

# SIAM

Society of Indian Automobile Manufacturers

*Building the Nation, Responsibly.*



# Surakshit Safar Initiative Report (2025-2026)

19<sup>th</sup> January, 2025



# About SIAM

The Society of Indian Automobile Manufacturers (SIAM) is an apex national body representing all major vehicle and vehicular engine manufacturers in India. It is a society with charitable objectives registered under the Societies Registration Act, 1860. Its objectives include enhancing the contribution of automobile industry to the growth and development of Indian economy, assisting the automobile industry to meet its social obligations and encouraging the efficiency of industry in general and automobile industry particularly in India. SIAM focuses on activities related to improvement of environment and ensuring safety and protection of automobile vehicle users and public at large. Recognising these objectives, SIAM has been granted registration under the Income Tax Act, 1961 as an institution with charitable purpose.

To meet these objectives, SIAM works closely with stakeholders in the formulation of the economic, environment and commercial policies, regulations and standards relating to automobiles. It provides economic and statistical information as well as technical and public policy services to the stakeholders on behalf of Indian Automobile Industry. It publishes Monthly Industry Statistics, Monthly Commodity Price Monitor and other periodic reports. SIAM organises seminars and workshops on the subjects of topical relevance and interest to the industry. It also carries out various public policy activities, particularly in the field of Road Safety and Environment.

SIAM works closely with various Government departments, both at Central and State level and with international bodies like International Organisation of Motor Vehicle Manufacturers (OICA), International Motorcycle Manufacturers Association (IMMA) and coordinate with other counterpart international associations.

SIAM, jointly with ACMA and CII, organises the Auto Expo – The Motor Show, an exhibition showcasing the trends in the Automobile Industry.

SIAM aims to promote Sustainable Mobility through focused initiatives and campaigns on जैविक पहल (Bio Initiative), हरित हाइड्रोजन (Hydrogen Mobility), गैस गतिशीलता (Gas based mobility), विद्युतीकरण (Electrification), चक्रीयता (Circularity) and सुरक्षित सफर (Safe Journey) in alignment with Sustainable Development Goals, 2030 and Net Zero by 2070.

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# Executive Summary

The Surakshit Safar Initiative Report (2024-2025) reflects the organization's unwavering commitment to road safety and environmental sustainability within India's automotive landscape. Over the past year, SIAM has continued to lead initiatives aimed at reducing road accidents and fostering a culture of safety across all stakeholders, including the government, industry, and various road users.

This report highlights key achievements and ongoing efforts, including the impactful events concluded under the "सुरक्षित सफर (Safe Journey)" campaign, which has expanded to include road safety education initiatives in collaboration with Kendriya Vidyalaya schools. Through various awareness programs targeting school children, professional drivers, and the broader community, SIAM has emphasized the importance of responsible road behaviour, vehicle maintenance, and strict adherence to traffic laws.

Among the major accomplishments of the year are the successful execution of the SAFE Annual Convention 2024 in Bengaluru, themed "United Efforts for Road Safety: Our Roads, Our Responsibility," and the Surakshit Safar Pavilion at the Bharat Mobility Global Expo 2024 in New Delhi. These events served as platforms for collaboration between policymakers, industry leaders, and road safety advocates, enabling knowledge-sharing and the development of actionable strategies to enhance road safety and sustainable mobility across India.

The report also underscores SIAM's pioneering partnership with Kendriya Vidyalaya Sangathan (KVS), which launched a large-scale Road Safety Education & Awareness Programme aimed at educating over 14 lakh students across 1,250 schools nationwide. By introducing innovative educational tools, including multilingual modules and interactive sessions, this initiative seeks to embed road safety consciousness at an early age, fostering a generational shift toward responsible road usage.

In addition to education, SIAM's efforts extended to leveraging technology and innovation to enhance safety. The Surakshit Safar Pavilion featured advanced exhibits on the "4Es" of road safety-Education, Engineering, Enforcement, and Emergency Care-offering visitors an immersive experience with cutting-edge technologies like VR simulations, driving simulators, and interactive workshops. These initiatives highlighted the transformative potential of technology in reducing road accidents and improving emergency response mechanisms.



The Surakshit Safar Initiative remains a cornerstone of SIAM's commitment to creating a safer and more sustainable transportation ecosystem in India. Looking ahead, SIAM's roadmap for 2025 builds on its achievements, aiming to deepen engagement with stakeholders, scale awareness programs, and foster collaboration for impactful solutions. Key focus areas include expanding road safety campaigns to regional communities, integrating data-driven enforcement and smart traffic systems, and promoting sustainable mobility through events like the Auto Expo 2025 and the Bharat Mobility Global Expo 2025.

This report serves as a testament to the progress made and the path forward, as SIAM continues to lead efforts toward reducing road fatalities, enhancing public awareness, and fostering a culture of responsible mobility.



# Introduction

Road safety is one of the most pressing issues in India, with alarming accident statistics revealing a persistent need for improvement. From 2018 to 2022, road accident numbers have fluctuated between 372,181 and 470,403, with fatalities reaching 168,491 in 2022. A significant 71% of accidents are caused by over speeding, while the non-use of safety devices such as helmets and seatbelts accounts for a large share of injuries and fatalities. For example, 30% of fatalities involved individuals not wearing helmets, and 10% were due to the lack of seatbelt usage. These trends highlight an urgent need to shift public attitudes toward road safety and prioritize education, enforcement, and improved infrastructure to reduce social and economic losses.

To address these challenges, SIAM adopted the "सुरक्षित सफर (Safe Journey)" initiative, launched on 29th September during the SAFE Annual Convention by the Hon'ble Chief Minister of Odisha, Shri Naveen Patnaik. This initiative emphasizes a holistic approach to road safety, focusing on the "4Es" - Education, Engineering, Enforcement, and Emergency Care.

SIAM) has actively collaborated with various government entities, traffic police, and law enforcement agencies to enhance road safety and mobility standards across India. In partnership with the Ministry of Road Transport and Highways (MoRTH), SIAM has contributed significantly to policy-making, including the Motor Vehicles (Amendment) Act, 2019, which introduced stricter penalties for traffic violations. Collaborating with the Bureau of Indian Standards (BIS) and the Automotive Research Association of India (ARAI), SIAM has played a pivotal role in advancing vehicle safety norms such as airbags and crash tests. SIAM also supports road safety campaigns, including initiatives like "Sadak Suraksha - Jeevan Raksha," working with central and state governments to educate the public on safe driving practices. Furthermore, SIAM facilitates dialogue between government authorities and industry stakeholders, advocating evidence-based policymaking and supporting educational programs for students and drivers.

SIAM extends its efforts to traffic police and law enforcement by conducting workshops and training programs on road safety equipment and vehicle safety features. They have facilitated the introduction of speed cameras, breathalyzers, and radar guns for effective enforcement. Collaborating with state agencies, SIAM promotes intelligent traffic systems (ITS) to improve traffic management. Additionally, SIAM engages in public awareness campaigns, particularly during National Road Safety Week, focusing on speed limits, seatbelt usage, drunk driving prevention, and safe driving practices. Through these campaigns, SIAM works with schools and enforcement agencies to educate students and incentivize road safety awareness with



competitions like the Road Safety Rolling Trophy. These multifaceted collaborations underscore SIAM's commitment to fostering a culture of safety and responsibility on Indian roads.

## Goals and Vision of SIAM for Road Safety:

The Surakshit Safar Initiative envisions a future where road safety becomes a fundamental part of societal behavior, significantly reducing accidents, fatalities, and injuries. By integrating education, technology, public engagement, and infrastructure, SIAM aims to create a culture of safe and responsible mobility. Through collaborative efforts with stakeholders, the initiative aspires to make every journey safer, ensuring the well-being for all road users and contributing to a sustainable transportation ecosystem in India. The key goals of SIAM include:

**Leverage Society for Automotive Fitness & Environment (SAFE):** Promote vehicle safety and environmental sustainability through awareness programs, vehicle inspection clinics, and road safety education for stakeholders, supporting safer roads and a cleaner environment through SAFE.

**Promote Road Safety Education:** Enhance awareness among citizens, especially youth, through school education series, RTO training, facility visits, and interactive sessions like "Green Tea with SIAM" and masterclasses.

**Engage Consumers Nationwide:** Conduct roadshows, state-level interactions, and large-scale events like the Bharat Mobility Global Expo (BMGE) 2025 to ensure road safety reaches diverse communities across India.

**Increase Driver Awareness:** Focus on spreading awareness about safe driving practices, while integrating health and eye checkups for drivers to ensure physical readiness for road use.

**Leverage Technology and Data:** Utilize cutting-edge technology and accident data analysis to reduce road-related fatalities and injuries by identifying key problem areas and implementing targeted interventions.

**Strengthen Communication Through Social Media:** Run campaigns across platforms like Twitter, Facebook, and Koo, complemented by editorials and press releases, to amplify the importance of road safety and responsible mobility.





# Road Safety journey till FY23-24

India is an automotive behemoth with more than two crore vehicles added every year. With an expanding middle class in this growing economy, the vehicle parc (also called vehicle population) is bound to increase exponentially. With this increasing vehicle parc, Road accidents are also rising every year. According to a recent government report, India has recorded the highest number of road accidents globally, estimated at 4.61 Lakh in 2022. India has the highest rate of traffic accident-related fatalities worldwide, notably, 1.68 Lakh people died in 2022 due to road accidents. India's most common causes of road accidents are over-speeding, consuming alcohol, not wearing helmets, and not following traffic rules and regulations. Road accident victims largely constitute young people in the productive age underscoring major socio-economic implication on the nation, apart from their emotional and psychological impact on family, society, and nation.

To tackle this, multiple stakeholders have been working to execute the '4 Es' of road safety namely, Education, Engineering, Enforcement and Emergency Care. Indian OEMs have continuously upgraded the engineering standards of the vehicles in harmonization with the UNECE standards and Indian vehicles now include safety features in line with the international standards. Furthermore, the government is expanding the network of high-quality roads and highways continuously.

Amongst the remaining 'Es', 'Education' is a key focus area as even the success of 'Enforcement' hinges on the education and awareness of road users towards road safety. Indian automotive industry has also focused on Education and to improve road safety scenario in the country, automakers have launched multiple initiatives across India like Driver Refresher Training Programs, Institute of Driver Training and Research, Free Eye Check-Ups, Road Safety & Traffic Awareness Campaign, Self-discipline Programs and Helmet distribution programs. These initiatives usually impart knowledge directly to the consumers and enable safety for vehicular and road users.





SIAM has always been on the forefront of spreading education about road safety. The seeds of the Surakshit safar ideas were planted in the discussion with Honble Minister Shri Nitin Gadkari in the meeting held with SIAM executive committee in 2020. To ensure a more structured approach and to channelize SIAM initiatives in the area of Road Safety, SIAM initiated “सुरक्षित सफर (Safe Journey)” campaign in 2022, which focuses on initiatives to highlight the importance of other Es, apart from vehicular engineering, to ensure a more holistic approach to solve the challenge of Road Safety.



### सुरक्षित सफर

(Safe Journey) was conceptualized & launched in FY22-23 by SIAM to focus on road safety education & awareness

As a part of this strategy, the first event for knowledge dissemination was conducted during the SAFE Annual

convention held during September 2022. During the event, the सुरक्षित सफर (Safe Journey) strategy was launched by the Hon'ble Chief Minister of Odisha, Shri Naveen Patnaik. The program focused on the importance of 4Es for improving road safety, with different panels comprising of experts from different OEMs and state transportation authority engaging in in-depth discussion across each of the 4Es.



Release of Context Paper on Road Safety Initiatives in Odisha by Shri Naveen Patnaik

Continuing the implementation of Surakshit Safar strategy, in the Auto Expo 2023, SIAM also organized a सुरक्षित सफर (Safe Journey) Pavilion from 12th – 18th January 2023 at Greater Noida to further the noble cause of road safety amongst the attendees of the expo. The Surakshit Safar pavilion was inaugurated by the Hon'ble Minister of Road Transport & Highways, Shri Nitin Gadkari, who appreciated the efforts to increase awareness about road safety.



Hon'ble Minister of  
Road Transport & Highways  
inaugurating the सुरक्षित सफर  
(Safe Journey) Pavilion along with SIAM

As a part of the pavilion, a Road Safety Training & Experience Zone was developed to educate visitors on 360-degree aspects of road safety. The pavilion was a huge success and received crowds from various facets of society and industry namely students, vehicle users, specially abled road users, automotive manufacturers, component manufacturers, road furniture manufacturers, emergency caregivers, state institution employees and enforcers.



सुरक्षित सफर (Safe Journey)  
Pavilion panel

The pavilion was organized with an aim to offer multiple avenues of attraction and knowledge transfer for the aforementioned public. Apart from panels displaying various facets of road safety like importance of helmets, importance of wearing seat belts, and Good Samaritan law – First Responder, the pavilion also concentrated on Asli Naqli (Be Genuine Buy Genuine), bringing to light the spurious parts business that is a massive illegal

industry amounting to INR 25,000 crores. Apart from being a detriment to the GDP of the nation and standardization in the industry, counterfeit automotive parts cause 2 in every 10 motor accidents in the country. The direct effect of this practice on public was made apparent to the visitors.



## सुरक्षित सफर (Safe Journey) Pavilion panel

### Strategy for FY23-24

In response to the evolving road safety ecosystem in India, and to build on SIAM's सुरक्षित सफर (Safe Journey) initiative, SIAM formulated a strategic plan for FY23-

24. This strategy aimed to broad the base and magnify SIAM's efforts in Road Safety advocacy.

The strategy for FY 2023-24 was formulated to continuing SIAM's road safety education initiatives, and focus more in engaging government & non-government stakeholders to compliment SIAM's efforts in Road Safety. Under this strategic framework, SIAM outlined a series of initiatives and events aimed at achieving these objectives. Leveraging सुरक्षित सफर (Safe Journey), SIAM planned to organize a range of events to catalyse engagement with stakeholders and foster dialogue with policymakers. These events would serve as platforms to showcase technological advancements, industry readiness, spreading awareness & education amongst young minds of the country, and instilling safe transportation behaviour amongst vehicle users, and road users.

A pivotal opportunity emerged with the sudden announcement of the Bharat Mobility Global Expo, supported by the **Ministry of Commerce & Industry** and the **Ministry of Heavy Industries**. This expo provided a prime opportunity to plan the सुरक्षित सफर (Safe Journey) Pavilion with a comprehensive vision to address the escalating issue of road accidents in India and increase awareness about road safety among the diverse group of visitors at the Bharat Mobility Global Expo.

## SIAM – Kendriya Vidyalaya Sangathan (KVS) MoU

SIAM launched the "Road Safety Education & Awareness Programme" exclusively designed for school students across the country, reinforcing its ongoing "सुरक्षित सफर (Safe Journey)" initiative.

This Programme aims to instil responsible road behaviour and promote road safety consciousness among young minds. Shri Nitin Gadkari, Union Minister of Road Transport and Highways graced the launch ceremony of this comprehensive awareness initiative as chief guest. Additionally, esteemed dignitaries like Ms. Prachi Pandey, Joint Secretary- Ministry of Education, Ms. Nidhi Pandey, IIS, Commissioner, Kendriya Vidyalaya Sangathan, Mr Sanjay Kumar, Secretary, Ministry of Education, and Mr. Vinod Agarwal, President- SIAM and MD and CEO - VECV supported the launch. Celebrated film actor Raj Kumar Rao was also present on the occasion and extended his support to the cause.







Shri Nitin Gadkari, Ms Prachi Pandey, Ms Nidhi Pandey, Mr Sanjeev Kumar, Mr Vinod Agarwal, and Shri Raj Kumar Rao at the SIAM-KVS MoU Signing

On this occasion, SIAM also signed a Memorandum of Understanding (MoU) with Kendriya Vidyalaya Sangathan (KVS). Under the aegis of the Ministry of Education and Ministry of Road Transport & Highways, this strategic collaboration sets the foundation for a massive educational drive aiming to reach over 14 lakh students in 1250 Kendriya Vidyalaya schools across India



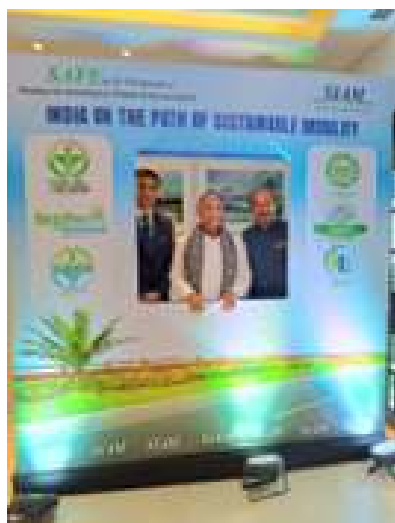
Ms Nidhi Pandey, and Mr Vinod Agarwal, Signing MoU

Under the "सुरक्षित सफर (Safe Journey)" initiative, SIAM has developed comprehensive road safety study materials for various age groups and classes. One of the most important component of 4E's of Road Safety, these materials equip students with essential knowledge and skills for responsible road behaviour. The awareness modules cover Basics of Road Safety, Pedestrian Safety, Safety Gears, Road Signs & Traffic Signals, Legal Tips – Challan & Driving License, Safe Traveling to School, Roads & their usage, Distractive Driving & Defensive Driving, and Responsibilities of All – Good Samaritan.

## SAFE Annual Convention 2023

SIAM organized 24th edition of SAFE Annual Convention 2023 on 26th September 2023 at Guwahati, Assam, to outline strategies for the next step towards creating a lasting impact on safe driving habits, road discipline, and overall safety of vehicles and roads. The event themed “SAFE Roads, SAFE India: Strategies for Ensuring Safer Transportation” witnessed the presence of many dignitaries discussing road safety and how it can be boosted in India. Hon'ble Chief Minister of Assam, Dr. Himanta Biswa Sarma, shared a video message during the convention focused on Assam's road safety initiatives, and congratulated SIAM for taking a lead in road safety initiatives.

The SAFE Annual convention was honoured by the presence of the chief guest, Shri Parimal Suklabaidya, the Hon'ble Transport Minister of the Government of Assam, along with Shri Adil Khan, IAS, Secretary of Transport, Government of Assam, Prof. Dr. Nani Gopal Mahanta, Academic Advisor to Govt. of Assam, and several other distinguished dignitaries. Industry experts from various corporations and OEMs shared valuable insights, greatly enhancing the significance and credibility of the discussions and initiatives presented during the convention.



Hon'ble Transport Minister of Assam Shri Parimal Suklabaidya at SAFE AC 2023

The event also saw the unveiling of a context paper by SIAM titled “Analysing India's Imperatives for Road Safety” focused on the best global practices in the road safety and its imperatives for India.





Context Paper Launch at SAFE Annual Convention 2023, Guwahati, Assam

As part of the two-day event, SIAM also hosted the SAFE Technical Workshop 2023 in Guwahati, Assam on 27th September 2023. The workshop revolved around the theme of “Sustainable Mobility Imperatives around Road Safety and Environment”.



Shri Gyanendra Pratap Singh & Shri Adil Khan at the SAFE Technology Workshop 2023

The workshop facilitated dynamic knowledge sharing among stakeholders dedicated to enhancing road safety and addressing environmental concerns. The event was graced by the Chief Guest, Shri Gyanendra Pratap Singh, IPS, Director General of Police, Government of Assam and the Guest of Honour, Shri Adil Khan, IAS, Secretary of Transport, Government of Assam. The gathering also included several distinguished dignitaries and industry experts representing major corporations and original equipment manufacturers (OEMs). Together, they engaged in discussions on the pressing requirements of emerging technologies, regulations, and policies aimed at fostering inclusive and sustainable mobility.





Chief Guest & Guest of Honour inaugurating  
SAFE Mobility Exposition at SAFE Annual Convention 2023

The workshop was concluded on a high note, marked by a rich and insightful exchange of ideas, best practices, and strategies, fostering a collaborative spirit between government officials and esteemed industry experts. On this occasion, SIAM felicitated individuals from Assam Transport Department & Guwahati Traffic Police for their outstanding contributions to road safety in Assam.



Chief Guest felicitating Assam Transport Department &  
Guwahati Traffic Police individuals at SAFE Technology Workshop 2023

Through SAFE Annual Convention 2023 & SAFE Technical Workshop 2023 at Guwahati, Assam, SIAM strengthen relationships with state ministries and transport department, while providing collaborative opportunities for other important stakeholders.



Context Paper Launch at SAFE Annual Convention 2023, Guwahati, Assam

## Surakshit Safar Pavilion

Following the success of the सुरक्षित सफर (Safe Journey) pavilion on the side-lines of Auto Expo – The Motor Show 2023, SIAM decided to organize another सुरक्षित सफर (Safe Journey) Pavilion during the Bharat Mobility Global Expo 2024 at Pragati Maidan, New Delhi between 1st February – 3rd February 2024 with the theme “सुरक्षित सफर (Safe Journey) pavilion: A Commitment for Safer Mobility”. Fig: सुरक्षित सफर (Safe Journey) Pavilion front gate at Bharat Mobility Global Expo 2024. SIAM meticulously planned the सुरक्षित सफर (Safe Journey) Pavilion during the Bharat Mobility Global Expo 2024 with a comprehensive vision to address the escalating issue of road accidents in India. The primary focus was to increase awareness about Road Safety among the diverse group of visitors at the expo. In collaboration with the mobility solution provider, Rosmerta, the pavilion was organized from 1st to 3rd February 2024 at Pragati Maidan, New Delhi. The initiative aimed to reiterate the importance of the 4Es - Education, Enforcement, Engineering, and Emergency Care in creating a safer road environment.

The Pavilion welcomed prominent OEM leaders such as Honda Motorcycle & Scooter India (HMSI), Ashok Leyland, Maruti Suzuki, Tata Motors, and Eicher Motors. This strategic participation was to facilitate engagement with a plethora of visitors, including students, vehicle users, automotive and component manufacturers, road furniture manufacturers, emergency caregivers, state institution employees, and enforcers. Additionally, several renowned road safety stakeholders like GARC, Natrax, ARAI, ASDC, JP Research, IHIF, and ICAT also participated to highlight their contributions towards enhancing road safety.

The सुरक्षित सफर (Safe Journey) Pavilion at the Bharat Mobility Global Expo 2024 served as a comprehensive platform for road safety awareness, where the SIAM meticulously curated 16 informative panels, each dedicated to one of the 4Es of road safety—Education, Enforcement, Engineering, and Emergency Care. This holistic approach aimed to address various facets of road safety and promote awareness among diverse audiences







Shri Piyush Goyal at the Surkashit Safar Pavilion



Photographs of सुरक्षित सफर (Safe Journey) Pavilion with beautiful central theme installations

The सुरक्षित सफर (Safe Journey) Pavilion at the Bharat Mobility Global Expo 2024 was conceived with a visionary approach, focused around the 4Es of Road Safety, each represented by a distinctive gate. The Front Gate symbolized **Enforcement**, emphasizing the crucial role of law enforcement on the roads. The Back Gate highlighted **Emergency Care**, underscoring the significance of prompt emergency response and

medical care in mitigating the impact of road accidents. The Left Gate focused on **Engineering**, showcasing innovations in vehicle engineering and infrastructure to elevate safety standards, while the Right Gate represented **Education**, promoting awareness initiatives for empowering road users with knowledge and skills.

A notable highlight of the event was the **"Run for Road Safety"** initiative, aimed at instilling responsible road behaviour and promoting road safety consciousness among young minds.

This initiative was flagged off by Mr. Anurag Jain, Hon'ble Secretary, Ministry of Road Transport and Highways, and Mr. Vinod Aggarwal, President of SIAM and MD of VECV, saw the enthusiastic participation of over **1200 school children**. The initiative not only educated students about traffic rules but also included engaging street plays and life-saving CPR training. Hon'ble Secretary, Mr. Anurag Jain emphasized the vital role children play in promoting good road safety practices, encouraging them to learn and make a significant difference.



Hon'ble MoRTH Secretary, Mr. Anurag Jain, and SIAM President Mr Vinod Agarwal addressing school students at the 'Run for Road Safety' event

The German Hangar served as a dynamic canvas for spreading road safety awareness, with SIAM strategically utilizing its two longer side walls to narrate the compelling story of its road safety initiatives. On the left side, the wall became a timeline of SIAM's SAFE initiative, showcasing the impactful journey of various road safety awareness campaigns conducted over the years. Meanwhile, the right side wall delved into the genesis of the सुरक्षित सफर (Safe Journey) initiative, drawing attention to the sobering statistics of road accidents that propelled SIAM into action. Over the past two years, this initiative has tirelessly worked towards fostering road safety improvement, underscoring SIAM's commitment to creating a safer journey for all road users in India. The informative display on both walls served as a powerful visual narrative, reinforcing the importance of road safety and the ongoing efforts of SIAM dedicated to its enhancement.



Graphic design of the panels installed at the सुरक्षित सफर (Safe Journey) Pavilion



## SAFE Annual Convention 2024

As part of the SAFE Annual Convention 2024 in Bengaluru, a special visit to the Traffic Management Centre, Bengaluru, was organized with the support of Mr. MN Anucheth, IPS, Joint Commissioner of Police, Traffic, Bengaluru City. The objective of the visit was to provide participants with an overview of the Intelligent Transport System (ITS) implemented by the Bengaluru Traffic Department to improve road safety.

The visit successfully showcased the advancements Bengaluru has made in intelligent traffic management, reinforcing the city's commitment to improving road safety.

Visit of participants to Traffic Management Centre Bengaluru to showcase ITS implementation for reduction of road fatalities on 23<sup>rd</sup> September 2024 at Bengaluru Traffic Police.



The Society for Automotive Fitness & Environment (SAFE), an initiative of the Society of Indian Automobile Manufacturers (SIAM), organized its **25th SAFE Annual Convention 2024** under the **Safe Journey सुरक्षित सफर initiative in Bengaluru, Karnataka**. This year, the convention was focused on the theme **“United Efforts for Road Safety: Our Roads, Our Responsibility,”** the convention brought together distinguished dignitaries to discuss key strategies for promoting safe driving habits, improving road discipline and enhancing overall vehicle safety.

The 25th SAFE Annual Convention was graced by the presence of the Hon'ble Chief Minister of Karnataka, **Shri Siddaramaiah**, as the Chief Guest, along with the Guest of Honour, **Shri D K Shivakumar**, Hon'ble Deputy Chief Minister of Karnataka. The conclave also saw participation from Guest of Honour, **Dr Ramalinga Reddy**, Hon'ble Transport Minister of Karnataka and **Dr N V Prasad**, IAS – Secretary of Transport, Govt of Karnataka, along with several other distinguished dignitaries. Industry experts from various corporations and OEMs shared their valuable

insights, further enhancing the significance of the discussions and initiatives presented at the convention.

The SIAM SAFE Context Paper, “Analysing India's Imperatives for Road Safety,” was unveiled by the Hon'ble Chief Minister of Karnataka, Shri Siddaramaiah. on this occasion. The SIAM SAFE Context paper offers critical insights about India's preparedness for safer roads.

During the conclave, 10 individuals from KSRTC, BMTC, Education Department and Bengaluru Traffic Police were awarded for their outstanding contributions towards promoting road safety.

The first plenary session was talked about ” **Leadership in Road Safety: Innovations and Initiatives**“,.

The second plenary session, was focused on “**Emergency Response and Data-Driven Enforcement in Road Safety,**”

The third plenary session, titled “**Technology and Innovation in Road Safety,**”





# Current Year Activities (2024-2025)

## Surakshit Safar Pavilion with a Grand Vision for 2025

The Society of Indian Automobile Manufacturers (SIAM) presents the 3rd edition of the सुरक्षित सफर (Safe Journey) Pavilion, hosted at the Auto Expo – The Motor Show 2025 under the Bharat Mobility Global Expo (BMGE) 2025. The Pavilion embodies the theme, “United Efforts for Road Safety: Safer Roads, Our Responsibility.” It furthers SIAM's mission of promoting road safety through education, innovation, and collaboration. This year, the Pavilion delivers an enriching and interactive experience, inspiring safer road behaviours among visitors. Through cutting-edge exhibits, live demonstrations, and immersive simulations, the Pavilion addresses the "4Es" of road safety-Education, Engineering, Enforcement, and Emergency Care-fostering an impactful environment to promote behavioural shifts and raise awareness.



**The Education Zone:** The Education Zone is designed to engage and educate visitors, promoting awareness of road safety principles and encouraging good practices. This zone emphasizes the importance of informed decision-making and responsible behaviour on roads. The Key Features of the zone:

- **Interactive VR Modules:** Visitors immerse themselves in Virtual Reality (VR) modules simulating real-world scenarios. These modules focus on three critical themes:
  - Choose Safety Over Distraction – Safe Driving: Educates visitors on the dangers of distracted driving, such as texting or multitasking, and promotes focused, responsible driving.
  - Pedestrian Safety – Every Step Counts: Highlights safe pedestrian behaviours, including adhering to traffic signals, using crosswalks, and avoiding distractions like mobile phones.



- o Two-Wheeler Safety – Ride Smart, Ride Safe: Demonstrates best practices for two-wheeler riders, including helmet use, lane discipline, and defensive driving.



- **Driving Simulators:** Simulators for 2W, 4W, and CV drivers provide a safe environment for participants to practice defensive driving techniques, reinforcing safe behaviours.
- **Informative Displays:** Panels showcase fundamental safety practices, such as the Golden Rules for Road Safety, understanding Road Signs and Markings, and more. These displays aim to instil the knowledge necessary for safe mobility.

The Education Zone empowers individuals with the knowledge and tools to make safer choices, thereby reducing risky behaviours such as distracted driving, jaywalking, and improper two-wheeler use.



**Engineering Zone:** The Engineering Zone conveys the importance of technological advancements in vehicle and road safety to enhance overall mobility. It showcases:

- **Vehicle Safety Innovations:** Informational panels on features like airbags, ABS, and crash prevention systems demonstrate how technology mitigates accident risks.
- **Road Engineering Technologies:** Displays highlight smart road designs, traffic management solutions, and innovative infrastructure aimed at reducing accidents and improving safety.

By educating visitors on the role of engineering in safety, this zone fosters an appreciation for adhering to speed limits, respecting road designs, and using vehicles equipped with advanced safety features.



**Enforcement Zone:** The Enforcement Zone underscores the critical role of adherence to traffic regulations in preventing accidents. It features:

- **Exhibits:** Interceptor vans, surveillance cameras, and traffic management systems highlight advancements in law enforcement technology.
- **Education on Enforcement:** Visitors learn about the importance of compliance with laws, such as wearing helmets, using seat belts, and following speed limits.

By demonstrating how enforcement improves road safety outcomes, this zone encourages visitors to adopt a law-abiding attitude, reducing incidents caused by violations.

**Emergency Care Zone:** The Emergency Care Zone emphasizes the significance of swift action during emergencies. Features include:

- **Exhibits:** Ambulances, CPR training modules, and emergency response systems showcase the importance of quick interventions during road accidents.
- **Informative Panels:** Displays on the Good Samaritan Law, emergency helplines, and First Aid Basics educate visitors on their rights and responsibilities in aiding accident victims.

This zone aims to empower individuals to act responsibly and decisively during emergencies, fostering a culture of helping others while adhering to legal protections.



## SAFAR Summit: A Groundbreaking Initiative

To complement the Pavilion, SIAM introduces the first-ever Summit for Automotive Future Advancements in Road Safety (SAFAR). This summit aims to address key road safety challenges, foster collaboration, and drive innovation among stakeholders.

The Summit's Inaugural session is themed “Driving People-Centric Mobility: A Vision for Safer Roads in India”, sessions emphasize the need for people-focused strategies to improve road safety. The Summit also has sessions with themes “Saving Lives Through Road Safety Strategies of Education and Enforcement” and “Pivotal Role of Engineering, Emergency Care, and Evaluation for Improving Road Safety”. These themes explore initiatives that prioritize the well-being of all road users, also explores the pivotal role of public awareness campaigns and robust enforcement mechanisms in reducing road fatalities and injuries and leveraging advanced engineering and data-driven evaluation methods to address road safety challenges comprehensively.

## Collaborations and Partnerships

SIAM's Surakshit Safar Initiative is strongly backed by various industry partners, guiding the automotive fitness and advancement for India's road safety.

### Ministries and Government Departments

Ministry of Road Transport and Highways

Ministry of Education

Ministry of Heavy Industries

Transport Department of Various States

Traffic Police of Various States

SIAM has worked closely with Government of India as well as State Transport Departments towards the ongoing road safety efforts in India. The collaborations with Delhi Traffic Police, and Schools like Kendriya Vidyalaya Sangathan and Gyan Mandir School has resulted in exemplary road safety awareness campaigns. SIAM's Members and Automotive Industry stakeholders have shown their support with various partnerships, showing a wide range of industry support.



## Future Roadmap

The **Society of Indian Automobile Manufacturers (SIAM)** has charted a robust and forward-looking roadmap to expand its efforts in road safety and sustainable mobility. Building on its legacy of impactful initiatives, SIAM's future activities aim to deepen engagement, amplify awareness, and foster collaboration to achieve safer and more sustainable roads across India. Across 5Es of Road Safety, SIAM and OEM members will be focusing on the following:

## Education

### SAFE Annual Convention

The **SAFE Annual Convention**, a flagship event of SIAM's Society for Automotive Fitness & Environment (SAFE), will continue to serve as a collaborative platform for stakeholders to address emerging challenges in road safety and sustainable transportation.

#### ■ 2025 Focus:

- The convention will explore innovative strategies for road safety, with discussions centring on integrating safety with environmental responsibility.
- It aims to foster partnerships among policymakers, industry leaders, and the public to develop actionable solutions for reducing road-related fatalities and environmental impact.
- The convention will include expert-led panels, case study presentations, and workshops to explore global best practices in vehicular fitness, road safety, and environmental sustainability.

### Road Safety Awareness Campaign with KVS

SIAM is set to revolutionize road safety education through a **Learning Management System (LMS) and video modules for Junior, Middle and Senior level students**, aimed at instilling safe road behaviours among school students nationwide.

#### Key Features:

- **Six Learning Modules:** Covering critical topics like road safety rules, responsible driving, pedestrian behaviour, and first aid.
- **Language Accessibility:** Modules will be made available in 22 languages, ensuring inclusivity across linguistic demographics.
- **Wider Reach:** Initially targeting **1,250 Kendriya Vidyalaya (KV)** schools, the program will later expand to schools across the country, fostering a pan-India culture of road safety.

By educating young minds, the campaign seeks to create lifelong safety-conscious road users, contributing to a generational shift in attitudes toward responsible road behaviour.





## Surakshit Safar Pavilion @ BMGE 2026

Building on its success in previous editions, SIAM will present the **Surakshit Safar Pavilion** at the **Bharat Mobility Global Expo (BMGE) 2026** with key highlights:

- **Interactive Zones:** Enhanced exhibits showcasing the "4Es" of road safety- Education, Engineering, Enforcement, and Emergency Care.
- **Innovative Technologies:** Demonstrations of advanced vehicle safety features, smart road designs, and emergency response systems.
- **Public Engagement:** Immersive experiences like VR simulations, driving simulators, and real-world safety demonstrations to encourage safer behaviours among visitors.

The Pavilion aims to inspire behavioural shifts through education and interactive experiences while serving as a platform for collaboration among key stakeholders.

Recognizing the importance of expanding its reach, SIAM will extend the **Surakshit Safar Pavilion** model to other states, aiming to propagate the message of road safety across India.

- **State-Level Initiatives:** The pavilion will be replicated in various regions, tailored to address local road safety issues and challenges.
- **Collaborative Engagements:** SIAM will collaborate with state governments, local authorities, and community organizations to promote road safety awareness and education.
- **Driving Behavioural Change Nationwide:** By bringing interactive exhibits, educational programs, and safety demonstrations to communities across India, the initiative seeks to create a sustained impact, inspiring responsible road use and reducing accidents.

## Engineering

Indian OEMs are planning to enhance vehicle safety through advanced engineering by integrating solutions like ABS, airbags, electronic stability control, and ADAS.

As India is the member of WB29, Indian OEMs are also planning to further strengthen safer vehicle designs and adhering to Bharat NCAP standards to improve crash safety.

## Enforcement

SIAM & SIAM members will be supporting Traffic police in implementing ITS projects and Road Safety Awareness, Rallies, training across multiple states.



## Emergency Care

SIAM & SIAM members along with NGOs will impart training to masses about emergency care during golden hour.

People will be educated through SIAM's social media reach on Good Samaritan law

## Evaluation

SIAM and members are working on road fatalities data analysis to find out major safety requirements on Indian roads.

## Engaging Content via Social Media

Recognizing the influence of digital platforms, SIAM plans to leverage social media and its communication channel, SIAM Speaks, to amplify its road safety message.

### Content Strategy:

- Publish engaging videos, infographics, and quizzes to simplify complex road safety concepts for a wider audience.
- Disseminate regular updates on SIAM's road safety initiatives and their impact.
- Use SIAM Speaks as a thought-leadership platform for insights from industry experts and policy discussions on road safety and mobility.

Strengthen digital engagement to build a community of informed citizens, driving collective action toward safer roads.

## SIAM's Broader Objectives for the Future

SIAM's roadmap is underpinned by its broader goals of fostering a safer and more responsible mobility ecosystem. These include:

### 1. Driving a Behavioural Shift:

Using innovative educational tools and campaigns to encourage responsible road behaviours among all age groups.

### 2. Enhancing Collaboration:

Bringing together government agencies, industry players, and NGOs to create impactful solutions to road safety challenges.

### 3. Incorporating Technological Advances:

Leveraging smart infrastructure, vehicle safety features, and enforcement technologies to minimize road accidents.





#### 4. Promoting Policy and Awareness:

Advocating for progressive policies and greater public awareness to achieve long-term road safety objectives.

SIAM's future roadmap reflects its unwavering commitment to transforming India's road safety landscape. Through recurring initiatives like the **SAFE Annual Convention**, the **Surakshit Safar Pavilion**, and innovative campaigns such as the **Learning Management System**, SIAM aims to instill responsible road habits, enhance collaboration, and leverage technology to achieve safer mobility for all. These initiatives underscore SIAM's vision of a future where every journey is safe, sustainable, and socially responsible.

## Conclusion

- SIAM's immense efforts and initiatives under the सुरक्षित सफर (Safe Journey) strategy, led to build SIAM as a leading organization for furthering road safety awareness & education following government's target of achieving 50% reduction in road accidents by 2030
- Increased engagement with government & non-government stakeholders has strengthened partnerships and complemented SIAM's ongoing efforts.
- The launch of "Road Safety Education & Awareness Programme" for school students and Engagement with KVS marked a significant achievement in instilling road safety consciousness among young minds.
- Organization of the 24th edition of SAFE Annual Convention in Guwahati, Assam, provided a platform for discussing strategies to ensure safer transportation. High-profile presence of dignitaries including Chief Minister of Assam and Transport Minister highlighted SIAM's leadership role in advocating for road safety
- SIAM's meticulous planning of the सुरक्षित सफर Pavilion at the Bharat Mobility Global Expo 2024 has effectively addressed the escalating issue of road accidents and increased awareness about road safety amongst the masses on the different facets of Road Safety
- Going forward, SIAM will continue driving education amongst young minds, focus on leveraging data analysis for accident reduction, and will expand सुरक्षित सफर (Safe Journey) Pavilion to different states of India





## SIAM INITIATIVES TOWARDS SUSTAINABLE MOBILITY



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