

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

Society for Automotive Fitness & Environment

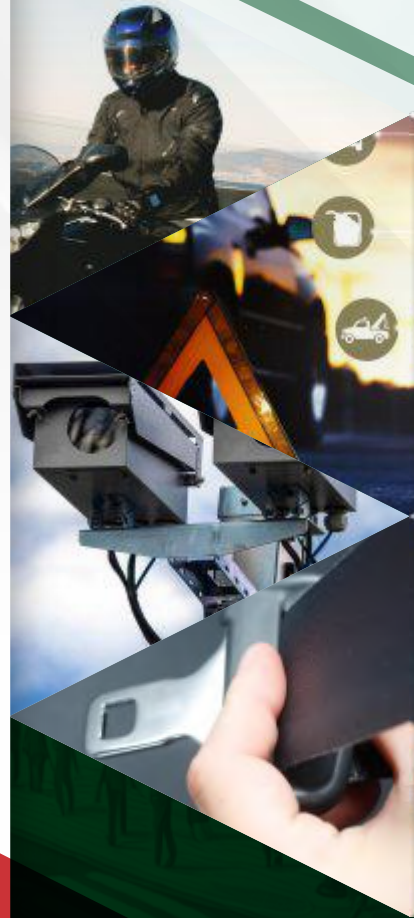


An initiative by *SIAM*

# ANNUAL REPORT

2024 - 2025

SOCIETY FOR AUTOMOTIVE  
FITNESS & ENVIRONMENT (SAFE)





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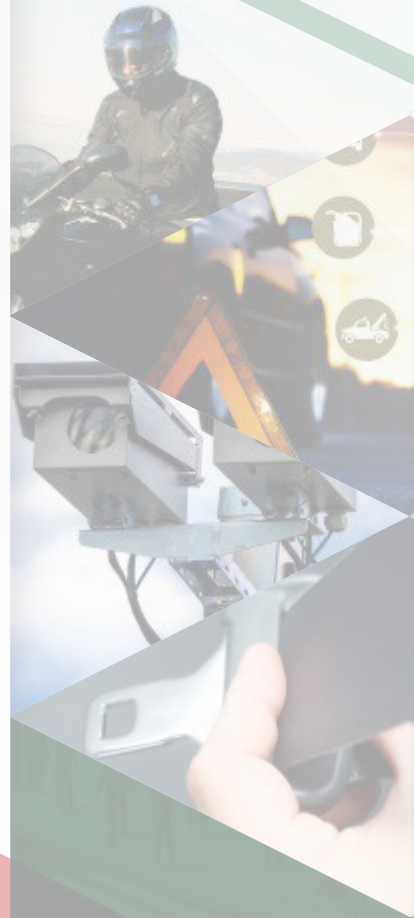


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## ABOUT SIAM

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.





## ABOUT SAFE

In order to achieve advancement of Inspection and Certification (I&C) of vehicles and increased safety on roads, the Society of Indian Automobile Manufacturers (SIAM) has incorporated an independent body named as Society for Automotive Fitness & Environment (SAFE) with membership from Industry, Testing Agencies and NGOs.

SAFE works to spread awareness among the various stakeholders on the concerns of in-use vehicles which would lead to safer vehicles and cleaner environment

SAFE organizes inspection clinics for in-use vehicles and training workshops in various parts of the country for technicians in the area of pollution checking. These programmes are aimed at creating awareness amongst vehicle owners on importance of regular maintenance of their vehicles. It is one of the most effective ways to control emission levels from vehicles in the country.

In addition, SAFE also organizes seminars and interactions on these subject with State Governments and other stakeholders for fostering better and safer mobility.

SAFE has also commenced various initiatives for imparting road safety education to students, drivers and the public at large. Through Road Safety Awareness Programmes, SAFE tries to sensitize the community on traffic rules and also to inculcate correct and responsible attitude towards fellow road users.

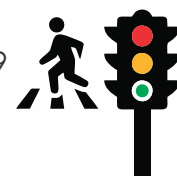
SAFE is a catalyst in the automobile industry's endeavour to fulfil its commitment towards a cleaner and a safer environment and will continue to support and enhance the industry's role as a responsible corporate citizen in the country.





# TABLE OF CONTENTS

<b>Executive Summary</b>	<b>11</b>
<b>Message from President, SAFE</b>	<b>12</b>
<b>Foreword - Executive Director, SAFE</b>	<b>14</b>
<b>Message from SAFE Governing Council Members</b>	<b>16</b>
<b>Need for Road Safety</b>	<b>18</b>
• Road Safety Globally	21
• Road Safety in India	23
• Road Safety Initiatives by the Government of India	26
<b>Need For Environmental Safety</b>	<b>29</b>
• Germany	29
• United Kingdom	30
• Environmental Initiatives by the Government of India	31
<b>सुरक्षित सफर (Safe Journey) Activities</b>	<b>34</b>
• SAFE Annual Convention 2024	34
• SAFE Technical Conference 2024	44
• <b>सुरक्षित सफर (Safe Journey) Bharat Mobility Global Expo 2025 – Auto Expo The Motor Show</b>	<b>49</b>
• 1 <sup>st</sup> Summit on Automotive Future Advancement in Road Safety (SAFAR)	49
• <b>सुरक्षित सफर (Safe Journey) Pavilion 2025</b>	<b>55</b>
• SAFE Mobility Project	71
• Road Safety Awareness Programme along with Delhi Traffic Police	73
<b>SIAM and KVS Launches Nationwide Online Road Safety Program For School Students</b>	<b>74</b>
<b>World Environment Day: 5<sup>th</sup> June 2025</b>	<b>82</b>
<b>Acknowledgment</b>	<b>84</b>
<b>List of SAFE Officials</b>	<b>85</b>
<b>Appendix</b>	<b>88</b>
<b>References</b>	<b>88</b>







# Executive Summary

The SAFE Annual Report 2024-2025 presents a comprehensive overview of initiatives undertaken throughout the year by the Society for Automotive Fitness & Environment (SAFE) under SIAM's commitment to road safety and environmental sustainability in India's automotive sector. Over the past year, SAFE has remained focused on reducing road accidents and fostering a culture of safety by actively engaging with government agencies, industry stakeholders, schools, and road users.

This report highlights key achievements and ongoing efforts, including the expansion of the “**सुरक्षित सफर** (Safe Journey)” campaign, which has significantly strengthened road safety education initiatives. SIAM-SAFE has collaborated with Kendriya Vidyalaya Sangathan and the Delhi Police to instil responsible road behaviour among students and the broader community. Awareness programs targeting school children, professional drivers, and the general public have reinforced critical aspects such as traffic law compliance, vehicle maintenance, and defensive driving techniques.

Additionally, this report provides a macro-level analysis of global road fatality trends, while contextualizing the road safety scenario in India. It further explores key policy initiatives adopted by Germany, the United Kingdom, and India to improve road and environmental safety. By drawing insights from global leaders in sustainable mobility and road safety, India can adapt and implement tailored strategies to address its unique challenges.

The 2024-2025 report also provides a summary of SAFE's major events from the past year, including the SAFE Annual Convention 2024 and the SAFE Technical Conference 2024 held in Bengaluru, Karnataka. These gatherings served as platforms for knowledge-sharing and collaboration, bringing together government officials, industry leaders, and road safety experts to discuss advancements in vehicle safety and policy interventions.

SAFE's flagship programs, such as the **सुरक्षित सफर** (Safe Journey) Pavilion and the Summit on Automotive Future Advancements in Road Safety (SAFAR) at the Bharat Mobility Global Expo 2025, have further reinforced the organization's role in driving road safety advocacy. These events provided opportunities for engagement with international organizations, fostering global collaboration on vehicle engineering, enforcement, road safety education and emergency care.

Other activities like SAFE Mobility Project, Engagement with Delhi Traffic Police, Observance of National Road Safety Month 2025 and associated events by SAFE members provide an overview of SAFE's active involvement in furthering the vision of road safety across the country.

As SAFE continues to champion stronger road safety policies and sustainable environmental initiatives, this report highlights the collective responsibility of all stakeholders - including government bodies, industry leaders, and the public - to contribute to a safer and more sustainable transportation ecosystem. Through policy advocacy, awareness campaigns, and strategic partnerships, SAFE remains dedicated to making India's roads safer for all.



It is my pleasure to present to you the latest edition of the SAFE Annual Report 2025, providing a comprehensive overview of our collective efforts to improve road safety in India. With over 172,000 lives lost to road accidents in 2023<sup>xi</sup>, road safety remains a critical challenge for India and requires sustained action. It is heartening to see that progress is being made through the dedicated efforts of organizations like SAFE, alongside increasing awareness among the public and policymakers.

This year's report takes a global perspective, analysing road fatality trends across various categories of road users. It highlights that the majority of road accidents occur in middle-and low-income countries, with two-wheeler riders and pedestrians being the most vulnerable. Examining global best practices, Sweden and the United Kingdom stand out as leaders in environmental sustainability and climate action. Their proactive policies, technological advancements, and cultural shifts offer valuable insights that can guide India's approach to road safety and sustainability.

SAFE's flagship road safety advocacy initiative, सुरक्षित सफर (Safe Journey), continues to expand its impact through large-scale awareness campaigns and strategic collaborations. Key initiatives include partnerships with Kendriya Vidyalaya to educate children on road safety, teacher training programs to facilitate implementation of Road Safety Awareness Programs across KVS regions, joint programs with the Delhi Traffic Police for school workshops, and collaborations with state and central agencies to establish driving schools.

Under the SAFE Mobility project, we organized the 10<sup>th</sup> edition of the inter-school competition, bringing together over 1,500 students from 52 schools, to instil lifelong road safety habits among students. This initiative speaks of SAFE's long commitment to foster a culture of responsible mobility among children.

In addition, SAFE has actively promoted responsible road behaviour, advocating for seat belt and helmet

*Message from*  
**President, SAFE**

compliance, adherence to traffic rules, and minimizing distractions while driving. Efforts to raise awareness about the Good Samaritan Law have also encouraged a more responsible and compassionate approach to assisting accident victims. A key highlight was the execution of the 3<sup>rd</sup> सुरक्षित सफर (Safe Journey) Pavilion at the Bharat Mobility Global Expo 2025, which was a huge success and strengthened our outreach and impact.

There were also several new initiatives that we started this year to promote road safety among the masses. We conducted the inaugural edition of the SAFAR summit - a high-level conference on road safety - providing a platform for policy makers and industry leaders to come together and address the key challenges faced by the industry. We also launched the SIAM Mascot to instil road safety habits in children from an early age.

Beyond road safety, SAFE has made notable contributions to environmental sustainability in the automotive sector through initiatives such as the World Environment Day Conference and the Pavilion on Road Safety. Looking ahead, our mission remains steadfast - to make India's roads safer for all. While this challenge requires persistent effort, innovation, and collaboration, we are committed to driving meaningful change. I want to acknowledge the efforts of all the SAFE members who play a pivotal role in advancing road safety and environmental sustainability in India by implementing cutting-edge safety technologies, promoting responsible driving behaviours, and collaborating with government agencies to strengthen traffic regulations. Adoption of technologies like mandatory airbags in passenger cars, Anti-Lock Braking System (ABS), Bharat New Car Assessment Program (BNCAP), seat belt reminders and opening of Recycled Vehicle Scrapping Facility (RVSF) is a testament of their commitment to working towards a safer and cleaner future. Furthermore, in observance of National Road Safety Month (January 1<sup>st</sup> - 31<sup>st</sup>, 2025), SAFE members conducted 458 awareness activities across 20 states, directly engaging approximately 1.9 lakh people.

Beyond safety, SAFE members are also spearheading India's transition toward sustainable mobility by investing in electric vehicles (xEVs), alternative fuels like bio-CNG and hydrogen, and circular economy practices to minimize environmental impact. The same is evident through sustainable manufacturing processes, vehicle recycling programs, and adherence to stringent emission norms such as BS-VI and UNECE regulations.

Lastly, I extend my sincere appreciation to all our members, partners, and stakeholders for the continued support during my tenure as SAFE President. Your continued support and shared vision have been instrumental in our progress across different road safety and environmental sustainability initiatives. Together, we can work toward a future where safe roads and responsible mobility are a reality for every Indian.

**Sushant Naik**  
President, SAFE





**R**oad safety is not just a regulatory requirement-it is a fundamental component of a well-functioning transport ecosystem that enhances economic development, reduces congestion, and minimizes the social and environmental costs of road accidents.

India faces one of the highest rates of road fatalities globally, disproportionately affecting vulnerable road users such as pedestrians, cyclists, and two-wheeler riders. Tackling this challenge requires a multi-faceted approach that integrates safer vehicle design, improved infrastructure, strict enforcement of traffic laws, and public awareness campaigns.

Since 1999, SIAM's Society for Automotive Fitness & Environment (SAFE) has been driving road safety advocacy, operating on the 5Es of road safety-Engineering, Enforcement, Education, Emergency Care, and Evaluation. SAFE has been at the forefront of road safety advocacy, recognizing it as a critical pillar of sustainable mobility. The सुरक्षित सफर (Safe Journey) initiative, launched in 2022, further strengthened SAFE's commitment to expanding outreach programs, fostering collaborations, and integrating road safety education into schools, workplaces, and communities.

A key priority for SAFE has been public awareness and education. Large-scale campaigns have been launched to reach vulnerable road users, including school children, professional drivers, and pedestrians.

Recognizing the importance of professional drivers in road safety, SAFE has implemented defensive driving training programs, focusing on vehicle maintenance, adherence to traffic laws, and responsible driving practices.

Additionally, SIAM's SAFE has advocated for advanced vehicle safety technologies, including Advanced Driver Assistance Systems (ADAS), Electronic Stability Control (ESC), and stricter crash

*Foreword from*  
**Executive Director,  
SAFE**

test standards, ensuring that vehicle safety improves across all market segments. SIAM has worked closely with government authorities and regulatory bodies to align India's safety regulations with global best practices. The Indian automotive industry has adopted over 80% of UNECE safety and emission regulations, demonstrating a strong commitment to enhancing vehicle safety standards.

SIAM has integrated sustainability into its core initiatives, advocating for cleaner, safer, and more responsible transportation solutions. These efforts include the promotion of चक्रीयता (Circularity), गैस गतिशीलता (Gas-based Mobility), जैविक पहल (Bio Initiatives), विद्युतीकरण (Electrification), and हरित हाइड्रोजन (Hydrogen Mobility), aligning with both national and global sustainability goals viz. Sustainable Development Goals 2030 including the Global Road Safety Decade of Action 2021-2030.

SIAM's participation in global automotive forums such as OICA, IMMA, and the South Asian Automotive Forum (SAAF) has positioned India at the forefront of harmonizing safety and mobility regulations with international best practices. Additionally, engagements at the Japan Mobility Show have strengthened India's global partnerships in advancing road safety and future mobility innovations.

SAFE remains committed to advancing road safety in India by strengthening collaborations with educational institutions, government agencies, and industry stakeholders. I sincerely thank all SAFE members, partners, and stakeholders for their dedication to this mission. While progress has been made, our work continues. Together, we must prioritize road safety, sustainability, and innovation to ensure India's automotive industry leads in creating a safer, more responsible future. Through innovation, policy advocacy, and community engagement, SIAM's SAFE initiative is dedicated to building a safer and more sustainable transportation ecosystem.

**Prashant K Banerjee**  
Executive Director, SAFE



## Message from

# SAFE Governing Council Members

**Mr. Sushant Naik**  
Tata Motors



“ Integrating smart safety features and advancing road safety education are crucial to saving lives. At Tata Motors, we are relentlessly innovating to drive toward a safer tomorrow for all. ”

**Mr. Alok Jaitley**  
Maruti Suzuki India Ltd.



“ Driver behaviour is pivotal to road safety. Maruti Suzuki's driving training initiatives are dedicated to fostering responsible driving habits and significantly reducing accident risks across India. ”

**Mr. Vinay Dhingra**  
Honda Motorcycle & Scooters India Pvt Ltd.



“ Safe mobility begins with responsible riding. Honda has trained millions of riders through our safety education programs to promote accident-free roads. ”

**Mr. M S Anand Kumar**  
TVS Motor Company



“ Two-wheeler safety is a major concern in India. TVS actively works on vehicle safety technology enhancements to make roads safer for everyone. ”

**Mr. Bhagwan K Bindiganavile**  
Volvo Eicher Commercial Vehicles



“ Road safety and sustainability are deeply interconnected. While technological advancements in Commercial Vehicles are moving at a fast pace, their true potential lies in ensuring both public safety and environmental sustainability. Enhancing public awareness and education to promote safer driving habits and encouraging behavioral change can play a vital role in this regard. ”

**Mr. Vikram Gulati**  
Toyota Kirloskar Motor Pvt Ltd.



“ As we strive towards realizing Toyota's vision of becoming a mobility company, safety remains a cornerstone of this journey. Driven by an unwavering passion for safe mobility, we are committed to a holistic approach that integrates advanced technologies, awareness, and collaboration across diverse stakeholders. ”

**Ms. Deepti Singh**  
Škoda Auto Volkswagen India Private Limited



“ Road safety is a shared responsibility. Our focus is on safer vehicles and awareness campaigns that promote responsible road usage. ”

**Mr. Yash Pal Sacher**  
Ashok Leyland Ltd.



“ Commercial vehicle safety is critical for reducing road accidents in the country. At Ashok Leyland, we prioritize advanced safety technologies and driver training to build a safer transport ecosystem. ”





**Dr. Reji Mathai**  
ARAI



“Scientific research and innovation in vehicle safety are key to reducing road fatalities. ARAI is dedicated to developing safer vehicle technologies and testing protocols to support this mission.”

**Dr. Devendra Singh**  
CIRT



“Building a culture of road safety requires continuous learning. CIRT's focus on driver training and vehicle compliance helps ensure safer mobility solutions.”

**Dr. Harender Singh Bisht**  
IIP



“Efficient transport systems and better road safety measures go hand in hand. We must strengthen policies and their enforcement to create safer roads for all.”

**Mr. Rajesh Menon**  
SIAM



“Road safety is not just about policies but about collective action. SIAM remains dedicated to advocating safety standards, training programs, and industry collaboration for a safer future.”

**Mr. Naveen Soni**  
Past President – SAFE



“The economic and social costs of road accidents are staggering. Investing in safety now will not only save lives but also drive long-term economic growth.”

**Mr. D Balakrishnan**  
Past President – SAFE



“India's road safety transformation requires a multi-pronged approach—awareness, infrastructure, technology, and policy reforms must align to make our roads truly safe.”

**Mr. Harjeet Singh**  
Past President – SAFE



“Education, enforcement, and engineering must work together to adopt a safety mindset to improve road safety. Every stakeholder has a role in making this vision a reality.”



# NEED FOR ROAD SAFETY

Road safety has emerged as a critical global concern, with road traffic accidents ranking among the leading causes of death and injury worldwide. According to the World Health Organization (WHO), road crashes claim approximately 1.19 million lives<sup>i</sup> and cause countless serious injuries and disabilities annually. Road crashes are the leading cause of death for children and young adults aged 5–29, and rank as the 12th leading cause of death for people of all ages, surpassing HIV/AIDS, tuberculosis, and malaria.<sup>ii</sup>

Low and middle income countries bear the brunt of this crisis, accounting for 92% of the world's road fatalities, even though these countries have only 60% of the world's vehicles.

Recognizing the urgent need for intervention, many countries have adopted the concept of Vision Zero approach to reduce road fatalities. Vision Zero Approach was first introduced by Sweden in 1997 and has been able to reduce their road fatalities by half over the last three decades.<sup>iii</sup> The model states that instead of trying to prevent all accidents, the goal is for no one to be seriously injured or die in a road accident.

This approach is formed on the basic principle that if transportation systems are designed to be safe for the most vulnerable users, then they will be safe for all users.

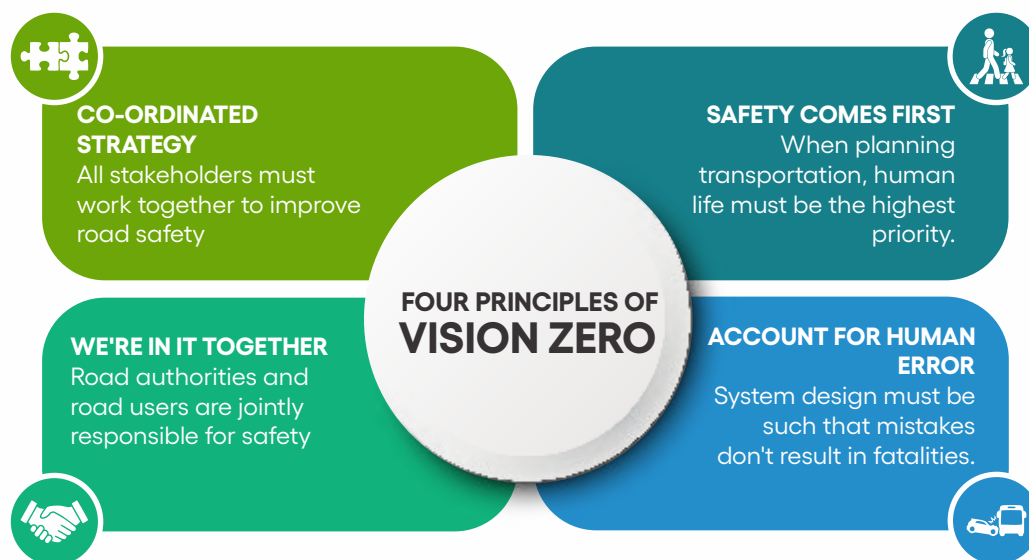


Figure 1: Principles of Vision Zero<sup>iv</sup>

Global organizations have also launched targeted initiatives, such as the United Nations (UN) and WHO's Second Decade of Action for Road Safety (2021-2030), the Stockholm Declaration (2020), and the European Union (EU) Road Safety Policy Framework (2021-2030). These programs aim to reduce road fatalities by 50% by 2030 through comprehensive strategies focusing on safer roads, vehicles, behaviour, enforcement, and post-crash care.



## Global Ministerial Conference on Road Safety 2025

The kingdom of Morocco in collaboration with the World Health Organization (WHO), organised the 4<sup>th</sup> edition of the Global Ministerial Conference on Road Safety 2025 from 15-20 February 2025.

The conference saw participation from Ministers, speakers and attendees from 120 countries.

India received **Prince Michael Decade of Action Road Safety Award @ 4<sup>th</sup> Ministerial Conference on Road Safety** owing to new car safety assessment program (BNCAP) and the mandate for anti-lock braking systems (ABS) in all new two-wheelers. The award was presented by Mr. Etienne Krug, Director of the Department for Social Determinants of Health, WHO to Union Minister of State (MoS) Shri Ajay Tamta, Minister of Road Transport and Highways (MoRTH), on behalf of the Indian Government.



*Snippets from 4<sup>th</sup> Global Ministerial Conference on Road Safety 2025*

The key takeaways are given as below:

### 1. Industry and Stakeholders

- Corporate Integration: Companies urged to embed road safety in logistics and operations.
- Standards Adoption: Encouraged adoption of ISO 39001 (Road Traffic Safety) and ISO 45001 (Occupational Health & Safety).
- Supply Chain Accountability: Monitor and report road safety impacts across value chains.
- Financial Sector Role: Banks and investors to link funding to road safety compliance.
- Technology Deployment: Promote global use of safe vehicle technologies with consistent standards across markets.

### 2. Global Organizations

- WHO and UN: Urged to strengthen guidelines, support treaty ratification, and promote sustainable financing.
- Multilateral Development Banks (MDBs): Called to scale up road safety investments, especially in low-income countries.
- UN Special Envoy: Recognized for promoting legal frameworks and funding.
- Marrakech Declaration: Proposed for UN General Assembly adoption.



### 3. Country-Level Commitments

- Progress: Between 2010–2021, 35 countries cut road deaths by 30–49%; 10 countries by over 50%.
- National Plans: Countries to develop and fund road safety strategies.
- Treaty Ratification: Governments encouraged to adopt UN road safety conventions.
- Speed Management: Emphasized self-enforcing road design, multimodal transport, and strict speed limits.

### 4. Africa Focus

- High Fatalities: Africa has 24% of global road deaths, but only 4% of vehicles.
- Funding Needs: Urged to prioritize road safety in national budgets.
- Infrastructure Gaps: Need for internationally aligned safety standards.
- Regional Cooperation: New African road safety committee proposed.
- Mid-Term Review: Morocco to host Africa-specific progress review.

### 5. Morocco Initiatives

- International Award: Launch of Mohammed VI Prize for innovative road safety projects
- Regional Leadership: Morocco to lead efforts to improve road safety across Africa.

Closer to home, India has prepared to face this issue head-on by setting an ambitious target of reducing at least 50% of road traffic deaths and injuries by 2030<sup>v</sup>. The state of Haryana became the first Indian state to adopt the vision zero approach to safety in 2021.

Road safety is not just a transportation issue—it is deeply linked to public health, economic development, and the Sustainable Development Goals (SDGs), particularly SDG Target 3.6, which seeks to halve global deaths and injuries from road traffic crashes.

## 3 GOOD HEALTH AND WELL-BEING



SDG Target 11.2 calls for safe, sustainable, and accessible transportation systems for everyone, with an emphasis on people in vulnerable situations, women, children, older adults, and people with disabilities.

## 11 SUSTAINABLE CITIES AND COMMUNITIES



This report delves into these critical aspects, analyzing how India can align with global best practices.



## Road Safety Globally

Road traffic crashes remain a major cause of fatalities globally, disproportionately affecting pedestrians and low and middle income countries.

According to the WHO Global Status Report on Road Safety 2023<sup>vi</sup>, two and three-wheeler users account for 30% of all road fatalities, closely followed by four-wheeler occupants at 25%. Pedestrians are among the most vulnerable road users, representing 21% of total global fatalities.

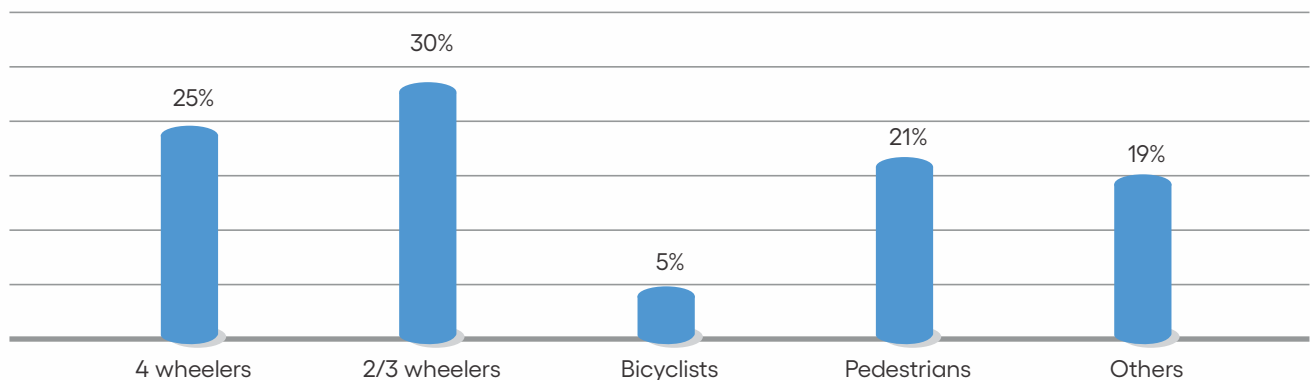
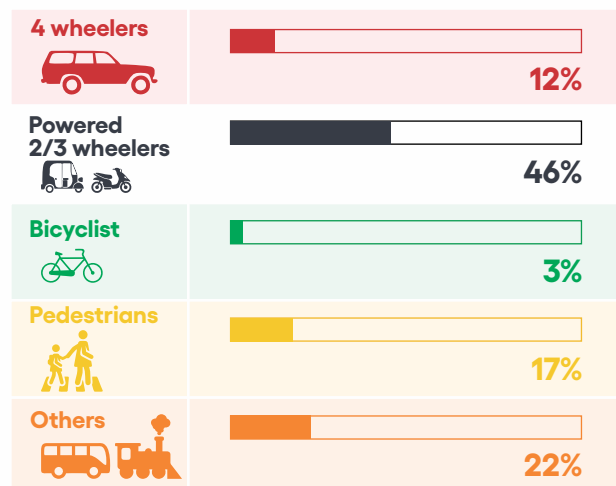


Figure 2: Global Road Fatalities by Road User Type 2021

## South-East Asia Region



In the WHO South-East Asia Region (consists of 11 member states - Bangladesh, Bhutan, Democratic People's Republic of Korea, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand, Timor-Leste) where two and three-wheelers dominate the vehicle fleet, the situation is even more severe, with these vehicle users accounting for 46% of road fatalities, while pedestrian deaths stand at 17%. This highlights the heightened risks for motorcyclists and scooter users in developing regions with high urban congestion and inadequate road safety measures.

Figure 3: South-East Asia Region Road Fatality Distribution 2021





Alarming, 79% of all road traffic deaths occur in lower-middle-income and upper-middle-income countries (44% and 35%, respectively). In contrast, low-income countries account for 13%, while high-income nations, with stronger road safety measures, report just 8% of total road deaths.

Road traffic injuries impose significant economic burdens on individuals, families, and nations as a whole. These costs stem not only from medical expenses but also from lost productivity due to fatalities and disabilities. Additionally, family members often face financial strain as they take time off work or school to care for the injured. As per WHO, road traffic crashes result in economic losses amounting to approximately 3% of the gross domestic product (GDP) in most countries.<sup>i</sup>

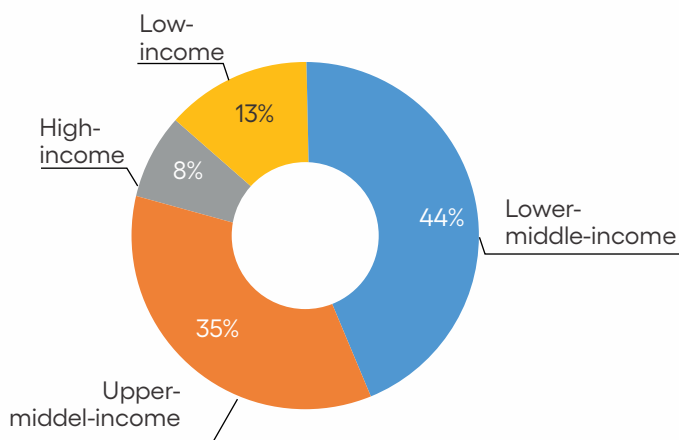


Figure 4: Global Road Fatalities Distribution by Income Level 2021

The burden is particularly severe in the South-East Asia Region, which recorded 330,222 deaths in 2021, making up 28% of global road fatalities. Comparing the figures with South-East Asia Region where the 2/3 wheelers have a major representation in the overall vehicle PARC, 2/3 wheelers represent a staggering 46% of the total road fatalities while the percentage for pedestrians remain around 17%. Other regions also face significant challenges, with the Western Pacific Region accounting for 297,733 deaths (25%), the African Region reporting 225,482 deaths (19%), the Region of the Americas witnessing 144,090 deaths (12%), the Eastern Mediterranean Region recording 125,781 deaths (11%), and the European Region having 62,670 deaths (5%).

Despite these alarming numbers, there has been a gradual decline in road fatalities over the past decade. Since the launch of the Decade of Action for Road Safety 2011-2020, global road deaths

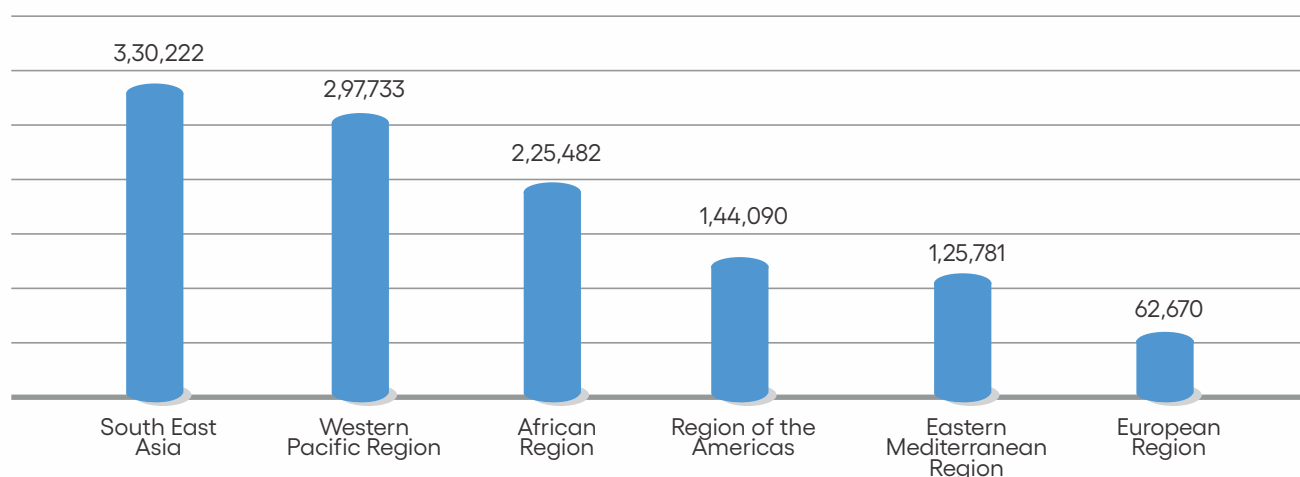


Figure 5: Global Road Fatalities Distribution by Region 2021



reduced by 5%, from 1.25 million in 2010 to 1.19 million in 2021. The global fatality rate per 100,000 population declined by 16%, even as the global population rose by 13% during the period. However, road user fatality trends have shifted significantly. Deaths among powered two-and three-wheeler users have increased by 30%, making them the most vulnerable category, while fatalities among four-wheeled vehicle occupants have declined by 19%, likely due to improved vehicle safety standards and stricter enforcement of regulations in several regions.

Meanwhile, pedestrian and cyclist fatality rates have remained constant, indicating an urgent need for enhanced pedestrian safety infrastructure and cycling-friendly policies.

Only 10 countries across four WHO regions-Belarus, Brunei Darussalam, Denmark, Japan, Lithuania, Norway, Russian Federation, Trinidad and Tobago, United Arab Emirates, and Venezuela - successfully reduced road traffic deaths by 50% between 2010 and 2021. These nations have demonstrated that well-implemented road safety policies, strict enforcement, improved vehicle safety standards, and infrastructure development can lead to significant progress.

While some regions have made strides in reducing road fatalities, road safety remains a global challenge demanding a multi-sectoral approach that integrates policy reforms, technological advancements, enforcement measures, and public awareness initiatives. As urbanization accelerates in developing nations, the need for sustainable mobility solutions, improved road infrastructure, and enhanced traffic law enforcement becomes increasingly critical. Achieving the global target of a 50% reduction in road deaths will require strong political will, international collaboration, and sustained investment in road safety measures.

## Road Safety in India

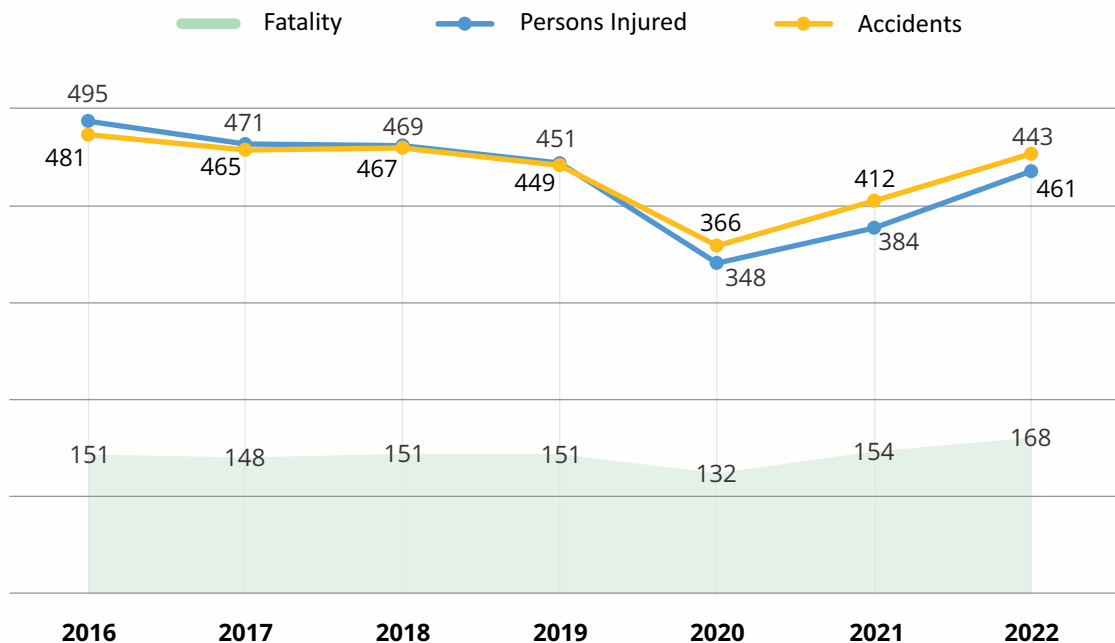


Figure 6: 2016 to 2022 Trends in number of Accidents, Persons Injured and Fatalities in India ('000)



India, one of the fastest-growing economies with an expanding road network and increasing motorization, faces a pressing road safety challenge. In 2021, road traffic injuries were the 10<sup>th</sup> leading cause of death in India. With close to 6.11 Lakh fatalities and injuries in 2022<sup>vii</sup>, India accounts for 11% of global road accident deaths, with 53 accidents and 15 deaths occurring every hour.

At the same time, India has grown to become an automotive behemoth with an estimation of more than two crore vehicles added every year. With an expanding middle class in this growing economy, the vehicle parc is bound to increase exponentially from current ~39 Cr. vehicles on road<sup>viii</sup>. India needs to reduce the burden road traffic injuries impose on society. As per report “Socio-Economic cost of Road Accidents in India” by DIMTS in association with TRIPP-IIT Delhi, the socio-economic costs of road crashes in 2021 is around 3.14% of India's GDP<sup>ix</sup>.

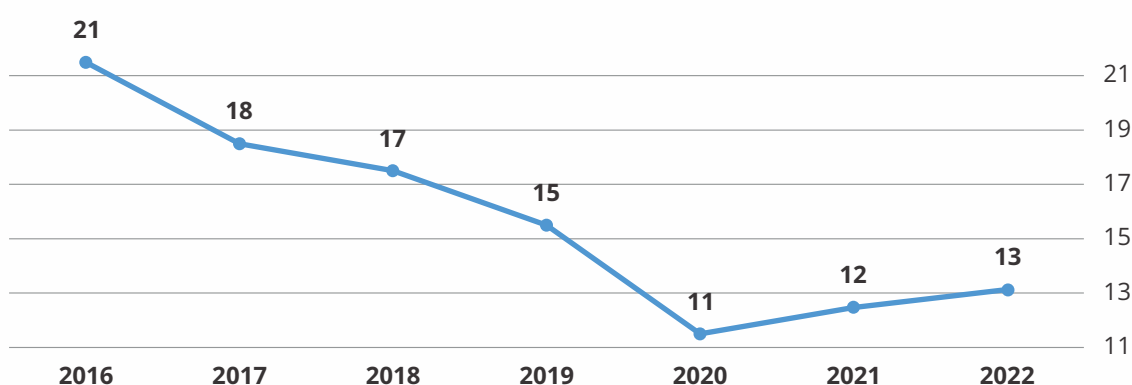


Figure 7: Number of Accidents per 10,000 vehicles in India

Even though number of accidents per 10K vehicles have reduced year on year, the fatalities owing to road incidents have increased year on year (except for the dip in 2020, owing to COVID-19). Currently, National and State Highways, which are less than 5% of the length of overall road network, witness very high number of accidents per Km of road when compared to the other Roads in India<sup>x</sup>.

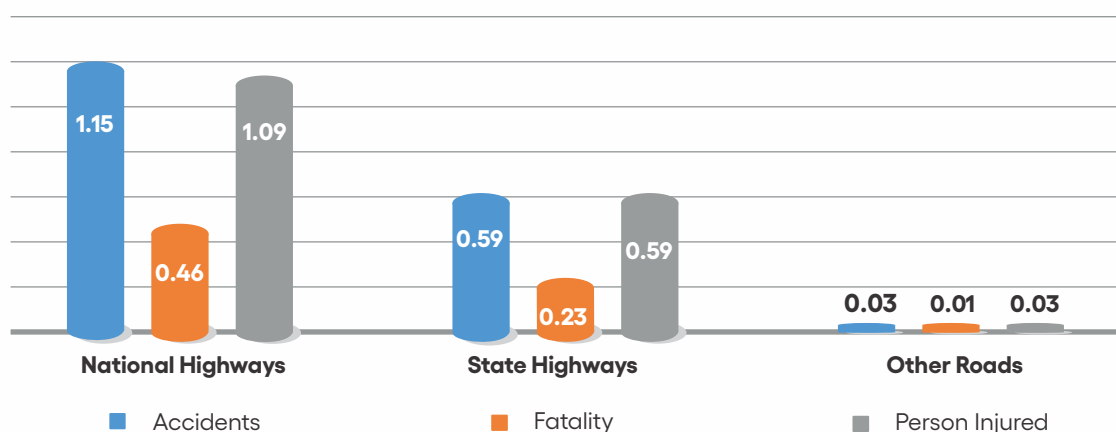


Figure 8: Road incidents Per KM on different road categories in India (2022)



This is more alarming when we see the types of road accidents, as the % share of fatal accidents and grievous injuries have increased year on year from 2018 to 2022. An accident which resulted in death of one or more person is a fatal accident. Grievous injury accident is one in which one or more victims suffer serious injury requiring hospitalization (not necessarily in terms of IPC definition of grievous injury).

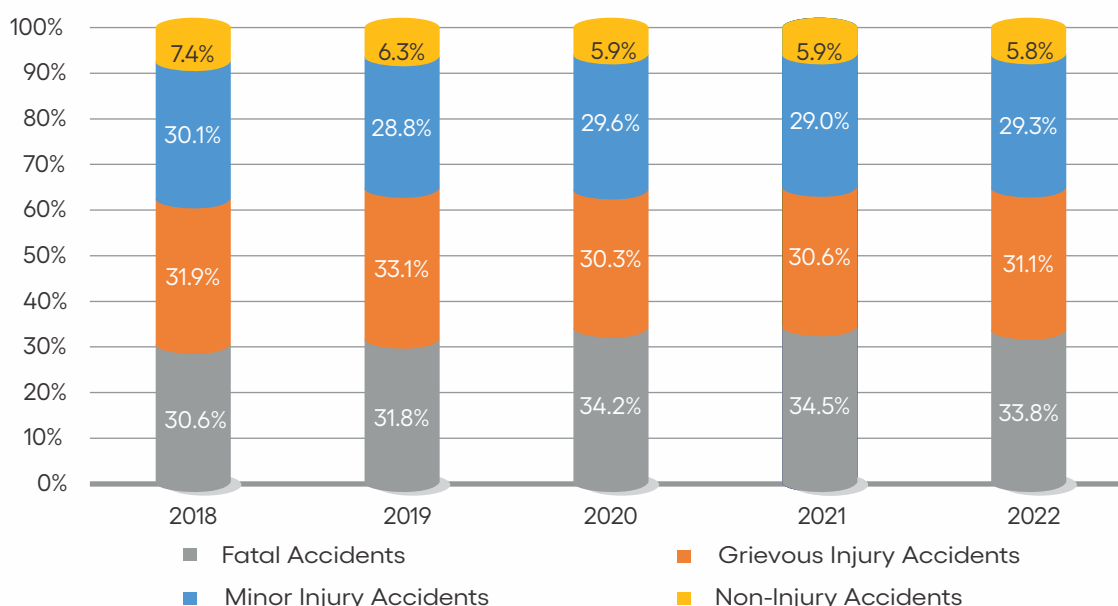


Figure 9: Type of Injuries in Road Accidents in India

The country reported over 1.72 lakh road fatalities in 2023<sup>xi</sup>. Even worse is the fact that one in every five road death victims in 2023 were pedestrians. This unsettling data makes road accidents a significant public health concern.

2W account for 40-45% of the fatalities in road accidents. This can be attributed to the vulnerable nature and large amount of 2W parc on Indian roads. Severity in traffic injuries are a particular concern for Pedestrians and Bicycle users. Even though severity of accidents has reduced across the board, Pedestrians and bicycle users are the most vulnerable in terms of severity followed by 2W and LCV/HCV users.

Nearly 30.6% of all road accidents in 2022 involved users without valid driving licenses, highlighting a significant concern around licensing and road safety. Adding to this, improper use of safety gear played a major role in fatalities; around 56% of drivers and 38% of passengers who lost their lives in road accidents were not wearing helmets, while the absence of seatbelts led to fatalities of approximately 49% of drivers and 33% of passengers. The risk posed by inadequate safety measures becomes even more apparent when considering accident-prone areas; the highest number of accidents, fatalities, and injuries occurred at 'uncontrolled crossings', accounting for 16.1% of all accidents, 14.8% of fatalities, and 15.5% of injuries.

This worrying trend has been particularly harsh on the younger population, with nearly 50% of fatal road accident victims belonging to the age group below 35 years, signifying a substantial socio-economic loss for the nation. Men are disproportionately affected, making up 86% of these fatalities.





Moreover in 2022, certain states with high vehicle density (parc > 50 lakhs) like Kerala, Madhya Pradesh, Tamil Nadu, Chhattisgarh, and Telangana recorded the highest number of road accidents in 2022, underscoring the pressing need for enhanced road safety measures and stricter enforcement<sup>xii</sup>.

Despite various policy efforts, including amendments to the Motor Vehicles Act (2019), road-related deaths continue to rise (year 2023 saw a 4.2% rise in accidents and a 2.6% rise in deaths compared to 2022<sup>x</sup>), emphasizing the need for multi-dimensional interventions. Effective road safety strategies must integrate vehicle engineering advancements, improved road infrastructure, behavioural education, stringent enforcement of traffic laws, and enhanced emergency response systems.

## Road Safety Initiatives by the Government of India<sup>xiii</sup>

As per the Government of India 2022 report, approximately 78% of total road accidents were attributed to driver error. To enhance compliance and strengthen deterrence against traffic violations, the Motor Vehicles (Amendment) Act, 2019, introduced stricter penalties and promoted the use of technology for enforcement.

The government has adopted a multi-pronged strategy to address road safety based on the 5Es - Education, Engineering (roads and vehicles), Enforcement, Emergency Care and Evaluation. The Ministry of Road Transport and Highways (MoRTH) oversees the construction and maintenance of National Highways, while State and Union Territory governments are responsible for State Highways and other roads. Road safety is an integral component of all National Highway projects, with mandatory road safety audits at every stage - design, construction, operation, and maintenance - conducted by third-party auditors. As per available data by GOI, road safety expenditure ranges from 2.21% to 15% of the total project cost, depending on the infrastructure involved in National Highway development.

Additionally, the government implements various initiatives to enhance road safety, including public awareness campaigns, financial assistance for setting up Model Driving Training Institutes and Model Inspection & Certification Centres, and strengthening public transport systems to improve overall traffic management and safety.

Details of key initiatives undertaken by the Government in Ministry of Road Transport & Highways to address the issue of Road Safety:

### Education

Sn	Initiative / Measure
1	Observance of National Road Safety Month/Week every year for spreading awareness and strengthening road safety.
2	Administers a scheme for setting up of Institutes of Driving Training & Research (IDTRs), Regional Driving Training Centres (RDTCS) and Driving Training Centres (DTCs) at state/district level across the Country.

Table 1: Steps taken to improve Road Safety Education



## Road Engineering

SN	Initiative / Measure
1	High priority is accorded to identification and rectification of black spots /accident spots on NHs
2	Issued guidelines for the provision of signages on Expressways and National Highways to offer improved visibility and intuitive guidance to the drivers
3	Provisions have been made in the Motor Vehicles Act, 1988 for failure to comply with standards for the road design, construction and maintenance, as prescribed by the Central Government from time to time

Table 2: Steps taken to improve Road Safety via Road Engineering

## Vehicle Engineering

SN	Initiative / Measure
1	Mandatory provision of an airbag for the passenger seated on the front seat of a vehicle, next to the driver
2	Prescribed norms related to safety measures for children below four years of age, riding or being carried on a motorcycle. It also specifies use of a safety harness, crash helmet and restricts speed to 40 kmph
3	Mandated Anti-Lock Braking System (ABS) for certain classes of L, M and N categories
4	Mandated speed limiting function/speed limiting device in all transport vehicles, except for two wheelers, three wheelers, quadricycles, fire tenders, ambulances and police vehicles
5	Formulated the Vehicle Scrapping Policy based on incentives/dis-incentives and for creating an ecosystem to phase out old, unfit and polluting vehicles
6	A Scheme to set up one model Inspection & Certification Centre in each State/UT with Central assistance for testing the fitness of vehicles through an automated system
7	Published rules regarding the Bharat New Car Assessment Program (BNCAP) to introduce the concept of safety rating of passenger cars and empower consumers to take informed decisions
8	Mandated vehicles, manufactured on or after 1 <sup>st</sup> October 2025, shall be fitted with an air-conditioning system for the cabin of vehicles of N2 (goods vehicle with gross vehicle weight exceeding 3.5 tonnes but not exceeding 12.0 tonnes) and N3 (goods vehicle with gross vehicle weight exceeding 12.0 tonnes) category
9	Mandatory provisions for fitment of following listed safety technologies for M1 category vehicles: a. Seat Belt Reminder (SBR) for driver and co-driver. b. Manual Override for central locking system c. Over speed warning system. For all M and N category vehicles: a. Reverse Parking Alert System

Table 3: Steps taken to improve Road Safety via Vehicle Engineering



## Enforcement

SN	Initiative / Measure
1	The Motor Vehicles (Amendment) Act, 2019 as stands implemented provides for strict penalties for ensuring compliance and enhancing deterrence for violation of traffic rules and strict enforcement through use of technology
2	Issued rules for Electronic Monitoring and Enforcement of Road Safety
3	On 10 <sup>th</sup> June, 2024, has issued an advisory to all the States and Union territories on technological interventions for ensuring compliance with Motor Vehicle Act, 1988

Table 4: Steps taken to improve Road Safety via Enforcement

## Emergency Care

SN	Initiative / Measure
1	Published rules for the protection of Good Samaritan, who in good faith, voluntarily and without expectation of any reward or compensation renders emergency medical or non-medical care or assistance at the scene of an accident to the victim or transports such victim to the hospital
2	Enhanced compensation of victims of Hit and Run motor accidents (from Rs.12,500 to Rs.50,000 for grievous hurt and from Rs.25,000 to Rs.2,00,000 for death)
3	The National Highways Authority of India has made provisions for ambulances with paramedical staff/Emergency Medical Technician/Nurse at toll plazas on the completed corridor of National Highways
4	Ministry of Road Transport & Highways along with National Health Authority (NHA), has implemented a pilot program for providing cashless treatment to victims of road accidents in Chandigarh Haryana, Punjab, Uttarakhand, Puducherry and Assam

Table 5: Steps taken to improve Emergency Care to Road Accident Victims

## Evaluation

SN	Initiative / Measure
1	Road Safety Audit (RSA) of all National Highways (NHs) has been made mandatory through third party auditors/ experts at all stages i.e. design, construction, operation and maintenance etc
2	Road Safety Officer (RSO) has been designated at each Regional Office of road owning agencies under the Ministry to look after RSA and other road safety related works

Table 6: Steps taken to improve Road Safety via Evaluation



# NEED FOR ENVIRONMENTAL SAFETY

**B**eyond road safety initiatives, SAFE places equal emphasis on efforts that contribute to a safer and cleaner environment. In line with this commitment, this report provides a brief overview of initiatives implemented by leading nations in environmental sustainability and combating climate change. Countries performing high on both Environmental Performance Index (EPI) and Climate Change Performance Index (CCPI) have been considered.

In the previous edition of the SAFE Annual Report (2023–24), comprehensive coverage was given to the environmental sustainability initiatives of Switzerland, Norway, Sweden, and the Netherlands.

The current edition shifts focus to highlight the key announcements and measures undertaken by Germany and the United Kingdom.

## Germany

Germany has been a global leader in environmental sustainability, implementing a series of ambitious initiatives to reduce greenhouse gas emissions, transition to renewable energy, and enhance energy efficiency.

Under the Federal Climate Change Act (Klimaschutzgesetz – KSG), the country has set a legally binding target to achieve climate neutrality by 2045. This includes interim goals of reducing greenhouse gas emissions by at least 65% by 2030<sup>xiv</sup> and 88% by 2040, compared to 1990 levels. Annual emission limits have been established for key sectors, including energy, transport, buildings, and agriculture, to ensure consistent progress.

According to data released by the Federal Network Agency (Bundesnetzagentur), renewable energy sources accounted for 59% of Germany's total electricity generation in 2024 - an increase from 56% in 2023. Wind energy led the mix, contributing 125.7 TWh, followed by solar power at 63.3 TWh, and biomass at 36 TWh.<sup>xv</sup>

Germany achieved a 3.4% reduction in carbon emissions in 2024, with recent assessments by Berlin-based think tank Agora Energiewende confirming that the country is on track to meet its 2030 climate targets.<sup>xvi</sup>

To strengthen its decarbonization efforts, Germany operates a dual carbon pricing mechanism. This includes participation in the European Union Emissions Trading System (EU ETS) and the implementation of a national emissions trading scheme (nEHS) for sectors not covered under the EU framework, such as transport and heating. In 2022, combined revenues from both systems amounted to €13.2 billion.<sup>xvii</sup>

These revenues are directed into the Climate and Transformation Fund (KTF), which finances key initiatives such as the development of electric mobility infrastructure, the advancement of the





hydrogen economy, improvements in energy efficiency, and expansion of renewable energy projects.

Germany continues to set a global benchmark for sustainable development, illustrating how ambitious policy frameworks, innovative technologies, and cross-sector collaboration can drive meaningful environmental progress.

## United Kingdom

In February 2024, the UK government released data highlighting that the United Kingdom is the first major economy to halve its emissions<sup>xviii</sup>, achieving a 50% reduction in greenhouse gas emissions from 1990 to 2022, while simultaneously growing its economy by 79%. The UK has significantly transitioned towards cleaner energy, with renewables now accounting for over 40% of its electricity mix, up from just 7% in 2010.

At COP29 in November 2024, the UK reaffirmed its commitment to the Paris Agreement's 1.5°C target by announcing an ambitious Nationally Determined Contribution (NDC). The updated target aims to reduce all greenhouse gas emissions by at least 81% by 2035 compared to 1990 levels, aligning with the Climate Change Committee's recommendations.

The UK will serve as the Climate and Clean Air Coalition (CCAC)<sup>xix</sup> Co-Chair in 2025, strengthening its role in tackling super pollutants - short-lived climate pollutants (SLCPs) such as methane, black carbon, and tropospheric ozone. These pollutants have high global warming potential and significantly impact near-term climate change.

The UK has a strong track record of ambitious climate action. It hosted COP26 in Glasgow, where the Global Methane Pledge (GMP) was first launched. In addition to being a GMP participant, the UK has signed the COP29 Declaration on Reducing Methane from Organic Waste and provided funding to the International Energy Agency's methane program to support global methane reduction efforts. In 2024, the UK also contributed to the CCAC Trust Fund to launch the Fossil Fuel Regulatory Programme (FFRP), aimed at assisting up to 20 developing countries in reducing methane emissions from fossil fuels by 2027.

Beyond climate action, the UK remains a leader in combatting air pollution. It supports the CCAC Clean Air Flagship initiative, which developed the Air Quality Management Exchange Platform (AQMx). The UK also serves as Co-Chair of the Forum for International Cooperation on Air Pollution (FICAP) and has endorsed the COP28 Declaration on Climate and Health, recognizing the critical need to reduce air pollution. Additionally, the UK is backing UNEA Resolution 6/10, which promotes regional cooperation on air pollution to improve global air quality.

The UK has been proactive in reducing black carbon emissions, endorsing the CCAC's Marrakech Communiqué in 2016. This initiative commits to implementing cleaner diesel fuels and vehicles, along with developing black carbon inventories and projections to track emission reductions.



## Environmental Initiatives by the Government of India

India has undertaken a series of ambitious initiatives to promote environmental sustainability, mitigate climate change and manage nationwide air and water pollution levels. These efforts span renewable energy expansion, afforestation, policy frameworks, sustainable development, and international collaboration.

### Renewable Energy and Clean Technology

India has launched several schemes to accelerate the transition to clean energy, enhance grid stability, and reduce carbon emissions. Notable initiatives include the National Bio-Energy Mission, National Green Hydrogen Mission, PM-KUSUM Scheme, and PM Surya Ghar Muft Bijli Yojana, reflecting the country's commitment to a self-reliant and cleaner energy future. As of January 2025, India's total non-fossil fuel-based energy capacity has reached 217.62 GW.<sup>xx</sup>

### National Action Plan on Climate Change (NAPCC)

Established in 2008, the NAPCC<sup>xxi</sup> serves as a strategic framework guiding India's climate action through eight key missions:

- National Solar Mission - Promotes solar energy adoption, targeting 100 GW of solar power capacity.
- National Wind Energy Mission - Focuses on expanding wind energy capacity and advancing wind technology.
- National Mission for Enhanced Energy Efficiency (NMEEE) - Implements energy efficiency programs like the Perform, Achieve, and Trade (PAT) scheme.
- National Mission on Sustainable Habitat - Aims to enhance energy efficiency in urban planning, waste management, and green buildings.
- National Water Mission - Works toward water conservation and sustainable management of water resources.
- National Mission for Sustaining the Himalayan Ecosystem - Protects the fragile Himalayan ecosystem through research and monitoring.
- National Mission for Sustainable Agriculture - Promotes climate-resilient farming practices and crop diversification.
- National Mission for a Green India - Focuses on afforestation, ecosystem restoration, and enhancing green cover.

### International Climate Commitments

India plays a crucial role in global climate governance and has undertaken multiple international commitments, including:

- International Solar Alliance (ISA)<sup>xxii</sup> - Co-founded by India to promote solar energy adoption worldwide.



- Coalition for Disaster Resilient Infrastructure (CDRI) - Strengthens climate-resilient infrastructure development.
- Leadership Group for Industry Transition (LeadIT) - A joint initiative with Sweden to decarbonize the industrial sector.
- Paris Agreement & Nationally Determined Contributions (NDCs) - India has pledged to reduce emissions intensity and expand clean energy.

### India's COP26 Commitments - Panchamrit

At the 26<sup>th</sup> UN Climate Change Conference (COP26) in Glasgow, India announced an ambitious five-point climate action plan, known as Panchamrit<sup>xxiii</sup>:

- Achieve 500 GW of non-fossil fuel energy capacity by 2030.
- Meet 50% of total energy requirements from renewable sources by 2030.
- Reduce cumulative carbon emissions by one billion tonnes by 2030.
- Lower the economy's carbon intensity by 45% (compared to 2005 levels) by 2030.
- Attain net-zero emissions by 2070.

### National Clean Air Programme (NCAP)

Launched by the Ministry of Environment, Forest and Climate Change (MoEF&CC) in January 2019, with the goal of reducing PM10 levels by 20-30% by 2024 (baseline: 2017)<sup>xxiv</sup>, revised later to a 40% reduction or attainment of NAAQS by 2025-26. The NCAP currently covers 131 cities, including non-attainment and million-plus cities.

Under this programme:

- Performance-based funding is being provided to cities for implementing action plans.
- Resources are mobilized through convergence with central schemes like Swachh Bharat Mission, AMRUT, Smart Cities Mission, SATAT, and FAME-II.
- Cities have established Public Grievance Redressal Portals (PGRP) and Emergency Response Systems (ERS) for addressing pollution-related issues.

Notably, 88 out of 131 cities showed improvement in PM10 levels in FY 2022-23 compared to the baseline year.

### Additional Measures by Government of India

- **Vehicular Emissions:** Transition to BS-VI fuel standards nationwide since April 2020, promotion of electric vehicles under key schemes like FAME, EMPS, PM E-DRIVE and PLIs, operationalization of expressways to divert non-destined traffic, and installation of Vapour Recovery Systems (VRS) at fuel stations.



- **End of Life Vehicles:** Notification of Environment Protection (End-of-Life Vehicles) Rules, 2025 by MoEF&CC to ensure environmentally sound management of end-of-life vehicles (ELVs). Vehicle producers have been provided annual targets for scrapping of End-of-life vehicles starting from the year 2025-26 for the vehicles put in the market 15 years ago in case of transport vehicles and 20 years ago in case of non-transport vehicles<sup>xxv</sup>.
- **Industrial Emissions:** Release of notification on Emission standards for SO<sub>2</sub> and NO<sub>x</sub> from thermal power plants, ban on pet coke and furnace oil in NCR, promotion of cleaner fuels (PNG, biomass), and mandatory installation of Online Continuous Emission Monitoring Systems (OCEMS) in highly polluting industries in Delhi-NCR.
- **Stubble Burning:** Over ₹2,440 crore allocated to states for crop residue management<sup>xxiv</sup>. CPCB provides financial assistance for pelletization and torrefaction plants. Directions have been issued by the Commission for Air Quality Management (CAQM) for biomass co-firing in thermal power plants and restrictions on industrial fuels.
- **Air Quality Monitoring:** CPCB operates 1,447 monitoring stations across 516 cities, provides daily AQI bulletins, real-time data through a central control room, and air quality forecasting<sup>xxiv</sup>.
- **Plastic Waste Management:** MoEF&CC notified the Plastic Waste Management Amendment Rules in 2021 banning identified single-use plastic items with low utility and high littering potential from 1st July 2022<sup>xxvi</sup>. Further guidelines were issued on Extended Producer Responsibility (EPR) for plastic packaging under:
  - Plastic Waste Management (Amendment) Rules, 2022 - notified on 16th February 2022
  - Plastic Waste Management (Amendment) Rules, 2024 - notified on 14th March 2024
- **Waste Management:** Guidelines issued for Municipal Solid Waste (MSW) and construction & demolition (C&D) waste management, promotion of anti-smog guns, mechanical sweepers, bio-mining of legacy waste, and mitigation of dust from construction sites.
- **Research & Technology:** Research partnerships with institutions like IITs and NEERI are yielding scientific inputs for targeted interventions, such as dust suppressant usage.
- **Regulatory & Legal Actions:** Enforcement through inspections, closure directions to non-compliant industries, and implementation of the revised Graded Response Action Plan (GRAP) to address air quality emergencies.
- **Public Engagement & Outreach:** Awareness and grievance redressal via SAMEER app, social media, and regular stakeholder consultations.





# सुरक्षित सफर (SAFE JOURNEY) ACTIVITIES

As part of its commitment to sustainable mobility and road safety, SAFE organizes a series of events throughout the year to raise road safety awareness across the country. This section provides a concise overview of the key activities undertaken by SIAM under the SAFE initiative during the last financial year (FY24).

## SAFE Annual Convention

**25<sup>th</sup> SAFE Annual Convention and Mobility Exposition 2024** was organized on **September 24, 2024, in Bengaluru**, under the theme "*United Efforts for Road Safety: Our Roads, Our Responsibility.*" The event was graced by **Shri Siddaramaiah, Hon'ble Chief Minister of Karnataka**, as the Chief Guest, along with **Shri D. K. Shivakumar, Hon'ble Deputy Chief Minister of Karnataka**, and **Shri Ramalinga Reddy, Hon'ble Transport Minister of Karnataka**, as Guests of Honour. Several distinguished dignitaries and industry leaders from OEMs and corporations shared valuable insights, enriching the discussions on road safety initiatives.



*Inaugural Ceremony of 25<sup>th</sup> SAFE Annual Convention and Mobility Expo 2024 at Bengaluru, Karnataka*

## Mobility Exposition Exhibits

The SAFE Annual convention featured the Mobility Exposition showcasing the vehicle demonstrations highlighting SIAM's commitment in promoting safety and environmental consciousness.

A total of 12 vehicles of different categories: 2Ws, 3Ws, 4Ws and Light Commercial Vehicle manufacturers were demonstrated during the event showcasing various advanced safety features in vehicles. About 1000 visitors visited the exhibition.





## Snippets from SAFE Mobility Exposition at SAFE Annual Convention 2024





## Visit of Traffic Management Centre Bengaluru

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 M N 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. About 20 Participants participated in the visit.



*Visit of participants at Traffic Management Centre Bengaluru*

Mr Kuldeep Kumar R. Jain, IPS, Deputy Commissioner of Police (Traffic East) delivered a comprehensive presentation on Bengaluru's traffic management strategies, highlighting key traffic statistics and the city's adoption of smart technologies for traffic monitoring and management.

He provided an in-depth overview of the Actionable Intelligence for Sustainable Traffic Management (ASTraM) system, which enables real-time traffic congestion tracking and issues alerts to officials for improved traffic planning. ASTraM also assists the Bengaluru Police in predicting potential disruptions caused by route changes. To further enhance monitoring capabilities, drone cameras have been deployed during peak hours to track traffic flow efficiently.

As part of the visit, the delegation toured the control room, where they observed live traffic feeds from CCTV cameras positioned at key junctions across the city and reviewed accident data. The visit concluded with a briefing on the Smart Enforcement Centre, where participants were introduced to the Intelligent Traffic Management System (ITMS) - an AI-powered system that detects traffic violations and automatically issues challans, ensuring efficient and data-driven traffic law enforcement.



## Road Safety Initiatives and Recognitions at SAFE Annual Convention 2024

The convention was graced by the presence of **Shri Siddaramaiah, the Hon'ble Chief Minister of Karnataka as Chief Guest**, along with **Hon'ble Deputy Chief Minister of Karnataka Shri D. K. Shivakumar and Hon'ble Transport Minister of the Karnataka Shri Ramalinga Reddy as Guests of Honour**. The conclave also saw participation from eminent government officials such as Dr N V Prasad, IAS - Secretary of Transport, Govt of Karnataka, along with several other distinguished dignitaries, industry experts from various corporations and OEMs who shared their valuable insights, further enhancing the significance of road safety initiatives in India.



*Dignitaries Igniting the Light of Knowledge and Safety at 25<sup>th</sup> SAFE Annual Convention*

## SAFE Conference

Addressing the inaugural session, the chief guest, Shri Siddaramaiah, The Hon'ble Chief Minister of Government of Karnataka highlighted India's automotive growth, stating that the automotive sector contributes 6.5% to the nation's GDP and supports over 30 million direct and indirect employments. However, he acknowledged the challenges posed by road traffic accidents, with India recording over 168,000 deaths in 2022.

He further added that over the past few years, "Karnataka is prioritizing road safety and has made significant investments in infrastructure and technology. In partnership with central agencies and private stakeholders, the state of karnataka government has worked on developing safer junctions, ensuring that all critical roadways are equipped with proper signage and markings and identifying and addressing accident-prone areas, or "black spots," where we have seen recurrent accidents and fatalities.



He commended the efforts of the state police and transport department for working together towards rigorously enforcing traffic laws. And praised the Bengaluru and Mysuru cities for the adoption and implementation of advanced traffic management technologies to monitor traffic violations with speed cameras, red-light violation detection systems, and integrated traffic management centres.



*Hon'ble Chief Minister of Government of Karnataka addressing the delegates*



*Hon'ble Deputy Chief Minister of Govt. of Karnataka, Shri D K Shivakumar, addressing the delegates*

Addressing the inaugural session, Guest of Honour Shri D K Shivakumar, Hon'ble Deputy Chief Minister of Karnataka, in his address, acknowledged the increased urgency of road safety with increasing vehicle registrations in the state over the years. He emphasized the importance of using advanced emerging technologies like Artificial Intelligence( AI) , Intelligent Transport System etc. In reducing traffic congestion and improving road safety.



*Hon'ble Transport Minister of Govt. of Karnataka, Dr Ramalinga Reddy, addressing the delegates*

Stressing the importance of adopting international road safety standards, he noted that integrating these technologies into transport operations would not only ensure the safety of citizens but will also lead to be at par with the global standards in road safety. He praised SIAM for its work in road safety and encouraged more discussions and collaborations on tackling the traffic challenges in Bengaluru.





Guest of Honour, Dr Ramalinga Reddy, Hon'ble Transport Minister, Govt. of Karnataka, apprised that Karnataka is spearheading in road safety initiatives, by continuously working to improve infrastructure, enhance enforcement, and upgrade emergency care towards reducing road fatalities and injuries. At the forefront of technological advancements in the transportation sector. Government's comprehensive schemes and future plans, including the procurement of 5,000 electric buses, highlights the commitment towards sustainable mobility. Dr. Ramalinga informed that we aim to establish Bengaluru as the first net-zero city in India, setting a benchmark in environmental responsibility and urban transportation."

Among others, the Global Head of Tata Motors Sushant Naik, General Manager said, "Addressing road safety is urgent. We must reduce road traffic deaths by 50% by 2030, a goal set by the United Nations. The path to safer roads involves a comprehensive approach-Education, Engineering, Enforcement, and Emergency Care. We can learn from successful models like Sweden's Vision Zero and Norway's traffic management strategies, which have significantly lowered road fatalities. By integrating advancements like ADAS and enforcing stricter laws, we can achieve similar success." Mr Alok Jaitley, Vice President, SAFE and EVP, Maruti Suzuki India, also shared his insights and perspectives on road safety in India.



*Mr. P. K. Banerjee, Executive Director SIAM, Mr. Sushant Naik, President, SAFE and Mr Alok Jaitley, Vice President, SAFE addressing the delegates*

On this occasion, SAFE-SIAM Context Paper, "Analysing India's Imperatives for Road Safety," was also unveiled by the Hon'ble Chief Minister of Karnataka, Shri Siddaramaiah in the august presence of eminent dignitaries Hon'ble Deputy Chief Minister of Karnataka Shri D. K. Shivakumar, Hon'ble Transport Minister of the Karnataka Shri Ramalinga Reddy as Guests of Honor and Dr N V Prasad, IAS - Secretary of Transport, Govt of Karnataka.



*Launch of SAFE-SIAM Context Paper*



The paper provides a comprehensive analysis of the current road safety landscape in India. The paper sheds light on key initiatives across five states i.e Kerala, Rajasthan, Punjab, Andhra Pradesh, and West Bengal to demonstrate varied yet focused efforts to reduce road accidents and fatalities. These include advanced traffic monitoring technologies, awareness campaigns, stringent enforcement measures, and enhanced emergency response systems. critical insights about India's preparedness for safer roads.

## Brief on the Plenary sessions

### The first plenary session, "

Leadership in Road Safety: Innovations and Initiatives", was chaired and moderated by Mr Naveen Soni, Toyota Kirloskar Motor. Guest of Honour Dr N V Prasad, IAS, Secretary of Transport, Govt. of Karnataka, shared his perspectives on Education in Road Safety. He emphasised on the importance of the technology advancements with an example of how High Security Registration Plates (HSRP) with Automatic Number Plate Recognition (ANPR) systems can significantly improve response times in the event of an accident."



Plenary Session 1

The session also included thematic presentations by Mr Ashim Sharma, Senior Partner, Nomura Research Institute Consulting, on 'Road Safety - India's journey so far and the way forward'; Dr. Reji Mathai, Director, ARAI, on the "Role of Testing Agencies in Indian Road Safety"; Mr Prabhu Nagraj, Operating Officer, Honda Motorcycle & Scooter India, on "Best Practices in Road Safety by HMSI"; Ms Pamela Tikku, VP – Auto Group Public Affairs, Mahindra & Mahindra, on "CSR Initiatives in Road Safety"; Mr Akhilesh Srivastava, President, ITS India Forum and Former NHAI on "Reimagining Road Safety-a paradigm shift with road safety 2.0" and Mr. Nazeem Khan, Head- ICLM, Motor TP Claims & Litigation.



Plenary Session 1





**The second plenary session,** “Emergency Response and Data-Driven Enforcement in Road Safety,” was chaired and moderated by Mr M S Anand Kumar, Senior General Manager - R&D (Homologation), TVS Motor Company. Guest of Honour Mr Harsh Gupta, IAS, Principal Secretary, Health, Govt of Karnataka, shared their perspectives on Road Safety.

The session also included presentations by Mr Devayan Dey, Partner, PwC India, on 'Emergency Response and Data-Driven Enforcement in Road Safety'; Mr Kuldeep Kumar Jain, IPS, DCP (East), Bangalore Police, Govt of Karnataka ; Ms Shruti Adhav, Founder, Value Life Foundation, on “CPR Training: Saving Lives in Emergencies”; Mr Somenath Nag, Sr VP, Calsoft Digital Engg, on “Technology and Innovations in Road Safety” and Mr Roshan Jose, SAVE Life Foundation on “Leveraging Data-Driven Insights from Community Inputs to Enhance Road Safety”.



*Plenary Session 2*

**The third plenary session,** titled "Technology and Innovation in Road Safety," was moderated by Mr Alok Jaitley, Vice President, SAFE and EVP, Maruti Suzuki India. Special Guest Padma Shri Dr Narain Karthikeyan, India's first Formula 1 Racing Driver, Guest of Honour Mr Rama Chandran, IAS, Managing Director, Bengaluru Metropolitan Transport Corporation (BMTc) and Smt Deepa Cholan, IAS, Commissioner, Directorate of Urban Land Transport (DULT), Karnataka, shared their perspectives on technology and innovation in road safety.



*Plenary Session 3*

The fourth plenary session featured presentations from Mr Vishal Gupta, Executive Director, Deloitte; Mr Sunil Patil, Director, Engineering (ADAS & Safety Electronics), ZF Group Region India; Prof. Anindya Deb, CPDM, IISc, on "Vehicle Engineering and Light-weighting for Occupant Safety"; Ms Roli Agarwal, Head (Strategic Partnership), Google on “Role of AI in Road Safety” and Mr Kartick V Nagpal, President, Rosmert Technologies on “Technological innovations in Road Safety – Challenges and Way Forward”.





*Plenary Session 4*

The SAFE Annual Convention saw participation from various entities, including representatives from Central and State authorities, Industry and Transport Departments, Traffic Police, as well as key players from Automobile industries, OEMs and Component Manufacturers, and Technology providers. Medical experts and NGOs also contributed to the discussions, highlighting the holistic approach taken during the event.



*Participants at the SAFE Annual Convention*



*Photopp of Senior officials*

## SIAM launched key road safety initiatives, reinforcing its commitment to safer roads:

- **Road Safety Mime show by Students:** With the support of Ashok Leyland Ltd, School Students performed Road Safety mime at to promote the message of Road Safety.



*Helmet distribution to students*

- **Helmet Awareness Drive –** In partnership with Bengaluru Traffic Police and ICICI Lombard, SIAM supported the distribution of 1,250 helmets each to students and adults, emphasizing the importance of helmet use in preventing head injuries and fatalities.







*Felicitation of Road Safety Contributors at SAFE Annual Convention*

As part of the convention, SIAM hosted a Felicitation Ceremony to honour traffic enforcement officers, education departments, and other key contributors for their outstanding efforts in promoting road safety. This recognition served to celebrate their dedication and inspire continued action toward safer roads for all.

#### Details of Awards and Awardees:

S.NO	Name	Organisation	Category
1	Mr. C Ramachandrappa	KSRTC	Road Safety Warrior
2	Mr. Shiva	KSRTC	Road Safety Warrior
3	Mr. Narasimha Murthy	BMTC	Road Safety Warrior
4	Mr. Maligeshwarachari	BMTC	Road Safety Warrior
5	Mr. Chandrashekar MK	Education Department, Mandya District	Road Safety Education & Awareness Excellence
6	Mr. Manjunath HK	Education Department, Hassan District	Encouragement of Safe Road Behaviour
7	Mr. Durgappa	Bengaluru Traffic Police	Road Safety through Law Enforcement Excellence
8	Smt. Prasheela Gowda	Bengaluru Traffic Police	Road Safety Research and Evaluation
9	Mr Lakshman C	Bengaluru Traffic Police	Road Safety Warrior
10	Mr Yogesh S T	Bengaluru Traffic Police	Road Safety Warrior

Table 7: List of Awardees under different categories

The **SAFE Annual Convention 2024** brought together a diverse group of stakeholders, including **representatives from Central and State authorities, Transport Departments, Traffic Police, the automobile industry, OEMs, component manufacturers, and technology providers.** Additionally, **medical experts and NGOs** contributed valuable insights, emphasizing a **holistic approach** to road safety.





## SAFE Technical Conference - "Smart Mobility: Integrating Safety with Sustainability"

### 1. Technical Conference

As a part of the SAFE annual convention, a full-day SIAM - SAFE 25<sup>th</sup> Technical Conference 2024 themed **"Smart Mobility: Integrating Safety with Sustainability"**, focusing on sustainable, connected, safer, environmentally friendly mobility was organized in Bengaluru, Karnataka.

The workshop facilitated a dynamic knowledge-sharing platform among stakeholders dedicated to enhancing road safety and addressing environmental concerns. The event was graced by the Chief Guest, Mr B Dayanand, IPS, Commissioner of Police, Bengaluru City, Karnataka and the Guest of Honour, Mr Uma Shankar, Additional Transport Commissioner, Govt of Karnataka. The gathering also witnessed the presence of several distinguished dignitaries and industry experts representing major corporations and original equipment manufacturers (OEMs).



SAFE members welcoming Mr B Dayanand, IPS, Commissioner of Police, Bengaluru City at the Technical conference



Senior Dignitaries at the Inaugural Session of Technical Conference



The Inaugural Session themed '**Technology Advancements for Road Safety in India**' was kicked off by welcome remarks by Mr Prashant K Banerjee. He acknowledged the dedication of the Karnataka Transport Department to ensuring road safety and emphasized the dual goals of integrating safety with sustainability and the role of technology in this transformation. He emphasized the importance of technologies such as Intelligent Transport Systems, Artificial Intelligence, and real-time data monitoring which are playing key roles in reducing road fatalities while also protecting the environment.

The Chief Guest stressed that road safety is often an overlooked issue in India. He urged for a cultural change where responsible driving becomes second nature to Indians. He also called for technological innovations, like systems that prevent vehicles from starting without seatbelts, and more stringent enforcement of noise pollution laws. He concluded by commending the industry for their efforts in road safety and called for continued collaboration.

**On this occasion** Mr C Mallikarjun, Addl. Transport Commissioner, Govt of Karnataka shared the message from **Dr Shalini Rajneesh**, IAS, Chief Secretary to Govt of Karnataka & Chairman (Road Safety Authority). In her message, **Dr Shalini** highlighted Karnataka Government's comprehensive road safety action plan supported by a budget of ₹225 crores. This plan aligns with the Ministry of Road Transport and Highways' guidelines and focuses on infrastructure improvements, vehicle safety, and promoting responsible road behavior to reduce road fatalities by 50% by 2030. Key initiatives include eliminating blind spots, conducting road audits, implementing intelligent traffic systems, and employing smart enforcement technologies.

Dr N V Prasad, Secretary Transport, Govt of Karnataka, Mr Uma Shankar, Addl. Commissioner Transport, Govt of Karnataka and Mr Mallikarjun, Addl. Commissioner Transport, Govt of Karnataka were also present in the inaugural session.

The technical workshop 2024 held sessions discussing the technology advancement in road safety in India, Emerging trends in vehicle engineering, sustainable fuels for the future, and circularity and end-of-life vehicle management.



Senior officials addressing the delegates







Senior officials addressing the delegates

**Mr Sushant Naik, President, SAFE and Global Head (Government & Corporate Affairs), Tata Motors,** emphasized on the solutions that enhance road safety while aligning with environmental goals. He opined that the use of advanced and emerging technologies like AI, ML, Big data analytics, and Cloud computing in Intelligent transport systems will play a pivotal role in making our roads safer, greener and sustainable.

**Mr Bhagwan K Bindiganavile, Executive Vice President, VE Commercial Vehicles** in his closing remarks opined that there is a *critical link between road safety and sustainability. Technology is an enabler for advancing smart, safe, and sustainable mobility.*



Inaugural session Dignitaries

The first session titled, “Emerging Trends in Vehicular Technology” chaired by Mr D Balakrishnan, Vice President, (R&D), Ashok Leyland Ltd, highlighted the latest advancements in vehicular technology. The session included a series of insightful presentations, starting with Mr Anil Kumar, Sr GM - PV Engineering, Tata Motor “Overview of BNCAP & Safety Awareness amongst Vehicle Users”; Mr R Babu, Vice President, R&D on “Technology & Innovation for 2W Safety”; Mr Gururaj Ravi, Vice



President, Maruti Suzuki India Limited on “Enhancing Road Safety: Integrating Passive and Active Safety Features in Modern Automobiles”; Mr Subrata Mitra, Vice President, Ather Energy, on, “Overview on Indian Vehicular Technology – 2W Perspective”; Mr. Suresh Chettiar, Vice President, Volvo Bus Corporation, on “Sustainable Fuels in Transport for the Future” and Mr Sudhir Sathe, Dy. General Manager, Mahindra & Mahindra on “Emerging Trends in Vehicular Technology”.



Session 1: Emerging Trends in Vehicular Technology

The second session titled, “Sustainable Fuels for the Future” was chaired by **Mr. Alok Jaitley, Vice President, SAFE and EVP, Maruti Suzuki India**. The session included a presentation by **Mr. Rajesh M Badhe, Chief General Manager, Indian Oil Corporation**, titled “Hydrogen Fuel Cell Technology: Potential and Challenges for the Indian Market,” followed by **Dr M Murlidharan, Dy. General Manager, Hindustan Petroleum Corporation Ltd**, on “Innovations in sustainable fuel”. **Dr Raja Munusamy, Sr. VP, Reliance Industries**, on “Hydrogen Fuel Cell Program: The Road Ahead,” while **Mr Yogesh Bolar, Vice President, Ashok Leyland**, shared insights on the future of fuels in the transport sector.



Session 2: Sustainable Fuels for the Future

The third session titled, “Circularity and End-of-Life Vehicle Management” was chaired by **Mr Harjeet Singh, Executive Advisor (Technical), Hero MotoCorp**, who set the tone by discussing the importance of sustainable vehicle lifecycle management. The session was graced by Guests of Honour, **Dr N V Prasad, Mr Purshottam, Mr C T Murthy, Addl. Transport Commissioners, Govt of Karnataka**. **Mr Chandrababu, Director, CPCB (Regional Office) Bangalore**, presented on “Ensuing Policy on End-of-Life Vehicle: Implementation, Challenges and Opportunities,” addressing regulatory frameworks.





**Mr Balraj Bhanot, Former Director, ARAI**, discussed vehicle safety standards in his presentation, *“Vehicle Inspection & Certification,”* while **Mr Sudershan S Gusain, Chairman, Safety Awareness Group, ATMA/ITTAC**, emphasized tyre safety and recycling in *“Importance of Tyres: Safety & Recycling.”* The session concluded with **Mr Ailoor Subramanian, Vice President (R&D), Renault Nissan Technology and Business Centre India**, who presented *“OEM Responsibility Towards Circularity and Sustainable Development”*. SIAM solicited four Senior Transport Department officers who have done exemplary service in Road safety.



Session 3: Circularity and End-of-Life Vehicle Management

The technical conference 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.

SIAM has been driving the transition towards sustainable transportation through initiatives like the electrification of mobility (विद्युतीकरण), promoting ethanol in transport (जैविक पहल), improving recycling (चक्रीयता), bringing safety through SAFE's - Safe Journey (सुरक्षित सफर), developing gas-based mobility infrastructure (गैस गतिशीलता), and fostering the hydrogen fuel ecosystem (हरित हाइड्रोजन). SAFE and its members have been actively collaborating with governments, corporations, and key stakeholders to promote safer mobility nationwide.





## सुरक्षित सफर (Safe Journey) - BMGE 2025 – Auto Expo The Motor Show

### 1<sup>st</sup> Summit on Automotive Future Advancement in Road Safety (SAFAR)

On the occasion of National Road Safety Month, SIAM-SAFE launched the first-ever edition of the Summit on Automotive Future Advancements in Road Safety (SAFAR) on 19<sup>th</sup> January 2025 alongside the successful सुरक्षित सफर Pavilion. The endeavor is to create a comprehensive platform to catalyze collaboration among policymakers, industry leaders, and advocates. This summit's objective was to address pressing safety challenges, drive innovative solutions, and amplify public awareness for safer, inclusive, and sustainable mobility.

The Summit themed “**United Efforts for Road Safety: Safer Roads, Our Responsibility**” emphasized the collective commitment required from policymakers, industry leaders, and society at large to make roads safer. It aims to serve as a premier platform for fostering collaboration, driving innovative solutions, and advancing public awareness to significantly reduce road-related injuries and fatalities. The collaborative efforts across these sectors are key to achieving lasting change, encouraging innovation, and implementing scalable solutions that address both rural and urban road safety challenges.

With a focus on the 5E's of road safety: Education, Enforcement, Engineering improvements, Emergency care and Evaluation, the event served as a platform to explore actionable insights and strategies that can drive long-term transformation in India's road safety landscape.

Central to the discussions was a shared vision of creating safer roads and communities through enhanced policy frameworks, advanced technology integration, and proactive community involvement.

Policy updates, smarter enforcement mechanisms, and the adoption of data-driven solutions were identified as crucial elements for success. Public awareness campaigns is another important element playing a key role in shifting behaviors and building a culture of safety at all levels.

The event brought together a diverse group of delegates, including government officials, representatives from automobile and automotive component manufacturers, stakeholders from the road safety ecosystem, including ITS developers, road furniture manufacturers, NGOs, and Health care officials. It also garnered significant participation from innovative startups and media representatives, all of whom played a vital role in facilitating dialogue and exchanging ideas. The event reinforced the belief that by working together, India can pave the way for a people-centric future—where improved road safety contributes to a healthier, more secure society.

### Inaugural Session: Driving a people-centric future: A Vision for Safer Roads in India

The theme attempted to place people at the heart of road safety initiatives to highlight the importance of collective responsibility, innovative solutions, and inclusive policies to reduce road-related injuries and fatalities. It envisioned a future where every journey is safer, fostering public trust and creating a sustainable mobility ecosystem for all.

During the Opening Session, the SIAM's “Surakshit Safar Initiative Report (2025-2026)” was launched by **Mr. V Umashankar, Secretary**, Ministry of Road Transport & Highways, highlighting SIAM's road safety initiatives for FY25.



## Glimpses of Inaugural Session: Driving a people-centric future: A Vision for Safer Roads in India





**Mr. Prashant K Banerjee**, Executive Director, SAFE & SIAM, emphasized the need to address safety concerns for two-wheelers, which make up 80% of India's annual vehicle population. He stressed SIAM's commitment to enhancing road safety and contributing to nation-building.

Chief Guest **Mr. V. Umashankar** highlighted the importance of the RVB framework – Road, Vehicle, and Behaviour – for improving road safety. He stressed the need for better road engineering, advanced vehicle safety features, and promoting responsible driving through education and awareness.

Guest of Honour **Mr. Sanjay Bandopadhyaya** from the Supreme Court Committee on Road Safety pointed out that India's diverse states and large population pose challenges, but reviving the value of "Pehle Aap" can help reduce road fatalities. He called for focused interventions in 'vehicle technologies, emergency care, and enforcement' to achieve the goal of halving road fatalities.

**Mr. Shailesh Chandra**, President of SIAM and Managing Director of Tata Motors Passenger Vehicles & Electric Mobility, underscored the '5E model of road safety: Education, Enforcement, Engineering, Evaluation and Emergency'. He emphasized the importance of technology, data analytics, and collaboration to improve road safety.

**Mr. Piyush Arora**, Managing Director & CEO of SKODA AUTO Volkswagen India, praised the government's 'Bharat NCAP initiative', which aims to enhance safety standards and address India's road safety challenges. **Mr. Kazuyoshi Kuroki**, Chief Engineer at Honda Motor Co. Ltd., shared insights from Japan's road safety measures, emphasizing collaboration between public and private sectors in 'education, enforcement, and engineering'.

**Mr. Sushant Naik**, President of SAFE and Global Head of Govt & Public Affairs at Tata Motors, highlighted the importance of innovation and collaboration, noting that 'safer roads mean safer families' and that ongoing efforts must address remaining challenges.



Launch of सुरक्षित सफर Initiative Report (2024-2025)

Left to Right: Mr. Prashant K Banerjee, Executive Director, SIAM, Mr. Kazuyoshi Kuroki, Manager Chief Engineer, Honda Motor Co. Ltd. Safety Strategic Planning Department, Safety Planning Division, Corporate Planning Supervisory Unit, Mr. Sanjay Bandopadhyaya, Member, Supreme Court Committee on Road Safety, Mr. V Umashankar, Secretary, Ministry of Road Transport & Highways, Govt of India, Mr. Shailesh Chandra, President SIAM and MD Tata Motors PV and Tata Motors Electric Mobility, Mr. Piyush Arora, Managing Director & CEO, SKODA AUTO Volkswagen India, Mr. Sushant Naik, President, SAFE and Global Head, Govt & Public Affairs, Tata Motors



## Session 1: Panel Discussion

The panel discussion **“Saving Lives by Adopting Multi-Pronged Road Safety Strategies through Education and Enforcement”** focused on enhancing road safety through education, enforcement, and collaboration. Experts discussed practical solutions to improve safety, encourage responsible behavior, and ensure compliance with regulations.



Panel discussion 1

**Mr. Alok Jaitley** (VP, SAFE & EVP, Maruti Suzuki India) emphasized making technology affordable so more people can access advanced safety features.

**Mr. K K Kapila** (President Emeritus, IRF) highlighted the **5E's – Engineering, Education, Enforcement, Emergency Response** and Evaluation need to teach road safety to children.

**Mr. Akash Passey** (President, ZF India) noted that countries reducing road fatalities have succeeded through consumer demand for safety features and concerted efforts.

**Mr. Ramashankar Pandey** (Social Defence Fellow & ex-MD, Hella India Lighting Ltd.) acknowledged India's progress in safety regulations but stressed that **behavioral change and proactive solutions** like alert systems are essential.

**Mr. K C Sharma** (Chief Engineer, MoRTH) emphasized the importance of **educating vehicle owners and enforcing existing laws** to reduce road fatalities.

The discussion called for **innovative education, strong enforcement, and collaboration** among government bodies, educational institutions, industry leaders, and enforcement agencies to create safer roads.



Left to Right: Mr Akash Passey, President, ZF India, Mr K K Kapila, President Emeritus, International Road Federation (IRF), Mr. Alok Jaitley, Vice President, SAFE and EVP, Maruti Suzuki India, Mr K C Sharma, Chief Engineer, MoRTH, Mr Ramashankar Pandey, Social Defence Fellow of Indian Administrative Fellowship at Ministry of Social Justice and Empowerment & Former MD Hella India Lighting Ltd.





## Session 2: Panel Discussion

The second panel discussion, “**Pivotal Role of Engineering, Emergency Care, and Evaluation in Improving Road Safety,**” focused on integrating engineering advancements, emergency response systems, and evaluation frameworks to reduce road accidents and fatalities.

**Mr. Akhilesh Srivastava** (President, ITS India) emphasized using **Automated Traffic Management Systems (ATMS)** to leverage data for promoting good driving habits and addressing poor behaviour, highlighting the need for piloting such technologies.

**Mr. Manish Jaiswal** (Director, NATRAX) stressed the importance of comprehensive solutions involving road infrastructure and improved vehicle engineering, emphasizing the interconnected nature of road safety measures.

**Mr. Abhijit Sengupta** (Senior Director, HERE Technologies) noted that a recent survey showed **behavior as the top cause of accidents**, followed by poor road conditions and inadequate enforcement of laws.

**Dr. Tejprakash Sinha** (Co-Director, WHO) highlighted that **timely emergency care can save 30-40% of lives** and advocated for community-driven ambulance services, better ambulance availability, and establishing **zero-fatality corridors**.



Panel discussion 2



Left to Right: Commander Pradeep K Jaswani, Chief Operating Officer, JP Research, Mr. Akhilesh Srivastava, ITS India President, Dr. Manish Jaiswal, Director, NATRAX, Mr. Prashant K Banerjee, Executive Director, SIAM, Mr. Abhijit Sengupta, Senior Director & Head of Business- Southeast Asia, HERE Technologies, Dr. Tejprakash Sinha, Co-Director, WHO





**Commander Pradeep K Jaiswani** (COO, JP Research) emphasized the **role of AI** in identifying crash patterns, implementing automated corrections, and enhancing policymaking through data-driven insights.

The session called for **enhanced collaboration** among stakeholders, improved engineering practices, robust evaluation mechanisms, and better public awareness to create a comprehensive approach to road safety.

### Event Partnership

The event received exceptional support from prominent partners dedicated to promoting road safety and sustainable mobility. Rosmert Technologies, Honda, and Škoda Auto Volkswagen India actively participated in SAFAR, showcasing their commitment to enhancing road safety standards. Their collaboration at the event highlighted the industry's collective effort to address critical road safety challenges and reinforce their shared vision for creating safer and more sustainable mobility solutions. The involvement of these key players demonstrated the event's importance and broad appeal within the industry.



### Key Outcomes

- Targeted Education Programs:** Focus on driver training, school-level road safety education, and mass awareness campaigns will instil responsible road behaviour.
- Stricter Law Enforcement:** Advocacy for AI-based traffic monitoring, stricter penalties for violations, and real-time data sharing among agencies will be critical for enhancing compliance.
- Engineering Upgrades:** Better road design, smart traffic management systems, and mandatory vehicle safety features to minimize accident risks.
- Emergency Care Enhancement:** Need to focus on golden-hour response optimization, wider ambulance network coverage, and real-time accident reporting to reduce fatalities.
- Integrated Road Safety Data Systems:** Centralized accident databases, predictive analytics, and real-time tracking should be developed to improve road safety evaluation and policymaking.
- Cross-Sector Collaboration:** Coordinated efforts between government bodies, industry leaders, law enforcement, and healthcare providers to create an effective safety framework.



## सुरक्षित सफर (Safe Journey) Pavilion 2025

Intending to improve public awareness on Road Safety rules and behaviours, as well as to showcase the work already being undertaken by different stakeholders, SIAM has been organizing the सुरक्षित सफर (Safe Journey) Pavilion since 2023. In line with its motto, “Building the Nation, Responsibly,” SIAM with its सुरक्षित सफर (Safe Journey) initiative has been at the forefront of driving initiatives to promote safer roads.

The 3<sup>rd</sup> edition of the सुरक्षित सफर (Safe Journey) Pavilion at the Auto Expo – The Motor Show 2025, under the aegis of the Bharat Mobility Global Expo (BMGE) 2025, organised from **17<sup>th</sup> – 22<sup>nd</sup> January 2025 at Bharat Mandapam, New Delhi** with the theme: “**Safer Roads Our responsibility**”.



सुरक्षित सफर (Safe Journey) Pavilion at Bharat Mobility Global Expo (BMGE) 2025

The week-long road safety campaign, brought together key stakeholders to showcase innovative solutions, raise awareness, and foster collaboration to improve road safety. The pavilion hosted informative and interactive exhibits along with creating a vibrant space for engaging and impactful activities for school students.

### Inauguration

The pavilion was inaugurated by Shri Nitin Gadkari, Union Minister for Road Transport and Highways in the presence senior officials from Government and eminent Auto industry leaders.



Inauguration of सुरक्षित सफर (Safe Journey) Pavillion by  
Shri Nitin Gadkari, Hon'ble Union Minister of  
Road Transport and Highways



The Pavilion embraced a vibrant and thematic design, incorporating decorative elements like buntings, highway milestones, and detailed LED backlit panels. Pathways resembling highways with accurate road markings, traffic cones, and navigation boards further enhanced the immersive experience, making it visually engaging and informative for all visitors. These additions elevated the Pavilion's appeal and reinforced its mission to create a safer, more informed road environment for everyone.

### Launch of SIAM Mascot

Recognizing the need for imbibing the culture of obeying road safety rules at an early age, which can have a lasting impact, a comprehensive initiatives to educate schoolchildren about road safety were conducted. The program aims to impart essential road safety habits and foster responsible conduct on the road from a young age. As part of this campaign, and on the occasion of observance of **National Road Safety month 2025**, Mascot was launched by Shri V. Umashankar during the 3<sup>rd</sup> सुरक्षित सफर (Safe Journey). With the help of **SIAM – Safe I Am**, SIAM aims to make learning about road safety a memorable experience for children, ensuring they grow up as conscious and responsible road users. Through interactive sessions, storytelling, and games, the mascot serves as a fun and effective medium to teach children about traffic rules, safe pedestrian behavior, and the importance of being responsible road users. The mascot's catchy name emphasizes its core message. Several participants, visitors and students took selfies with the Mascot and appreciated SIAM for this initiative to promote Road safety in India.



Launching of Road Safety Mascot - SAFE I AM - people call me SIAM





### Road Safety Educational Gates at Surakshit Safar pavilion

The pavilion was designed meticulously to propagate information about road safety from all directions. The initiative aimed to reiterate the importance of the **5Es – Education, Engineering, Enforcement, Evaluation, and Emergency Care** in creating a safer road environment.

The 4 gates of the pavilion were conceptualised as entrances named after each E respectively to give access to the respective E-specific zones. The front and back gates represented Engineering and Enforcement gates, and the right and left side gates were named as Education and Enforcement respectively leading to the respective zones.





An immersive approach to informative backlit panels by providing in-depth information about all aspects of 4Es in their respective zones. The Education Zone, Engineering Zone, and Emergency Care Zone had over 42 backlit panels cumulatively compared to the total 16 panels placed at सुरक्षित सफर (Safe Journey) Pavilion.

The panels gave holistic insights about road safety in India from the golden rules of driving, road signs and markings, active and passive safety features, BNCAP rating evaluation criteria and crash tests to Good Samaritan Law, basics of first aid and process flow to follow in order to help the victims in an accident.



Engineering Zone



Education Zone



Enforcement Zone



Emergency Care Zone

Through interactive exhibits, live demonstrations, engaging driver simulators, virtual reality experiences to name a few, the pavilion aims to promote 'Education' of the public, highlight 'Engineering' advancements in road safety, advocate for robust 'Enforcement' of traffic regulations, and emphasise the importance of a swift and efficient 'Emergency Care' and response system.

The 4 zones of the pavilion led to the central zone named '**Safety Chowk**' which was the star attraction of the thematic pavilion. The grand installation talked about the challenges in road safety and their solutions in the 4E structure and showed engaging videos related to road safety. The chowk also held the **Don't Drink and Drive** installation which was a great crowd attraction. The installation showcased a car crash on a **grand alcohol bottle**. The seatbelt and helmet installations conveyed the importance of wearing these protective gear for safer roads.



The **pathways** to these zones from the gates were **presented as national and state highways** with milestones, navigation boards, slogan boards, speed breakers, traffic cones and accurate road markings.

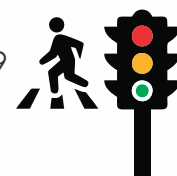


Road safety installations and सुरक्षित सफर (Safe Journey) chowk

The Pavilion hosted a **free eye check-up camp** for visitors and drivers, reinforcing the importance of clear vision for road safety. This initiative aimed to raise awareness about vision-related road accidents and ensure drivers and pedestrians alike are equipped to navigate roads safely. The check-up services were available throughout the day, every day, ensuring maximum accessibility for all attendees.



Eye Checkup Van





## Education Zone

The Education zone demonstrated interactive exhibits such as Virtual Reality experience designed to teach the players about the rules of road safety through the game. The VR zone had 3 themes regarding the road rules that the 2W rider, 4W rider and the pedestrians must follow to ensure accident-free, safer roads and showed the visitors a glimpse of road safety. These engaging simulations educated visitors on road safety rules and showcased the potential of technology to enhance public awareness.

**Crowd Engagement :** The Virtual reality zone was one of the crowd engagement zone wherein several visitors experience the VR .



Visitors experiencing Road safety scenarios using Virtual reality

The education zone also featured Honda Motorcycle and Scooter India (HMSI)'s 2W simulator, Maruti Suzuki India Ltd. (MSIL)'s 4W simulator, and Ashok Leyland's commercial vehicle driving simulators to simulate real road conditions for the user.



Visitors experiencing Vehicle Driving Simulators

## Engineering Zone

The Engineering zone held exhibits of the **Body in White structures** from Mercedes, Mahindra and Mahindra, **Cut-section models** from Tata Motors and Mahindra and Mahindra to showcase the safety features such as airbags, crumple zones, reinforced zones etc. present in vehicles. Skylone's exhibit emphasizes the critical importance of **helmet safety** for two-wheeler riders. The company showcases its range of helmets, demonstrating their effectiveness and also the importance of choosing good quality (ISI mark ) helmets in preventing head injuries during accidents . The exhibit highlights key features such as helmet construction, fit, and impact protection to educate visitors on choosing the right helmet for safety.





*Mr. V Umashankar, Secretary, Ministry of Road Transport & Highways and Justice A M Sapre, Chairman Supreme Court Committee Experiencing the wearing of ISI marked Helmet*

The zone also featured the displays of cars with tests conducted for **Bharat New Car Assessment Program (BNCAP)** rating to promote awareness and clarity about the safety level for the conscious consideration of consumers. Bharat New Car Assessment Program (BNCAP) showcased detailed insights into safety ratings, crash tests, and evaluation criteria. This display educated visitors about the critical role of vehicle safety standards in reducing road accidents.



*Mr. V Umashankar, Secretary, Ministry of Road Transport & Highways presenting BNCAP certificate to Mr. Piyush Arora, Managing Director & CEO of SKODA AUTO Volkswagen India,*

Apart from these exhibits, Natrax showcased its initiatives in **vehicle safety testing**, highlighting the role of test facilities in ensuring that vehicles meet high safety standards before they hit the road. On the other hand, **GRC** showcased the **center's cutting-edge vehicle testing processes** and research efforts aimed at improving vehicle safety features., Google unveiled its latest road safety initiatives, including the integration of real-time traffic data, road safety alerts, and **AI-driven** navigation features in **Google Maps**. These initiatives would help drivers make informed decisions, avoid accidents, and adhere to traffic rules with ease.





## Enforcement Zone

The **Enforcement Zone** was set up in collaboration with Rosmerta to showcase the exhibits demonstrating the importance of law enforcement on the roads, technology advancements to aid the regulations etc. The zone embodied the **high tech vehicle tracking capabilities currently deployed in the Indian scenario**. Rosemarta's booth showcased its various road safety solutions, including **RFID** tags for vehicles, **driver's licenses**, and **HSRP plates**, which help ensure safer and more secure road travel.



## Emergency Care Zone

The Emergency Care Zone featured exhibits such as a **2W ambulance, 4W ambulance, interceptor van etc.** The informative exhibits of **Delhi Police, IRF and JP research** about accident/emergency response systems educated visitors **about the importance of golden hour treatment** and the process followed after the accident. The zone **showcased CPR training** and **Good Samaritans** helping road accident victims during the crucial golden hours of an accident. Delhi Traffic Police's exhibit included a mobile exhibition van that travels to various locations to spread awareness about road safety.

IRTE presented its interceptor vehicle and shares information about its road safety programs which served as an example of how law enforcement can use specialized vehicles to manage traffic and prevent road violations. Visitors learnt about traffic rules, the importance of obeying traffic signals, and how to prevent accidents through interactive sessions with traffic police officers. **IRF-ITS** showcased a two-wheeler ambulance, for swift emergency response in high-traffic areas. The exhibit highlighted IRF's road safety initiatives, including tech-based solutions to improve traffic flow, reduce accidents, and enhance emergency response. A-thon showcased its specially designed vehicles for hilly and rugged terrains, highlighting their safety features and capabilities in navigating challenging road conditions.

## 2W Ambulance

The Pavilion introduced a 2W ambulance as part of the Emergency Care Zone which caught a lot of crowd attention. Designed for swift navigation through congested roads, this innovative solution was icing on the cake in promoting timely emergency response and golden hour care.



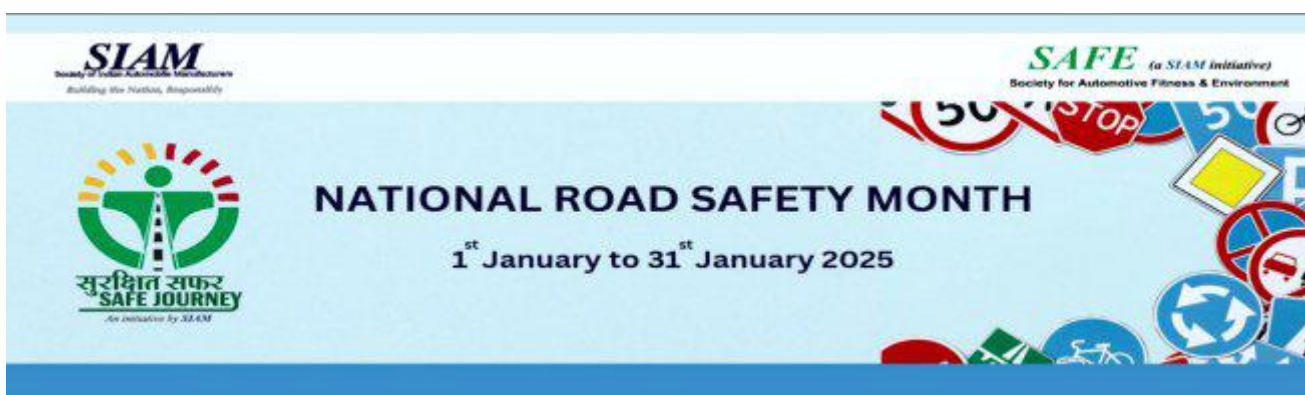


## National Road Safety Month 2025

On the occasion of National Road Safety Month 2025 being observed from 1<sup>st</sup> January to 31<sup>st</sup> January 2025, several interactive and educational activities related to Road safety awareness were conducted outside the pavilion wherein the participants of all age groups came together and demonstrated their commitment to road safety, making the event a memorable and impactful.

The aim is to enhance the active participation of citizens in road safety measures and to spread awareness about the importance of road safety rules. This will lead to reducing road accidents and fatalities by promoting responsible behavior among road users nationwide.

In the pursuit of safer roads, Indian OEMs have not only upgraded vehicles with ABS, Airbag, and Bharat NCAP a "New Car Safety Assessment program in compliance with UNECE standards, also adopted and hence setting a commendable example. Initiatives such as Driver Refresher Training



Programs, Institute of Driver Training and Research, Eye Check-Ups, and Helmet Distribution Programs have played pivotal roles in disseminating awareness on safe road practices.

Several Road safety awareness activities and events organized outside the pavilion under the Surakhshit Safar Pavilion under the aegis BMGE- Auto Expo – The Motor Show 2025 are mentioned below:

To make National Road Safety Month 2025 a resounding success, different aspects of Road safety keeping the 5E's -Education, Engineering, Enforcement, Evaluation and Emergency Care in creating a safer road environment were demonstrated which enabled effectively communicating diverse features of road safety to the public.

The pavilion demonstrated the driver training simulators, Virtual Reality simulators to learn Road Safety rules, CPR training, BNCAP rating evaluation and demonstration of related vehicles.

SIAM plays a vital role in advocating for road safety in the country and has diligently worked with multiple stakeholders, agencies, and NGOs to enable the government's target of reducing road accidents and deaths by 50 percent by 2030.

SIAM under its सुरक्षित सफर (Safe Journey) Pavilion at Bharat Mobility Global Expo 2025 dedicated was allocated to showcase the best practices in road safety. सुरक्षित सफर (Safe Journey) Pavilion at Bharat Mobility Global Expo 2025 showcased SIAM's commitment, to educate visitors about road safety through interactive displays and awareness activities, aiming to influence responsible road behavior.

*Building upon last year's success, the Ministry of Road Transport & Highways has entrusted SIAM with the responsibility of overseeing the National Road Safety Month from January 1<sup>st</sup> January to 31<sup>st</sup> January 2025. This is a testament to the ongoing commitment and importance that our policymakers place on road safety.*

SIAM SAFE members on the occasion of the observance of National Road Safety Month (January 1<sup>st</sup> to 31<sup>st</sup> January, 2025) organized impactful awareness activities across the nation and reached out to about people. These activities include:

- Vision & Hearing healthcare examination during BMGE 2025@ Delhi
- Driver education and Eyecare program
- Hi-decibel FM Radio activities organized in Indore and Bhopal
- Effective employee engagement events at the organizational level to promote awareness w.r.t. Road Safety rules.
- Road Safety promotion films shared with NGOs & other stakeholders
- Distribution of traffic Kits for traffic volunteers in different cities and many more.





## Key Highlights

### Run for Road Safety

One of the key highlight of the event was "Run for Road Safety", held on January 19<sup>th</sup>, 2025 aimed to promote responsible road behavior and also raise awareness about road safety.

The Run for Road Safety was flagged off by Shri. Uma Shankar Ji, Secretary MoRTH in presence of Sh. Shailesh Chandra, President SIAM, Sh. Rajesh Menon, Director General SIAM, Sh. P.K. Banerjee, Executive Director SIAM and eminent senior experts from government and industry.

About 1100 school students from about 20 schools in Delhi and NCR participated in the event. A Run for Road Safety was organized to encourage community participation and spread awareness about the importance of safer roads. Participants of all ages came together to demonstrate their commitment to road safety, making this event a memorable and impactful and encouraging the students to be responsible citizens and follow Road traffic discipline from an early age.



A series of Road safety awareness programs, crowd engagement activities, and competitions were organized by SIAM's SAFE initiative under the aegis of the Surakhshit SAFAR pavilion, on the sidelines of BMGE – Auto EXPO – The Motor Show 2025. These include Street Play, Painting & Extempore Road Safety Competition, Road Safety Run, Nukad Natak Competition, Safety Qawwali Competition, and



Workshop for Traffic Officials on Accident Analysis to name a few. A total of about 2500 students from 20 schools from Delhi and NCR region actively participated and demonstrated their dedication towards Road Safety campaign. SIAM SAFE initiative on Road Safety awareness through organizing various thematic events provided students a platform to demonstrate their skills and at the same time creatively engage with road safety themes, encouraging them to understand and advocate for safer mobility practices. SIAM SAFE in collaboration with its partners distributed awards to the winning schools. About 16 participating schools and their students were awarded the prizes as Winner, First runner up and Second Runner up.

**Nukkad Natak (Street Plays):** During the Auto Expo- The Motor Show 2025 from 17<sup>th</sup> Jan to 22<sup>nd</sup> Jan, a total of 32 street plays were performed on different themes related to Road Safety. About 1075 students from 17 schools from Delhi and NCR region participated in the Road Safety street plays. These street plays were organized to create awareness of different Road safety rules in a fun and interactive way, educate the importance of safe behavior on the roads and following traffic rules.

The Emcee played an essential role by engaging participants through quizzes, interactions, and giveaways, enhancing public participation and ensuring the message was effectively communicated. This holistic approach successfully combined education, creativity, and interaction to raise road safety awareness in an engaging and impactful manner.



Performance by various school students on Road Safety theme







### The collaborative effort of SAFE SIAM members on Road Safety

SIAM SAFE members and other relevant stake holders working in the area of Road Safety joined hands with SIAM to showcase various activities and events that promote road safety during this dedicated month. SIAM, in collaboration with its OEM member aims to continue championing the 5 E's of road safety – Engineering, Education, Enforcement, Evaluation, and Emergency care.

SIAM SAFE members, adopted a holistic approach, recognizing the importance of Road safety-

#### **Mascot launched by Shri V. Umashankar, Secretary, MoRTH, - National Road Safety Month 2025.**

related which plays a pivotal role in disseminating different issues of Road Safety from Engineering, Enforcement, Education, Evaluation to Emergency.

The SIAM SAFE members also partnered towards promoting the Road Safety awareness program by actively getting involved in several Road Safety promotion activities as mentioned below:

1. **Customer Touchpoints - :** Advocating the use of seat belts, helmets, and other safety features through engaging activities to empower customers that enhances their knowledge w.r.t safety on the roads ,served as an educational hubs.

A Seat Belt Convincer: This exhibit showcased the impact of increasing levels of speed that any person might feel in a four wheeler. Besides showcasing the impact, this exhibit reaffirmed the importance of the seat belt in any situation, several visitors experienced the Seat belt convincer.





2. **An Automated Learning Test Track** was set up by partner company, impactfully demonstrated the advanced safety features to ensure that the attendees would get an experience of their proprietary sensor- and video-based technologies that assess the driver performance and eliminate manual intervention in a driver's license assessment process.



3. **A dedicated riding track** for visitors to experience motorcycling with proper safety gear to offer a hands-on experience of manoeuvring bikes safely on the road.



4. **Health Checkups and Emergency Care:** emergency response systems educated visitors about the importance of golden hour treatment and the process followed after the accident. The zone showcased CPR training and Good Samaritans helping road accident victims during the crucial golden hours of an accident. Delhi Traffic Police's exhibit included a mobile exhibition van that travels to various locations to spread awareness about road safety.
2. **2Wheelers ambulance,** demonstrated the need for such vehicles for the patient living in remote places and also in congested urban areas where the 2W can swiftly navigate through congested roads, and demonstrated as a crucial resource crucial during the golden hours of any unfortunate incident. The idea of 2 Wheeler ambulance was appreciated by several visitors of the pavilion.
3. **BAJA and Supra Cars Showcase** A special exhibit featuring BAJA and Supra cars captivated visitors by highlighting engineering ingenuity and innovation. These vehicles demonstrated advanced safety features and sustainable design, underscoring the importance of engineering in road safety.



## Exhibitors

Multiple organisations leading in the field of road safety supported SIAM'S सुरक्षित सफर (Safe Journey)

Pavilion in BMGE 2025





## 4<sup>th</sup> Global Ministerial Conference on Road Safety

India was part of the 4<sup>th</sup> Global Ministerial Conference on Road Safety held in Marrakech, Morocco from February 18–20, 2025. The Indian delegation, led by Shri Ajay Tamta, Hon'ble Minister of State for Road Transport and Highways, nearly 2,000 delegates joined and over 100 ministers to endorse the Marrakech Declaration for Global Road Safety, committing to halve road fatalities by 2030. India's growing in global participation underscored its growing engagement in global road safety efforts, providing a platform to align domestic strategies—like its Zero Fatality Corridor initiative—with international best practices in speed management, data-driven policymaking, and safer mobility for vulnerable road users. SIAM was also a part of Indian delegation.



Figure: 4<sup>th</sup> Global Ministerial Conference on Road Safety in Marrakech and with Indian participants showcasing innovative road safety solutions



## SAFE Mobility Project

Under its Road Safety Initiative 'सुरक्षित सफर (Safe Journey)', the Society of Indian Automobile Manufacturers (SIAM) organized the 10<sup>th</sup> four-day Inter-School Competition on Road Safety from October 25 to 28, 2024, at Gyan Mandir Public School, Naraina Vihar, New Delhi. The event was conducted in collaboration with Yamaha Motor India, Rosmerta Technologies, Volkswagen Skoda, and Gyan Mandir Public School, reinforcing SIAM's commitment to promoting safe mobility practices across India.



Snippets from SAFE Mobility Project





*Snippets from SAFE Mobility Project*

The competition aimed to instil lifelong road safety habits among students while fostering a culture of responsible mobility. It brought together over 1,500 students from 52 schools, providing them with a dynamic platform to engage with road safety themes through creative competitions. A total of 23 engaging activities—including E-Poster Making, Jingle Creation, Logo Designing, Presentations on Road Safety, Brochure Designing, Short Film Making, and Photography—enabled students to explore the significance of safe road practices in their communities and everyday lives.



*Snippets from SAFE Mobility Project*

Through this initiative, SIAM continues to champion road safety awareness and drive its mission of 'Safe Mobility' nationwide, inspiring young minds to become advocates for safer roads and responsible driving behaviour.





## Road Safety awareness programme alongwith Delhi Traffic Police

Since 2001, SAFE, in collaboration with the Delhi Traffic Police, has been actively conducting Road Safety Awareness Programs aimed at fostering a culture of responsible road behaviour. These initiatives include road safety lectures and workshops tailored for students, teachers, drivers, and parents, ensuring a comprehensive approach to road safety education. As part of these efforts, approximately 500 students participated in various engaging activities and competitions, designed to enhance awareness and promote safer road practices.

A Prize Distribution and Commemorative Function for the Road Safety Club was held at India Gate, Kartavya Path (C-Hexagon Side) on February 16, 2025. During the event, SAFE sponsored prizes for outstanding participants, including Road Safety Rolling Trophies, Certificates, and Cash Awards for winning schools. The event was graced by Hon'ble Lieutenant Governor of Delhi, Mr. Vinay Kumar Saxena, as the Chief Guest, alongside Mr. Sanjay Arora, Commissioner of Delhi Police.

During the ceremony, Mrs. Meenakshi Kukreja, Director, SIAM, was honoured by the Chief Guest for SIAM-SAFE's exceptional contributions to road safety. The winners of the Road Safety Awards were as follows:

- **Rolling Trophy Winner:** Atal Adarsh Vidyalaya (NDMC), Hanuman Lane, New Delhi, awarded a Trophy, Cash Prize of ₹21,000, and Certificate.
- **1st Runner-Up:** Mahavir Senior Model School, GTK Road, Delhi, awarded a Trophy, Cash Prize of ₹11,000, and Certificate.
- **2nd Runner-Up:** The Samarth School, Dilshad Garden, Delhi, awarded a Trophy, Cash Prize of ₹7,000, and Certificate.

This initiative reaffirms SAFE and SIAM's commitment to promoting road safety awareness and fostering responsible mobility practices among young learners and the community at large.



*Presentation of Road Safety rolling trophies to winner schools and appreciation certificate to SAFE Secretariat by Hon'ble Lieutenant Governor of Delhi,*





# SIAM AND KVS LAUNCHES NATIONWIDE ONLINE ROAD SAFETY PROGRAM FOR SCHOOL STUDENTS

## Program Development and Pilot Implementation

Under the Road Safety pillar SIAM has launched an initiative “सुरक्षित सफर” (**Safe Journey**) wherein 360degree comprehensive education & awareness campaign has been conceptualized representing universally recognized concept of (**Safe Journey**) that is completed without accidents, injuries or other any untoward incident causing damage to any person or life. India's commitment on UN Decade of action necessitates concerted efforts on 5Es of road safety namely Engineering, Enforcement, **Education**, Emergency Care and Evaluation. SIAM believes that, owing to limitations of enforcement, engineering, and emergency care compounded with societal mindset/behaviour, **Education** can emerge as the most potent and consensus enabler for bringing the much-desired change for the level of road incidents in India.

On 2<sup>nd</sup> Aug 2023 at New Delhi, with the support of Ministry of Education, SIAM and Kendriya Vidyalaya Sangathan (KVS) signed a MoU in presence of **Hon'ble Union Minister of Road Transport and Highways Shri Nitin Gadkari** towards Road Safety Education and Awareness program for 1,250 KV schools, capable of impacting ~15 lakh students nationwide. The program aims to inculcate responsible road behaviour among young minds, fostering a culture of road safety from an early age.



The Six key road safety topics selected for the preparation of the road safety learning modules are:

Basic Road Safety

Pedestrian Safety

Safety seatbelt and helmet

Mastering Road Rules

Safe & Defensive Driving

Legal Awareness for Safe Roads



These modules are designed to be age-appropriate, interactive, and aligned with the New Education Policy (NEP) for Preparatory & Foundation, Middle, and Secondary levels.

A successful pilot was conducted at KV R.K. Puram on 22nd Oct 2024, followed by a nationwide Walkthrough Session (Train the Trainer) with all 25 Assistant Commissioners of KVS session on 24th Mar 2025, which received an enthusiastic response from all attendees.



The pilot received an overwhelming response from both students and teachers, who found the content highly relevant and engaging. Encouraged by this response, SIAM built a dedicated Learning Management System (LMS) to seamlessly integrate the modules into the KVS academic framework. This LMS ensures easy access for teachers and students and enables continuous engagement with road safety content throughout the school year.

### **Launch Event on 22 April 2025**

In a landmark step towards building a culture of responsible road behavior among school students, the Society of Indian Automobile Manufacturers (SIAM), in collaboration with Kendriya Vidyalaya Sangathan (KVS), officially launched the SIAM-KVS Road Safety Online Education Program on April 22, 2025. This initiative, supported by the Ministry of Road Transport & Highways and the Ministry of Education, was inaugurated at Kendriya Vidyalaya No. 2, Delhi Cantonment.





*Hon'ble Union Minister of Road Transport and Highways and Hon'ble Union Minister of Education being welcomed by students*

The SIAM-KVS Road Safety Online Education Program is part of SIAM's broader national initiative, “सुरक्षित सफर” (Safe Journey), and aligns with the vision of “Building the Nation, Responsibly.” Through these six digital learning modules designed all levels of school students. This program aims to equip students with knowledge and values necessary to become responsible road users.

The program was graced with the presence of :

- Hon'ble Union Minister **Mr Nitin J Gadkari**, Ministry of Road Transport & Highways, Govt of India
- Hon'ble Union Minister **Mr Dharmendra Pradhan**, Ministry of Education. Govt of India
- **Mr Sanjay Kumar**, Secretary, Ministry of Education, Govt of India
- **Ms Prachi Pandey**, Joint Secretary, Ministry of Education, Govt of India
- **Ms Nidhi Pandey**, Commissioner, Kendriya Vidyalaya Sangathan
- **Mr Vinod Aggarwal**, Immediate Past President, SIAM
- **Mr Rajesh Menon**, Director General, SIAM
- **Mr Prashant K Banerjee**, Executive Director, SIAM

The program began with a warm welcome extended to all dignitaries by NCC cadets, followed by a guard of honour presented to the Chief Guest and the Guest of Honour. Students participated by carrying road safety placards and enthusiastically shouting road safety messages.





## SIAM's ROAD SAFETY MASCOT

### SAFE I AM (PEOPLE CALL ME SIAM)



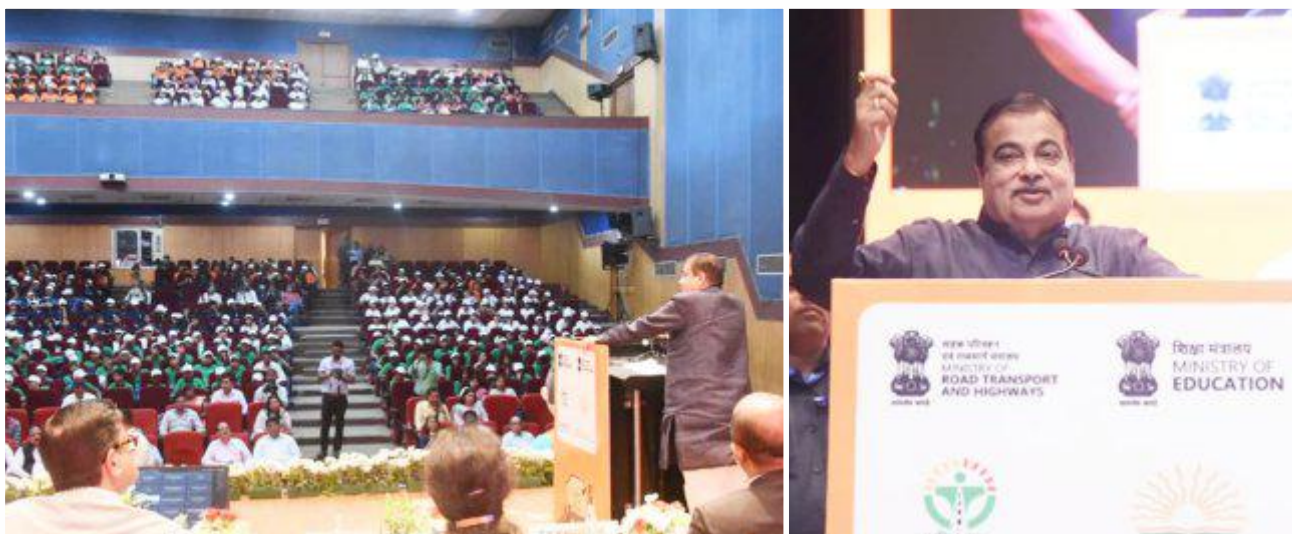




*Hon'ble Ministers Kindling the Flame of Road Safety and Responsibility at SIAM KVS Road Safety Awareness and Education Program*

## The Ministerial Remarks

**Shri Nitin Jairam Gadkari, Hon'ble Union Minister of Road Transport & Highways**, served as the Chief Guest of the launch event. In his keynote address, he stressed the need to inculcate road safety habits early in life, particularly during the school years. He highlighted that several new safety measures, including mandatory use of rear seatbelts and stricter enforcement protocols, have been introduced by the government. "These habits must be developed during childhood. If we begin educating our children now, they will carry these practices throughout life," he said.



Emphasizing the importance of awareness among youth, Shri Gadkari urged students to act as catalysts for change within their families and communities. "Ask your parents not to use mobile phones while driving. Insist on wearing helmets and seatbelts. These are small but powerful actions," he said, calling for students to not only learn road safety but also teach and remind others. He reiterated the importance of the 5Es – Engineering, Enforcement, Education, Emergency Care, and Evaluation – as the guiding pillars of India's national road safety approach.

Shri Gadkari also addressed the need to improve infrastructure around schools. He advocated for safer school entry and exit points, better pedestrian walkways, and accessibility features for children and senior citizens. The overarching goal, he said, is to build a socially aware, safety-conscious generation that is equipped not just with knowledge, but also with empathy and responsibility toward fellow road users.



As the Guest of Honour, **Shri Dharmendra Pradhan, Hon'ble Union Minister of Education**, spoke passionately about the need to mainstream road safety as an essential component of education. "Road safety cannot be treated as optional. It is a crucial part of everyday life," he stated. He pointed out that India has over 30 crore school-going children and educating them about road safety could have a transformative impact on the nation's safety culture.

He urged both SIAM and KVS to create audio-visual modules tailored for every class from 1 to 12 so that every student can benefit from age-appropriate learning. "This is not just a campaign – it is a mission. Every student must be equipped with the right values and practices. I want Kendriya Vidyalayas to set an example by becoming model schools for road safety," he said. Shri Pradhan also encouraged students to leverage social media to spread awareness and actively participate in creating a culture of safety. In a visionary addition, the Education Minister recommended integrating energy conservation into student learning alongside road safety. His comments underscored the growing understanding that responsible citizenship must encompass broader sustainable behaviors, from safe mobility to energy awareness.



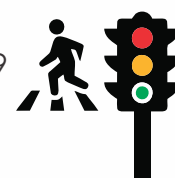
*Hon'ble Minister of Education addressing the students and other audience*

**Shri Sanjay Kumar, Secretary, Ministry of Education**, provided a broader perspective on how road safety education fits into India's evolving educational framework. Highlighting the National Education Policy's emphasis on life skills, he stated, "Developing a strong mindset about safety is essential. Today is a perfect day to start that journey. Design thinking and safety awareness must be integrated into school curriculums." He appreciated the structured learning modules developed by SIAM and stressed their relevance in shaping safe behaviors early on.



*Secretary, Education addressing the students and other audience*

He also discussed the scalability of the program. With more than 15 lakh students across 1,253 Kendriya Vidyalayas set to benefit initially, the program offers a powerful model that could be extended to other school systems across the country. "This is not just about Kendriya Vidyalayas. The idea is to take this to every school in India. If we succeed in that, we will have changed the future of road safety in this country," he concluded.





## Industry Perspective

While SIAM's Executive Director, Mr. Prashant K Banerjee, presented the welcome address and provided an overview of the program, his remarks were intentionally brief, reflecting the program's emphasis on public leadership and education policy. He reiterated SIAM's commitment to working closely with educators and young learners to build a safer India and highlighted the symbolic role of the program mascot, "Safe I Am," in making the message relatable for students.



Mr. Vinod Aggarwal, Immediate Past President, SIAM and Managing Director & CEO, Volvo Eicher Commercial Vehicles Ltd, representing the Indian automotive industry, added a broader perspective. *"Road safety is no longer an isolated issue,"* he said. *"It is deeply interlinked with infrastructure, enforcement, engineering, and behavior. Our aim is to empower children so that safe mobility becomes an instinct."*

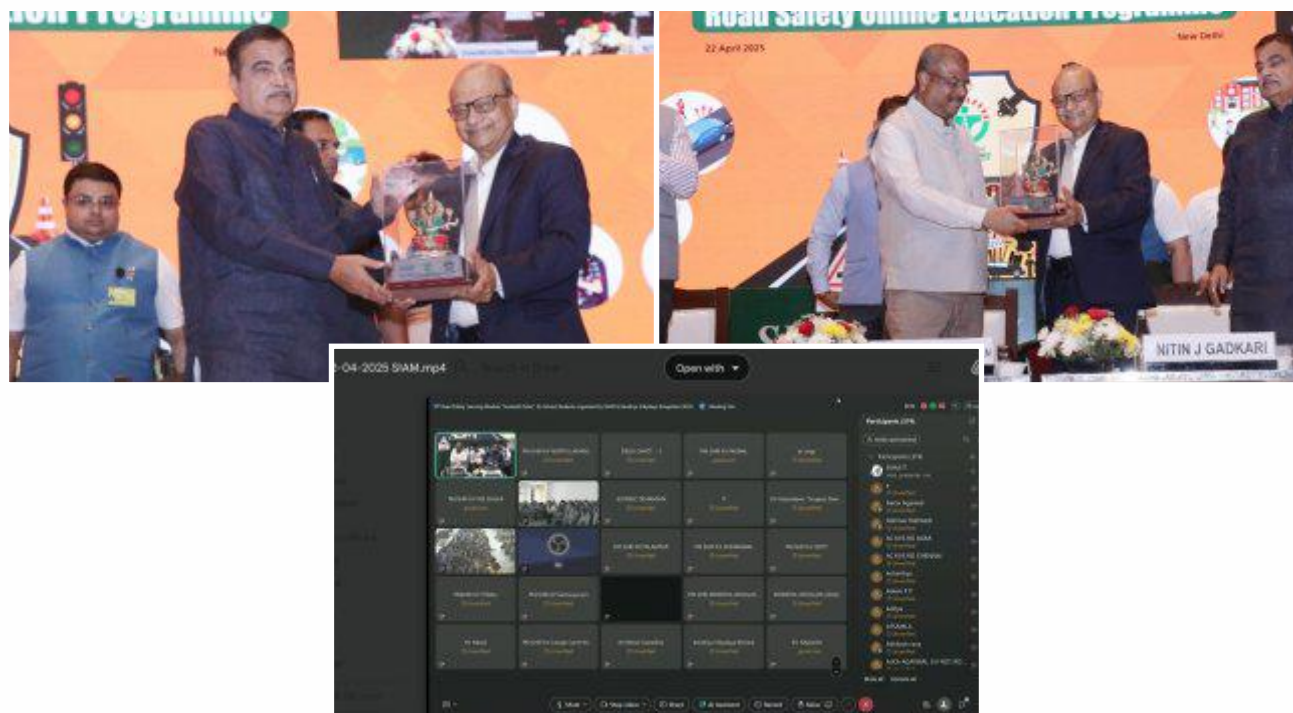
### Launch of SIAM – KVS Online Road Safety Education Programme



The event also featured a screening of selected films from the Ministry of Road Transport & Highways' 'Sadak Suraksha Abhiyaan' campaign. These short films communicated simple but powerful safety messages, reinforcing the lessons embedded in the newly launched modules. Their inclusion further deepened student understanding of real-life road scenarios and effective safety behaviors.



## KV across the nation joined through Webex and YouTube



*Students pan India joined online*

## Conclusion and Future Outlook

The SIAM-KVS Road Safety Online Education Program is more than a digital curriculum—it is a national movement rooted in prevention, education, and empowerment. It embodies a significant shift from reactive safety measures to proactive, structured learning. With India continuing to face high road accident rates and over 1.5 lakh fatalities each year, educating the next generation becomes one of the most effective long-term strategies.

This initiative sets the foundation for long-lasting behavioral change. By equipping students with knowledge and values rooted in empathy, awareness, and civic responsibility, the program aims to nurture a generation that not only understands traffic rules but lives by them. As more students, educators, and families embrace this effort, the ripple effect will be seen not just on roads, but in the broader fabric of Indian society.

As India moves steadily toward the vision of Viksit Bharat by 2047, such initiatives demonstrate how collaboration between government, industry, and education can drive meaningful change. The journey toward zero fatalities begins with a single step—and through this program, that step is being taken by over 15 lakh students across the country.





# WORLD ENVIRONMENT DAY: 5<sup>th</sup> JUNE 2025



## 5<sup>th</sup> International Conference on World Environment Day 2025

SIAM organised the 5<sup>th</sup> edition of its international conference on World Environment Day on 5<sup>th</sup> June 2025 in New Delhi. Held under the theme “Revolutionizing Mobility: Shaping the Automotive Industry for a Sustainable and Circular Future,” the event brought together policymakers, industry leaders, and global experts to deliberate on environmental challenges and opportunities within the automotive sector.

The conference featured a street play performed by Gyan Mandir Public School students, shedding light on plastic pollution and encouraging awareness. A painting competition titled “Nature's Palette” was also organized, and nine students from various schools in Delhi NCR were awarded prizes for their contributions.







There were four thematic sessions focusing on waste management, plastic reduction, recycling technologies, and battery and e-waste management - all aligned with India's sustainability goals and the principles of a circular economy.

Prominent figures such as Shailesh Chandra, President of SIAM and Managing Director of Tata Motors Passenger Vehicles & Tata Passenger Electric Mobility, Guest of Honour Kenneth Nóbrega, Ambassador of Brazil to India, and senior Indian officials including Dr Hanif Qureshi, Additional Secretary at the Ministry of Heavy Industries, and Abhay Bakre, Director of the National Green Hydrogen Mission contributed to the discourse, highlighting progress in ethanol blending, hydrogen mobility, and regulatory frameworks.

The sessions explored global best practices and innovations in materials and recycling, emphasizing the industry's role in reducing its environmental footprint. SIAM reaffirmed its commitment to India's 2070 carbon neutrality target through actions like electrification, green hydrogen, and sustainable mobility solutions, aligning with the national goal of achieving Viksit Bharat by 2047.

To mark **World Environment Day**, SIAM members organized a series of complimentary PUC (Pollution Under Control) drives and various environment-awareness campaigns at their premises, service stations, and dealer networks to promote environmental protection. Additionally, SIAM launched a coordinated social media campaign focused on conserving the environment in observance of the day.



# ACKNOWLEDGMENT

SAFE extends its heartfelt gratitude to the incredible individuals, partners, and sponsors who have wholeheartedly embraced our organization's mission and initiatives. Your dedication to advancing the Indian automotive industry, coupled with your commitment to societal well-being, is the driving force behind our journey.

To our esteemed partners and sponsors, including both Indian and international associations, your ongoing support and collaboration have been truly remarkable. Your efforts have sparked positive changes within the industry, raising safety standards and promoting environmental sustainability. Your shared vision and invaluable contributions have been crucial in helping us achieve our common goals.

We express our deep appreciation to the various government departments, particularly the Transport Departments at both the Central and State levels, and the Delhi Traffic Police. Your guidance and collaboration deserve special recognition, as your insights and expertise have been vital in shaping policies and regulations that prioritize public well-being while fostering the growth of the automobile sector.

A special salute to the dedicated team at SAFE whose tireless efforts and unwavering passion drive our initiatives. Your commitment to excellence and steadfast belief in our mission are the foundation of our achievements.

We also extend our sincere thanks to the broader community of NGOs, testing agencies, and industry stakeholders who have partnered with us through our subsidiary body, the Society for Automotive Fitness & Environment (SAFE). Your collective expertise and diverse perspectives have been essential in advancing vehicle inspection, certification, and safety standards on our roads.

Together, we are transforming the automotive industry and positively impacting countless lives. Your support and partnership inspire us to continually strive for excellence, innovation, and responsible growth. We look forward to the road ahead, united in our pursuit of a brighter and more sustainable future for all.



# LIST OF SAFE OFFICIALS

## SAFE LEADERS

### Office Bearers

Members Represented	Name
Tata Motors Ltd	Mr Sushant Naik (President)
Maruti Suzuki India Ltd	Mr Alok Jaitley (Vice President)
Honda Motorcycle & Scooters India Pvt Ltd	Mr Vinay Dhingra (Treasurer)
TVS Motors Company Ltd	Mr M S Anand Kumar
Volvo Eicher Commercial Vehicles	Mr Bhagwan K Bindiganavile
Toyota Kirloskar Motor Pvt Ltd	Mr Vikram Gulati
SKODA AUTO Volkswagen India Private Limited	Ms Deepti Singh
Ashok Leyland Ltd	Mr Yash Pal Sachar

### Honorary Members nominated from Affiliate Organizations

Honorary Members	Name
ARAI	Dr Reji Mathai
CIRT	Dr Devendra Singh
IIP	Dr Harinder Singh Bisht
SIAM	Mr Rajesh Menon

### Co - Opted Members

Co - Opted Members	Name
Hero MotoCorp	Mr Harjeet Singh
Toyota Kirloskar Motors Pvt Ltd	Mr Naveen Soni
Ashok Leyland Ltd	Mr D Balakrishnan





## SAFE Ordinary Members

Members
Ashok Leyland Limited
Bajaj Auto Limited
Daimler India Commercial Vehicles Limited
Eicher Motors Ltd
Force Motors Limited
India Yamaha Motor Private Limited
Greaves Cotton Limited
Hero MotoCorp Limited
Honda Motorcycle and Scooter India Private Limited
Maruti Suzuki India Limited
Mahindra & Mahindra Limited
Mercedes Benz India Private Limited
Simpson & Co. Limited
Skoda Auto Volkswagen India Private Limited
SML Isuzu Limited
Isuzu Motors India Ltd
Tata Motors Limited
Toyota Kirloskar Motor Limited
TVS Motor Company Limited
VE Commercial Vehicle Private Limited



## Past Presidents

Year	President	Vice President	Treasurer
1999-2000	Mr. R. Ramakrishnan	Dr. K. Kumar	Mr. Harjeet Singh
2000-2001	Mr. R. Ramakrishnan	Dr. K. Kumar	Mr. Harjeet Singh
2001-2002	Mr. M. N. Muralikrishna	Mr. R. K. Ghosh	Mr. Harjeet Singh
2002-2003	Mr. M. N. Muralikrishna	Mr. R. K. Ghosh	Mr. Harjeet Singh
2003-2004	Mr. N. V. Iyer	Mr. Harjeet Singh	Mr. S. Purushothaman
2004-2005	Mr. K. N. Krishnamurthy	Mr. Harjeet Singh	Mr. S. Purushothaman
2005-2006	Mr. K. N. Krishnamurthy	Mr. Harjeet Singh	Mr. R. M. Kapoor
2006-2007	Mr. R. Devarajan	Mr. Harjeet Singh	Mr. I. V. Rao
2007-2008	Mr. R. Devarajan	Mr. Harjeet Singh	Mr. I. V. Rao
2008-2009	Mr. Harjeet Singh	Mr. I. V. Rao	Mr. S. V. Suderson
2009-2010	Mr. Harjeet Singh	Mr. I. V. Rao	Mr. S.V. Sunderson
2010-2011	Mr. I. V. Rao	Mr. S. V. Suderson	Mr. V. M. Manel
2011-2012	Mr. I. V. Rao	Mr. S. V. Sunderson	Dr. Venkat Srinivas
2012-2013	Mr. S. V. Suderson	Dr. Venkat Srinivas	Mr. Anupam Shrivastava
2013-2014	Mr. S. V. Suderson	Dr. Venkat Srinivas	Mr. Anupam Shrivastava
2014-2015	Dr. N Saravanan	Mr. P K Banerjee	Mr. Anupam Shrivastava
2015-2016	Dr. N Saravanan	Mr. Naveen Soni	Mr. Anupam Shrivastava
2016-2017	Dr. N Saravanan	Mr. Naveen Soni	Mr. Anupam Shrivastava
2017-2018	Mr. Naveen Soni	Mr. Anupam Shrivastava	Mr. Mahesh Rajoria
2018-2019	Mr. Naveen Soni	Mr. Anupam Shrivastava	Mr. Mahesh Rajoria
2019-2020	Mr. Anupam Shrivastava	Mr. Mahesh Rajoria	Mr. Pankaj Gupta
2020-2021	Mr. Anupam Shrivastava	Mr. Pankaj Gupta	Mc. D Balakrishnan
2021-2022	Mr. Pankaj Gupta	Mr. D Balakrishnan	Mr. Sushant Naik
2022-2023	Mr. D Balakrishnan	Mr. Sushant Naik	Mr. Alok jaitley
2023-2024	Mr. Sushant Naik	Mr. Alok Jaitley	Mr. Vinay Dhingra
2024-2025	Mr. Sushant Naik	Mr. Alok Jaitley	Mr. Vinay Dhingra



# APPENDIX

Figure 1: Principles of Vision Zero .....	18
Figure 2: Global Road Facilities by Road User Type 2021 .....	21
Figure 3: South-East Asia Region Road Fatality Distribution 2021 .....	21
Figure 4: Global Road Fatalities Distribution by Income Level 2021 .....	22
Figure 5: Global Road Fatalities Distribution by Region 2021 .....	22
Figure 6: 2016 to 2021 Trends in number of Accidents, Persons Injured and Fatalities in India ('000) .....	23
Figure 7: Number of Accidents per 10,000 vehicles in India .....	24
Figure 8: Per KM Road Incidents in India (2022) .....	24
Figure 9: Type of Injuries in Road Accidents in India .....	25

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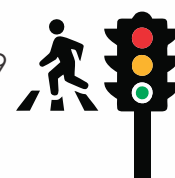
<sup>vii</sup> [https://morth.nic.in/sites/default/files/RA\\_2022\\_30\\_Oct.pdf](https://morth.nic.in/sites/default/files/RA_2022_30_Oct.pdf)

<sup>viii</sup> <https://vahan.parivahan.gov.in/vahan4dashboard/vahan/view/reportview.xhtml>





- <sup>ix</sup> <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1941052>
- <sup>x</sup> States/UTs (Police Departments) Road Length- Basic Road Statistics of India, 2018-19 ([https://morth.nic.in/sites/default/files/RA\\_2022\\_30\\_Oct.pdf](https://morth.nic.in/sites/default/files/RA_2022_30_Oct.pdf))
- <sup>xi</sup> <https://www.ndtv.com/india-news/analysis-indias-dubious-road-crash-record-whats-the-fix-7221703#:~:text=Nitin%20Gadkari%2C%20Union%20Minister%20of,victims%20in%202023%20were%20pedestrians.>
- <sup>xii</sup> Nomura Research Institute Analysis
- <sup>xiii</sup> <https://pib.gov.in/PressReleaselframePage.aspx?PRID=2083422#:~:text=Besides%2C%20the%20Government%20also%20implements,of%20Public%20Transport%20System%20etc>
- <sup>xvi</sup> <https://www.cleanenergywire.org/factsheets/germanys-climate-action-law-begins-take-shape#:~:text=Germany's%20Climate%20Action%20Law%20is,country's%20obligations%20in%20the%20EU.>
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- <sup>xvii</sup> <https://co2-iq.com/en/co2-prices-in-germany>
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- <sup>xix</sup> <https://www.ccacoalition.org/partners/united-kingdom>
- <sup>xx</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=2098441#:~:text=The%20National%20Solar%20Mission%20has,adoption%20among%20farmers%20and%20households.>
- <sup>xxi</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=2065522>
- <sup>xxii</sup> <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2071486>
- <sup>xxiii</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=1795071>
- <sup>xxiv</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=1983680>
- <sup>xxv</sup> <https://pib.gov.in/PressReleseDetailm.aspx?PRID=2099130&reg=3&lang=1>
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