of booklet in schools all across India

NATIONAL MEET OF NGO'S (IRSC IN PANEL)



Indian Road Safety Campaign was invited to lead the Panel Discussion on the Role of NGO's in solving the ever growing menace of 1.5 lakh deaths due to road accidents by the Ministry of Road Transport and Highways, Government of India during the annual National Road Safety Week at Vigyan Bhawan in the auspicious presence of the Hon'ble Nitin Gadkari Sir.

IRSC, SOLVE President Mr. Amar Srivastava, joined the Panel along with experts from NITI Aayog, World Health Organization South-East Asia Region - WHO SEARO and The Times of India along with Ministry of Road Transport and Highways, Government of India and spoke of the importance of use of technology and involving youth in the process to reduce the accidents.

The session was joined by various people from NGO's/ Trusts working on road safety from all across India. The discussion motivated them to work on a unified platform to solve the problem.

FORD : ROAD TO CARTESY

SCHOOL CAMPAIGN & FAMILY SAFETY MEASUREMENT



This National Road Safety Week Indian Road Safety Campaign with the support from Ford India evaluated the Family Safety Habits across 4 cities.

Study was done in around 18 schools. Children were asked to rate their parents based on their safety habits and major safety habits were evaluated and shocking results came. Parents were awarded for taking safety of their child granted.

The objective of the study was:

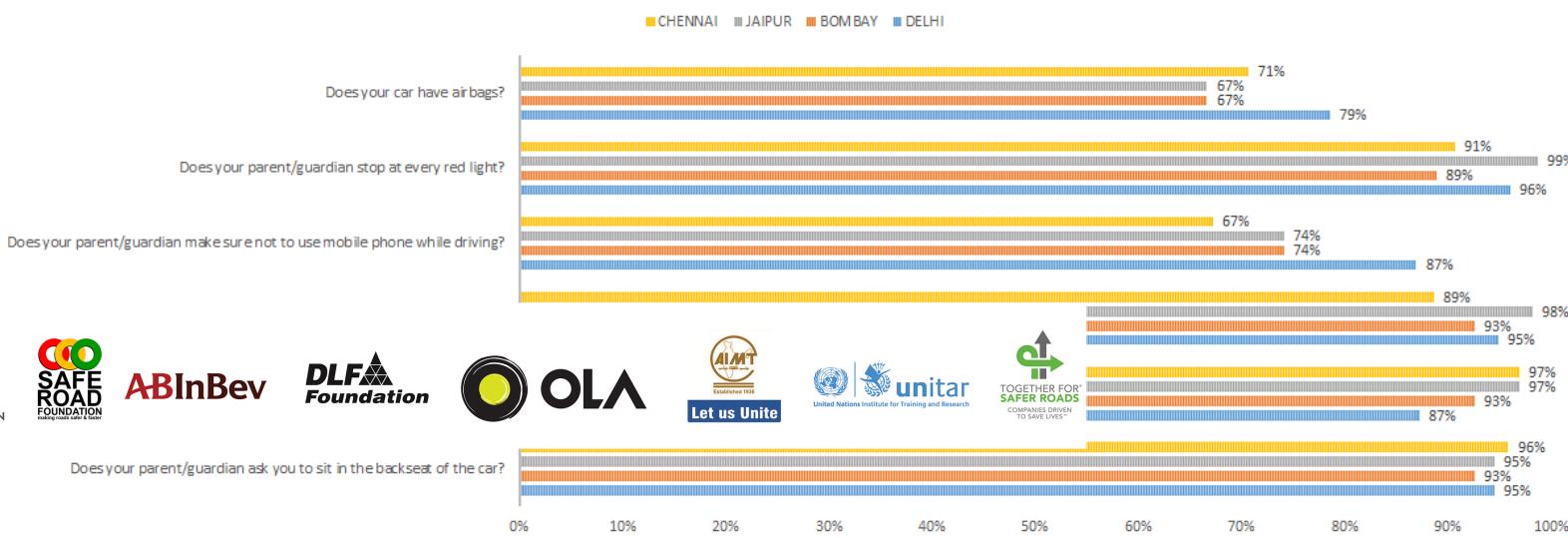
1. Evaluate the current trends and traffic practices of the parents and community in general by using students as a touch point
 2. Use dominoes effect to make parents realize the importance of being safe on roads and make them realize that they are the kids role-model and what they do, is being observed
- and would be learnt and implemented after some time

RESULTS & OUTCOMES

Most notable outputs were the following:

1. Approximately only 70% vehicles in the families across all the students surveyed thought/stated that their vehicle has an air-bag(s).
2. More than 25% students agreed that their parents use/talk on mobile-phone while driving.
3. More than 10% students agreed to their parents violating the traffic lights at intersections
4. The percentage of the rules being followed by people in the Tier 1 cities is higher than the Tier 2 cities as is shown by the lower % compliance reported by the kids for their parents in Tier 2 cities which highlights that enforcement does has a positive effect on people!

SAFETY PARAMETER EVALUATION ACROSS 4 CITIES IN INDIA



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SAFE ROAD FOR GURUGRAM

Indian Road Safety Campaign, Solve on the board of Safer Road for Gurugram Committee set as the "Youth Implementation Partner". Committee was set up by AB In Bev and Avian Media to tackle road safety challenges in Gurugram as a pilot run to save millions of lives lost due to road accidents in India. Other members on board are Transport Department (Government of Haryana), Municipal Corporation Gurugram, UNITAR, Central Road Research Institute (CSIR), New Delhi, AIMTC, Safe Road Foundation, DLF Foundation and Ola.



Indian Road Safety Campaign with SRG Committee came up with very sensitizing and innovative ways in National Road Safety Week. Major Activities done are (throughout the week) :

1. Creative Content Display at **Cyber City Hub**.
2. **Street play and Flashmob** in Cyber City Hub
3. **First Responder Training Sessions** for colleges
4. **Defensive Driving Training** in community at cyber hub
5. **Pledge**

The kind of response received was great and we were really successful in fulfilling our aim.

GLIMPSES OF ACTIVITIES



DON'T
DRINK
& DRIVE



INDIA GATE :DAY OF REMEMBRANCE



This National Road Safety Week Indian Road Safety Campaign and WHO, Country Office India with support from Delhi Traffic Police celebrated the Day of Remembrance on **29th April** from 5 pm onwards at **India Gate** to wish peace for the souls of those who lost their lives in a road accident and also to show support and solidarity towards the families of the victims. The event was accompanied by a special play on Road Safety by the world famous Asmita Theatre Group!

Events witnessed the presence of around 2k+ people from all age groups. and it was a great success in term of sensitizing the community.



IN
REMEMBRANCE
OF THEM

