

SIAM

Society of Indian Automobile Manufacturers

Building the Nation, Responsibly

SAFE (a SIAM initiative)

Society for Automotive Fitness & Environment



Summary Report for BMGE 2025



सुरक्षित सफर (Safe Journey) Pavilion

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 3rd 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 **17th – 22nd January 2025 at Bharat Mandapam, New Delhi** with the theme: “**Safer Roads Our responsibility**” .



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.



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 3rd 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.

Panels

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.

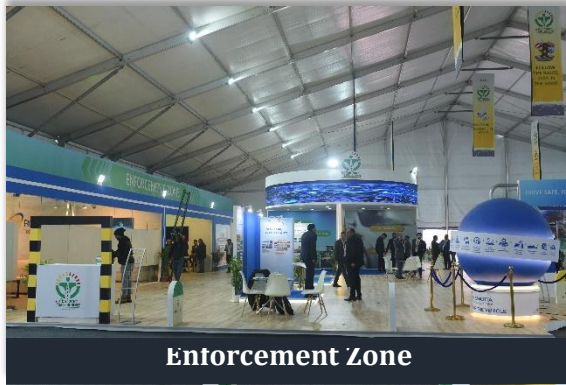
The panels gave holistic insights about road safety in India from the golden rules of driving, road signs and markings, active and passive safety features, BNCAP rating evaluation criteria and crash tests to Good Samaritan Law, basics of first aid and process flow to follow in order to help the victims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



Engineering Zone



Education Zone



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.



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.



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 Virtual reality scenarios attendees



Interactive Learning

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.



OEMs had set up simulators for providing driving experience to the Attendees

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.

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.



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.



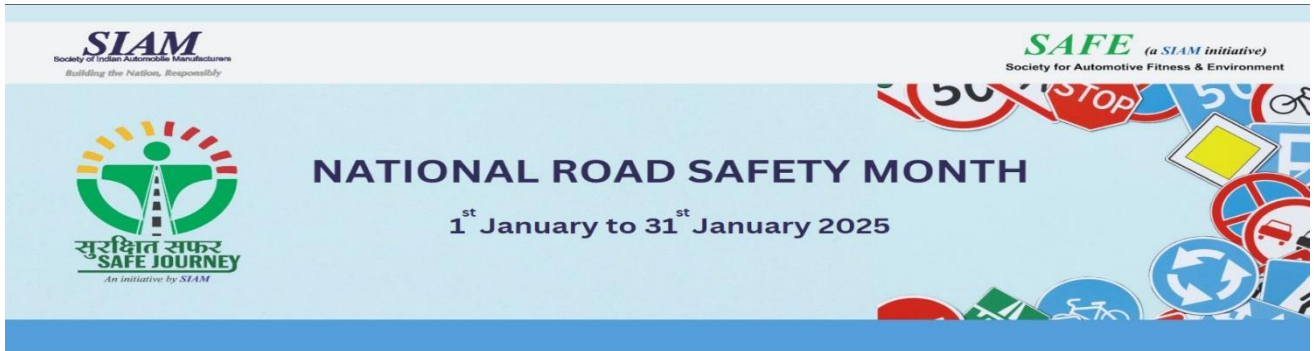
Outside Events

On the occasion of National Road Safety Month 2025 being observed from 1st January to 31st 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 1st January to 31st January 2025 . This is a testament to the ongoing commitment and importance that our policymakers place on road safety.

Considering this, on the occasion of the observance of National Road Safety Month 2025.

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.

Key Highlights :

Run for Road Safety :

One of the key highlight of the event was "Run for Road Safety", held on January 19th, 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 and MD TATA Motors, 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.

Nukkad Natak :

Nukkad Natak (Street Plays) : During the Auto Expo- The Motor Show 2025 from 17th Jan to 22nd 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.

Other Road Safety Awareness activities :

Road safety is a collective responsibility, and SIAM's initiative emphasizes interactive learning to help students embrace key safety principles. In this line SIAM organized several events and competitions among School students, such as **Qawali Competition**, Extempore, Painting, Show and Tell Competition, etc. A total of about 350 students from 15 schools participated in these competitions. The idea is to teach our young generations about the importance of road safety and also to cultivate a culture of responsibility and

also encourage them to understand and advocate for safer mobility practices.



SIAM Mascot

Towards promoting road safety initiative of SIAM and also enable grabbing attention of visitors leaving a lasting, engaging, and memorable impression . SIAM SAFE introduced a friendly mascot named "Safe I Am" (SIAM), an ambassador for Road Safety –With its catchy name, the mascot powerfully strengthens the core message: 'Safety First.'"

The mascot was one of the key point of attraction for visitors of all ages, *Selfie with Mascot*’ enabled promoting SIAM’s SAFE road safety message.



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

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

SIAM SAFE members on the occasion of the observance of National Road Safety Month (January 1st to 31st January, 2025) organized a total of 458 impactful awareness activities across 20 States and reached out to about 1.9 lakh 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 .

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.
5. **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.

6. **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.

