PROJECT STAIN-LESS ROADS

A JOINT INITIATIVE OF INTERNATIONAL ROAD FEDERATION – INDIA CHAPTER AND JINDAL STAINLESS FOUNDATION CSR

Executive Brief

I. In April 2019, International Road Federation – India Chapter (IRF – IC) and Jindal Stainless Foundation (JSF), the CSR arm of the JINDAL Group, initiated action for undertaking Project *"Stain-less Roads"*, a joint work programme covering various initiatives in the 10 Km area astride Jindal Steel Corporate Headquarters, in South Delhi, during August 2019 to March 2020.

II. The programme of work specified in the Project Agreement envisaged Road Safety related activities with three different categories of road stakeholders:

a. Road Safety Education in Schools
b. Bicycle Conspicuity Drive
c. Enhanced First Aid (eFD)

III. The Project was officially launched by Mr. Abhyuday Jindal, the Managing Director, Jindal Stainless Limited, on 29th July 2019.

IV. A Road Safety Anthem, titled "Zara Muskurao Na", on the theme of addressing road rage with equanimity and humour, was launched by Ms. Deepika Jindal at a function in the Jindal Centre Auditorium held on 6th September 2019.

V. Component wise details of Project implementation are below:

A. The Road Safety Education programme in 20 Schools envisaged 3 stages involving 4 interventions in each School *(Table 1, Pg 6)* for training students, teachers, parents and school transport drivers & conductors.

(1) The preliminary school visits focused on the formation of Road Safety Clubs (RSC), which would organize a series activities/workshops to include drawing competitions, poster making, and slogan writing; promote Road Safety Talk shows; undertake Basic life support training; Role plays and real time Case study discussions; Learning to manage traffic and Road safety campaigns in nearby areas, along with local traffic authorities;"Nukkad nataks" and skits near identified accident prone areas.

(2) 87 Training Workshops on Road Safety were conducted in 22 schools from 19 September 2019 – 6 March 2020 *(Table 2, Pg 9)*. A total of 3,893 persons, which includes students, teachers, parents (3409) & transport team members and support staff (484), were trained on Road Safety norms during these workshops in the above selected Schools *(Table 2, Pg 9)*. The School Road Safety Clubs were formed out of these trained participants.

(3) IRF - IC Team was regularly monitoring and helping with various activities that the Schools were undertaking for their Road Safety Clubs. During the workshops, stress was laid on Traffic Rules & Driving Laws, Knowledge of Road Signs, Ethical Behaviour on Roads, Modes and Methods to promote Safe Transportation of Children, Good Samaritan Law in India, Fatal Factors of Accidents – Mobile usage, Drunken Driving, Speeding etc., Basic Life Saving Skills and Other Road related Rules & Behaviour etc. The Clubs had organised activities like Road Safety Quiz and Drawing activity with the Club members. (*Visual 2, Pg 16)*

(4) The Road safety training programs had a powerful impact. Challenges in coordination and programming were tackled by the Team patiently and the sessions successfully handled. It was heartening that the workshops were very well received and appreciated by all the stakeholders of the School.

B. The Bicycle Conspicuity Drive component of Project "Stainless Roads" was aimed at covering 1000 bicycles within a 10 to 15 km radius of Jindal Centre, the JSF Headquarters

(1) Dates were fixed in consultation with the Traffic police personnel for the Drive in the five locations viz. R.K. Puram, Sagarpur T-point, Mayapuri Junk Yard, Vasant Kunj D6 T-point & Chirag Delhi. The assistance of local constables posted at the site was helpful in executing the work systematically.

(2) AIS-90 (standard) retro-reflective tapes of specified dimensions (decided on the basis of experimentation) were fixed on various parts of the bicycle for reflecting lights against headlights. A total number of 1008 bicycles were affixed with retro-reflective tapes

(*Table 3, Pg 23).* The names of the bicyclists and their contact details were recorded for follow up.

C. **Enhanced First Aid (eFD) Training**: This had as its target, the training of 150 bystanders within 10-15 kms. of JSF Headquarters and was planned to be carried out in 5 locations.

(1) The Project had the following stages:

- **Pre-survey** : In December 2019, IRF - IC team visited various areas to identify possible training locations and Bystanders to be trained. Based on the Pre-Survey, letters seeking concurrence to participate.were addressed to Automobile Association of Upper India (AAUI), Delhi Transport Corporation (DTC) and local community centres in Mohammedpur and Vasant Kunj .

- **Training:**

  – AAUI, wasthe first to respond to train commercial drivers and support staff in their premises. A one day programme was conducted at AAUI on 25th February 2020.
  – 50 drivers of commercial vehicles and support staff of AAUI participated in the training. The training covered the theory of , and provided hands on sessions covering various life saving techniques, including Airway, Breathing and Circulation (ABC) &Cardiopulmonary Resuscitation (CPR), Good Samaritan Guidelines and the concept of the Golden Hour were also covered.

(2) For furthering the programme, the IRF - IC team visited DTC Headquarters at ITO and met with Deputy Chief General Manager, DTC. The Community Centres at Vasant Kunj and Mohammedpur were also approached for fixing Dates. Confirmation of dates was awaited, when the National Lockdown occurred.

(3) The third component of eFD , which is a very major E of Road Safety and the only one that is brought into play in the aftermath of accidents, was truncated, despite a strong plea put out by IRF - *IRF - IC strongly recommends that this component be taken up again in a more intensive way in future by JSF*

VI. **Foreclosure of the Project:** The project has since been foreclosed by Jindal Steel Foundation due to the Lockdown and related health issues.

VII. **Impact of the Project:** The Project has resulted in educating, awareness building, conspicuity giving & life saving skill building for

– 3409 school children, parents and teachers and 484 support staff including school transport team belonging to 22 schools in Delhi
– 1008 bicyclists in 5 locations of the city
– 49 commercial drivers in one location as against the 150 targeted in 5 locations.

The qualitative aspects of the imparting of training were also largely appreciated by the target groups. Most importantly, the Project has made a beginning in training and awareness building of important stakeholders.

The feed-back on all the three components has been extremely positive (*see Pg 19 & 26*)