





# ROAD SAFETY IS NO ACCIDENT

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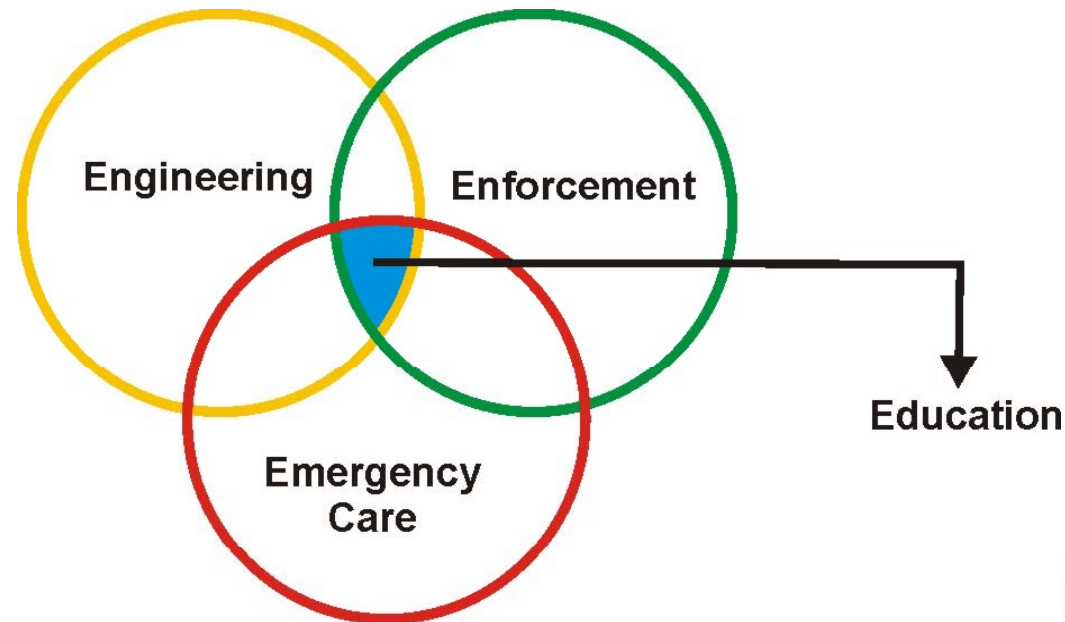
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Stop accidents before  
they stop you

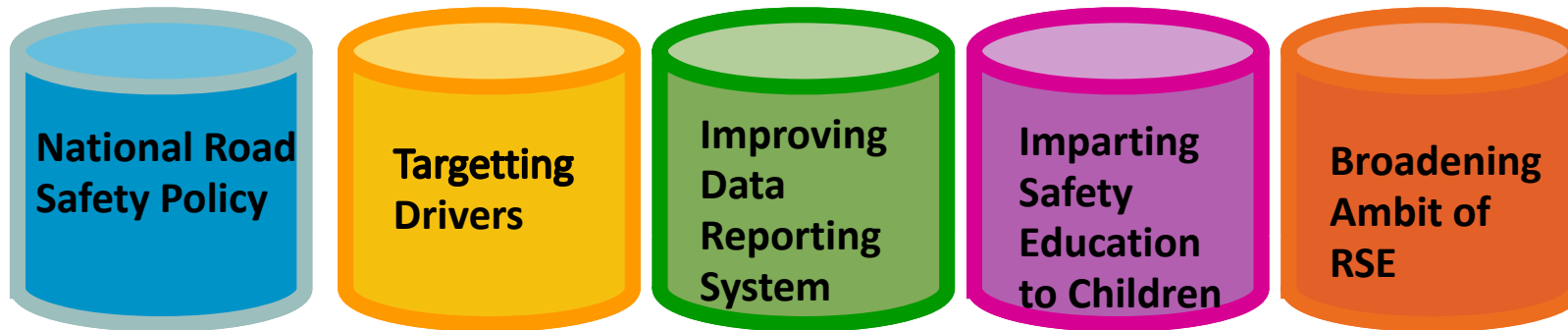
# Road Safety Education (RSE)

- ✓ Consensual and coordinated action succeeds
- ✓ Single most potent tool
- ✓ Cuts across all other E's



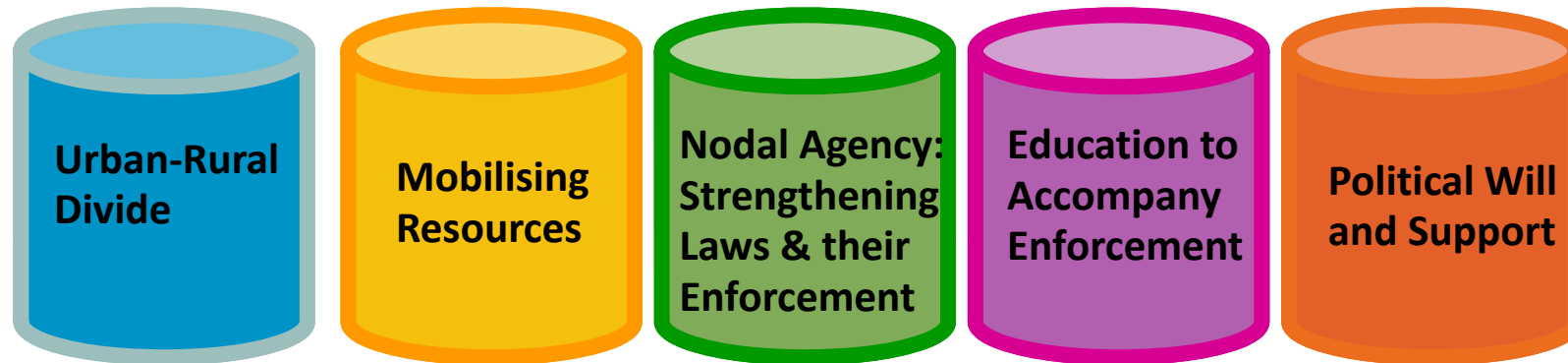
Alert today –  
Alive tomorrow

# Action Plan for Road Safety – I



Look every way  
every day

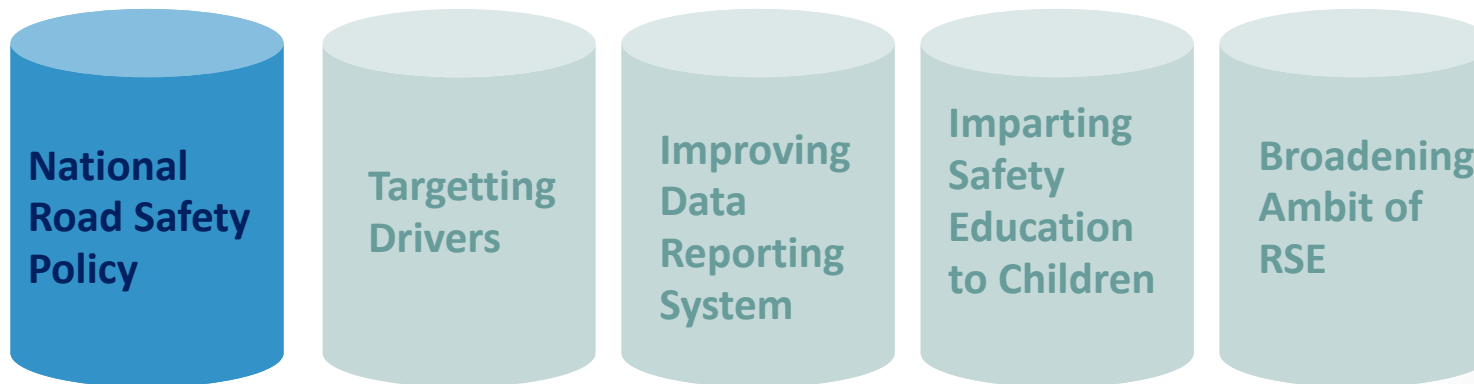
## Action Plan for Road Safety – II



“Safety First” is  
“Safety Always”

# National Road Safety Policy

- ✓ Finalise and adopt the National Road Safety Policy
- ✓ The Government of Tamil Nadu has adopted a State Road Safety Policy
- ✓ National Road Safety be adopted on May 11 to coincide with the launch of Decade of Action for Road Safety



A licence doesn't make you safe driver,  
any more than having a lottery ticket  
makes you a millionaire

## Targetting Drivers

About 80 percent of the accidents are caused by drivers fault:

- ✓ Illiteracy
- ✓ Easy licence issuance
- ✓ Inadequate training



Safety doesn't happen  
by accident

# Improving Data Reporting System

- ✓ Need for disaggregated data
- ✓ Under reporting
- ✓ Tamil Nadu's Road Accident Data Management System

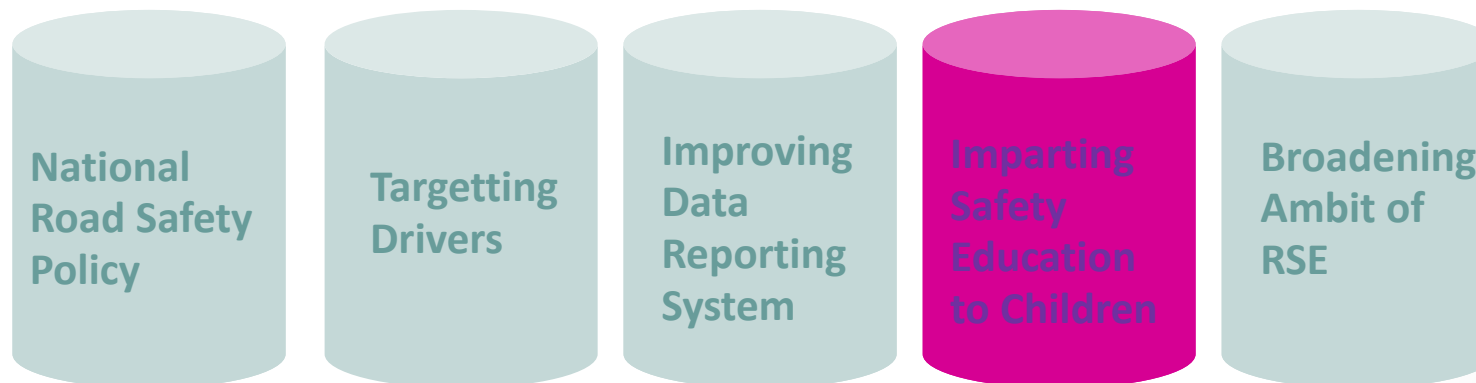




Don't learn safety by  
accident

# Imparting Safety Education to Children

- ✓ Several issues: environment, consumer education, health, sex, financial literacy, road safety etc.
- ✓ Need a holistic life/value package



Safety is as simple as  
ABC – Always be careful

## Broadening Ambit of RSE

- ✓ Besides students, include paramedics, nurses, traffic police, transport departments, NGOs, drivers etc.
- ✓ Redesign outreach campaign to encourage discipline



For Safety is not a gadget  
but a state of mind

## Urban-Rural Divide

- ✓ 70 percent accidents occur on roads other than national highways
- ✓ State Accident Prevention Committee in Maharashtra identifies hot spots in rural areas and suggests remedies



Safety is a cheap and effective insurance policy

# Mobilising Resources

- ✓ Meagre budget – that too unspent
- ✓ Cess on petrol/diesel
- ✓ Allocation of part of traffic violation on fines
- ✓ Involve auto manufacturers, insurance companies etc.
- ✓ Larger plan allocation



Safety isn't expensive,  
its priceless

# Nodal Agency: Strengthening Laws and their Enforcement

A nodal agency to coordinate all road safety activities including strengthening legislation:

- ✓ Motor Vehicles Act, 1988
- ✓ Central Motor Vehicles Rules 1989
- ✓ National Road Safety and Traffic Management Board



Safety isn't just a slogan,  
it's a way of life

# Education to Accompany Enforcement

- ✓ Improve Road User Behaviour
- ✓ Deterrent
- ✓ Compliance everywhere all the time



Safety never  
takes a holiday

# Political Will and Support

Intent to be articulated by President, Prime Minister, chief ministers of all states at special occasions and otherwise



Better a  
thousand times  
careful than  
once dead

# The Way Forward

- ✓ Comprehensive Plan of Action
- ✓ Like the Millennium Development Goals, to reduce accidents in India by half by 2020 to coincide with the conclusion of Decade of Action for Road Safety 2011-2020
- ✓ Monitor the above goals