

Subject: Guidelines for grant of financial assistance for administering Road Safety Advocacy and awards for the outstanding work done in the field of Road Safety

1. Background

- 1.1 Road safety is a complex issue of concern, considering its magnitude and gravity and the negative impacts on the economy, public health and the general welfare of the people, particularly those with low income. Although various road safety improvement programs are being implemented, these have not had the required impact, and the number of road accidents and fatalities continue to rise. With motorization witnessing a 10% compound growth every year and expanding road network, travel risks and traffic exposure grow at a much faster rate. Today, road traffic injuries are one of the leading causes of deaths, disabilities and hospitalizations, with severe socio-economic costs across the world.
- 1.2 The main thrust of accident prevention and control across the world has been on 4 E's, viz. (i) Education, (ii) Enforcement, (iii) Engineering and (iv) Environment and Emergency care of road accident victims. The Government of India has been focusing on all these four approaches in its policies and programmes. For promoting the awareness about road safety, Ministry of Road Transport & Highways has decided to associate Non-Governmental organizations (NGO). The NGOs may undertake activities for creating road safety awareness among citizen.
- 1.3 It is necessary to ensure active participation of all stakeholders viz. State Governments, Corporate houses, Auto industry and their associations, Universities, institutions, Non- Governmental Organizations and the society at large to improve the Road Safety scenario. Many NGOs, Trusts, Societies etc. are working tirelessly for the cause of road safety in the Country. There is a need to recognize the outstanding contribution in the field of road safety especially in propagating road safety measures and encouraging their adoption.
- 1.4 It is in fulfillment of the above objectives that the Ministry of Road Transport & Highways proposes to provide financial assistance to various agencies engaged in the activities to propagate road safety messages among citizens and recognize those making positive contribution in the field of road safety with some awards.

2. Name of the Scheme:

This scheme shall be called as the "Scheme for grant of financial assistance for administering Road Safety Advocacy and awards for the outstanding work done in the field of Road Safety". The Scheme shall remain in operation till 31.03.2020.

3. Scope/ Objectives of the scheme:

- (i) To provide financial assistance to Non-Governmental Organisations (NGOs) / Trusts/ Cooperative Societies and other agencies for administering road safety programmes to create awareness about road safety.
- (ii) To give awards to NGOs/ Trusts/ Cooperative Societies etc. for their outstanding work done in the field of road safety.

4. Concept:

The past experience of working with NGOs/ Trusts/ Cooperative Societies in the field of road safety shows that these are necessary supplement and extension to the governmental efforts. Extensive efforts are required to be made focusing on diverse aspects of road safety to sensitise the road users about safe road usage. The limited machinery available with the government agencies falls short of the job at hand and may not be able to handle such efforts. The charitable organisations cumulatively have broader access across the country. Many of these organisations are regularly involved in propagation of a variety of social causes and road safety is a prominent cause amongst them. These agencies can help expand project uptake and outreach and can facilitate greater awareness of road safety issues. In view of this, Ministry of Road Transport & Highways proposes to associate these agencies for taking forward the road safety programmes and recognize their outstanding work in the field of road safety through institution of awards.

5. Eligibility:

- (i) Any NGO/ Trust/ Cooperative Society/ Firm etc. i.e. any legal entity registered under a State or Central Government Law (hereinafter referred to as 'Agency') will be eligible to apply under the scheme. The other details are as under:
 - (a) If the applicant agency is an NGO, then it must be registered on DARPAN Portal of NITI Aayog. While submitting the proposal, the applicant agency shall quote a system generated Unique ID in their proposal.
 - (b) The agency must have the financial capacity to carry out the programme without seeking any advance from the Ministry.

6. Financial assistance:

The total amount of financial assistance for administering a road safety programme shall not exceed Rs. 5.00 lakh (Rs. five lakhs only). An agency can apply for multiple programmes, subject to a maximum of 12, to be conducted in a year. However, the funds shall be released only after the successful completion of

the programme.

7. Procedure for seeking assistance:

- (i) The Ministry shall establish a PMU in the Road Safety Cell for the purpose of implementing the scheme.
- (ii) The agency desirous of administering the road safety programme shall prepare and submit the proposal in the format provided at **Annexure 'A'**;
- (iii) The proposal received from the agency shall be scrutinised by the PMU.
- (iv) A representative of Ministry or any organisation authorised by the Ministry may be present during the programme.
- (v) A committee of MoRTH comprising of Director (Road safety), Dy. Financial Advisor, Advisor (Road Safety) and SE (Road safety) shall review the proposals on a monthly basis. The approval shall be communicated for the eligible proposals after appraisal.

8. Subject of the activities to be undertaken:

The proposal may be relating to the relevant activities/ programmes including the following subjects:

- (i) Raising road safety consciousness among the road users;
- (ii) Organisation of camps for vision testing/ distribution of spectacles for the drivers of Commercial vehicles;
- (iii) Publicity Campaign on road safety;
- (iv) Sponsoring/ financing of publication of popular literature on road safety;
- (v) Organizing quiz competitions, essay competitions, painting competitions, for school/ college students;
- (vi) Cultural activities/ events promoting road safety, such as puppet shows/ plays etc;
- (vii) Organizing seminars on subjects like 'Don't over-speed', 'Don't drink & Drive', 'follow lane discipline', 'be alert on road', 'helmet usage', 'seat belt usage';
- (viii) Good Samaritans

Note: The above list is indicative and an individual organization is free to submit suitable proposals keeping in view the essential objective of improving Road Safety in the country).

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(Road safety Cell)
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9. Release of financial assistance:

Financial assistance under the Scheme shall be released in the following manner:

Sr. No.	Instalment	Condition	Amount
(i)	No Advance payment will be released.		
(ii)	Release of amount	(i) After completion of the programme, the agency shall claim reimbursement of the expenditure, subject to a maximum of Rs 5.00 lakh. The claim shall be filed within one month of the completion of the programme. (ii) The claim shall be supported with detailed expenditure duly certified by a Chartered Accountant and other documentary evidence including photographs, video recording showing the highlights of the programme. (iii) The genuineness of the claim will be certified by the PMU or any other organisation nominated by the Ministry. An amount of Rs. 20,000/- shall be payable towards meeting the expenditure involved for certification of each programme. (iv) The funds will be transferred directly to the bank account of the agency through PFMS after certification of the programme.	

10. Time-lines for Receipt of Applications and Completion of the Projects:

- (i) The Scheme shall remain in operation till 31.03.2020. As such, it shall not be feasible to release any financial assistance after 31.03.2020 under this Scheme.
- (ii) The agency will be required to complete the work before 31.12.2019 in order to avail of the full eligible grant amount.
- (iii) The applications may be submitted on an on-going basis, which shall be considered and decided on a monthly basis.
- (iv) Given the project implementation period of about three years, the last date of receipt of complete applications under the Scheme shall be 30th September, 2020.

11. Scheme for grant of Award to the Agencies involved in Road safety advocacy and allied activities:

Ministry of Road Transport & Highways shall give three awards (first, second and third) in each State/ UTs to the individuals or agencies engaged in road safety advocacy and allied activities to recognise the outstanding work carried out by them. The details of awards are as follows:

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Sr. No.	Category	Amount
1	1st prize	Rs. 5 lakh + Certificate
2	2nd prize	Rs. 2 lakh + Certificate
3	3rd prize	Rs. 1 lakh + Certificate

12. Procedure for Selection:

The awards shall be given for the calendar year. The Individuals and Agencies shall file nomination for the award to the Transport Commissioner of the State by the end of February in the following year. The State can also nominate any agency/ individual on its own if it is of the opinion that such an agency/ individual has done commendable work in the field of road safety. The Transport Department of State/ UT will recommend the names of maximum five Agencies to Ministry of Road Transport & Highways as per the format prescribed in Annexure 'B'. The last date for receipt of the nominations from the states shall be 31st March, in respect of the outgoing calendar year.

13. Constitution of Jury

The Ministry of Road Transport & Highways will constitute a Jury to consider the recommendations received from the States / UTs for road safety awards. The Jury shall comprise of noted experts working in the field of road safety and other experts working on social issues. The recommendation of the Jury will be placed before the Hon'ble Minister for approval.

14. Date of Awards

The awards will be given away on a date, time and venue to be decided by Government of India.

15. Reimbursement of TA/ DA

The awards may be received by the Individual or the authorized representative of the selected agency. The outstation winners will be reimbursed a lump-sum amount of Rs 20,000/- to meet the costs towards travel and accommodation.

16. PMU for the Scheme:

The Scheme shall be administered through a PMU to be set-up in MoRTH, for which resources may be hired/ taken on deputation from agencies such as ASTRU, CIRT or any other source, with the caveat that the total expenditure on the PMU shall be managed within 5% of the amount earmarked for the Scheme. This shall also cover the cost towards verification of the genuineness of the claims for conduct of the road safety programmes by agencies.