



International Road Federation  
Fédération Routière Internationale  
Federación Internacional de Caminos  
अंतरराष्ट्रीय सड़क संघ

INDIA CHAPTER

# NEWSLETTER

November-December 2015

Volume - II

Issue - 6

## IRF-IC Wishes You A Very Happy New Year 2016

### NEWS IN BRIEF

IRF IC Bicycle Conspicuity Drive awarded 'Maruti Suzuki India Road Safety Mission 2015 Award'

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"Enhanced First-aid Training for Commercial Vehicle Drivers" IRF's new initiative launched on 21st December 2015

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76th Annual Session of Indian Roads Congress - 18th to 22nd December 2015 at Indore

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Road Safety Management Course - 22-26 February 2016

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27th Road Safety Week - 10th to 16th January, 2016

(details on page 5)

#### IRF's Mission

To promote the development of roads and road networks that enable sustainable access and mobility for all

#### IRF's Vision

A world of safe, sustainable, and efficient roads and road networks

#### IRF's Values

Commitment to safe, smart & sustainable roads

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### FROM CHAIRMAN'S DESK



Dear Friends,

Another year has passed and it is once again time to wish you season's cheer and all good wishes for the year ahead. I hope that 2016 will be a year full of good things and brings health, wealth and happiness to all of you.

2015 has been an eventful year for us and we have been keeping you posted of our various activities and achievements through this newsletter. I would like to share with you the latest initiative which we have embarked upon, a new project – International Collaborative Centre for Mitigation of Adverse Outcomes relating to Road Traffic Injuries - An International Initiative of IRF (IRF - ICMOT). In this venture, we have the wholehearted backing of the Ministry of Road Transport & Highways (MoRT&H), which has sanctioned us partial funding. The project, as its name conveys, is aimed at enhancing the skills of truck/bus drivers, who would be in all likelihood, the first responders at road accident sites, particularly on highways. Bringing the patient alive to a medical facility and proper response in the golden hour can save many lives and I am sure that this project, the brainchild of Mr. K.K. Kapila, our Founding Chairman and currently the Chairman of IRF Geneva Programme Centre (IRF GPC), will indeed be a life saver. In this issue, we have brought to you some details of this project, which was recently flagged off.

I am also delighted to share with you that our Bicycle Initiative, which we have been patiently pursuing since year 2013, has received recognition. IRF has been awarded by Maruti Suzuki Ltd. and TIMES NOW with the 'Maruti Suzuki India Road Safety Mission 2015 Award' in the NGO category. The Bicycle Conspicuity Drive itself is also once again on, which focuses on affixing retro reflective tapes on bicycles to add visibility to bicycles - one of the most vulnerable segment of road users. Thanks to the timely sponsorship by Diageo, whose support has enabled us to go ahead with fitting 20 thousand bicycles in Delhi city with retro reflective tapes. This will translate into an impact on nearly 80 thousand persons - members of the family of these bicyclists who are offered protection, a massive impact indeed at a small cost of less than half a dollar per bicycle. I do hope that many of you will also come forward to support this initiative which has the latent potential to brighten up many a home.

Many of our other activities are also highlighted in this newsletter. With year 2017 fast approaching, we are now gearing up for the global event of World Road Meet. We look forward to your suggestions and your participation in all respects.

Once again I would like to wish you all the best and I look forward to our meeting again in the new year.

Warm regards,  
N.K. Sinha

## BICYCLE CONSPICUITY DRIVE AWARDED 'MARUTI SUZUKI INDIA ROAD SAFETY MISSION 2015 AWARD' - ANOTHER FEATHER IN IRF'S CAP

International Road Federation has received recognition for its Bicycle Initiative and been awarded by Maruti Suzuki Ltd. and TIMES NOW with the 'Maruti Suzuki India Road Safety Mission 2015 Award' in the NGO category. On behalf of IRF, the award was received by Mr. K.K. Kapila, Chairman, IRF GPC and Ms. Veena Nabar, CEO, IRF India Chapter at a grand function in hotel Taj Palace Delhi organized by Maruti Suzuki Ltd. and TIMES NOW. The award, which carried a trophy and a certificate, was presented by Col. Rajyavardhan Rathore (RETD), Hon'ble Minister of State for Information & Broadcasting and Mr. R.S. Kalsi, Executive Director, Maruti Suzuki India Ltd.

The Bicycle Conspicuity Drive in the city of Delhi was initiated by the International Road Federation – India Chapter (IRF-IC) to address the issue of safety of a very vulnerable segment of road users, namely cyclists.

Globally, pedestrians and cyclists together make up a quarter of total road injury and death victims. In 2014, an estimated 4,023 cyclists were killed in road accidents in India. In Delhi the Vulnerable Road Users (VRUs) constitute 84% and cyclists were 4% of road fatalities in 2014. Many deaths pertaining to this class of road users are attributable to their poor visibility in traffic, particularly in dark hours.

IRF's drive, emerging out of the passionate efforts and espousal of the need to address the issue of reducing vulnerability of cyclists by Mr. K.K. Kapila, Chairman IRF GPC, focused on affixing reflective tapes on bicycles aimed at increasing their visibility at night and during inclement weather, thereby enhancing their safety. AIS-90 (standard) retro-reflective tapes of specified dimensions (decided on the basis of experimentation) were fixed on various parts of the bicycle (also based on experimentation regarding visibility from all sides, front, rear and sides) for reflecting lights against headlights. The commercial vehicle conspicuity standard of colour (RED, YELLOW and WHITE) for the rear, side and front respectively as per the Motor Vehicle Act 1988 has been adopted (which is also SIAM/international standard).

Existing bicycles are fitted with the plastic round reflector, which does not serve the purpose and gets damaged during use of the bicycle and is never fitted again. Moreover, it does not have the required reflectivity for conspicuity at 100m distance. Bicycles in India are produced under the industry standard provided by BIS for all parts. As this is a very important component for the success of the drive, IRF-IC, at the outset, convinced the Bureau of Indian Standards (BIS) about the identified colour and sizes of reflective tapes to be affixed on bicycles. BIS has also considered the same as part of the bicycle industry standards for production of bicycles with retro-reflective tapes affixed by manufacturers at the manufacturing stage itself, another progressive step that has been relentlessly pursued by Mr. Kapila and is likely to see results shortly.

IRF-IC's intensive campaign to affix reflective tapes on bicycles was initiated from December 2013 onwards and has so far covered over **1,50,000 bicycles** in locations in West, East, South & South East Delhi. While the financial resources for this drive have largely been met by IRF India Chapter through its own funds, IRF India Chapter is grateful for the sponsorship support it has received from time to time from some of its members and well wishers - *Rosmerta Technologies Ltd., MEC Tubes Pvt. Ltd., ICT Pvt. Ltd. and Diageo*. This has given additionality to IRF's own efforts. A small cost of less than half a dollar per bicycle can go a long way in saving lives and road related agencies and institutions can definitely take this up as their CSR activity.

The **current phase of IRF's Bicycle Drive** is being undertaken with Diageo support in South Delhi locations at Hamdard Nagar, Chirag Delhi, and Asian Village and will also cover Sangam Vihar, Badarpur and Auli Village. Around 20 thousand bicycles are targeted to be covered.

Through its efforts, IRF-IC aims to radically reduce the figure of cyclist accidental deaths in the city to an all time low and has plans for extending its campaign in other towns and cities of the country.



**THE CURRENT PHASE OF BICYCLE DRIVE**

*Cycles looking bright...is a really good idea at night!*

**“ENHANCED FIRST-AID TRAINING FOR COMMERCIAL VEHICLE DRIVERS”  
IRF'S NEW INITIATIVE LAUNCHED ON 21<sup>ST</sup> DECEMBER 2015**

International Road Federation (IRF), with the support of the Ministry of Road Transport & Highways (MoRT&H) and Automobile Association of Upper India (AAUI) has initiated a nationwide Programme to impart training on First-aid and life saving techniques to drivers of Commercial Motor Vehicles to enable them to be first response and trauma care providers for road accident victims. The Programme was launched by Mr. Vijay Chhibber, Secretary, MoRT&H on 21st December 2015 at AAUI in the presence of Mr. K.K. Kapila, Chairman, IRF GPC, Mr. Jagjyoti Jain, Senior Vice President, AAUI, Mr. Jaggi, AAUI, Dr. M.C. Mishra, Director, AIIMS, Dr. V Gautam, Trauma Care Surgeon and Specialist, UK, Mr N.K. Sinha, Chairman, IRF India chapter and a large gathering of eminent representatives of MoRT&H, NHAH and ASRTU, IRF members and other road related stakeholders.

The course content for the **IRF eFD (enhanced First Aid for Drivers) Programme** has been specially developed to world class standard by a team of international experts. The IRF is introducing this initiative, initially to be undertaken in Delhi, under a new arm called the **'International Collaborative Centre for Mitigation of Adverse Outcomes from Traffic Incidents (ICMOT)'**, which will be headed by Dr. V Gautam.

Welcoming all members, Mr. K.K. Kapila informed the gathering that initially 10,000 drivers of heavy vehicles are proposed to be trained in first aid, basic life support and rescue systems. Early intervention can save lives or decrease the impact of injuries, leading to quicker recovery or lesser injuries for the victims. If an accident victim is given life support and rushed to a hospital with established trauma care within the golden hour, it is believed that about 8 out of 10 normally occurring fatalities can be saved.

Formally launching the Programme, Mr. Chhibber emphasized that training in first aid will be made mandatory from July 2016 for commercial vehicle drivers both at the time of fresh licensing and renewal of old licenses. The programme will be replicated in other states of the country and will help reduce traffic fatalities in India, which accounts for highest number of road

related fatal accidents in the world.

Dr. Gautam elaborated upon the importance of basic life support and rescue systems that would focus on bringing the accident victims alive to the nearest medical facilities or keeping them alive until trained medical assistance arrives. Unless trained, the first responders can cause greater damage, while shifting the accident victim. The Programme will provide truck/bus drivers who are most likely to be the first to reach an accident scene with the necessary skills to ensure that the victims receive the correct care and treatment within the golden hour.

Among other concerns, Dr. Mishra drew attention to the importance of training the drivers of Police Control Room (PCR) vans who are most often among the first to reach the accident spot and bring the victims to the nearest medical facility.

Reading out the message of Mr. T.K. Malhotra, Chairman, AAUI who was out of the country, Mr. Jaggi struck a personal note regarding his own involvement in road safety work. The message emphasized the fact that trauma is a time dependent disease with the first hour care being crucial to keep the victim under restorative care. AAUI's work in enhancing road safety includes real time learning on simulators, eye test projects for drivers, a TV show of 200 weekly episodes on national television and a UN Campaign for Saving Kids' Lives. The launch of the eFD Programme, jointly with IRF and with the support of MoRT&H and the encouragement of FIA France, is a welcome initiative.

Mr. John Todt, FIA President had also sent his congratulations to those involved in the Programme. By providing scientific training to commercial and public transport drivers and by making the best use of available medical and trauma expertise – together with the technical expertise of the International Road Federation – the initiative will help ensure that response times are quicker and that medical help arrives as soon as possible.

The meeting ended with vote of thanks by Mr. N.K. Sinha, Chairman, IRF India Chapter.

**THE LAUNCH OF THE IRF eFD (ENHANCED FIRST AID FOR DRIVERS) PROGRAMME**



*The life you save may be your own. LEARN FIRST-AID!*

**76<sup>th</sup> ANNUAL SESSION OF INDIAN ROADS CONGRESS  
18<sup>th</sup> TO 22<sup>th</sup> DECEMBER 2015 AT INDORE**

The 76th Annual Session of Indian Roads Congress along with an Exhibition was held from 18th to 22nd December 2015 at Brilliant Convention Centre, Indore. The Conference was inaugurated by the Hon'ble Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chouhan. Shri Nitin Gadkari, Hon'ble Union Minister for Road Transport & Highways, Smt. Sumitra Mahajan, Hon'ble Speaker, Government of India were the Chief Guests at the inauguration. Among dignitaries present during the inauguration were Shri. Sartaj Singh, Hon'ble Minister for Public Works, Smt. Malini Gaud, Mayor of Indore, Mr. Mahesh Kumar, President, IRC and Mr. S.N. Das, DG (RD), MoRT&H.

The Exhibition was inaugurated by the Hon'ble Mayor of Indore, Smt. Malini Gaud. There were more than 100 exhibitors from among the road stakeholders both Public and Private. IRF also participated in the Exhibition to showcase its activities.



**MEDIA COVERAGE REGARDING IRF INITIATIVE LAUNCHED ON 21<sup>st</sup> DECEMBER 2015  
'ENHANCED FIRST AID TRAINING FOR COMMERCIAL VEHICLE DRIVERS'**

**THE STATESMAN  
DECEMBER 22, 2015**

**First-aid training must for truck drivers from July 1**

STATESMAN NEWS SERVICE  
New Delhi, 21 December

From July 2016, it will be mandatory for all commercial vehicle drivers including bus and truck operators to have first aid training and learning of life saving techniques to get a Driving License (DL) or while getting it renewed in the country.

"First aid training for commercial vehicle drivers would likely be made mandatory for obtaining or renewing a license in July 1, 2016," said Vijay Chhibber, Union Ministry of Road Transport and Highway (MoRTH) secretary while launching the nation-wide programme to impart first aid and life saving technique training to drivers.

MoRTH, in association with the International Road Federation (IRF), a global body working for safer roads world wide and Automobile Association of Upper India (AAUI) are jointly organising heavy vehicle driver training programme for drivers from Delhi and NCR regions.

"During the programme, 10,000 drivers of heavy vehicles will be trained initially in first aid, basic life support and rescue systems.

The training will include applying basic measures to clear victim's airway and control bleeding, clearing any obstructions and draining any fluid from victims mouth, calling emergency services, performing first aid for the victim and others," said Chhibber.

He said the main enhancement of First Aid techniques will be to teach drivers to rescue and transfer victims.

"The training will be imparted by trained doctors of the trauma care hospital with use of videos, practice demos, presentations and other such mechanisms to impart the skills. Case scenarios would be also discussed," said Chhibber.

Adding further, he said that the programme will be later taken to other states after seeing the success. "Untrained people are often frightened to touch casualties but early intervention can save lives or decrease the impact of injuries," stated K K Kapila, Chairman, IRF.

"If an accident victim is given life support and rushed to a hospital on time, it is believed that about 8 out of 10 who would normally die in road traffic accidents can be saved," added Chhibber.

**AMAR UJALA  
DECEMBER 22, 2015**

**बस-ट्रक ड्राइवर्स को लेना होगा फर्स्ट एड प्रशिक्षण**

अमर उजाला न्यूज़

नई दिल्ली। बस और ट्रक जैसे भारी वाहनों के चालकों को अब ड्राइविंग लाइसेंस तभी मिलेगा जबकि वे दुर्घटना की स्थिति में जीवन बचाने के लिए-नरीको (फर्स्ट एड) का प्रशिक्षण प्राप्त करेंगे। यह व्यवस्था 1 जुलाई 2016 से लागू हो जाएगी। ऐसी इलाज तक दुर्घटना की स्थिति में ड्राइवर जानकों के काम आ सके। यह जानकारी केन्द्रीय सड़क परिवहन एवं राजमार्ग सचिव विजय चिह्बर ने दी है।

सोमवार को यहां कार्यक्रम के दौरान चिह्बर ने बताया कि अगले साल पहले जुलाई से बस और ट्रक चालकों के लिए कोर्स ड्राइविंग लाइसेंस बनवाया है जो उसे अनिवार्य रूप से फर्स्ट एड कोर्स ट्रेनिंग लेनी होगी। उस स्थिति के बाद यदि कोई ड्राइविंग लाइसेंस को रिन्यू करवाए तो उसे भी इसी तरह की अनिवार्य ट्रेनिंग लेनी होगी। उनका कहना है कि जब कोई सड़क दुर्घटना होती है तो

1 जुलाई 2016 से लागू किया जाए यह प्रावधान  
प्रशिक्षण के बाद ही मिलेगा ड्राइविंग लाइसेंस  
उसके बाद आधा घंटे का समय रोलबैक आवश्य माना जाता है। इस दौरान यदि फर्स्ट एड मिल जाए तो दुर्घटनास्थल स्थिति को जान बचाने को संचालन काफी बढ़ जाती है। इसी को ध्यान में रखते हुए मंत्रालय ने फर्स्ट एड को ट्रेनिंग को भारी वाहनों के ड्राइवर्स के लिए अनिवार्य किया जा रहा है।  
सड़क परिवहन मंत्रालय ने अंतरराष्ट्रीय सड़क संघ (आईआरएफ) और ऑटोमोबाइल एसोसिएशन ऑफ़ अपर इंडिया (एएयूआई) के सहयोग में एक कार्यक्रम को भी शुरूआत की है, जिसमें दिल्ली और राष्ट्रीय राजधानी क्षेत्र के ड्राइवर्स को प्रशिक्षण दिया जाएगा। इस कार्यक्रम के तहत शुरूआत में 10,000 ड्राइवर्स को प्रशिक्षित किया जाएगा।

**HINDUSTAN  
DECEMBER 22, 2015**

**ट्रक चालकों के लिए कार्यशाला का आयोजन**

नई दिल्ली। ट्रक चालकों को प्राथमिक उपचार का प्रशिक्षण देने के लिए सड़क परिवहन एवं राजमार्ग मंत्रालय और इंटरनेशनल रोड फेडरेशन के तत्वावधान में सोमवार को सेमिनार का आयोजन किया गया। इसमें दस ट्रक चालकों को प्राथमिक उपचार के महत्व से अवगत कराया गया। इस मौके पर एस निदेशक एमसी मिश्रा, एस पटना के डॉ बी गौतम, संस्था के प्रमुख केके कपिला और मंत्रालय के सचिव विजय चिह्बर मौजूद थे।

**DAILY EXCELSIOR  
ONLINE EDITION  
DECEMBER 21, 2015**

NEW DELHI: First-aid training and learning of life saving techniques will become mandatory for heavy commercial vehicle drivers from July 2016 to get a driving license (DL) or while getting it renewed in the country.

The Ministry of Road Transport and Highways in association with the International Road Federation and Automobile Association of Upper India are jointly organising this heavy vehicle driver training programme starting from Delhi and NCR Drivers, a statement said.

"During the programme, 10,000 drivers of heavy vehicles will be trained initially in first aid, basic life support and rescue systems," Road Transport and Highways Secretary Vijay Chhibber said at the nationwide launch of the programme here.

"Untrained people are often frightened to touch casualties - but early intervention can save lives or decrease the impact of injuries, leading to quicker recovery or lesser injuries for the victims," said K K Kapila, Chairman, Geneva based International Road Federation (IRF).

**DAINIK JAGRAN  
DECEMBER 22, 2015**

**बस चालकों को अनिवार्य होगा फर्स्ट एड प्रशिक्षण**

नई दिल्ली, प्रेड : ड्राइविंग लाइसेंस बनवाने या उसका नवीनीकरण कराने के लिए भारी वाणिज्यिक वाहन ड्राइवर्स के लिए जुलाई 2016 से प्राथमिक चिकित्सा का प्रशिक्षण और जीवनरक्षक तकनीकों की जानकारी हासिल करना अनिवार्य होगा। सोमवार को सड़क परिवहन एवं राजमार्ग मंत्रालय की ओर से जारी बयान में कहा गया है कि मंत्रालय इंटरनेशनल रोड फेडरेशन व ऑटोमोबाइल एसोसिएशन ऑफ़ अपर इंडिया के साथ संयुक्त रूप से एक कार्यक्रम का आयोजन कर रहा है। इसकी शुरुआत दिल्ली और एनसीआर के ड्राइवर्स से होगी। कार्यक्रम के दौरान भारी वाहनों के दस हजार ड्राइवर्स को प्राथमिक चिकित्सा, बुनियादी जीवनरक्षक और बचाव प्रणालियों के बारे में प्रशिक्षित किया जाएगा।

**दुर्घटना होने पर डायल करें टोल फ्री नंबर 1033**

सरकार ने सड़क दुर्घटना प्रबंधन सेवाओं के लिए टोल फ्री नंबर (1033) आर्बिटिट किया है। दुर्घटना होने पर देश के किसी भी हिस्से से इसकी सेवाएं ली जा सकती हैं। सोमवार को सरकार ने राज्यसभा को यह जानकारी दी।

*Post-crash emergency care in GOLDEN HOUR is critical for saving lives.*

## UPCOMING PROGRAMMES & EVENTS

### ROAD SAFETY MANAGEMENT COURSE 2016 IN COLLABORATION WITH THE UNIVERSITY OF BIRMINGHAM AND IRF GENEVA AT COLLEGE OF TRAFFIC MANAGEMENT

A CERTIFIED COURSE FOR SENIOR ROAD  
SAFETY MANAGEMENT PROFESSIONALS

**Dates:** 22 February - 26 February 2016

**Venue:** College of Traffic Management, New Delhi,  
India

#### The Programme:

The College of Traffic Management in collaboration with the University of Birmingham and the International Road Federation (Geneva) announce the first Road Safety Management Course to be held in India from 22 to 26 February, 2016.

The five-day intensive course will be conducted by experts of international repute and address the building blocks of an efficient traffic management system ensuring road safety.

#### Contents:

- Introduction to road traffic engineering and road safety audits
- Road crash investigation
- Standards of traffic control devices and legislation thereof
- Safety measures for the protection of vulnerable road users
- Road safety asset management

The course is designed to address the needs of road traffic in emerging countries especially those of Asia and Africa. The course participants will receive a certificate.

#### Who Should Attend:

- Traffic and Road Engineers dealing with maintenance & operation of road traffic
- Police officers dealing with road traffic planning, enforcement and crash investigation
- Officers of Transport Departments responsible for traffic & transport planning and coordination
- Traffic Planners

#### Delegate Fee:

A comprehensive fee of INR 1,00,000 or British Pound 1,000 or US Dollar 1,650 for the five day module would be charged in addition to the Service Tax as applicable.

Please send all enquires and bookings to email ID: [safety@irte.com](mailto:safety@irte.com).

Details may be seen on the website: [www.irte.com](http://www.irte.com).

## OBSERVANCE OF THE 27<sup>th</sup> ROAD SAFETY WEEK 10<sup>th</sup> TO 16<sup>th</sup> JANUARY, 2016

It is really very unfortunate that over one lakh persons lose their lives every year in our country in road accidents, causing loss of human lives and property and trauma to the family of the deceased. This underlines the urgency of adopting various road safety measures.

As a part of the advocacy campaign for the safety of road users, "Road Safety Week" is observed by the MoRT&H every year, throughout the country in the month of January, to highlight and emphasize the need for safe roads. It is also an opportunity for all stakeholders to contribute to the cause by taking up activities to promote the concept.

The 27th Road Safety Week will be observed from 10th to 16th January 2016. The theme for this year's Road safety Week is "Road Safety - Time for Action". Many road safety activities will be undertaken by the concerned agencies, transport authorities, voluntary organisations and other stakeholders and also public at large. These activities would include display of flex banners/posters, workshops, discussions, essay competition, quiz contests, organisation of medical camps for check-up of drivers and organisation of refresher training for drivers about road safety rules, various signs and first-aid service etc.

IRF India Chapter is holding a **2-day Seminar** on **14th-15th January** at the India International Centre, New Delhi. During these two days, topics like Engineering Measures for Safe roads, Enforcement, Fitness of Vehicles, Driving License, Social Engineering and Trauma Care will be discussed.

All our Members are requested to join us for this event and help us in promoting road safety.

For more details, please send us an email at [india@irfnet.ch](mailto:india@irfnet.ch).

## MEMBERSHIP OF IRF INDIA CHAPTER

IRF IC is a membership-based organization, representing corporate and institutional players and stakeholders in the road infrastructure sector in the country. Road safety has been at the core of IRF IC's activities, which also promotes "green road" approach.

IRF IC invites all stakeholders in road sector to join it as members and contribute to the efforts for better road infrastructure and safety.

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*Live to enjoy the memory. Don't Drink and Drive!*