

**SIAM**

Society of Indian Automobile Manufacturers

*Building the Nation, Responsibly.*

**SAFE** (a *SIAM* initiative)

Society for Automotive Fitness & Environment

# NATIONAL ROAD SAFETY MONTH



**18<sup>th</sup> January to 17<sup>th</sup> February 2021**

**[www.siam.in](http://www.siam.in)**

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# INDIA'S STRUCTURE AND CULTURE

## Basic data

India officially the Republic of India is a country in South Asia. It is the second-most populous country, the seventh-largest country by land area, and the most populous democracy in the world.

## Population of India

India **2020** population is estimated at **1,380,004,385** people at mid year according to UN data, India population is equivalent to **17.7%** of the total world population.

## Total Land Area

India measures  
**3,214 km (1,997 mi)**  
from north to south

It is the seventh-largest country in the world, with a total area of **3,287,263** square kilometres (**1,269,219 sq mi**).

**It has a land frontier of 15,200 km (9,445 mi) and a coastline of 7,516.6 km (4,671 mi).**

India measures  
**3,214 km (1,997 mi)**  
from north to south

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**3,214 km (1,997 mi)**  
from north to south

## Climate and weather conditions

Most of our India is a sub tropical country and that means very hot summers, humid rainy season and mild winters. In the hilly regions the summers are mild and the winters are cold. The monsoons affect most of India between June and August.

# ROAD SAFETY CHALLENGES

Every year around the world...



**50**  
million are injured



**1.35**  
million people die

on the roads

**54%**



of those who die are the most vulnerable road users - pedestrians, bicyclists, and motorcyclists.

Road crashes are the leading cause of death for



**5-29**  
years olds.

**ROAD CRASHES ARE THE 8<sup>th</sup>**  
leading cause of death for all age groups.

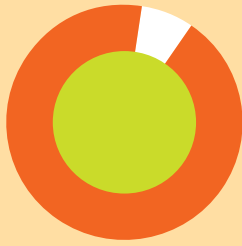
Low- and middle-income countries have approximately

**60%**



of the world's vehicles





**BUT ACCOUNT FOR  
93% OF ROAD CRASH  
FATALITIES.**

These incidents  
can generate an  
economic loss of



of countries' annual

**3-6%**



These deaths are preventable.



Wearing a seatbelt reduces  
the risk of fatal injury

for front seat  
occupants by



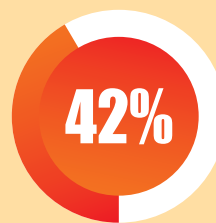
&

for rear seat  
occupants by



In the event of a crash, helmets  
are proven to reduce

the risk of  
death by



&

serious head  
injury by



A

**5%**

cut in average  
vehicle speed  
can result in a

**30%**

reduction in fatal crashes.



# ROAD SAFETY MANAGEMENT IN INDIA

In today's world road transportation has become integral part of people's daily lives. Every body is a road user in one shape or the other. The present transport system has minimized the distances but it has on the other hand increased the life risk. Every year road crashes result in loss of lakhs of lives and serious injuries to crores of people.

- The Government of India is deeply concerned about the growth in the number of road accidents, injuries and fatalities in recent years. It recognizes that road accidents have now become a major public health issue, and the victims are mainly the poor and vulnerable road users.
- The Government of India further recognizes that as road accidents involve roads, motor vehicles as also the human beings, road safety needs to be addressed on a holistic basis. It also recognizes that regardless of jurisdiction, the Central and State Governments have a joint responsibility in reducing the incidence of road accidents, injuries and fatalities.
- In the light of this, the Government of India, through this National Road Safety Policy, states its commitment to bring about a significant reduction in mortality and morbidity resulting from road accidents.

In order to achieve a significant improvement in road safety, the Government of India is committed to Raise Awareness about Road Safety Issues.

The Government would increase its efforts to promote awareness about the various aspects of road safety, the social and economic implications of road accidents and what needs to be done to curb the rising menace of road accidents. This would enable and empower the different stakeholders to play a meaningful role in promoting road safety.

- Establish a Road Safety Information Database
- Ensure Safer Road Infrastructure
- Safer Vehicles
- Safer Drivers
- Ensure Safer Road Infrastructure
- Safety of Vulnerable Road Users
- Road Traffic Safety Education and Training
- Enforcement of Safety Laws
- Emergency Medical Services for Road Accidents
- HRD & Research for Road Safety
- Strengthening Enabling Legal, Institutional and Financial Environment for Road Safety
- Implementation Strategy

**Implementation Strategy** The Government has decided to establish a dedicated agency viz. a National Road Safety Board to oversee the issues related to road safety and evolve effective strategies for implementation of the Road Safety Policy. The Government has also decided to establish a National Road Safety Fund to finance road activities through the allocation of a certain percentage of the cess on gasoline and diesel.

Source: MoRTH Website

# SUMMARY OF SIAM'S NATIONAL ROAD SAFETY MONTH ACTIVITIES

The Society of Indian Automobile Manufacturers (SIAM) under the aegis of Ministry of Road Transport and Highways (MoRTH) concluded a month-long nationwide initiative of 32nd National Road Safety Month organised on the theme 'Sadak Suraksha Jeevan Raksha'.

Under the initiative, SIAM conducted various activities during the month and launched the virtual road safety educational gallery, which remained the pivotal point of attraction throughout the month.

Designed with the objective of educating stakeholders, and the general public about road safety, the gallery sought to spread awareness and discipline on roads and drivers' behavioural changes through encouraging best practices for road safety.

In the course of one month, SIAM along with its members and stakeholders reached approximately one million citizens, propagating the message of 'Sadak Suraksha Jeevan Raksha'. A series of road safety awareness and training activities were organised by SIAM for drivers of the truck, bus and three-wheeler including school and college students, women riders and citizens at large.



A Unique Virtual Road Safety Education Gallery created by SIAM with the support of its member companies for sharing all the information related to road safety at one place. It was launched on 18th January 2021.

Safe driving, health and eye check-up camps were organised for the drivers in more than 25 locations countrywide. SIAM with ASRTU also organised road safety awareness virtual workshops for STU drivers across the nation and trained more than 11,000 drivers.



SIAM, along with Sight Saver and TCI Foundation organised free health and eye check-up camps at more than 26 locations across the nation. Also organised virtual road safety awareness sessions for Commercial Vehicle Drivers during National Road Safety Month.

The objective of these sessions were to support drivers by providing them information on road rules & regulations, provide them with free health consultancy and free medicines and spectacles. Through its road safety awareness sessions for drivers, SIAM was able to inculcate the knowledge on road rules and regulations for their own safety and for others safety too.

SIAM along with MoRTH also organized two virtual seminars on Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Road and Emerging Technologies for Safer Mobility with the aim of educating and disseminating information on safety standards and holistic approach in bringing the safety through vehicular technology.

SIAM and its members across the nation in each and every state of India organised Road Safety Awareness drives for students, drivers and public.



**Mr Rajesh Menon**  
Director General  
SIAM

*Mr Rajesh Menon, Director General, SIAM said, “SIAM is committed towards fostering safer vehicular mobility not only through technological innovations and best-practices, but also creating and spreading awareness amongst the public for making Indian roads safer. SIAM understands the criticality of road safety for all and has been instrumental in creating mass awareness through numerous programmes and initiatives on safety.”*



# SIAM ROAD SAFETY ADVERTORIAL

SIAM Road Safety Advertorial published on 25 Feb 2021 in All Indian edition of Indian Express

**SIAM**  
Society of Indian Automobile Manufacturers  
*Building the Nation, Responsibly.*

## DRIVING SAFETY MEASURES TO THE LAST MILE, NATIONWIDE.

SIAM's Initiatives during  
**National Road Safety Month**  
(18<sup>th</sup> Jan – 17<sup>th</sup> Feb 2021)

Launch of SIAM's Virtual Road Safety Education Gallery to spread awareness.

Health & Eye Check up camps for Drivers

Road Safety Sessions for Students

Road Safety Awareness Drive for Public

Road Safety Sessions for STU's & CV Drivers

Virtual Seminar on Emerging Technologies for Safer Mobility

Virtual Seminar on Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Road

Supported by:

**Hero** **Mahindra** **SKODA** **VOLKSWAGEN**  
Rise.

(India map for representational purpose only)

All activities during the road safety month were conducted under the ambit of recommended Covid preventive measures including social distancing and wearing a face mask in public

[siamindia.com](https://siamindia.com) [f/SIAMIndia1](https://www.facebook.com/SIAMIndia1) [/siamindia](https://www.instagram.com/siamindia) [SIAM India](https://www.youtube.com/channel/UCqW4m1K1K1K1K1K1K1K1K1K)

# ACTIVITIES DETAILS





# SIAM'S UNIQUE VIRTUAL ROAD SAFETY EDUCATION GALLERY

SIAM and its members have been constantly assisting Ministry of Road Transport & Highways in active and passive safety.

Every year under the leadership of MoRTH, SIAM along with its members has been organising various Road Safety Awareness Projects in various parts of our country and many projects have brought the reduction in road fatalities.

## ***SIAM's Unique Virtual Road Safety Education Gallery:***

Due to Covid Pandemic, in the year 2020-2021 "Distance Learning" with the use of "Artificial Intelligence" was the main premise for disseminating the knowledge on Road Safety where we had created a "Unique Virtual Road Safety Education Gallery" to spread the message of Road Safety. Hon'ble Ministers Mr Rajnath Singh and Mr Nitin Gadkari inaugurated SIAM's Virtual Road Safety Education Gallery on 18th January 2021 during the National Road Safety Month 2021.



SIAM created first ever Virtual Exhibition on Road Safety where Exhibition rooms / Galleries will be created based upon the United Nations Decade of Action for Road Safety 2021-2030 that has divided Road Safety in five broad sectors viz:

1. Road Safety Management,
  2. Safe Roads and Mobility,
  3. Safer Vehicles,
  4. Safe Road Users, and
  5. Post-Crash Emergency Response
- This virtual Gallery shared the information of successfully implemented projects on Road Safety by Indian Automobile Manufacturers in the form of presentations and videos.
  - This Unique Virtual Road Safety Education Gallery was storehouse of major resources such as:
    - ❖ Road Safety literature, including research reports
    - ❖ Weblinks of major international and national organisations on Road Safety
    - ❖ Videos on road safety developed by Automotive industry and others
    - ❖ Road safety posters and other related materials at one platform in a creative way.
  - This virtual gallery helped viewers to get an insight into enormous amount of road safety work explore about enormous amount of road safety work being done by national and international organisations implementing the learning from these projects for improvement in their respective states too.





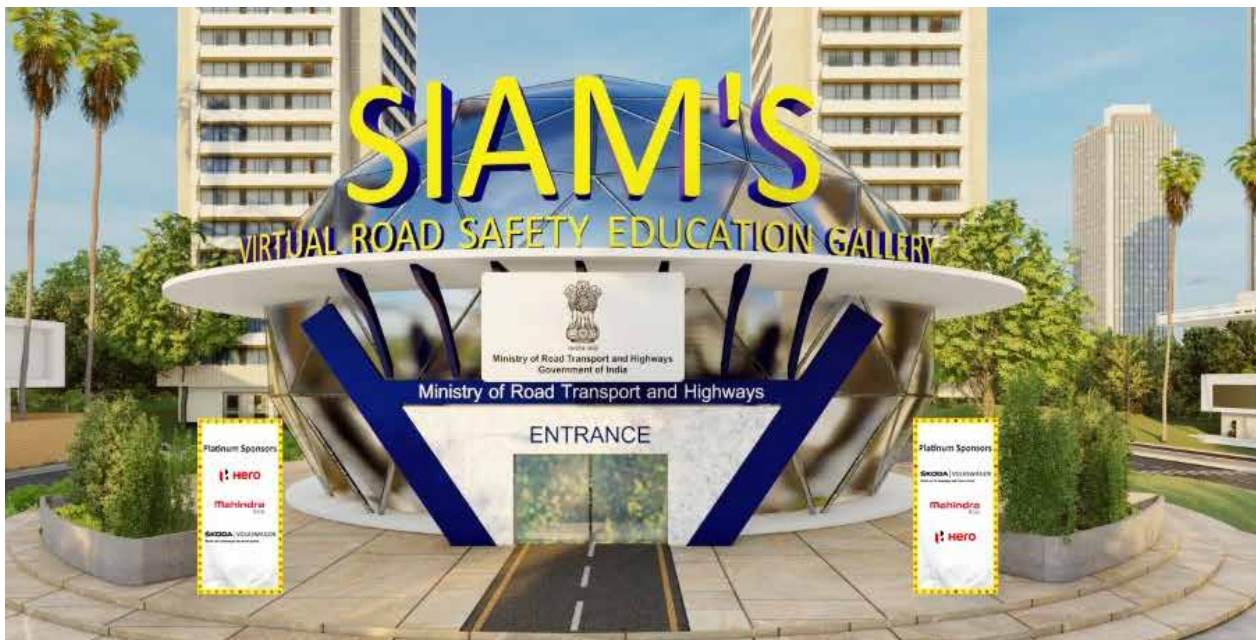
## Auditorium for organising Road Safety Interactions

SIAM virtual platform also had an auditorium, wherein various sessions on Road Safety Awareness were organized. e.g. :

- Road Safety Session for School / College Students
- Road Safety Session for Drivers
- Seminars / Workshops on Vehicular Safety standards and their implementation.

The continuous support from all the partner OEMs viz. Ashok Leyland, Hero MotoCorp, Hyundai Motor India, Mahindra & Mahindra, M G Motors, Skoda Auto Volkswagen India, and TATA Motors through information sharing via videos, presentations etc. from January 18 – February 17, 2021 on road safety, has helped in connecting with the audience at large at the SIAM Virtual Road Safety Education Gallery.

### Unique Virtual Road Safety Education Gallery



## Thank You Sponsors

### Platinum Sponsors



### Road Safety Room in Gallery



Thanks for the support extended during  
**National Road Safety Month 2021**



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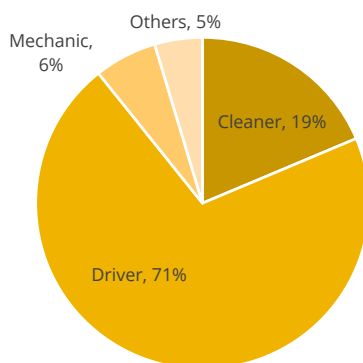
Regd. Office: Hero MotoCorp Limited, The Grand Plaza, Plot No.2, Nelson Mandela Road, Vasant Kunj - Phase - II, New Delhi - 110070, India. CIN: L35911DL1984PLC017354. Phone No.: 011 - 46044100. For further information, contact nearest Hero MotoCorp authorised outlet or call our toll free no.: 1800 - 266 - 0018 or visit us on [www.heromotocorp.com](#). Accessories and features shown may not be part of standard fitment. Always wear a helmet while riding a two wheeler. \*Terms & Conditions apply. As per cumulative dispatch numbers till 15th September, 2019. \*\*Largest two-wheeler selling company in the world for any particular country for the year 2019.

# EYE CHECK UP CAMPS AT TOLL PLAZAS

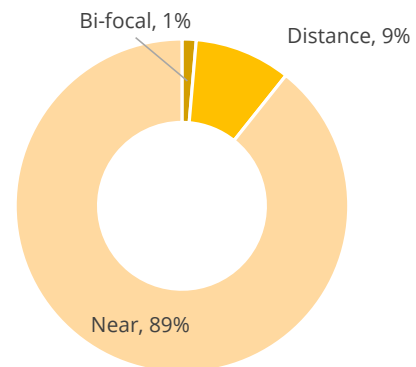
## Free Eye Check up Camps at 16 toll plazas in India

In our society there is a need to take cognizance of the Road Safety issue and to join hands to make roads a safe environment and collective social movement. One such way to ensure safety on roads is getting eyes checked and prescribe spectacles to those who in need. SIAM in association with Sightsavers and with the support of NHAI, organizes quality eye check-up camps on the identified NHAI toll sites where the driving community of large commercial vehicles are catered with free eye check-ups, eye health awareness and counselling while moving on road and dispensed with free spectacles. This year instead of "Road, Safety Week", a month-long campaign "National Road Safety Month" will be observed from 18th January 2021 to 17th February 2021. And SIAM had organised Free Eye Check up Camps at Chennai, Hyderabad, Bengaluru, Vijayawada, Ajmer, Indore, Udaipur, Bhopal, Kanpur, Allahabad, Siliguri, Kolkata and Ganjam (Odisha).

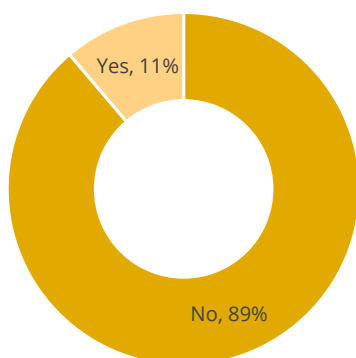
**Type of beneficiaries**



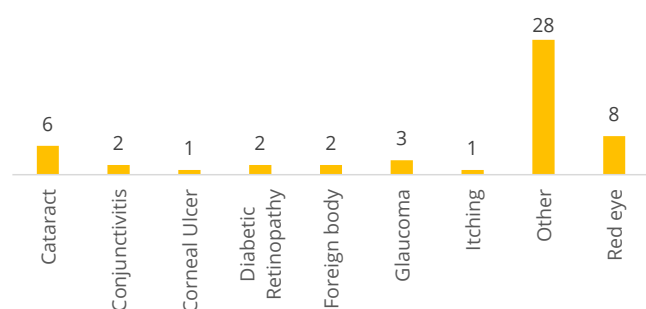
**Type of spectacles**



**Ever had eye check up before?**



**Ever had eye check up before?**





S. No.	Conduct/Start Date	Location	Venue
1	04-Feb-2021	Ajmer	GEGAL TOLL PLAZA 04-FEB-2021
2	13-Feb-2021	Ajmer	GVK TOLL PALAZA 13-FEB-2021
3	08-Feb-2021	Siliguri	KAMAKHAYAGURI HIGHWAY CAMP
4	11-Feb-2021	Bangalore	KARJEEVANHALLI TOLL PLAZA
5	27-Jan-2021	Vijayawada	KAZA TOLL PLAZA
6	20-Jan-2021	Hyderabad	KORLAPAHAD TOLL PLAZA
7	31-Jan-2021	Allahabad	L - TOLL PLAZA LUCKNOW ROAD ANDHIYARI
8	30-Jan-2021	Vijayawada	MARUR TOLL PLAZA
9	11-Feb-2021	Bhopal	MISROD TOLL PLAZA
10	31-Jan-2021	Udaipur	NEGADIYA POLL PLAZA
11	23-Jan-2021	Ganjam	OSRTC OFFICE BAM
12	18-Jan-2021	Chennai	PADALAM TOLL PLAZA
13	25-Jan-2021	Hyderabad	RAIKAL TOLL PLAZA
14	05-Feb-2021	Indore	SONWAY TOLL PLAZA
15	06-Feb-2021	Kolkata	SULTAN GARAGE
16	15-Feb-2021	Kanpur	TOLL PLAZ BARAJON AKBARPUR KANPUR

## Eye Check Up Glimpses:

*Some Photos from field:*



*Ajmer*



*Allahabad*



*Bangalore*



*Bhopal*





Chennai



Ganjam



Hyderabad



Indore



Kanpur



Siliguri



Udaipur



Vijayawada



*Thanks for the support extended during*  
**National Road Safety Month 2021**

A red Mahindra Thar SUV is shown driving through a shallow, rocky river with white water rapids. The vehicle is angled towards the right, with its front end slightly higher than the rear. The background features a steep, rocky cliff with some sparse vegetation. The overall scene conveys a sense of adventure and off-road capability.

**Mahindra**  
R&D

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THE IMPOSSIBLE**

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safe and yet quintessentially Thar.

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THAR**

All-new mStallion150 TGD Petrol Engine & mHawk130 Diesel Engine Options • 6-speed  
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Accessories shown may not be a part of the standard equipment. Vehicle body colour may vary from the printed photographs.



# HEALTH CHECK UP CAMPS & TRAINING SESSION FOR COMMERCIAL VEHICLE DRIVERS

## Road Safety Refresher Health Check up Camps & training sessions for Commercial Vehicle Drivers at 10 Transport Hubs

Road Safety for Long Distance Truck Drivers in India

Society of Indian automobile Manufacturers (SIAM) in technical collaboration with TCI Foundation and AADMS Foundation observed the road safety week for long distance truck drivers in the country. Millions of trucks are registered to operate on India's roadways and play a critical role in helping move our nation's economy. Trucks are much more difficult to manoeuvre, have massive blind spots, and take far longer to stop. Awareness of differences between truck driving and other vehicle driving, and some simple adjustments, can help everyone using the roads and keep us all as safe as possible.

SIAM's safety campaign supports the Government of India's mission of reducing crashes, injuries and fatalities involving large trucks. As a part of this effort, SIAM's imparted training session for drivers with an aim to educate all truck drivers and allied population on the importance of sharing the road and observance of traffic rules.



### *Integrated Road Safety and Healthcare of Truck Drivers in India*

SIAM alongwith TCI Foundation organised refresher training sessions and healthcare programs at ten locations in Transport Nagars and on National Highways in different states of India. Due to pandemic situation in the country majority of the road safety trainings were conducted in a mixed manner of physical and virtual, listed below.

Sr No	Training : Physical / Virtual	Date	Health Check Up	State	Location
1	Physical	10-Feb-21	Chandigarh	Union Territory	TCIF Target Intervention (Truckers)
2	Physical	11-Feb-21	Ludhiana	Punjab	TCIF Eye Care Centre for Truckers
3	Physical	9-Feb-21	Haridwar	UttaraKhand	TCIF Target Intervention (Truckers)
4	Physical	6-Feb-21	Rudrapur	Uttarakhand	TCIF Target Intervention (Truckers)
5	Physical	9-Feb-21	Pata	Uttar Pradesh	TCIF Healthcare Centre (Truckers)
6	Virtual	8-Feb-21	Haldia	West Bengal	TCIF Target Intervention (Truckers)
7	Virtual	9-Feb-21	Jalgaon	Maharashtra	TCIF Target Intervention (Truckers)
8	Virtual	4-Feb-21	Belagavi	Karnataka	TCIF Healthcare Centre (Truckers)
9	Virtual	5-Feb-21	Krishnagiri	Tamilnadu	TCIF Healthcare Centre (Truckers)
10	Virtual	6-Feb-21	Bhilwara	Rajasthan	TCIF Healthcare Centre (Truckers)





Road Safety Awareness Programs & Health Check Up activities for Commercial Vehicle Drivers with an Objective of :

- To stop and reduce incidences of road accident death and injury cases by applying appropriate road safety measures.
- To encourage all drivers & pedestrians to follow traffic rules and wear helmets and seat belts while driving.
- To create awareness amongst drivers in terms of maximum speed limit of the vehicle to prevent occurrence of road accidents.
- To maintain the desired speed and maintaining the apt distance from other vehicles.
- To aware people to stop driving while they are under the influence of alcohol or intoxicated.
- To aware drivers on healthy practices.

Sr.No	Location	Drivers	Helper	Mechanic	Allied Population
1	Pata	140	9	0	30
2	Krishnagiri	548	27	37	189
3	Belagavi	254	113	15	40
4	Bhilwara	245	136	184	285
5	Haridwar	763	173	25	23
6	Ruderpur	521	505	30	520
7	Chandigarh	103	6	0	20
8	Ludhiana	118	35	7	0
9	Jalgaon	121	2	0	1
10	Haldia	61	12	0	0
<b>Total</b>		<b>2874</b>	<b>1018</b>	<b>298</b>	<b>1108</b>

5298 targeted population of truck drivers, helpers, mechanics and allied population was covered during the weeklong event.

## Health Camps

The medical healthcare camps were organized by the trained and accredited medical and para-medical staff deployed at TCI Foundation clinics and healthcare centres. Specialists at some locations were invited to focus on specific ailments. HIV and blood sugar tests were made mandatory during the campaign to ascertain correlation of profession specific ailments of truck drivers and mechanics.

1302 beneficiaries were benefited through these camps. Through these camps 844 drivers were visited for their health check ups

Sr.No	Location	Drivers	Helper	Mechanic	Allied Population
1	Pata	44	0	0	30
2	Krishnagiri	50	0	1	55
3	Belagavi	70	7	13	94
4	Bhilwara	21	10	5	43
5	Haridwar	243	41	7	19
6	Ruderpur	41	23	5	4
7	Chandigarh	63	6	0	20
8	Ludhiana	90	29	7	0
9	Jalgaon	121	22	0	1
10	Haldia	101	16	0	0

## HIV & Blood Sugar Tests

527 HIV testing and 549 Sugar tests were analysed during the event. It is pertinent to mention that two truck drivers were found HIV reactant during this campaign.

Sr.No	Location	HIV Testing	Sugar Testing
1	Pata	30	40
2	Krishnagiri	30	30
3	Belagavi	45	50
4	Bhilwara	19	35
5	Haridwar	51	50
6	Ruderpur	40	43
7	Chandigarh	48	100
8	Ludhiana	126	126
9	Jalgaon	102	50
10	Haldia	36	25

### Road Safety Training Sessions Coverage

The road safety trainings were conducted by learned master trainers deployed by SIAM from various institutions viz. Maruti, Volvo, HE in India. One day training program was organized at 10 locations. The objective of training was to cross checking the knowledge of essential traffic rules, safety norms and driving ethics and driving skills. Trainer from SIAM emphasized to follow the traffic rules as well as highlighted the risk associated with drunken driving. The sessions also focused on following points-

- Causes and consequences of road traffic crashes
- Legislation related to traffic accidents
- Understanding Traffic Control Devices (Traffic Signals, Road Signs and Road Marking)
- Understanding of Road Traffic Violations

Sr.No	Location	Total
1	Pata	47
2	Krishnagiri	51
3	Belagavi	68
4	Bhilwara	51
5	Haridwar	53
6	Ruderpur	32
7	Chandigarh	40
8	Ludhiana	36
9	Jalgaon	65
10	Haldia	73



## Road Safety Awareness Coverage for Commercial Drivers

Many Activities were organized to create awareness for road safety like health games, quiz programs, street plays and sensitization workshops. Pamphlets and leaflets were distributed among the target group. Street play was organized at Haridwar to sensitize the drivers in transport nagar. Interactive sessions and quiz program were organized at all locations to create awareness and sensitized the drivers and allied population.

Sr.No	Location	Health Game	Quiz	Pledge	Voice from Drivers	Leaflet Distribution
1	Pata	47	28	47	10	300
2	Krishnagiri	160	45	51	15	500
3	Belagavi	90	15	96	10	500
4	Bhilwara	26	12	51	10	360
5	Haridwar	166	30	53	10	500
6	Ruderpur	24	15	50	6	300
7	Chandigarh	36	10	40	10	200
8	Ludhiana	41	20	26	11	126
9	Jalgaon	61	15	50	10	500
10	Haldia	32	14	13	10	380





*Thanks for the support extended during*  
**National Road Safety Month 2021**

**ŠKODA | VOLKSWAGEN**

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## SIAM – ASRTU : VIRTUAL ROAD SAFETY AWARENESS PROGRAM FOR STUS DRIVERS

ASRTU is an association which brings Strengthening the Public Transport System in the country by facilitating improvement of transport infrastructure with enhanced safety standards and assured service levels, efficient governance, sustainable mobility with environmental sensitivity and last mile connectivity. It also enhances the competency of Transport managers of STUs by participation in National and International Conferences and Seminars, workshops and training.

During the National Road Safety Month 2021, SIAM and ASRTU jointly organised Virtual Road Safety Workshops for SRTUs Drivers.

27 <sup>th</sup> January 2021	Northern States	11:00 – 12:30 p.m.	Hindi
		03:30 – 05:00 p.m.	Hindi
2 <sup>nd</sup> February 2021	Southern States	11:00 – 12:00 p.m.	Telegu
		12:30 – 1:30 p.m.	Tamil
		02:30 – 03:30 p.m.	Malayalam
		04:00 – 05:00 p.m.	Kannada
5 <sup>th</sup> February 2021	Eastern States	11:00 – 12:30 p.m.	Bengali & Hindi
		03:30 – 05:00 p.m.	Bengali & Hindi
15 <sup>th</sup> February 2021	Western States	11:00 – 12:30 p.m.	Hindi
		03:30 – 05:00 p.m.	Hindi

SIAM with ASRTU also organised road safety awareness virtual workshops for STU drivers across the nation and trained more than 11,000 drivers through this initiative.





*Thanks for the support extended during*  
**National Road Safety Month 2021**



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**Registered Office** - Ashok Leyland Limited, No. 1, Sardar Patel Road, Guindy, Chennai - 600032, **Tel.** - 91 44 2220 6000  
**E-mail** - [reachus@ashokleyland.com](mailto:reachus@ashokleyland.com) | **Website** - [www.ashokleyland.com](http://www.ashokleyland.com) | **Helpline Number** - 1800 266 3340



# ROAD SAFETY SEMINARS

## Road Safety Seminars during National Road safety Month 2021

SIAM under the aegis of MoRTH organised two seminars during the National Road Safety Month 2021 for educating and disseminating information on safety standards and holistic approach in bringing the safety through vehicular technology.

First Virtual Seminar on Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Road on 9th February 2021

Society of Indian Automobile Manufacturers (SIAM) in association with the Ministry of Road Transport and Highways (MoRTH) hosted a virtual seminar on 'Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Road' on 9th February 2021. Mr Giridhar Aramane, Secretary, MoRTH graced the virtual seminar as the chief guest and elaborated on the importance of vehicular tracking and the Government's role in aiding its implementation to curb road fatalities in India. The seminar highlighted the relevance of vehicular tracking, challenges and opportunities for VLTD manufacturers, regulations and standardization of backend infrastructure for safer roads.

**SAFE** In SIAM Initiatives  
Safety for Automotive Fitness & Environment

**SIAM**  
Society of Indian Automobile Manufacturers  
Building the Nation, Responsibly

### Implementation of Vehicle Location Tracking Devices for Enhancement of Safety on Road

9th February 2021 10:30 AM to 1:15 PM

#### Inaugural Session

 <b>Moderator</b> <b>Mr Rajesh Menon</b> Director General, SIAM	 <b>Welcome Address</b> <b>Mr Anupam Shrivastava</b> President, SAFE	 <b>Address by Chief Guest</b> <b>Mr Giridhar Aramane</b> Secretary, MoRTH	 <b>Vote of thanks</b> <b>Mr Pankaj Gupta</b> Vice President, SAFE
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#### Technical Session

 <b>Moderator</b> <b>Mr Prashant K Banerjee</b> Executive Director, SIAM	 <b>Central Government Policy</b> Roll out to support state implementation of AIS 140 <b>Mr Amit Varadan</b> Joint Secretary, MoRTH	 <b>Importance and relevance of Vehicle Tracking System in Road Safety Improvement: Perspective of Vehicle Manufacturers</b> <b>Mr Binoy Paul</b> Associate Chief Engineer, Mahindra & Mahindra	 <b>Challenges &amp; Opportunities for VLTD manufacturers: Learning &amp; Experience</b> <b>Mr Kartikeya Joshi</b> Vice President, Uva MINDA Group
 <b>Rules &amp; Regulations for Safety of School children in School bus</b> <b>Mr K C Sharma</b> Superintendent Engineer, MoRTH	 <b>Standardisation of backend infrastructure of VLTD</b> <b>Mr Roopesh Jenu</b> Scientist-E, HSTG, C-DAC	 <b>Safety benefits of vehicle tracking and maximising efficiency for oil tankers and mining trucks</b> <b>Mr Anshuman Roy</b> Director, Rossmo Technologies	 <b>Benefits of using tracking solution in enhancing the safety and reducing fatalities</b> <b>Mr Pankaj Singh</b> Head (Road Safety India), LafargeHolcim

#### Panel Discussion on Next Steps for Harmonisation of standard AIS 140

 <b>Moderator</b> <b>Mr B Bhanot</b> Chairman, TED 28, BIS	 <b>Mr Hitesh Ahuja</b> Nippon	 <b>Mr Alexander</b> C-DAC	 <b>Mr Alok Sethi</b> DIMS
 <b>Mr Manoj Desai</b> GM, ARAI	 <b>Mr Randeep Khokar</b> TATA Motors		

The seminar witnessed participation from eminent industry leaders including Mr Rajesh Menon, Director General, SIAM; Mr Amit Varadan, Joint Secretary, MoRTH; Mr Binoy Paul, Associate Chief Engineer, Mahindra & Mahindra; Mr Kartikeya Joshi, Vice President, Uno Minda Group; Mr K C Sharma, Superintendent Engineer, MoRTH; Mr Roopesh Jenu, Scientist -E, HSTG, C-DAC; Mr Anshuman Roy, Director, Rosmerta Technologies Ltd; Mr Pankaj Singh, Head (Road Safety India), LafargeHolcim. The panel discussion on Next Steps for Harmonization of standard AIS 140 was moderated by Mr B Bhanot, Chairman, TED 28, BIS with representatives from SIAM, ACMA, DIMTS, State government, ARAI and IIT. Mr. P K Banerjee, Executive Director, SIAM moderated the technical session and Q&A session at the end of the panel discussion on Next Steps for Harmonization of standard AIS 140.

The session elaborated on the implementation of innovative and efficient vehicle tracking technology that allows access to vehicle's location at any given time via any connected smart device. The seminar explicitly focused on building backend infrastructure for data transmission via authorized servers, using cellular data aided navigation satellite systems. It also delved into the challenges and opportunities for manufacturers engaged in the installation of such tracking systems.



Passenger buses, commercial vehicles, school buses and cabs/taxis can easily install vehicle location tracking devices for ensuring quick response in emergency environments, merely at the press of a button. It will also allow authorities and police to easily locate the vehicle and avoid any untoward incidents from happening. Moreover, the roll-out and implementation of vehicle tracking devices will also help in managing and navigating through traffic, identifying crimes and curbing illegal activities, thereby making Indian roads safer for citizens.



## Second Virtual Seminar on Emerging Technologies for Safer Mobility

on 10<sup>th</sup> February 2021

Society of Indian Automobile Manufacturers (SIAM) under the aegis of Ministry of Road Transport and Highways (MoRTH) and Delhi Traffic Police hosted second virtual seminar on 'Emerging Technologies for Safer Mobility'. The objective of seminar was to deliberate emerging technologies that can help in achieving safer mobility by curbing road accidents, fatalities, and injuries. Mr Kailash Chand Gupta, IAS, Additional Secretary, MoRTH graced the occasion as the Chief Guest and Mr Taj Hassan, IPS, Special Commissioner of Police, Delhi Traffic Police as the Guest of Honour along with SIAM representatives, OEM partners, ACMA, NATRiP, industry experts, who highlighted the multiplicity of challenges and suggested implementable solutions based on policies, regulations and technologies for sustainable mobility that is safe, affordable, and equitable.



The panel also highlighted the holistic and collaborative efforts undertaken by the Government authorities in cooperation with SIAM and its members in educating and creating awareness amongst all stakeholders for effective implementation of advanced and innovative technologies for achieving the targeted goals of the month-long road safety program. The seminar emphasized specifically on building mass awareness amongst the general public and thereby creating a people's movement for safer mobility. The seminar also stressed upon the importance of inculcating a sense of road safety amongst children from an early age.



During the deliberations, the experts elaborated on the new technologies that have been adopted in the domain of vehicular safety, road design, harmonization with global vehicular safety standards and their implementation in India to avert road fatalities and accidents. There is an emerging need for enforcing and ensuring compliance of prevailing policies, rules and regulations as these are pre-requisites to reap the full benefits of technological advancements when it comes to improving road safety. On similar lines, the seminar dwelt upon the perspectives of automobile component manufacturers on safety, usage of genuine parts, and road safety awareness creation through CSR initiatives.

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# ROAD SAFETY EDUCATION PROGRAM ACROSS THE INDIA

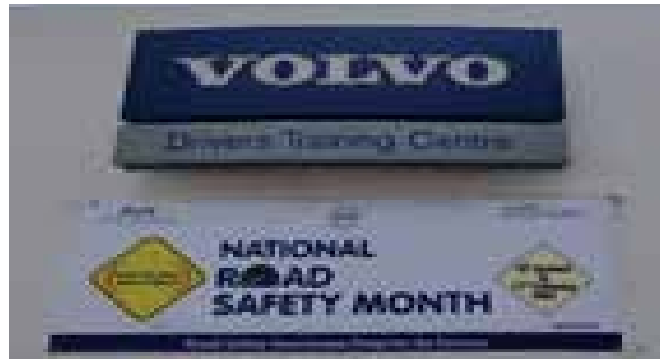
## Road Safety Education Program for Students & General masses in different states of India

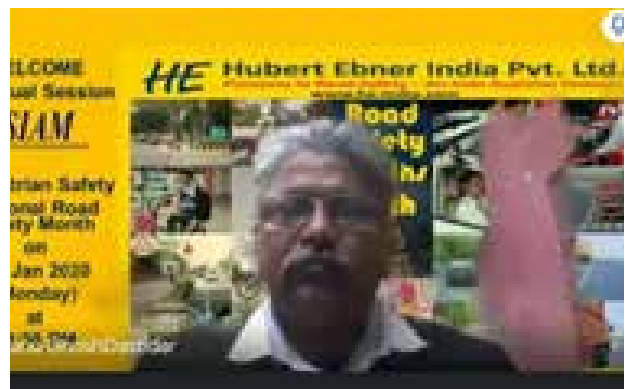
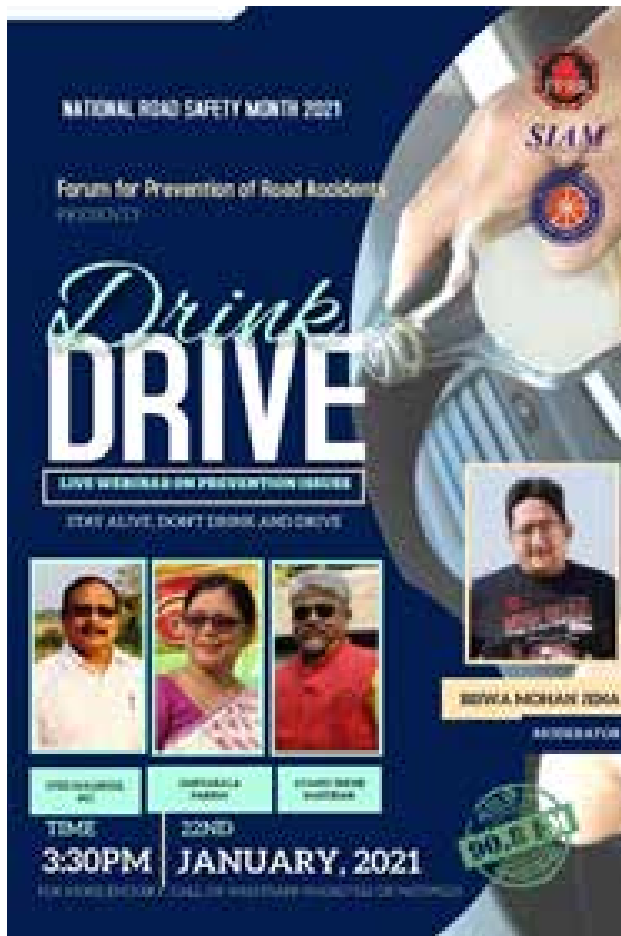
Road safety education is provided to children and youth in formal and community education setting- such as primary and secondary schools. Road safety education encourages and supports the role that parents and carers play in helping their children to be safe road users and to learn about road safety. It seeks to develop the behaviours and attitudes for safe road use relevant to the development of children and young people as passengers, pedestrians, cyclists and as novice drivers.

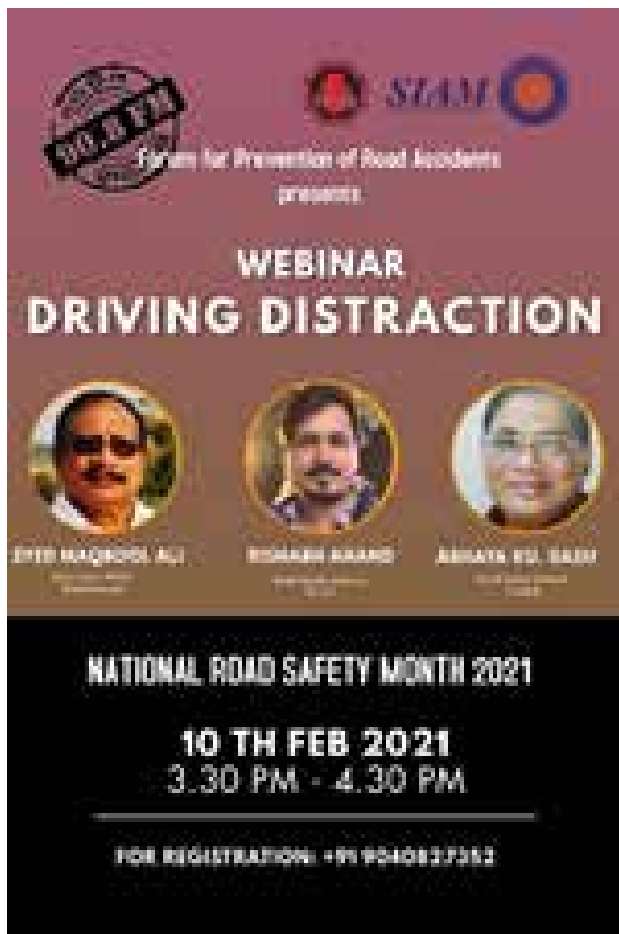
To be effective, road safety education must be evidence-based and match the child/young person's stage of development and level of independence as a road user.

The aim of road safety education is to reduce the risk of injury and death to children and young people from road trauma and to lay the foundations for safe road use throughout life.

Thus, SIAM in collaboration with its members and various stakeholders has organised focussed Road Safety Education Programs for Students, Teachers and other stakeholders during the National Road Safety Month 2021 at all the states of India starting alphabetically from Andhra Pradesh to West Bengal covering all the union territories also.









*Thanks you For your participation at*  
**SIAM Virtual Education Gallery**



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## ROAD SAFETY ACTIVITIES IN NEW DELHI

In New Delhi, SIAM along with Delhi Traffic Police during the National Road Safety Month 2021 organised full month awareness drive in NCR of Delhi.

To refresh and enhance the knowledge of commercial vehicle drivers on road safety rules and regulations, SIAM and its members also organised training sessions at transport hubs and tries to interact and share the road safety education with commercial vehicle driver e.g., trucks, buses and three-wheeler drivers. At Sarai Kale Khan, Loni & Burari IDTR's operated by Ashok Leyland and Maruti Suzuki and Transport Department of Delhi organised sessions for commercial vehicles drivers during the National Road Safety month 2021.



For spreading the message to our public, SIAM along with Delhi Traffic Police and other stakeholders organised awareness drives at 119 black spot intersection locations selected by Delhi Traffic Police. During this campaign general people were provided with road safety tips and free helmets, who were not wearing on roads.





In Delhi, SIAM along with Delhi Traffic Police, Road Safety Pedestrian Rally and Two Wheeler Women Safety Rally were also organised for spreading the awareness on the road rules and regulations.





Road Safety School outreach drive by Delhi Traffic Police and SIAM were successfully implemented among 1500 schools of Delhi NCR. During this pandemic time all the awareness sessions and competitions were organised virtually and final prize distribution and Road Safety Rolling Trophy was felicitated to winner school by Commissioner of Police, Delhi.



## Road Safety Activities by SIAM members in different states of India:

Safety of customer has always been in the forefront for all the Indian Automobile Manufacturers as products are designed to ensure the safety of customer driving it. At the same time it is duty of the person to abide the Road Safety rules while driving on the road. Road Safety month is a good initiative wherein we all together can contribute in spreading the awareness about Road safety.

Road safety campaigns are an important way to spread awareness among people about road safety measures and rules. It is necessary for everyone to be aware of traffic signs and road rules. Traffic signs can give you an important information that can ensure your safety and the safety of those around you and awareness of road rules can lower chances of accidents.

The Ministry of Road Transport & Highways, Government of India observed National Road Safety Month from 18th January 2021 – 17<sup>th</sup> February 2021. The Ministry asked the Society of Indian Automobile Manufacturers (SIAM) to organize road safety programmes across the country in association with its Members and their Dealer, Workshops and Service Centers.

SIAM planned number of awareness sessions for all the road user segments and with its members network across the nation conducted eye check camps, drivers awareness sessions, students outreach programs etc.





## Overall activity plan

- Road Safety Month Awareness  
Spread out activity with the display of Banners at all the dealers network
- Free Vehicle safety Check Camos
- Road Safety Pledge signing in the workshop
- Request customer visiting workshop to sign the pledge.
- Awareness through Social media pages, Facebook, Twitter etc
- Through WhatsApp - safety tips to customer & road safety pledge along with Job cards. Engaging customer over whats app by pushing the content on Road Safety
- Road Safety slogan and Drawing competition for Dealership employee kids.
- Road Safety month on FB page of dealership
- Road Safety Awareness for Employee in workshop
- Road Safety Awareness for Drivers
- YamrajCaricature – Safety Education on Road to Customers
- Vehicle Rally with Safety Education
- Safety Kit distribution
- Awareness Stickers on Vehicles
- Sapling Distribution
- Inter School Road Safety Quiz Competition
- Video Van Road Safety Film screening
- Radio FM Activity – Road Safety Awareness
- Door to Door Campaign with Indore Police on Road Safety Awareness
- Road Safety Education Games
- Road Safety Picture Quiz Exhibition





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**ROAD SAFETY MONTH**  
SADAK SURAKSHA - JEEVAN RAKSHA  
18 Jan - 17 Feb 2021

**SADAK SURAKSHA JEEVAN RAKSHA**

**TATA**

- Always Adhere to Applicable Speed Limits
- A Little Care Can Help You Drive a Long Way!
- Remember, Safety Starts with 'S' and Begins with 'YOU'
- Take 15 Minutes Break for Every Two Hours or 160 Kms of Drive
- Be Attentive while Reversing

**i drive safe**  
DRIVE SAFE. DRIVE LIFE.



# SAFE SPEED DRIVING : 1ST NATIONAL CHAMPIONSHIP ON SAFE SPEED DRIVING

## ***All Women Teams drove On-Camera with Live Public Tracking from Amritsar to Kanyakumari***

An All-Women Teams of Challengers went on a never before mission from Amritsar to Kanyakumari in India's 1st ever national championship on Safe Driving. Believing in "Sadak Suraksha – Jeevan Raksha", Under the banner of Ministry of Road Transport, SIAM alongwith NGO-Drive Smart Drive Safe, FICCI & many other like-minded organisations, have launched an Innovative & Participative Mass Campaign on Road Safety, titled #SafeSpeedChallenge in a format of National Road Safety Championship Challenge. The campaign started on 18th January, during Ministry's 1st ever National Road Safety Month. The championship was flagged off on January 18 by Hon'ble Minister's Rajnath Singh ji & Shri Nitin Gadkari ji.



These women took on a never before mission on a 24x7 Live-On-Camera National Championship of Safe Driving, defeating 3.5 lakh potholes and road risks on Indian roads.



The women challengers included Chaitanya Keloth, , Amritha Arvind, Neha Dua, Garima Avtar & Sunita Dugar. These Challengers drove to Kanyakumari via Amritsar, Chandigarh, Delhi, Jaipur, Udaipur, Vadodara, Mumbai, Goa, Mangalore, Kozhikode/Calicut & Trivandrum. The Rally reached its final destination Kanyakumari on 29th January after travelling 3500 km across the country demonstrating safe speed & safe distance throughout the journey

The All-Women Teams from Amritsar demonstrated Convoy Driving style in Traffic Distancing format by maintaining Safe Speed & Safe Distance between the vehicles and have now become "Role-Model" for all Road Users. The rally was Live with Speed & location tracking.

The objective of the campaign is to start a sustainable chain of Nationwide activities, which will not only make people aware & transform their behaviour on roads, but it will also lead to alerting & assisting drivers directly on road, saving many lives directly and training them silently while participating in a National championship.

The rally has further Motivated Citizens to join National Championship across the country as Popular Game to learn Speed management themselves, through a Mobile App Voice Alerts. Anyone can Download India Against Road Crash App to participate or Register for the Challenge on [www.indiaagainstroadcrash.org](http://www.indiaagainstroadcrash.org), take 8 Point Road Safety Pledge, receive instant Participation Certificate & Challenge their Friends & Family by tagging them on social media and Drive safely during Road Safety month, using the App. to slow down when alerted for any safety hazard and Score #SafespeedMiles in Kilometres to Win the championship & take the Trophy home.



The Challenge is also open for organisations & Teams to participate & Top Organisations have "Leader board" visibility separately, other than Individuals for grabbing attention to top the table at [www.indiaagainstroadcrash.org](http://www.indiaagainstroadcrash.org). The App Users gets free access to 3.5 Lacs AI generated Road Risk Voice Alerts & optional Personalized Driving Score. Top scorers will receive innovative prizes. On Completion of 1000 Safe Speed Miles, Participants will receive personalized non-clone able Champion Trophy Sticker for their vehicle signed by Hon'ble Minister Mr Nitin Gadkari Minister for Road transport & highways



The campaign is also reaching out to commercial vehicle drivers by rewarding them for driving safe. The campaign aims to sensitise truck drivers on road safety by motivating them to take 8 Point Road Safety Pledge and then download the app and receive incentives for Safe Speed Miles earned during their daily drive. Top winner drivers will get prizes.



## Thank You Sponsors

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Core 4B, 5<sup>th</sup> Floor, India Habitat Centre, Lodi Road, New Delhi – 110 003

Ph: 91 11 2464781-12, Fax: 91 11 24648222

E-mail: [siam@siam.in](mailto:siam@siam.in); Website: [www.siam.in](http://www.siam.in)