**The Importance Of Road Safety Awareness**

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The statistics for road accidents do not look too promising for India. Over the past few years, the number of crashes and fatal incidents has increased significantly. For the year 2020, India recorded 37.5 deaths per 100 accidents. But the number grew to 38.6 deaths per 100 accidents in 2021. Unfortunately, India leads all the countries in the most significant number of fatal accidents. This makes for a stronger case for road safety awareness.

**What is Road Safety?**

Road safety teaches people how to conduct themselves while driving or crossing roads. Road safety measures, including the use of road barriers and highway barriers, are aimed at reducing the risks of people getting involved in accidents in the first place. Following these measures, the chances of accidents, injuries and damage to property are vastly reduced.

**Importance of road safety**

There is a steady increase in the number of vehicles on the road. If you think traffic conditions are challenging now, they will only worsen in the coming years unless individuals adhere to road safety measures and traffic awareness to facilitate easier travel for everyone.

Several factors contribute to accidents in the country. These include unsafe driving practices, neglecting traffic rules and regulations, and the failure of users to wear helmets and seat belts, among others.

The Government of India observes Road Safety Week from January 11th to 17th. This initiative aims to enhance the importance of road safety awareness across the nation through various methods, including pedestrian safety initiatives, road safety signage, and overall road safety measures.

**Key objectives of road safety**

* It is essential to drive at slower speeds. Research shows that for an increase of 1% in speed, the chances of accidents increase by 4%.
* One must altogether avoid the usage of phones or other gadgets for any sort of activities that can be distracting. It is hazardous as it reduces the reaction time, making it difficult to react to changes.
* Using a good helmet while riding a bike is critical, irrespective of whether you are riding or being a pillion rider. The presence of a helmet can reduce the risk of severe accidents and death by a considerable margin.
* Despite the advent of several safety measures on cars, seatbelts remain one of the most effective ones. One must habitually wear a seatbelt, even while sitting in the rear seat, as it reduces the chances of grievous injuries.
* If you have children, ensure they always sit in the rear seats, not the front. In the event of an accident, it can save them from serious injuries.
* Whether you are driving a car or riding a bike, ensure that the music levels are within an acceptable range so that you can hear your surroundings.
* Most importantly, avoid driving under any influence, such as alcohol or other intoxicating substances.

**Promoting awareness through the Road Safety Patrol (RSP) program**

The Road Safety Patrol program by the Ministry of Road Transport is a proactive measure aimed at enhancing safety on the nation's roads. It helps to train students to regulate traffic near schools, under the guidance of a traffic constable, understand traffic rules better and share their knowledge with other students. It aims to create awareness in students about the prevention and reduction of road accidents.

**Conclusion**

Alongside safety in daily life do follow the road safety rules to stay safe. The government's Road Safety Week is a good initiative, stressing things like responsible driving and using safety gear. Don’t forget to obey road safety rules like traffic signals, wear seatbelts/helmets, maintain the speed limit and safe distance, don’t drink and drive and don’t drive without having a valid driving licence along with vehicle insurance, like [car insurance](https://www.zurichkotak.com/motor-insurance/car-insurance) or bike insurance which is crucial for full protection on the road.