

SAFE

Annual Report

2009 - 2010

SAFE (a SIAM initiative)
Society for Automotive Fitness & Environment

Contents

	Pages
About the Society	2
President's Message	3
SAFE Annual Convention 2009	5
SAFE Driver Training Initiatives	10
Road Safety Awareness Drive for Students	13
World Environment Day Drive 2009	14
National Road Safety Week January 2010	16
Other Initiatives	28
SAFE Participation at International Forums	29
SAFE Office Bearers	30
SAFE Members	31
Past President	32

Society for Automotive Fitness & Environment

In order to achieve advancement of Inspection and Certification (I&C) of vehicles and reduced emission from in use vehicle as also 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 on 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 President's Message



This is my 2nd year as President SAFE, though I have been a member of SAFE since its inception and have participated in its activities in different capacities. It is my privilege to write a message which comes from the core of my heart and experience in day to day life.

SAFE has just completed 10 years and has grown from a small society to one having a national presence in the area of creating awareness on Road Safety and Environmental concerns from automobiles.

I believe by now SAFE needs no introduction, but for the benefit of those who do not know about SAFE I present here a brief introduction.

The SIAM (Society of Indian Automotive Manufacturers) works on drawing the road map for Vehicle Safety and Environment related consensus regulations among all the stake holders, namely automotive manufacturers, petroleum producers and various government agencies like certifying agencies, ARAI, NATRIP, MoRTH, MoHI, MoEF and various international organizations to align domestic and international norms and smooth implementations.

And SAFE (Society of Automotive Fitness & Environment), a SIAM initiative, on the other hand works on the softer part of regulation, i.e. creating awareness among users and public at large on road safety and environmental issues impacting our lives through workshops, seminars, conferences, driver training, training programs for school children and pollution under control camps.

It does not need any statistical data to prove the gravity of the problem as it is visible on road in the form of traffic congestion, undisciplined use of transport space, culminating in road accidents. These accidents in turn lead to traffic injuries and fatalities, immeasurable pain and agony to family members of victims and great financial losses to the national economy.

India today is an emergent economy and the automotive sector has been identified as one of the important contributor to India's economic growth. According to the Automotive Mission Plan (AMP 2006-16) issued by the government, India has a huge potential to design, develop and export automobiles, becoming virtually a global manufacturing hub, and as per AMP, it is expected to contribute twice to the GDP by 2016 (4.9% in 2006 to 10% in 2016).

Today in 2010, we are almost half way, and Auto industry contribution has been steadily increasing, and estimated to be Rs 262 thousand crores in 2009-10 with the automobile industry turnover being Rs 182 thousand crores.

The point is that, while such developments are important for our country's growth, yet they bring with them problems related to the environment as well as safety on the roads.

We all agree that there has to be a comprehensive approach to the problem in hand, and there are many responsible areas to take care off, such as updation of vehicular technology, fuel quality, I&C, Infrastructure, licensing system, training, and last, but not the least, enforcement. The list is only indicative and not exhaustive.

I would like to emphasize five areas which broadly fall within the scope of SIAM-SAFE activities:

- 1 Updation of vehicular technologies
- 2 Creating awareness among users about advanced latest vehicular technology
- 3 Emphasis on learning from Safe Driving Institutes
- 4 Encouraging everyone to abide by traffic rules and regulations and develop safety consciousness
- 5 Role of enforcement agencies

Quantum of problems facing us is so huge that only the combined efforts of all stakeholders could make an impact in improving the safety and environment issues.

SAFE joins hands with all stakeholders in implementing the following -

- Awareness drive for drivers
- Road safety education for students, teachers and public
- Free Pollution Control checks
- Liaison with National and International stakeholders
- Refresher workshops, seminars and conferences

Though it is difficult to measure, yet I am happy to say that by now SAFE, by creating awareness for safety consciousness and reducing environmental impact through the abovementioned initiatives, has reached sizable numbers. Given the magnitude of the problem, however, SAFE has to continue its efforts and to expand its reach to cover larger sections of the country's population.

I would like to thank all SIAM members for their road safety and environmental drives, and would like to mention especially the following SIAM members for their specific initiatives in partnership with SAFE—

- Eicher Motors for drivers training programs all over India
- Tata Motors for DTC drivers training programs and providing Electronics training kits for trainer
- Hero Honda for organizing programs for students and School Teachers
- Honda Motors and Scooters India Limited for providing Simulators for training students, drivers and police.
- Bajaj Auto for three wheeler driver training
- Maruti Suzuki India for students and drivers awareness programmes

I would like to take this opportunity to also thank all stakeholders – Central Ministries, State Transport Departments, Traffic Police, Pollution Control Boards, Educational Institutions, and NGOs for their support to spread the objective of road safety and environmental awareness.

I also would like to thank all Past Presidents for their vision, guidance and motivation from time to time.

At the end my special thanks to Mr. Dilip Chenoy (DG-SIAM) for his contribution, the SAFE Secretariat, and untiring efforts of Ms. Meenakshi Kukreja to take SAFE to this height.

The SAFE Annual Convention is an event to share the experience of pockets of excellence in our country, to learn and take advantage of low hanging fruits.

This year we have chosen the theme

“Growth with Responsibility: Ensuring Safety on Road”

keeping the overall objective of SAFE in mind. I am sure that in this convention, many new learnings will be generated which will help us to create a cleaner environment and an accident free society for future generation.



Harjeet Singh
President –SAFE

5th May 2010

SAFE Annual Convention 2009, 17th June, Hotel Marriott, Hyderabad

Society for Automobile Fitness & Environment (SAFE), in association with the Ministry of Shipping, Road Transport & Highways, and Transport Department, Government of Andhra Pradesh, held its 10th Annual Convention at the Hotel Marriott in Hyderabad on 17th June 2009. The theme of the Annual Convention was “Safety through Enforcement and Inspection & Certification.”

The day long convention had dignitaries from the Government of India, Government of Andhra Pradesh, Traffic Police Department and industry bodies from India, Japan, Netherlands, Germany, Philippines and Switzerland to share their expertise in the area of Enforcement and Inspection & Certification system. There was also an exhibit of the latest technologies in the area of Road Safety and Inspection & Certification system by Ashok Leyland Ltd., ESP India Pvt. Ltd., Hero Honda Motors Ltd., Hubert Ebner (India), Honda Motorcycle & Scooter India (Pvt.) Ltd., Maruti Suzuki India Ltd., Promark Technologies Pvt. Ltd., SGS India Pvt. Ltd., Tata Motors Ltd., TUV SUD South Asia, and the Transport Department, Government of Andhra Pradesh.

Mr. Harjeet Singh, President-SAFE and Associate Vice President, Hero Honda said, “Our aim is to bring down the road hazards and fatality rate to zero level. In spite of increasing road traffic, the continuous improvements in vehicle passive and active safety features have resulted in an impressive decline in road casualties. We can achieve further reductions through an integrated approach only.”

The Convention was presided over by Mr. Parida, the Principal Secretary Transport, Government of Andhra Pradesh. There were three sessions in the Convention that dealt with Safety and Best Practices in Traffic Enforcement System which were summarized in a panel discussion at the close of the event. The event registered a footfall of approximately 300 with special interest from representatives of the Ministries, Transport, Police, Environment, Auto Components and Automobile Manufacturers, Academicians, Students, NGOs and others working for improvement of Environment and Road Safety.

Mr. Dilip Chenoy, Director General, SIAM said, “We, at SIAM-SAFE, have always been concerned about road safety and environment protection. At this stage, alongside the development of road infrastructure, we need to create a mass awareness about road safety measures and inculcate environment friendly actions. I am thankful to the authorities and our associates who have been supportive enough in carrying out our activities.”



Felicitating Mr. A. Nandkumar of Eicher Motors as SAFE Resource Person on his contribution towards society in spreading awareness on Road Safety. (L to R) Mr. Harjeet Singh, President, SAFE, Mr. Bhaskar Rao, Transport Commissioner, Government of Karnataka, Mr. A. K. Parida, Principal Secretary - Transport, Government of Andhra Pradesh, Mr. A. Nandkumar, Deputy General Manager, Eicher Motors Ltd., Mr. S. Machendranathan, Transport Commissioner, Government of Tamil Nadu, Ms. R. Shobha, Special Secretary, APPCB, Mr. C. L. N. Gandhi, Additional Transport Commissioner, Government of Andhra Pradesh, Mr. I. V. Rao, Vice President, SAFE, and Mr. K. K. Gandhi, Executive Director, SIAM



Mr. Bhaskar Rao addressing the gathering at the inaugural session of SAFE Annual Convention 2009



Session on Safety: Enforcement and Innovation (L to R) Dr. S. M. Gupta, Deputy Director, SIAM, Mr. Alvin Mejjia, CAI-Asia, Mr. C. L. N. Gandhi, Additional Transport Commissioner, Government of Andhra Pradesh, Mr. Bhaskar Rao, Transport Commissioner, Government of Karnataka, Mr. N. V. Surindra Babu, Additional Commissioner of Police - Traffic, Government of Andhra Pradesh, Mr. R. Devarajan, Past President, SAFE, and Mr. Sownith Mukund, Senior Manager, Ashok Leyland Telematic Business Unit



Mr. Harjeet Singh
President SAFE



Mr A. K. Parida
Principal Secretary,
Government of
Andhra Pradesh



Mr. Bhaskar Rao
Transport Commissioner,
Government of Karnataka



Mr. S. Machendranathan
Transport Commissioner,
Government of Tamil Nadu



Mr. C. L. N. Gandhi
Additional Transport
Commissioner,
Government of
Andhra Pradesh



Mr. N. V. Surindra Babu
Additional Commissioner
of Police – Traffic
Government of
Andhra Pradesh



Mr. I. V. Rao
Vice President, SAFE



Session II – Best Practices: Inspection and Certification – (L to R) At the podium Mr. Kanji Nakayama, Executive Vice President, JAMA, Japan, Mr. Nitin Manawat, Director, ESP India Pvt. Ltd., Mr. Cornelis van Leeuwen, Managing Director, Van Leeuwen Test System B.V., The Netherlands, Dr. (Mrs.) K. V. Ramani, Senior Scientist, APPCB, Mr. M. N. Muralikrishna, Past President, SAFE, Dr. Thomas Klukas, Vice President, SGS, Geneva, and Mr. Hans Jurgen Schimpfgen, Head of International Expansion, TUV SUD, Germany



Panel discussion on Adoption of Best Practices: Enforcement and I & C System (L to R) Ms. Pamela Tikku, Deputy Director, NATRIP, Mr. A. B. Komawar, Senior Deputy Director, ARAI, Mr. S. Machendranathan, Transport Commissioner, Government of Tamil Nadu, Mr. Harjeet Singh, President, SAFE, Mr. N. V. Surindra Babu, Additional Commissioner of Police – Traffic, Government of Andhra Pradesh and Mr. S. P. Shah, President, FADA



Participants at the SAFE Annual Convention 2009



Participants interacting with speakers during question and answer session

Safety Exhibition at SAFE Annual Convention 2009



SAFE Driver Training Initiatives

Driver Training Programme for BRT Drivers at Ahmedabad, 9th to 12th July 2009

SAFE provided assistance in organizing a week long driver training programme for Bus Rapid Transport (BRT) drivers at Ahmedabad. The programme consisted of pre- and post-practical training and detailed theory classes on road safety and defensive driving. After completion of the training programme, an assessment was also conducted for the drivers and the result shared with Centre for Environmental Planning & Technology University (CEPT) officials.



Team of BRT Ahmedabad with drivers



Faculty conducting assessment of driver while driving the vehicle



Faculty doing assessment of drivers

Driver Training Programme for DRDO Drivers, September 2009

During the month of September 2009, SIAM-SAFE organized Driver Training Programmes for DRDO drivers in different sates.

5 th & 6 th September 2009	Terminal Ballistics Research Laboratory (TBR L), Chandigarh
12 th & 13 th September 2009	Integrated Test Range (ITR), Balasore
12 th & 13 th September 2009	Instrument Research & Development Establishment (IRDE), Dehradun
19 th & 20 th September 2009	Integrated Test Range (ITR), Balasore



Group of drivers at Training Programme for DRDO drivers

Training Program for Trainers of Delhi Transport Corporation

SIAM – SAFE, with support from Tata Motors Ltd. and cooperation from Delhi Transport Corporation (DTC), organized a Training Program for DTC Trainers on 28th October 2009. The program was inaugurated by Mr. Naresh Kumar, MD, DTC, in the presence of senior officials from DTC, Tata Motors, and SIAM.

The objective of the training program was not only to address the needs of present drivers and conductors of the DTC fleet but intended also to train new recruits who will be operating new generation buses for Delhi Transport Corporation. The larger aim was to instil in them road safety culture and to provide more responsible employees for the DTC in the future whose mission would be to ensure “Safe, Secured and comfortable journey to one and all”.

The program was conducted by trained faculty provided by SIAM to train the DTC in-house Trainers/supervisors to take over the responsibility of taking it forward and sustain the initiative. SIAM will continue to give support and guidance by monitoring and evaluating these programs by conducting periodic audits so as to achieve the desired results.

This project was financially supported by Tata Motors and knowledge partners for the program were Indian Institute of Counselling and Hubert Ebner India Pvt. Ltd.



Mr. Naresh Kumar, Managing Director, DTC addressing the trainers of DTC at the inaugural function



Inauguration of DTC Trainers programme. On the dais from (L to R) Dr. S. M. Gupta, Deputy Director, SIAM, Mr. V. K. Bhatia, General Manager, DTC, Mr. Naresh Kumar, Managing Director, DTC, Mr. Abhishek Gupta, Financial Advisor, DTC and Mr. S. K. Sehgal, General Manager, Tata Motors Ltd.



DTC staff and trainers at the inauguration of training programme for DTC trainers

Refresher Workshop for Traffic Police Officers, 12th & 13th October 2009, Guwahati

SIAM-SAFE organized a refresher workshop for Guwahati Traffic Police officers on 12th & 13th October 2009 at Indian Oil Company Refinery Training Centre, Guwahati. The programme was addressed by Mr. G. Buyan, Additional Inspector General of Police - Traffic, Guwahati, and attended by 70 traffic police officers.

At the refresher workshop, skills in the area of defensive driving and knowledge on road regulations and roads signs were discussed. Also an effort was made to impart defensive driving skills with the help of a two wheeler simulator. The simulator display was organized with the association of Honda Motorcycle and Scooter India Pvt. Ltd.



Mr. G. Buyan, Additional Inspector General of Police-Traffic addressing the drivers at the two day driver training programme for police drivers at Guwahati



Drivers attending the two day training programme on Defensive Driving and Road Safety at Guwahati

Programme to Train the Trainers of DTC on Soft Skills, New Delhi

SIAM-SAFE, in association with NIS-Sparta, organized a 100 hours training programme on Soft Skills Development for a batch of 26 trainers of DTC on 7th December 2009.

NIS Sparta Ltd. was selected as the VTP (Vocational Training Provider) by the Directorate General of Employment and Training (DGET), Ministry of Labour & Employment, India, to provide soft skills training to individuals across different regions in the country.

This 100 hour program consisted of sessions in soft skills, Basic English language and skill sensitization for DTC drivers and conductors. This program enables to enhance the English language skills of its drivers for effective communication with the tourists coming for Commonwealth Games in 2010.

52 DTC trainers were trained in two batches which started in December 2009 and concluded in January 2010. On 26th March 2010, they received certificates from the Ministry of Labour.



DTC trainers at the training programme on Soft Skills Development



Distribution of certificates from Ministry of Labour and Employment, Government of India, to DTC trainers

Road Safety Initiatives for Students

SIAM-SAFE and Hero Honda Motors Ltd. – Training Programme for Teachers

SIAM-SAFE and Hero Honda Motors Ltd. will be starting a self sustainable Road Safety Project on Two Wheeler Safety for School Students.

On 9th September 2009, Hero Honda Motors Ltd conducted a one day training programme for Apeejay School teachers at Traffic Park at Gurgaon. The teachers are expected to impart road safety education to the students on a continuous basis.

Inaugural of Delhi Traffic Police Pavilion, 16th November 2009, Pragati Maidan, New Delhi

Delhi Traffic Police inaugurated their Pavilion cum Road Safety Traffic Park on 16th November 2009 during the India International Trade Fair (IITF) 2009.

At the inaugural function SIAM-SAFE and Delhi Traffic Police the Annual Road Safety Trophy was presented to the Bal Bhavan Public School, Mayur Vihar, New Delhi.

SIAM-SAFE, with the support from Delhi Traffic Police, organized a painting competition for school children during the fair. Over 600 students participated in the painting competition. SIAM sponsored all the prizes which were distributed during National Road Safety week in January 2010.



Road Safety painting competition organized at Pragati Maidan, New Delhi



Road Safety Rolling Trophy presented to Bal Bhavan Public School, Mayur Vihar, New Delhi

SAFE Activities during World Environment Day, 5th June 2009

Free Pollution Check Camps on 5th June 2009 all over INDIA

World Environment Day, commemorated each year on 5th June, is one of the principal vehicles through which the United Nations generates worldwide awareness on environment. As per UN, the day's agenda is to give a human face to environmental issues, empower people to become active agents of sustainable and equitable development, which will ensure all nations and peoples enjoy a safer and more prosperous future.

On this day, SAFE, in partnership with its members, conducted 'Free Pollution Check Campaign' all over the country and issued free PUC (Pollution Under Control) Certificates to the customers whose vehicles met the prevalent emission limits. 2200 PUC check-up camps were set up in 256 cities across the nation with an aim to check more than 50,000 vehicles. In 2008, SIAM- SAFE had set up PUC check-up camps at 1200 dealerships covering more than 250 cities across the nation checking 25,000 vehicles.



Glimpse of the PUC Checking Campaign by SIAM members on 5th June 2009

World Environment Day, 5th June 2009



Glimpse of the PUC Checking Campaign by SIAM members on 5th June 2009

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 after every 3 months. SIAM procures the necessary permission from Transport Department of Delhi for conducting these camps. 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 people of the need for Inspection and Maintenance of vehicles.

National Road Safety Week, January 2010

Time For Action

Road Safety Efforts In India

Road Safety will improve dramatically only when every component of the road system which includes the vehicle, road infrastructure, traffic engineering, driver training, enforcement, education and awareness, as well as the laws that govern the road system have safety as an inherent virtue.

To intensify our effort in the area of road safety SIAM –SAFE, with extensive support from members, government departments, training institutes and NGOs, has tried to spread awareness on road safety in the country by organizing safety awareness drives during National Road Safety Week in January 2010.

2800 Road safety awareness programmes were organized in all 28 States and 3 Union Territories. 150 refresher Training Programmes for drivers were held. 1500 Banners and Kiosks displaying Road Safety Messages were set up. 2600 Automobile Dealers participated and 384 cities were covered.

Activities comprised of different programmes like seminars, exhibitions, training workshops, rallies, films, health check up camps, and road shows. These programmes showcased the expertise of Indian institutes and organizations working in the area of Road Safety. The programmes included the training of Delhi Traffic Police Wardens, DTC trainers, Heavy Commercial Vehicle Drivers, three wheeler drivers, school teachers' workshop, Road Safety rallies and health check up camps for the drivers.

Partners Included

- All India Motor Transport Congress (AIMTC), New Delhi
- All India Transporters Welfare Association (AITWA), New Delhi
- Andhra Pradesh State Road Transport Corporation (APSRTC)
- Federation of Indian Automobile Associations (FIAA), New Delhi
- Forum for Prevention of Road Accident (FPRA), Orissa
- Govan Driver Training Institute, Tamil Nadu
- Helekar's Defensive Driving Mission
- Hubert Ebner India
- International Road Federation (IRF), New Delhi
- JK Tyres, New Delhi
- Ministry of Road Transport & Highways
- TCI Foundation, New Delhi
- Traffic Police, Government of Haryana
- Traffic Police, New Delhi
- Transport & Police, Government of Maharashtra
- Transport & Traffic Police, Government of Madhya Pradesh
- Transport Department, Government of Chattisgarh

National Road Safety Awareness Campaign Members Initiatives

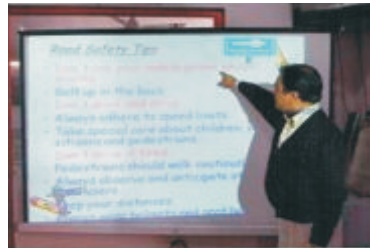
SIAM-SAFE members directly and through 2600 dealers and organized various programmes such as :

- POP display: Caps, banners, stickers, road signs, safety booklets
- Road Safety Campaigns
- Road Safety seminars at workshops
- Road Safety drawing competition in schools
- Road Safety seminars in colleges
- Road Safety Rallies
- Training in safe driving skills for all groups of drivers
- Dissemination of information on road safety through print and electronic media

Member's Participation:
Bajaj Auto Ltd.
Eicher Motors Ltd.
Ford India Pvt. Ltd.
Hero Honda Motors Ltd.
Honda Siel Cars India Ltd.
Honda Motorcycle & Scooter India (Pvt.) Ltd.
Mahindra & Mahindra Ltd.
Mercedes-Benz India Pvt. Ltd.
Maruti Suzuki India Ltd.
Royal Enfield
Tata Motors Ltd.
Toyota Kirloskar Motor Pvt. Ltd.
Volvo Buses India Pvt. Ltd.
VE Commercial Vehicles



Road Safety activities organized by SIAM-SAFE members during National Road Safety Week 2010



Road Safety activities organized by SIAM-SAFE members during National Road Safety Week 2010

New Delhi Activities



Display of 1500 banners and Kiosks in New Delhi

1st January 2010 started with the Road Safety Refresher Workshop for the Traffic Wardens with the support from Delhi Traffic Police at Teen Murti Traffic Lane. The workshop was launched by Mr. Jagtar Singh, Assistant Commissioner of Police-Road Safety and Mr. Dilip Chenoy, Director General, SIAM. The workshop was conducted by a faculty from Hubert Ebner India. On 2nd January 2010, a similar workshop was conducted for the volunteers of J. K. Tyres and Traffic Wardens of Delhi Traffic Police. 150 participants attended the programme.



On 4th January 2010, an interactive workshop for school principals and teachers was organized at Teen Murti Auditorium with support from Delhi Traffic Police, Hero Honda, AAUI, SAFE and J. K. Tyres. Mr. Ajay Chadha, Special Commissioner of Police – Traffic inaugurated the workshop in the presence of senior officials. A representative from Hero Honda made a presentation on implementation of Road Safety projects in schools.



On 5th January 2010, a mega Road Safety Rally was flagged off by Mr. S. N. Srivastava, Joint Commissioner of Police – Traffic. Approximately 1000 school children and 100 Traffic Wardens participated in the rally and spread road safety awareness through placards, banners etc. A convoy of vehicles, comprising of motorcycles, cars and three wheelers, also joined the rally.



On 7th January 2010, Delhi Traffic Police organized a Painting Competition for school children and SAFE supported the initiative by presenting prizes to the winners of the competition.



Safe Driving Programme for Three Wheeler Drivers



On 6th January 2010, the Hon'ble Minister for Transport, Delhi, Mr. Arvinder Singh Lovely, inaugurated the Three Wheeler Driver Training Programme in the presence of Mr. S. N. Srivastava, Joint Commissioner of Police – Traffic, New Delhi, Prof Dinesh Mohan, IIT, Mr Harjeet Singh, President-SAFE, and other senior officers from Bajaj Auto and SIAM.

Cash awards of Rs 5000 were given to the two best three wheeler drivers who had a challan-free driving record for 2009.

During the workshop, training on road safety, defensive driving, and vehicle maintenance tips, were given to drivers. A health check up camp was also organized to ensure drivers' fitness.



SIAM- SAFE, in association with Delhi Transport Corporation, launched a Road Safety Drive at 35 DTC depots in Delhi by placing Road Safety Banners and organizing various lectures and workshops for the DTC staff.

Driving Skills for Life



On 8th January 2010, SIAM-SAFE launched Ford India's Driving Skills for Life Program at New Delhi. Reducing the toll of road traffic accidents across the region is a key objective of the Driving Skills for Life program. This is a free training program that mixes classroom learning with practical hands-on sessions and is designed based on the core tenet of making roads safer by helping educate new and older drivers on the various aspects of safe driving. It also focuses on shining a light on how to maximize the driving experience through economic and eco-friendly driving.

The first batch of the training was organized for Delhi Traffic Police officers at Teen Murti Traffic Lane, New Delhi. 100 staff members of Delhi Traffic Police participated in the programme.



Driving skills for life - Training Programme for Delhi Traffic Police officials

During 10th Auto Expo, SIAM-SAFE organized various activities related to Road Safety:

Health Camp for Heavy Commercial Vehicle Drivers

Road Safety Rallies by School Children

SAFE, with support from Maruti Suzuki India and Delhi Traffic Police, organized Road Safety Rallies during Auto Expo. Over 1000 students participated in the rallies and spread the message of road safety to the general public.

Road Safety & HIV Awareness Nukkad Natak

During the Auto Expo 2010, SAFE organized Road Safety & HIV awareness Nukkad Natak for general masses to spread knowledge on Road Safety and HIV, especially for commercial vehicle drivers.

Refresher Workshops for Drivers: State Round up

SAFE, with the extensive support from members and dealers, organized refresher workshops for drivers across the country. Through this drive SAFE attempted to reach out to all group of drivers e.g. LCV, HCV, Passenger Car and Two wheelers. The main objective of the refresher workshops was to inculcate good driving habits in drivers and tips on defensive driving.

Tamil Nadu



National Road Safety Campaigns

Orissa



Andhra Pradesh



National Road Safety Campaigns

Madhya Pradesh



National Road Safety Campaigns

ANNUAL REPORT 2009-2010

Maharashtra



National Road Safety Week's Valedictory Function



The Ministry of Road Transport & Highways observes National Road Safety Week from 1st to 7th January every year.

On 7th January 2010, MoRTH, with support from SIAM, SAFE, FIAA, IRF and AIMTC, organized a valedictory function of National Road Safety at Pragati Maidan, New Delhi.

Mr. Braham Dutt, Secretary MoRTH and Mr. S. K. Dash Joint



Secretary welcomed all the participants. Mr. M. S. Khandela, Hon'ble Minister of State (Road Transport & Highways) and Mr. Kamal Nath, Hon'ble Minister for Road Transport & Highways, addressed the gathering and representatives from FIAA, IRF, AIMTC and SIAM, briefed the audience about the initiatives taken by their organizations in the area of Road Safety during National Road Safety Week in January 2010.



Mr. Kamal Nath, Hon'ble Minister for Road Transport & Highways also presented awards to various NGOs working in the area of Road Safety.



Conference & Workshops

Meeting on setting up of Training Institutions for Driving and Research in India, 1st October 2009, New Delhi

Under the chairmanship of Mr. Vijay Chibbar, Financial Advisor and Additional Secretary a discussion took place at the Ministry of Road Transport and Highways (MoRTH) on the setting up of a model driving school in each state and union territory, supported by cluster of small schools. The Ministry would provide support by providing cost of capital equipment and running cost for one year. The State Government would be providing the land and the building.

The meeting was attended by representatives from the Ministry, CIRT, ARAI, SIAM and its members. Mr. R. Parimoo from Maruti Suzuki India Limited made a presentation on the initiative taken by Maruti Suzuki. Mr. A. S. Puri from Tata Motors also informed about a model driver training school being set up by Tata Motors in Haryana. Mr. A. Nandkumar from Eicher Motors and Mr. S. V. B. Sai from Ashok Leyland also shared their views.

After discussions and suggestions from the industry, the Chairman opined that it may be desirable if the driving schools are set up on a public private partnership with the industry as under this model the Government will be able to cover more places in the country for setting up of driver training schools.

Mr. D. J. Kulkarni from ARAI made a presentation on I&C. The Government informed that they proposed to set up demonstration I&C centres in different parts of the country. The Ministry was also of the view that to make I&C to have meaningful impact the industry has to come forward.

A Workshop for Transporters, 2nd October 2009, Le Meridien, New Delhi

Sukhad Yatra Foundation, in partnership with SAM-SAFE, organized a half day workshop for transporters on how to extend confidentiality, care, and support to HIV positive truck drivers on 2nd October 2009 at New Delhi.

The objective of the workshop was to sensitize transporters to HIV positive staff and to encourage the development of a workplace policy to support HIV positive truck drivers/other staff to access follow-up tests, treatment, and counselling for themselves and their families.

The workshop was co-organized by SIAM and supported by Ashok Leyland (Principal Sponsor), Shriram Finance (Associate Sponsor) and Eicher (Support Sponsor).

SAFE Participation at International Forums

SIAM-SAFE Participation in the First Ministerial Conference on Road Safety, 19th & 20th November 2009, Moscow

At the 62nd Session of the U. N. General Assembly a Resolution (62/244) had been passed for improving Global Road Safety and it had been decided that the First Ministerial Conference on Road Safety would be organized in Moscow on 19th & 20th November 2009 with the vision of inviting ministers and stakeholders responsible for road safety to gather and make key decisions on global road safety.

Ministers from more than 70 countries responsible for road safety as well as leaders from international, regional, governmental and non-governmental organizations from more than 140 countries participated in the conference. The high level of representation was conditioned by an intention to work out a joint document – The Moscow Declaration – which will give a start to concerted actions in the field of global road safety. The Moscow Declaration will be introduced for adoption at the U. N. General Assembly Session.

India was represented by Mr. S. K. Dash, Joint Secretary, Ministry of Road Transport and Highways, Ms. Meenakshi Kukreja, SIAM, Mr. Rohit Baluja, IRTE, Mr. Nitin Dossa, WIAA, and Mr. T. D. Sadasivam, AASI.

The outcome of the conference was a determined bid to ensure that each country adopts an effective road safety policy which should be made keeping the following in mind:



Representatives from India at Moscow Conference

- ❑ A lead agency is required to work on road safety issue
- ❑ A Political Commitment is required.
- ❑ A proper system for road fatalities data collection and analysis is required.
- ❑ Audit of Traffic Safety systems, including infrastructure
- ❑ Awareness drives with the help of NGOs and all stake holders
- ❑ Sharing/adoption of best practice, policies and knowledge from the developed countries for improvements in road safety

Office Bearers

Members of SAFE Governing Council for the year 2008- 2009

Member Represented	Name
Hero Honda Motors Ltd.	Mr. Harjeet Singh (President)
Maruti Suzuki India Ltd.	Mr. I. V. Rao (Vice President)
Daimler India Commercial Vehicles Pvt. Ltd.	Mr. S. V. Suderson (Treasurer)
Ashok Leyland Ltd.	Mr. N. Saravanan
Swaraj Mazda Ltd.	Mr. L. M. Sharma
Tata Motors Ltd.	Mr. G. R. Nagbhusan
Toyota Kirlsokar Motor Pvt. Ltd.	Mr. V. Ramesh
TVS Motor Company Ltd.	Mr. M. N. Muralikrishna

Honorary Members nominated from Affiliate Organizations

ARAI	Mr. S. R. Marathe
CIRT	Mr. R. Balasubramanian
IIP	Mr. S. P. Singal
Suraksha	Mrs. Usha Seshasayee
SIAM	Mr. Dilip Chenoy

SAFE Ordinary Members

Ashok Leyland Limited

Bajaj Auto Limited

Daimler India Commercial Vehicles Pvt Ltd

Force Motors Limited

Eicher Motors Limited

General Motors India Private Limited

Greaves Cotton Limited

Hindustan Motors Limited

Hero Honda Motors Limited

Honda Motorcycle and Scooter India Private 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

Past President

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. Suderson

Registered Office:

Core 4B, 5th Floor, India Habitat Centre, Lodi Road, New Delhi-110 003

Ph: +91-11-24647810-12; Fax: +91-11-24648222

E-mail: siam@siam.in | Website : www.siam.in

SAFE

(a SIAM initiative)

Society for Automotive Fitness & Environment

C/o Society of Indian Automobile Manufacturers

Core 4 B, 5th Floor, India Habitat Centre, Lodi Road, New Delhi - 110003

Ph: +91-11-24647810-12 | Fax: +91-11-24648222

E-mail: siam@siam.in

Web: www.siam.in