

# ANNUAL REPORT

## 2008-2009



# SAFE

Society for Automotive Fitness & Environment  
(a SIAM Initiative)





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## SAFE President's Message

**S**afety and **E**nvironmental issues are becoming increasingly critical all over the world with a rapid increase in urbanization and road transportation.

The adverse impact of climate change like Global Warming as well as the looming crises of road safety is being talked about at international forums. As per the WHO World Report on Road Traffic Injury Prevention (2004), around one million people are killed annually in road accidents and fifty times as many are injured. Road traffic injuries had been declared as the 9<sup>th</sup> leading cause of disease or injury in the year 1990 and are expected to become the 3<sup>rd</sup> leading cause by the year 2020 if no action is taken. Apart from the immense human loss, this also puts a massive cost burden on society.

While talking about the Indian scenario, vehicles on the Indian roads have multiplied manifold and have brought with them attendant risks and dangers. According to official statistics as per the National Crime Report Bureau (NCRB, 2007) 1,05,725 people were killed in road traffic crashes in India in the year 2006.

It is evidently clear that there has to be a comprehensive approach to tackle these two critical issues of climate change and road safety. Among all the stakeholders, this sets the agenda for SIAM and SAFE for environmental and road safety rule-making progressive as well as their implementation and the creation of awareness among the public at large.

SAFE strongly believes that-

**"EVERY ACCIDENT IS AVOIDABLE"**

Hence all our strategies leading to actions are evolved around this belief. One of the major factors contributing to high risk driving is lack of safety training and knowledge of road safety issues in our country.

**Society of Indian Automobile Manufacturers (SIAM)**, a body of automobile manufacturers, works on many issues of national and international concerns relating to the automotive industry, included among which is the drawing up of the future road map for safety and environment regulations and implementation thereof. We believe that the process of updating Safety & Environment regulations to harmonize with international levels is fairly well in place.

**Society for Automotive Fitness & Environment, SAFE (a SIAM initiative)** works on the softer part of regulation, i.e. creating an awareness for environmental and road safety issues, which seems to be the more daunting task.

To make Safety and Cleaner Environment impact effective, we have to think of actions which can touch the masses, looking at the larger size of our population.

As I mentioned in the beginning, the size of the task in hand is huge and any action taken seems to be too small. At the same time SAFE is taking small steps with the view towards making a big change for a Safer Society and a Cleaner Environment.

I take this opportunity to thank all stakeholders - State Transport Departments, Traffic Police, Pollution Control Boards, Educational Institutions, NGOs - for their dedication towards the objective of spreading awareness on road safety and in-use vehicle management.

I also would like to thank all past Presidents, whose vision and guidance has been motivating the existing team to carry forward this huge unending task.

SAFE is always ready to join hands with all the stakeholders working in this area and would welcome any suggestion which can help us in taking this common mission of ROAD SAFETY and CLEANER ENVIRONMENT forward.

**Harjeet Singh**

17<sup>th</sup> June 2009

## SAFE Highlights 2008-2009

Some of the **SAFE** initiatives, undertaken with the help of all stakeholders, during the past year are-

SAFE, organized a number of programmes to raise awareness in the area of road safety and better environment with extensive support from Automobile Manufacturers, Traffic Police, Transport and Environment Departments of the respective states.

Though the initiative has been truly national, there has been a huge international interest as well in the activities of SAFE. During the last year, SAFE was invited to participate in international forums, such as IMMA, FISITA, and BAQ 2008, among others.

Children constitute vulnerable road users along with the elderly and the infirm. It has been estimated that children are involved in 10 to 15 percent of road fatalities in the country, as most of the children learn road safety sense on their own in the absence of any formal road safety training. Therefore efforts need to be made to organize various road safety activities in a sustained manner to bring about attitudinal change in them, much before they start using the road as riders & drivers. They can also work as highly effective change agent to amend the rash road behaviors of their parents.

Each year SAFE organizes various programmes for school children, and these programmes are furthered by automobile manufacturers with the assistance of their dealer network. Many member companies are organizing safety programmes at schools in different parts of our country.

Mercedes-Benz has taken a great initiative to inculcate safe traffic sense in young minds. SAFE, along with Mercedes Benz India, selects a state every year and organizes the Mercedes-Benz Mobile Kids' Programme. In the year 2008, this drive was organized at Kolkata in West Bengal. In this programme a road safety workshop and inter-school quiz and painting competitions were held across 9 schools in which over 1,200 children participated.

Another significant step was taken by SAFE during the National Road Safety Week in January 2009. A "Don't Drink & Drive" programme, organized with support from Delhi Traffic Police, was specifically aimed at curbing irresponsible driving and yielded very positive results.

Road Safety activities were organized in over 31 States and Union Territories covering 295 cities at 1600 dealers. Approximately 75 refresher driver training workshops were organized in 7 major states of India and SAFE reached out to and touched 500,000 people during the National Road Safety Week in January 2009.

During the year, SAFE continued Road Safety Awareness Campaigns for three wheeler drivers, wherein the best drivers were awarded cash prizes as well as certificates in recognition of their accident and challan-free driving records. The focus of the Safety Awareness Camps remained the inculcation of soft skills, along with other driving tips and general advice on fuel efficiency and vehicle maintenance. On the sidelines, general health check-up camps were also conducted.

SAFE continued with organizing World Environment Drive on 5<sup>th</sup> June 2008, wherein free computerized pollution check camps were organized at 1000 locations in 250 cities all over India with the help of member companies' dealers.

After the successful completion of its pilot project, SAFE - SIAM has extended networking to all 545 PUC centres in Delhi. The benefits that will accrue to the residents of Delhi on account of this are immeasurable; at the same time huge amount of computerized data available will help strategize future actions effectively.

## Society for Automotive Fitness & Environment

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, Society for Automotive Fitness & Environment (SAFE).

With membership from Industry, Government, Testing Agencies, and NGOs, SAFE works to generate awareness among the various stakeholders regarding Inspection & Certification of in-use vehicles which would lead to safe vehicles and cleaner environment.

SAFE organizes Inspection clinics for in-use vehicles and training workshops for pollution technicians in various parts of the country. These programmes are aimed to create awareness of the importance of regular maintenance among vehicle owners. It is one of the most effective ways to control emission levels from vehicles in the country. In addition SAFE organizes seminars with State Government and other stakeholders. SAFE has also undertaken several initiatives on Road Safety education of students, drivers, and the public at large. Through Road Safety Awareness Programmes, SAFE tries to apprise 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.



# SAFE Annual Convention 2008

## SAFE Annual Convention 2008, 4<sup>th</sup> June 2008, Pune

Society for Automotive Fitness and Environment (SAFE) held its Annual Convention 2008 - "A Safer Tomorrow through Training and Technology" - in association with the Transport Department of the Government of Maharashtra.

Mr Ramanath Jha, Principal Secretary - Transport, Government of Maharashtra, Mr A Sivagnanam, Joint Transport Commissioner - Road Safety, Government of Tamil Nadu, Mr C M Kharatmal, RTO, Pune and other senior officials from the Government of Maharashtra participated in the inaugural session. The programme was attended by approximately 350 participants.

Mr Ramanath Jha, Principal Secretary - Transport, Government of Maharashtra said, "'Mobility' is the hallmark of economic growth but 'Safety' is a pre-requisite." Mr Jha emphasised that old vehicles and lack of road sense are some of the key reasons for road fatalities; road infrastructure and lack of 'road safety audit' are very important duties of the civic bodies. While government's initiative in providing better infrastructure and conducting safety audits is indispensable, educational institutes and academia also need to be a part for creating awareness. Mr Jha highlighted that road safety concerns everyone and every sector; therefore both public and private organizations have responsibility towards making Indian roads safer.

The SAFE convention had participants from professional training institutes like IDTR & Hubert Ebner and companies like Hero Honda and Volvo. The first session, "Training Techniques and Best Practices for Safer Driving," highlighted how training plays an essential role in reducing road accidents and ways in which Indian roads could be made safer and user-friendly.

During the session on "New Vehicular Technology and its impact on Safety," presentations were made by MICO Bosch, Delphi Electronics, Mercedes Benz India and ARAI. Presenters talked about importance of ESP technology, enhanced vehicle safety through scalable integrated safety technologies, future steps for Indian vehicles, collision avoidance technology to ensure safety on roads, and trends in road safety technology through present and future regulations and roadmap were also discussed.

While the driver training institutes set up by some manufacturers were appreciated, yet it was recognised that many more such institutes need to be introduced around the country in order to have a significant effect on reducing road and motorway casualties.

A concurrent display of safety technology was also organized. Honda Motorcycles and Scooters India Ltd and Maruti Suzuki Ltd showcased simulators used in training of two wheeler and four wheeler drivers. The display drew the attention of all participants, especially Pune-based driving school instructors and owners.



At the inaugural session of SAFE Annual Convention 2008 (L to R) Mr K K Gandhi, Executive Director, SIAM, Mr A Shivagnanam, Joint Transport Commissioner, Government of Tamil Nadu, Mr Ramanath Jha, Principal Secretary, Government of Maharashtra and Mr C M Kharatmal, RTO, Pune



Mr Ramanath Jha, Principal Secretary, lighting the lamp at the inaugural session



Mr R Devarajan, President, SAFE presenting welcome address at the SAFE Annual Convention 2008 at Pune.



Mr C M Kharatmal, RTO- Pune, addressing at the SAFE Annual Convention 2008



Guest of Honour Mr A Shivagnanam, Joint Transport Commissioner, Government of Tamil Nadu, presenting his address at the SAFE Annual Convention 2008



Chief Guest Mr Ramanath Jha, Principal Secretary, Government of Maharashtra, addressing the gathering at the inaugural session



Mr Harjeet Singh, Vice President, SAFE, presenting Vote of Thanks at the SAFE Annual Convention 2008



Session on Training Techniques & Best Practices for Safer Driving (L to R) Mr Romi Kapur & Mr S C Hari Babu, Volvo India, Mr R K Parimoo, IDTR, Chairman of the Session Mr Raghunath Rao, Co- Chairman of the session Mr N V Iyer, Ms Susanne Ebner, Hubert Ebner-Austria, and Mr Rakesh Mukhija, Hero Honda Motors



Ms Susanne Ebner, Hubert Ebner-Austria, presenting paper on International Best Practices for Institutions Imparting Driver Education



Mr R K Parimoo, Director, IDTR, making presentation on Challenges in Setting up and Operating Quality Driver Training Institutes



Mr Romi Kapur & Mr S C Hari Babu, Volvo India Pvt Ltd, making presentation on Benchmarking Driver Training & New Scenarios





Mr Rakesh Mukhija, Hero Honda Motors Ltd, presenting paper on Analysis for Two Wheeler Riding Training



At the session on New Vehicular Technology and its Impact on Safety- Mr Srinivasa Raman, Delphi Electronics and Safety, making presentation on Enhanced Vehicle Safety through Scalable Integrated Safety Technologies



Mr Andreas Berg, Bosch Chassis Systems India Ltd, making presentation on the Role of ABS and ESP in Ensuring Safety on Indian Roads



Mr Devdutta Chandavarkar, Mercedes Benz India Pvt Ltd, presenting his paper on Collision Avoidance Technology to Ensure Safety on Roads



Mr S M Haragapurkar, ARAI, making presentation on Requirement of Safety Technology: Present and Future Regulations and Road Map



Panel discussion Need for Administrative Mechanism for Driver Skill Enhancement (L to R) Mr Sanjay Sasane, RTO- Mumbai, Mr R Balasubramanian, Director, CIRT, Mr Dilip Chenoy, Director General, SIAM, Mr R Devarajan, Ashok Leyland Ltd, Mr A Shivagnanam, Government of Tamil Nadu, Mr R K Parimoo, Director, IDTR, Mr S M Haragapurkar, ARAI, and Mr C M Kharatmal, RTO, Pune



Interaction between speakers and participants



Display of Four Wheeler and Two Wheeler Driving Simulator at SAFE Annual Convention 2008



Participants at the SAFE Annual Convention 2008

## SAFE Driver Training Initiatives

### Refresher Workshop for Driver Training for Corporate Drivers in 2008-2009

SAFE has been organizing refresher workshops for drivers from the corporate sector on an ongoing basis. During the year 2008 – 2009 requests were received from a number of corporate houses to organize refresher workshops for their drivers.

SAFE organized refresher workshop for fork lift-operators/ drivers of H-One India at Greater Noida on 1<sup>st</sup> July 2008. The programme consisted of a half day classroom session and a half day practical session for approximately 25 drivers of H-One India.

On 5<sup>th</sup> and 6<sup>th</sup> August 2008, SAFE organized defensive driving training programme for drivers of Gujarat Paguthan Energy Corporation Private Limited at Bharuch, Gujarat. Approximately 65 drivers from the organization benefited from the training programme, which consisted of Defensive Driving & Vehicle Maintenance modules.

On 14<sup>th</sup> December 2008, SAFE organized a training programme for executives of Ceekay Daikin Ltd at Noida. The programme was specially organized for two wheeler drivers. The programme was conducted with the help of faculty from Hubert Ebner and Honda Motorcycle and Scooter, who had a display and practical



Refresher Workshop for Two Wheeler Drivers at Ceekay Daikin Ltd



Refresher Road Safety Workshop for SIAM Staff

demonstration on the use of two wheeler simulators for participants.

A refresher workshop was also organized for employees of SIAM on 17<sup>th</sup> December 2008. The half day workshop was to re-inform the participants about the basic facts of road safety. After the refresher workshop, on-road test drives were organized for SIAM staff using a P-Drive. P-Drive is an instrument, comprising of two cameras, which can be fitted on to the dashboard of the vehicle. P-Drive can record inside behaviour of

driver and outside road situations and monitor a range of violations likely to be committed by a driver.

## Driver Training Programme for Defence Research & Development Organization (DRDO)'s Drivers at Ahmednagar, Hyderabad & Pune

SAFE organized two day training programmes for approximately 10 batches of 30 members each of DRDO at Vehicles Research and Development Establishment (VRDE), Ahmedabad, Defence Electronics Research Laboratory (DLRL), Hyderabad, and Armament Research and Development Establishment (ARDE), Pune. The driver training programme consisted of Road Safety, Defensive Driving, Soft Skills Development, Roads Rules & Regulations, Fuel Conservation and Vehicle Maintenance.



Drivers provided with participation certificate and gifts

These programmes were appreciated by the organizers who felt that these types of programmes should also be organized for executives and other staff members as well.

No.	Dates	Place
1	29 - 30 November 2008	VRDE, Ahmednagar
2	24 - 25 January 2009	VRDE, Ahmednagar
3	07-08 February 2009	DLRL, Hydrabad & ARDE, Pune
4	14-15 February 2009	DLRL, Hydrabad & ARDE, Pune
5	21-22 February 2009	DLRL, Hydrabad & ARDE, Pune
6	28 Feb - 1 March 2009	DLRL, Hydrabad & ARDE, Pune



Defensive Driving Training Programme for DRDO drivers

## Driver Training Programme for Underprivileged Students

SAFE, along with Nizamuddin based NGO, "Hope Project," helped 10 underprivileged students to get their Learners License. With support from Maruti Suzuki India Ltd these individuals were enrolled on 9<sup>th</sup> February 2009 at the Institute of Driving Training & Research (IDTR), Sarai Kale Khan, for undergoing a driver training programme which will help them in learning driving techniques. After a period of 30 days they applied for permanent license. Subsequently, SAFE hopes to provide advanced driver training to these underprivileged youth and to arrange for their placement as well.

## Train the Trainers Programme

SAFE organized a special session on Soft Skill Development for the trainers of Hubert Ebner on 22<sup>nd</sup> September 2008, at their premises in Okhla, New Delhi. Approximately 20 participants had a good discussion and better understanding on the Soft Skills aspects in regard to drivers' behaviour.

A half day session was conducted by Dr Vasantha R Patri, Chairperson, Indian Institute of Counselling. A need was felt to organize more sessions on these topics for more efficient delivery of thoughts during driving workshops/ training as per Indian conditions.

SAFE, with the help of Mr S Burman, Senior Management Advisor, International Cars & Motors Ltd, organized a Workshop on Soft Skills & Defensive Driving for twenty one trainers of the Kolkata Traffic Police on 30<sup>th</sup> January 2009 at Kolkata Traffic Training Park, Tala Park, Kolkata.



Soft Skills training module conducted for trainers of Hubert Ebner India

The programme was conducted by Dr Vasantha R Patri, Chairperson, Indian Institute of Counselling, and Mr A B Sen, Faculty, Hubert Ebner India Pvt Ltd. The programme was very well received by the participants.



Physical and Psychological exercises conducted by Dr Patri with Officers of Kolkata Traffic Police



Trainers of Kolkata Traffic Police at the training programme

## Road Safety Initiatives for Students

### Mercedes Benz Mobile Kids Programme, Kolkata

Mercedes Benz, in partnership with SAFE, had earlier implemented the Mobile Kids programme for school children in New Delhi and Chennai. During the year 2008 - 2009, the Mercedes Benz Mobile Kids programme reached Kolkata, in partnership with SAFE and Kolkata Traffic Police. The programme began with the training of school teachers in June 2008 and ended with the final competition for students and prize distribution on 28<sup>th</sup> November 2008.

Thirty school teachers from ten select schools participated at the inauguration of the Mobile Kids Programme with a workshop for teachers on 12<sup>th</sup> July 2008 at Birla Industrial and Technological Museum (BITM) Conference Hall in Kolkata.

During the project implementation stage, a one day workshop was organized, with the help of traffic police officials, at each of the nine participating schools and intra-school painting and quiz competitions were also organized with the guidance of the teachers.

The schools were Delhi Public School - Mega City, New Alipore Multipurpose School, Children's Foundation, Birla High School, Loreto Day School- Sealdah, Modern High School, Kamala Girls School, National High School, and Akshar School.



Training for the school teachers on Road Safety at Kolkata



Mr S M Kadlaskar, Director, Mercedes Benz India, presenting award to the winner of Mercedes Benz Mobile Kids Program at Kolkata

The winner of the inter-school road safety contest, Master Deepkamal Das from New Alipore Multipurpose School was awarded a 'Mercedes-Benz Experience' - a day in a chauffeur-driven Mercedes-Benz spent with friends and family.

## SAFE and Mercedes Benz India Road Safety Drive, Kolkata



### Road Safety Workshop for School Students, 15<sup>th</sup> July 2008, Pithampura, New Delhi

SAFE, in association with Delhi Traffic Police, organized a road safety workshop for APJ School students at Pithampura on 15<sup>th</sup> July 2008. Approximately 150 students participated in the workshop.

This school is actively involved in organizing Road Safety Awareness Drives. The school also participated in the traffic warden programme organized by Delhi Traffic Police.

## Road Safety Awareness Programme at Pragati Maidan, 15<sup>th</sup> to 27<sup>th</sup> November 2008, New Delhi

On 15<sup>th</sup> November 2008, Delhi Traffic Police inaugurated their pavilion in the presence of Commissioner of Police and other senior official of Delhi Police, SIAM, NGOs and school students.

SAFE presented the Road Safety Rolling Trophy for the best school working in the area of Road Safety to Vidya Bhawan Mahavidyalaya Senior Secondary School, Lodi Estate, New Delhi along with a cash prize of Rs 11, 000 and an appreciation certificate.



Road Safety Rolling Trophy to the Best School presented by Commissioner of Police, Delhi

SAFE, with the help of Honda Motorcycle & Scooter India, set up Two Wheeler Simulators for visitors to the Traffic Pavilion

at India

International Trade Fair (IITF) to help them understand two wheeler defensive driving on Indian roads. Honda Motorcycle & Scooter also

introduced Safe riding programme for students at the Traffic Pavilion.



Road Safety Painting Competitions organized at Pragati Madian in November 2008

SAFE, in association with Castrol India, set up a stall for disseminating information about safety through the regular use of helmets and seat belts. Road Safety workshops for students were also organized at Pragati Madian.



Faculty conducting workshop on road safety for school students at Pragati Madian with the support by Castrol India

A painting competition for school children was organized on 19<sup>th</sup>, 21<sup>st</sup> & 24<sup>th</sup> November 2008 and all the prizes were sponsored by SAFE.

## Distribution of 2 Lakh copies of Road Safety Books: Initiative of Mercedes Benz "Smarty's World," Delhi

Mercedes Benz India, in association with SAFE - SIAM, successfully completed their Road Safety Drive 'Mobile Kids' in New Delhi in 2007.

SAFE took the initiative forward and, with the help of Delhi Traffic Police printed 2 lakh copies of Smarty's World in English and Hindi which were distributed across Delhi schools in August 2008.

## SAFE Activities during World Environment Day, 5<sup>th</sup> June 2008

### Nationwide Free Pollution Check Camps

World Environment Day, commemorated each year on 5<sup>th</sup> June, is one of the principal vehicles through which the United Nations generates worldwide awareness on environment.

On this day, SAFE conducted a 'Free Pollution Check Campaign' all over the country in partnership with its members and issued free PUC Certificates to the customers whose vehicles met the prevalent emission limits. About 1000 dealers participated in the one-day Free Pollution Check Drive across 250 cities spanning 25 states of India.



Nationwide Environment Drive with Members and their Dealers

## Free Computerised Pollution Check Camps at India Habitat Centre

As part of its continuing efforts towards promoting a cleaner environment, SAFE organizes computerized Free PUC checking camps at India Habitat Centre, Lodi Road, New Delhi. The PUC camps are organized once in 3 months. The technical support for this initiative is received from AVL and Maruti Suzuki India Limited.

The CPUC checking camp is organized for three days, the first two days for four wheelers and last day for Two Wheelers. The CPUC checking is done for Petrol/CNG/LPG vehicles. The main objective of this initiative is to spread awareness among general masses of the need for Inspection and Maintenance of vehicles. Camps were conducted on the following dates: 15<sup>th</sup> to 17<sup>th</sup> October 2008, 28<sup>th</sup> to 30<sup>th</sup> January 2009 and 28<sup>th</sup> to 30<sup>th</sup> April 2009.



Free Computerised Pollution Check of Vehicles at India Habitat Centre, New Delhi

## National Road Safety Week, January 2009

### **SAFE - SIAM Meeting with State Government Officials**

SAFE - SIAM officials met Mr Samir Mathur, Financial Commissioner & Principal Secretary, Transport Civil Aviation Department, Government of Haryana on 6<sup>th</sup> December 2008 at SIAM office to discuss the Road Safety Projects to be implemented in Haryana. Mr Mathur showed great interest in partnering with SIAM-SAFE in organizing Road Safety & In-Use Vehicle Management activities during 2009.

SAFE was invited by Transport Department, Government of Haryana to assist and implement the National Road Safety Programme in January 2009. Similarly SAFE had interactive meetings with officials from the Government of Madhya Pradesh, the Government of Andhra Pradesh, and the Government of Maharashtra for finalizing Road Safety activities in those states.

### **Road Safety Initiative by Indian Automobile Industry during National Road Safety Week in 2009**

SAFE - SIAM , with extensive support from members and Traffic Police & Transport Departments of the respective states, organized a number of programmes during National Road Safety Week in January 2009 to raise road safety awareness covering :

- 31 states and union territories
- 295 Cities
- 1600 automobile dealers
- 75 refresher driver training workshops at New Delhi, Haryana, Maharashtra, Madhya Pradesh, Tamil Nadu, Karnataka & Andhra Pradesh
- 500000 people

This year the partner state was Haryana.

## Road Safety Drive with SAFE - SIAM Member's Dealer Network

To reach out to drivers across India SAFE - SIAM has taken an initiative on spreading awareness by involving member company's dealers.

Over 1600 dealers joined hands in disseminating information regarding road safety to the general public.

### They conducted :

● Safety workshops	● Driver Training programmes
● Quiz Competition	● Painting competitions
● Rallies	● Banner displays
● Safety material distribution etc.	

### Participating Companies :

● Ashok Leyland Ltd	● Bajaj Auto Ltd
● Eicher Motors Ltd	● General Motors India Pvt Ltd
● Honda Motorcycle & Scooter India (Pvt) Ltd	● Maruti Suzuki India Ltd
● Hero Honda Motors Ltd	● Tata Motors Ltd
● Mahindra & Mahindra Ltd	● Volvo India Pvt Ltd
● Volkswagen India Pvt Ltd	

## Road Safety Refresher Workshops for Drivers In Seven States of india

SAFE, in association with Transport and Traffic Departments of states, organized various workshops for all categories of drivers. These programmes were conducted at

S. No.	State	Location	No. of Programmes
1	Haryana	9	13
2	Maharashtra	14	28
3	Madhya Pradesh	14	23
4	New Delhi	5	7
5	Andhra Pradesh	2	2
6	Karnataka	1	2
7	Tamil Nadu	1	2

## Road Safety Awareness Campaigns Members' initiatives all over India



### Road Safety activities at Dealers Network :

Hero Honda Motors India Ltd. - 525

Maruti Suzuki India Ltd. - 450

Honda Motorcycle & Scooter  
India Pvt. Ltd. - 328

Tata Motors Ltd. - 210

Mahindra & Mahindra Ltd. - 50

General Motors India Pvt. Ltd. - 50



### Don't Drink & Drive Campaign

In association with Delhi Traffic Police, SAFE conducted Don't Drink & Drive Campaign in New Delhi on 31<sup>st</sup> December 2008, 1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> January 2009. Delhi Traffic Police had allocated special staff for checking drunk drivers and



SAFE provided them with banners.



### Road Safety Awareness Drive: School Traffic Patrols

Students of Vidya Bhawan Mahavidyalaya managed pedestrian crossing traffic flow under the guidance of Traffic officials during the Road Safety Drive in New Delhi.

### Refresher Workshop for Traffic Police Officials on Road Safety & Intelligent Transport System



SAFE organized a refresher workshop for Delhi Traffic Police Officers to upgrade their knowledge in the field of ITS, with a view to upgrading their system for upcoming Commonwealth Games 2010 in Delhi.



Representatives from Sterria and Ashok Leyland Ltd made presentations on ITS and Road Safety and shared their best practices in this area. The workshop was inaugurated by



Mr R Kaushik, Additional Commissioner of Police- Traffic on 1<sup>st</sup> January 2009 at Delhi Traffic Police R & D Centre, Teen Murti Lane, New Delhi, and was attended by 60 Delhi Traffic Police Officers.



### Road Safety Painting Competition & Prize Distribution at India Gate

Delhi Traffic Police organized Road Safety Painting Competitions during India International Trade Fair (IITF) in November 2008 and also during National Road Safety Week in January. The winners were awarded prizes on 6<sup>th</sup> January 2009 at India Gate. On 6<sup>th</sup> January 2009 a Road Safety Competition was also organized in which approximately 500 students participated and on spot winners were selected. Prizes were sponsored by SAFE and were distributed by Mr



SN Srivastava, Joint Commissioner of Police – Traffic.

### Road Safety Rallies with Schools

SAFE, in association with Maruti Suzuki and Delhi Traffic Police, organized Road Safety rallies with eight schools from Delhi. Safety slogans were displayed in the form of placards. For the safety and security of students, a safety exhibition van followed and distributed road safety material.



## Workshop for Three Wheeler Drivers at New Delhi

SAFE organized Road Safety Workshops for Three Wheeler Drivers in association with Delhi Traffic Police and Bajaj Auto Ltd. The programme was inaugurated on 3<sup>rd</sup> January 2009 at Traffic Training Park, Punjabi Bagh, New Delhi by Mr S N Srivastava, Joint Commissioner of Police – Traffic in the presence of Prof Dinesh Mohan, Mr Dilip Chenoy and senior officials of Traffic Police and dealers of Bajaj Auto Ltd.



Special awards of Rs 5000 were given to three wheeler drivers in Delhi who had a year long clean history of accident and challan free driving.

The aim of Three Wheeler Driver Training programme is to train drivers on all aspects related to safety with the

larger objective of lowering the incidence of road accidents and traffic fatalities.

Technical experts delivered lectures, demonstrated repair techniques, and gave valuable driving tips to drivers.

A team of doctors conducted health check of the participating drivers, which included identification of blood group, eye test, blood pressure & general health check up.



Similar workshops were also conducted at G T Karnal Road, Rithala and Jhilmil

Approximately 500 drivers participated in these programme.



In New Delhi SAFE organized refresher workshop for DTC drivers. Approximately 200 drivers participated in these programmes.



## Road Safety: Partner State Haryana

SAFE had an opportunity to partner with **HARYANA** Transport Department in organizing 13 refresher workshops for Truck/Bus/Three Wheeler Drivers at 9 RTO's of Haryana. These were at Sirsa, Fathehabad, Hisar, Bahadurgarh,



Sonepat, Rewari, Gurgaon, Faridabad and Panchkula. Approximately 1200 drivers and 1000 students participated in various programmes. These programmes were conducted with the help of faculty from Ashok Leyland - Driving Intitute, Burari, and Hubert Ebner India.



## Road Safety Drive in Madhya Pradesh

Eicher Motors has been actively involved in road safety programmes for last ten years. In **MADHYA PRADESH**, especially at Indore, SAFE and Eicher Motors organized programmes for various segments of drivers from 2<sup>nd</sup> January to 15<sup>th</sup> January 2009.

In these programmes college students, corporate employees, drivers of Trucks/Buses/School Buses/Minibus/CityVan/Cars/Two & Three Wheeler/Hazardous Goods carriers participated. 1050 participants were trained on road safety and defensive driving techniques.



## Road Safety Drive in Maharashtra

In **MAHARASHTRA**, 2000 participants attended programmes organized with the help of Transport Department and Helekar's Defensive Driving Mission.



In association with RTO **PUNE**, SAFE organized refresher workshops for drivers at RTO, Pune office. Training was organized for four batches of drivers on 2<sup>nd</sup> & 4<sup>th</sup> January 2009. The workshops were attended by approximately 200 participants.



Volkswagen India had also organized four batches of training workshops for their executives as well as drivers on 5<sup>th</sup> & 6<sup>th</sup> January 2009 at their premises in **PUNE**. These training workshops were attended by 100 participants.



### Road Safety Drive in Andhra Pradesh, Karnataka & Tamilnadu

At **VIJAYWADA**, with the support from Volvo India,

SAFE organized training programmes for the drivers of Krishna District Lorry Owners Association Model Driving Training Institute and Research Centre, Ampapuram, Bapulapadu Mandalam, Krishna District, Andhra Pradesh. Around two hundred and twenty truck and bus drivers were trained. A refresher workshop was also organized for 50 drivers of Navata Transport. Both the programmes were conducted by Mr Hari Babu, Volvo India.



During the National Road Safety Week, Volvo India Ltd had taken an initiative to train their drivers at Volvo Driving Centre, **BANGALORE** on 2<sup>nd</sup> January 2009 and trained approximately 30 drivers.



At **COIMBATORE**, SAFE joined hands with Govan Driving Institute to conduct training programmes for drivers. Two batches of driver training programmes were organized in January 2009 which were attended by 80 drivers of MTC.



## Other Initiatives

### SAFE participation at 11<sup>th</sup> Meeting of the National Road Safety Council

The 11<sup>th</sup> Meeting of the National Road Safety Council was held on 28<sup>th</sup> January 2009 under the Chairmanship of Mr T R Baalu, Hon'ble Minister of Shipping Road Transport & Highways, Government of India.

Transport Department representatives from all the states participated in this meeting. SAFE, alongwith members, received invitations from the Ministry of Shipping, Road Transport and Highways to attend the meeting and to present industry's views on road safety and actions taken in this area.

### Release of Report on “Road Safety in India: Challenges and Opportunities” by Dr Montek Singh Ahluwalia, 9<sup>th</sup> March 2009, Planning Commission, New Delhi

On 9<sup>th</sup> March 2009, Dr Montek Singh Ahluwalia, the Deputy Chairman of the Planning Commission, released a study, “Road safety in India: Challenges and Opportunities.” Mr S N Shrivastava, Joint Commissioner of Police-Traffic, Delhi Traffic Police, Mr R C Bhargava, Chairman, Maruti Suzuki India Ltd, Mr S Sandilya, Group Chairman, Eicher and other senior officials working in the field of road safety also participated at a function organized by Society of Indian Automobile Manufacturers (SIAM) in New Delhi. The study, a collaboration between the Indian Institute of Technology (IIT), New Delhi, and the University of Michigan Transportation Research Institute (UMTRI), Ann Arbor, USA, is co-authored by Professor Dinesh Mohan, Mr Omer Tsimhoni, Mr Michael Sivak and Mr Michael J Flannagan.



(L to R) Dr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, Government of India, releasing the report on “Road Safety in India: Challenges and Opportunities” in the presences of Mr R C Bhargava, Chairman, Maruti Suzuki India Ltd, Mr S N Shrivastava, Joint Commissioner of Police - Traffic, New Delhi, and Professor Dinesh Mohan, Coordinator, TRIPP

The study has analyzed traffic accidents by state, on National Highways as well as metro cities of India. New road building programmes in urban and rural areas seem to have resulted in an increase in road traffic accidents. The richer states tend to have higher death rates and hilly states low death rates per km of highway. Road traffic fatalities have been increasing at the rate of 8% per year in India as compared to 5% in the earlier years and reached 106,000 in 2006.



Mr S Sandilya, Chairman, Eicher Group, addressing the gathering at the report release function at Planning Commission, New Delhi

### Roundtable Discussion on Driver Training Programme for State Transport Undertaking drivers for handling New Generation Buses, 13<sup>th</sup> March 2009, BIEC, Bengaluru



From ( L to R) Mr B Bhanot, Ex Chairman, CMVR-TSC, Mr R K Parimoo, Director, IDTR, Mr M K Shankaranlinga Gowda, Principal Secretary – Transport, Government of Karnataka, and Mr Dilip Chenoy, Director General, SIAM, at the inaugural session of Roundtable Discussion

SAFE, in association with ASRTU, organized a roundtable discussion on Driver Training Programme for State Transport Undertaking (STU) drivers for handling New Generation Buses. The roundtable was inaugurated by Mr M K Shankaranlinga Gowda, Principal Secretary – Transport, Government of Karnataka.

The roundtable was chaired by Mr R K Parimoo, Director, IDTR. During the Technology and Training session, members made presentations and showcased their initiatives in the area of technology development and also discussed the training procedures imparted to STU drivers. The panel discussed problems faced by STUs.



Participants from STUs, Transport Department and Automobile Manufacturers at the roundtable discussion

## Pilot Project on Improvement of Driving Licensing System in New Delhi

SAFE initiated a Pilot Project with Transport Department, Government of NCT of Delhi, for improving the existing Driving Licensing System. SAFE-SIAM had submitted a comprehensive proposal for the total revamping of the driver licensing system to Transport Department, Government of NCT of Delhi using latest technology which would minimize human intervention in the driving licensing process.

To start the project, SAFE brought in the latest technology with the help of Hubert Ebner India i.e. – P-Drive. P-drive is an equipment which can be mounted on the dashboard of the car. This equipment consists of two cameras, which can record inside behaviour of driver and outside road situations. Technically it can record four violations i.e. Excess acceleration, excess braking, extreme left and right turns. With the help of an external equipment attached to the P-drive (a remote), an inspector can record many more driving violations manually and these violations can be stored in recording too.



The pilot project, which was launched on 1<sup>st</sup> April 2009, is being implemented with the association of Transport Department, IDTR and Hubert Ebner India. The objective of this project is to improve the existing driving licensing system by using latest technology which would also minimize human interference.

## Networking of CPUC Centres at New Delhi

SAFE - SIAM undertook a pilot project of connecting 20 Pollution Test Centres in Delhi under the aegis of the Transport Department, Government of NCT of Delhi, in March 2008. The PUC Centres in Delhi were authorised by the Transport Department to check emissions from in-use vehicles. The tests conducted in these centres are computerised and the data generated are stored in the hard disc of the computers. A periodic report is submitted by the Pollution Test Centres to the Delhi Transport Department.

After networking of 20 PUC Centres at the Transport Department, the real time emission test data is available at the central location and can be accessed through their website. This kind of a system has minimum intervention by the PUC Centre operator. However, each centre should have an access to the internet to enable this system to operate. This pilot phase was completed in September 2008.

After the successful completion of the pilot project SAFE - SIAM is extending the networking to all 545 PUC Centres in Delhi. Today the Delhi Transport Department has virtually full control on the entire PUC System. The performance analysis of each centre and online auditing is being done. The enhanced and accurate analysis of data is being done based on Vehicle Model, Vehicle Make, Vehicle Type, CO, HC, O<sub>2</sub>, CO<sub>2</sub> emission data, absorption coefficient, dilution and Lambda value. This networked PUC system is now used as an effective means of in-use vehicle emission management by the Transport Department, Government of NCT of Delhi.

## SAFE Participation at International Forums

### SAFE - SIAM Presence at World Automotive Congress 2008

Mr Dilip Chenoy, Director General, SIAM participated at World Automotive Congress 2008, "The Future of Automobile and Mobility," held at Munich, Germany, from 14<sup>th</sup> to 19<sup>th</sup> September 2008.

He participated in a panel discussion on Safety on 16<sup>th</sup> September 2008 wherein he talked about the road safety scenario in India. The panel discussion included such topics as :

- Worldwide progress in the number of road deaths;
- Reasons for the high number of persons killed on the road in specific countries;
- Differences compared to traditional markets like US and EU;
- Possible transfer of implemented actions from traditional markets;
- Actions required regarding vehicle development, infrastructure and road safety education in different markets.

### SAFE - SIAM Member of International Motorcycle Manufacturers Association (IMMA) Road Safety Task Force

In the year 2008 IMMA started a new project in the area of international road safety in response to the global road safety crisis identified by the UN. SIAM represents India as part of this international task force.

SIAM members participated at the International Transport Forum Workshop on Motorcycle Safety, organized by IMMA, held in Lillehammer in June 2008 where they also made presentations on the Indian Road Safety scenario.

### SAFE participation at BAQ 2008 at Bangkok

SAFE participated at BAQ 2008 from 12<sup>th</sup> to 14<sup>th</sup> November 2008 in Bangkok, Thailand. Mr Harjeet Singh, President SAFE, made a presentation on "Present and Future Technological Challenges of Transportation in Asia." Mr Singh discussed India's future of motorization, including the Automotive Mission Plan 2006 - 2016, tailpipe emission trends and regulations, energy security, including fuel efficiency and alternative fuels, and electric and hybrid vehicles.

## SAFE Office Bearers

Member Represented	Name
Hero Honda Motors Ltd	Mr Harjeet Singh (President)
Maruti Suzuki India Ltd	Mr I V Rao (Vice President)
Daimler Hero Commercial Vehicles	Mr S V Suderson (Treasurer)
Ashok Leyland Ltd	Mr R Devarajan
Swaraj Mazda Limited	Mr B R Viswanathan
Tata Motors Ltd	Mr G R Nagbhusan
Toyota Kirlsokar Motor Pvt Ltd	Mr Pankaj Gupta
TVS Motor Company Ltd	Mr M N Muralikrishna
Volvo India Pvt Ltd	Mr G V Rao

Honorary Members nominated from Affiliate Organizations	
ARAI	Mr S R Marathe
CIRT	Mr R Balasubramanian
IIP	Dr S K Singal
Suraksha	Mrs Usha Seshasayee
SIAM	Mr Dilip Chenoy

**Members**

Ashok Leyland Limited
Bajaj Auto Limited
Daimler Hero Commercial Vehicles
Force Motors Limited
Eicher Motors Limited
General Motors India Private Limited
Greaves Cotton Limited
Hindustan Motors Limited
Hero Honda Motors Limited
LML Limited
Maruti Suzuki India Limited
Mahindra & Mahindra Limited
Mercedes Benz India Private Limited
Simpson & Co. Limited
Skoda Auto India Private Limited
Tata Motors Limited
Toyota Kirloskar Motor Limited
TVS Motor Company Limited
Volvo India Private Limited
Central TVS

**Office Bearers of SAFE**

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 Purushothaman
2004-2005	Mr K N Krishnamurthy	Mr Harjeet Singh	Mr 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

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