





International Road Federation
अंतरराष्ट्रीय सड़क संघ

15th Foundation Day

Celebrating 15 Years of Road Safety Excellence



2011

The Beginning

Our Beginning



Incorporation: IRF India Chapter was incorporated under the “Registrar of Societies 1860” on [January 19, 2011](#).

Mission: To support, encourage, and promote the development and maintenance of better, safer, and sustainable roads and road transport systems in India .

Legacy: Celebrating our 14th Foundation Day as a pivotal body in Indian road safety.

Early Initiatives



Building Capacity from Day One

Auditor Certification: Organized Certification Courses for Road Safety Auditors in association with the Australian Road Research Board (ARRB) in Feb 2011.

Impact: These courses trained 120 auditors and were highly appreciated in India and abroad.

Strategic Dialogue: Hosted the 6th IRF Regional Conference on “Road Safety Strategy in India – Action Plan” in October 2011.

Exhibition: Debut of the Intertraffic India exhibition at Pragati Maidan, showcasing traffic management and safety infrastructure.



2012



Expanding the Conversation

Focusing on Urban and Rural Roads

7th IRF Regional Conference: Held in November 2012 at Manekshaw Centre, New Delhi.

Theme: “Road Safety in Urban and Rural Roads”.

Objective: addressing safety concerns across different road landscapes in India.

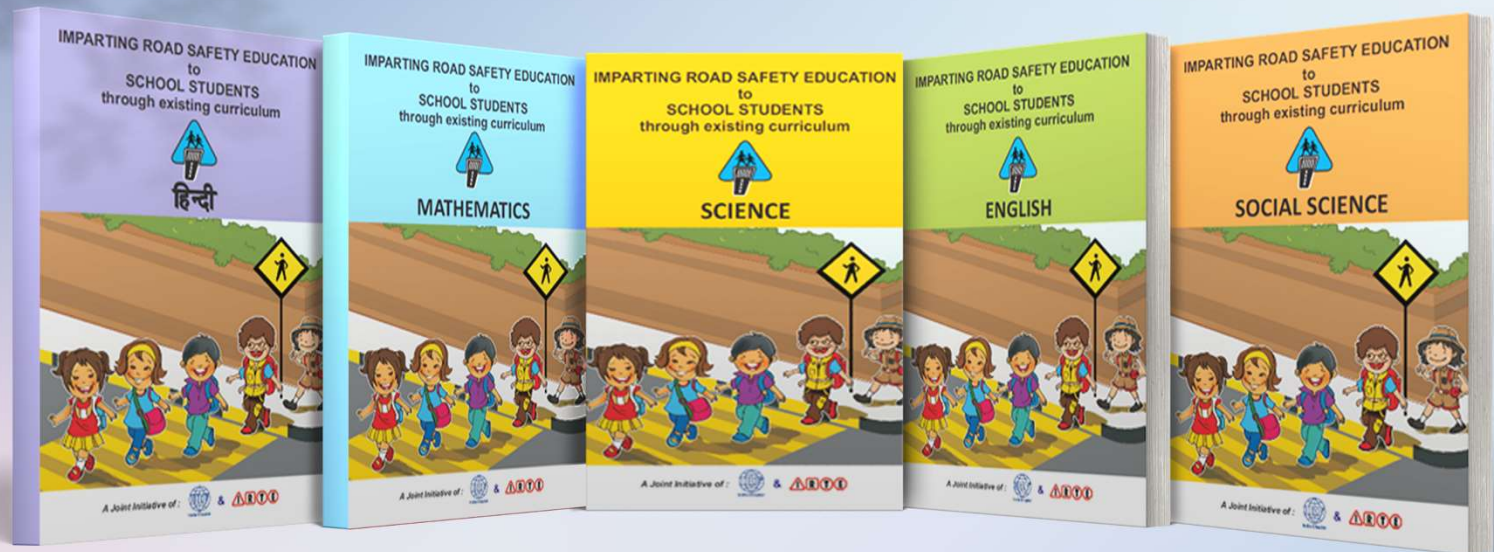
Visual Awareness: Road Safety Posters were placed in hospitals across Delhi to educate the public on helping accident victims.



2013



Embedding Safety in Education



Curriculum Integration: Launched an initiative to impart Road Safety Education to school students (Classes 6-10).

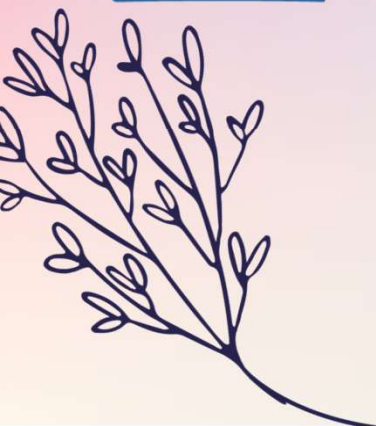
Objective: To foster a culture of responsible road use and traffic rule awareness from an early age.

Partnership: A joint initiative of IRF-IC and IRTE.

Curriculum Scope: Safety concepts integrated into:

- English, Mathematics, Science, Social Science, and Hindi .

2013-14



Infrastructure & Visibility Drives

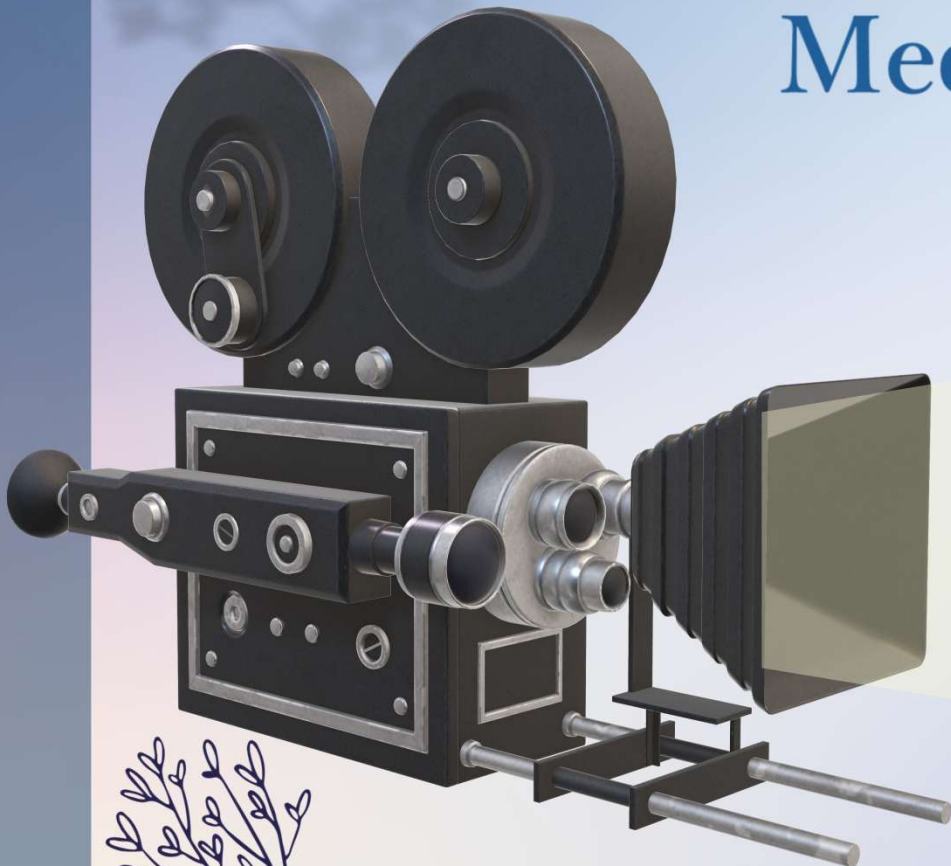


8th Regional Conference: Focused on “Road Infrastructure for Safe Mobility” in Oct 2013.

Bicycle Conspicuity Drive: Carried out between Dec 2013 and March 2014 across 12 locations in Delhi.

Action: Affixed retro-reflective tapes (Red, Yellow, White) on bicycles to improve visibility during dark hours.

Impact: Covered 200,000 bicycles and received the Maruti Suzuki TimesNow Best NGO Award.



Media Advocacy

Short Films: Produced impactful films on critical safety themes:

- **“EHSAAS”:** On drunken driving.
- **“AFSOS”:** On helping accident victims.
- **“KAASH”:** On helmet safety and motorcycle adventurism.
- **“REHANA”:** On the Good Samaritan Law.

Reach: Subtitled in regional languages and screened across different states.



2014-15



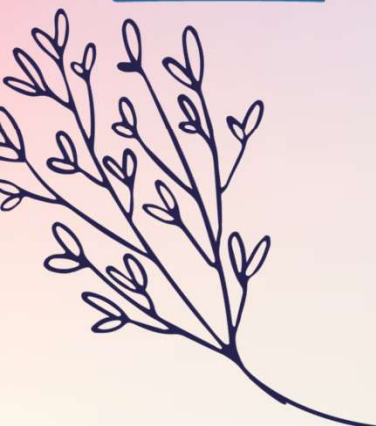
Policy & Awareness Seminars



Engaging Stakeholders

- **Corporate Role:** Seminar on 'Role of Corporates in Road Safety' (May 2014).
- **Insurance:** Seminar on 'Role of Insurance in Road Safety' (July 2014).
- **Night Safety:** Addressed 'Road Safety During Dark Hours' (Sept 2014).
- **Indo-Nepal Friendship Motor Rally:** Organized in March 2015 to promote cross-border road safety awareness.

2015-16



Advancing Technology & Strategy

The Way Forward

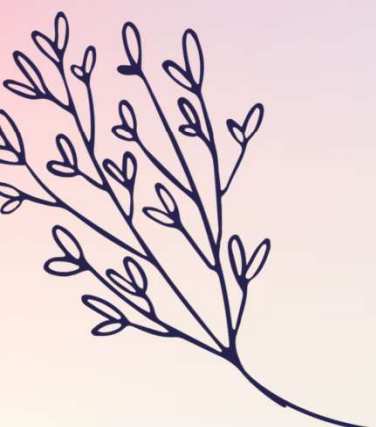
9th Regional Conference: Focused on "Road Safety Initiatives: Status and the Way Forward" in Oct 2015.

Intelligent Transport Systems (ITS): Organized four High-Level Roundtables on ITS involving NITI Aayog and private stakeholders.

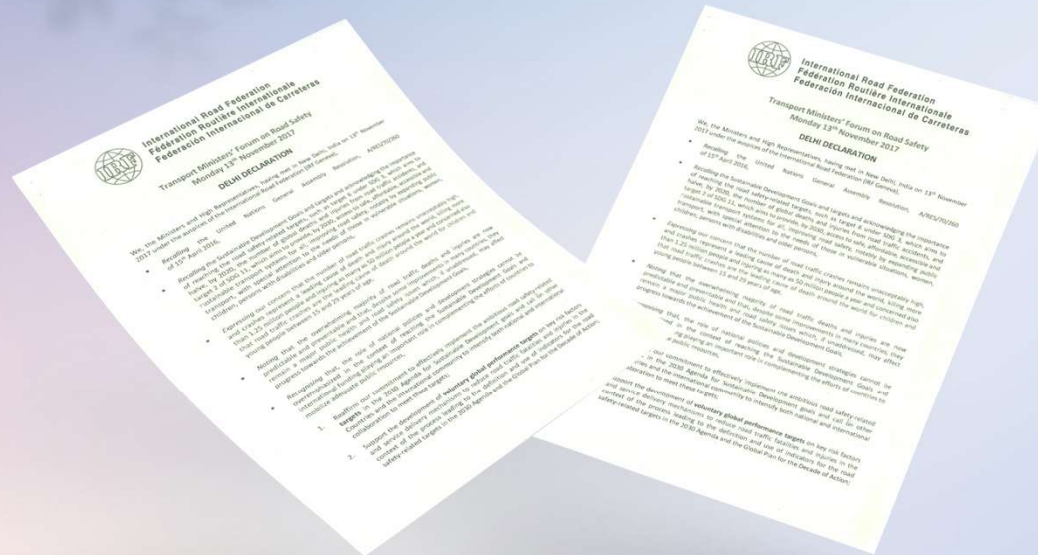
Goal: To develop a comprehensive action plan for deploying ITS to solve congestion, pollution, and safety issues.



2017



Global Recognition & New Partnerships



International Milestones

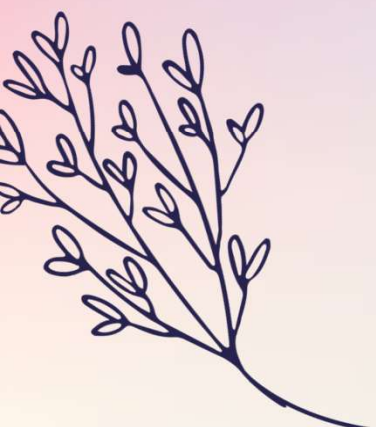
Shell Collaboration: MoU signed in Aug 2017 for the "Drive Safe India" campaign, focusing on the Hazira Peninsula.

18th IRF World Road Meeting: Successfully held in Nov 2017.

Delhi Declaration: Adopted on Nov 13, 2017, solidifying commitment to road safety.

Recognition: Received the prestigious Prince Michael International Road Safety Award.

2018



Rural Safety Initiatives

The Issue: Tractor trolleys are a major mode of rural transport but often lack visibility, leading to accidents.

The Initiative: Collaborated with Indian Potash Limited (CSR) in Jan 2018 in Uttar Pradesh.

Impact: Enhanced visibility for 2,000 tractor trolleys across six sugar units using reflective tapes.



Environment & Policy Acceleration

Holistic Safety Approaches

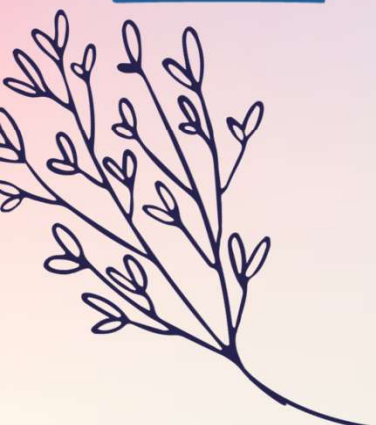
Construction Safety: Seminar on “Environmental Protection and Safety during Construction” (July 2018) addressed fatalities occurring during road construction.

MOVE Summit: Organized the "Fast Tracking Road Safety" curtain raiser with NITI Aayog and PHDCCI in Sept 2018.

Theme: Highlighted safety as complementary to access, efficiency, and green mobility.



2019-20



Trauma Care Mission

Saving Lives Post-Crash

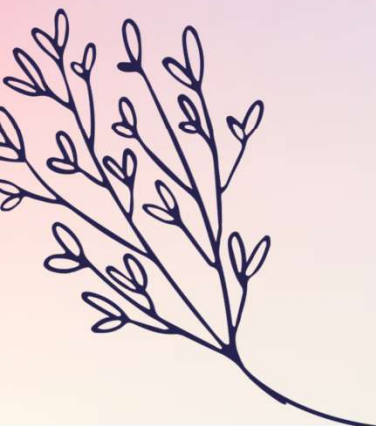
30th Road Safety Week (2019): Focused on "Trauma Care - A National Mission".

31st Road Safety Week (2020): Continued the mission with a conference in association with FICCI, WHO, and MoH&FW .

"Stain-less Roads": A pilot JV with Jindal Stainless Foundation targeting diverse road users from school bus drivers to cyclists.



2020



On-Ground Action: First Responders

Empowering the Community

Project: Enhanced First Responder Training (eFD) on the NH-24 Delhi-Meerut Stretch.

Timeline: Jan-Feb 2020.

Scope: Training conducted at 7 identified locations including colleges and bypass roads.

Result: 330 First Responders trained to assist in "Golden Hour" situations.



The Strategic Framework: 5E Programme



5E Implementation: 7 State Demonstration Project



Kerala

NH-66 (151 Km)



Maharashtra

NH-57 (150 Km)



Karnataka

NH-48 (131 Km)



Uttar Pradesh

NH-09/530/09 (121 Km)



Madhya Pradesh

NH-39 (105 Km)



Rajasthan

NH-48 (180 Km)



Tamil Nadu

NH-44 (198 Km)

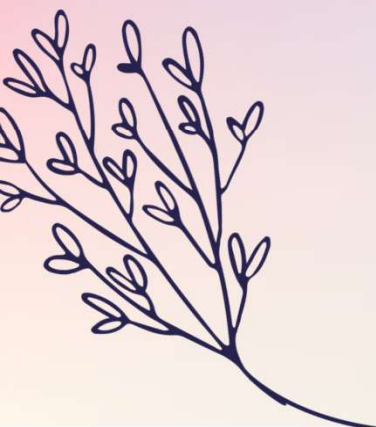


Knowledge Dissemination

Conducted a comprehensive **12-part webinar series** covering the 5Es .



2024

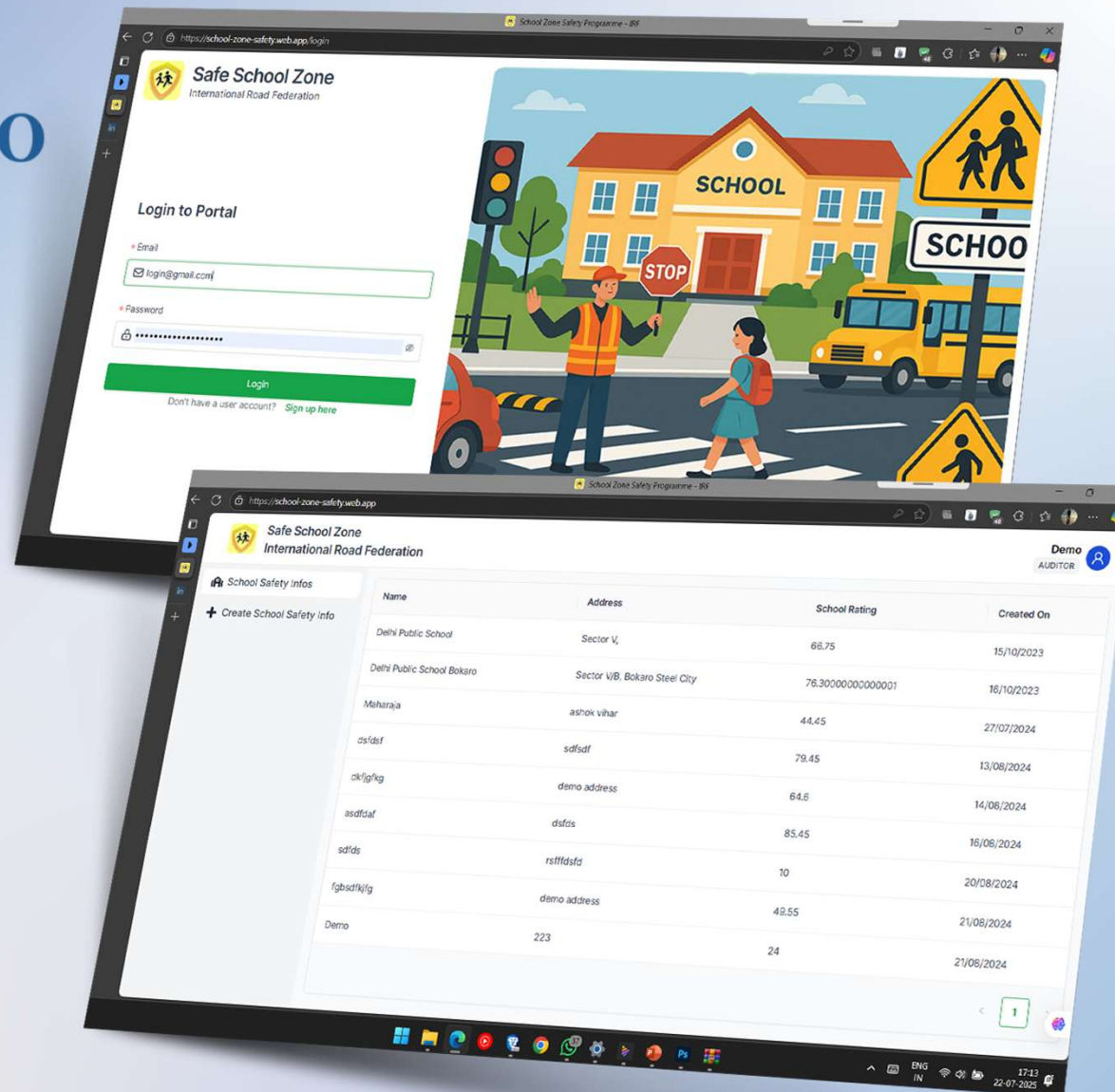


Vision Zero & School Safety

Vision Zero Conference: Held in Jan 2024, focusing on targeting road safety via 5Es and innovative technologies.

Launch: Officially launched the School Zone Safety Program.

National Conference (Feb 2024): "Revolutionizing Road Infra" with modern equipment and sustainable materials.



The School Zone Safety Program

Unsafe School Zones
Children at risk on roads



**Implement IRC SP.
32**



Safe School Zones
Children protected,
responsible citizens

Assess road markings
and signage

Encourage positive
competition for safety

Evaluate crossings,
speed, and footpaths

School Zone Safety Pilot

Pilot Scope: Audits conducted in 50 schools across 5 states: Assam, Bihar, Karnataka, Tamil Nadu, Uttar Pradesh

Tools: Utilization of a Monitoring Portal and Capacity Building.

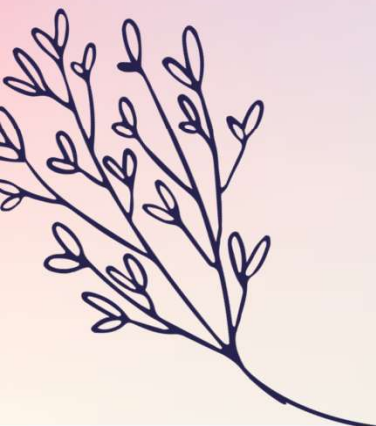
Output: Generated safety ratings for schools (e.g., Shri Raghunath Parsad Balika High School).





2025

And Beyond



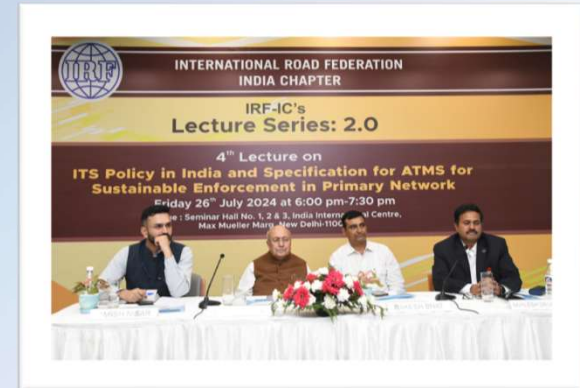
School Zone Safety Pilot

Lecture Series 2.0

Continuing knowledge sharing through a series of lectures.

Auditor Registry

Establishing a global registry of qualified road safety auditors.

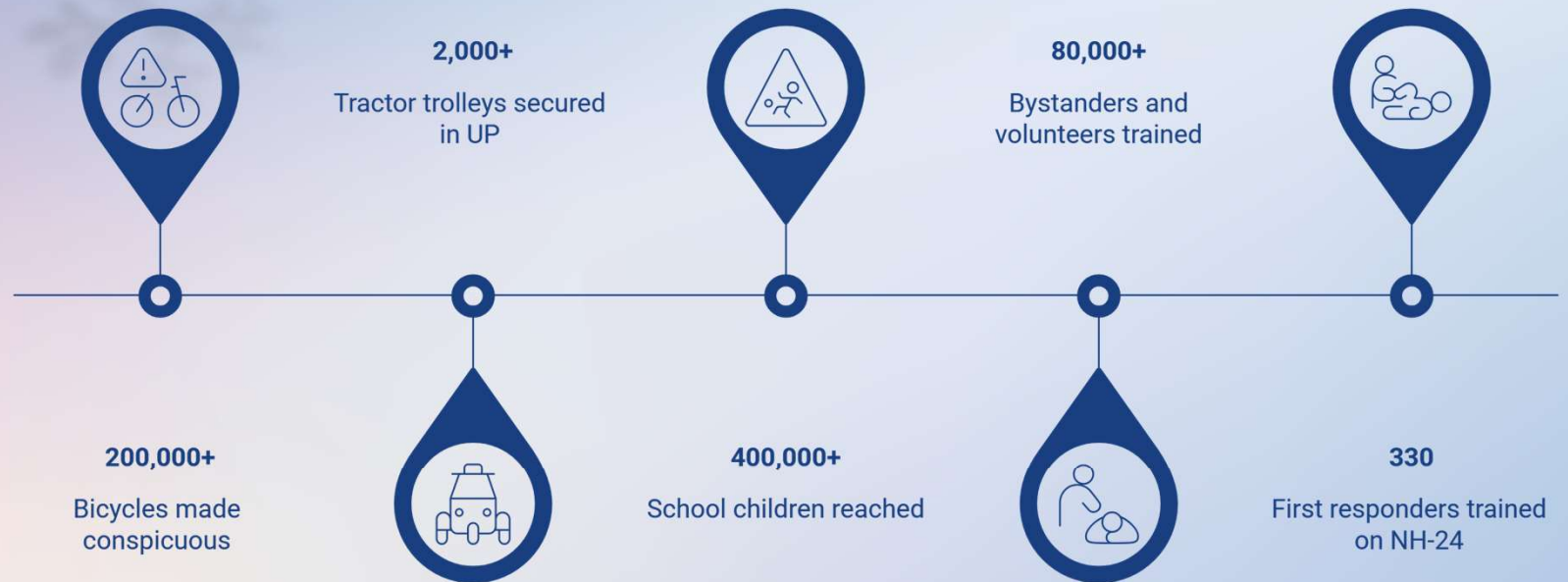


Auditor Registry: Launching the "International Registry of Road Safety Auditors Programme".

- New Delhi: Oct 2025.
- Mumbai: Oct-Nov 2025.

Lecture Series 2.0: Running from April 2024 to November 2025 to continue knowledge sharing.

School Zone Safety Pilot

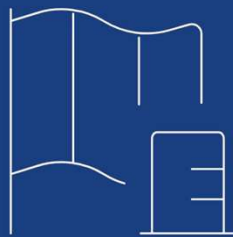


Leadership & Support

Acknowledging Our Partners

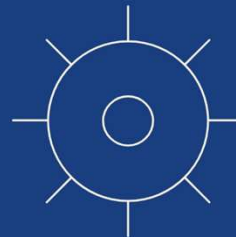
Government

MoRT&H, MoH&FW, NITI
Aayog, Ministry of
Education.



Global/Technical

WHO, World Bank, ARRB,
IRF Geneva.

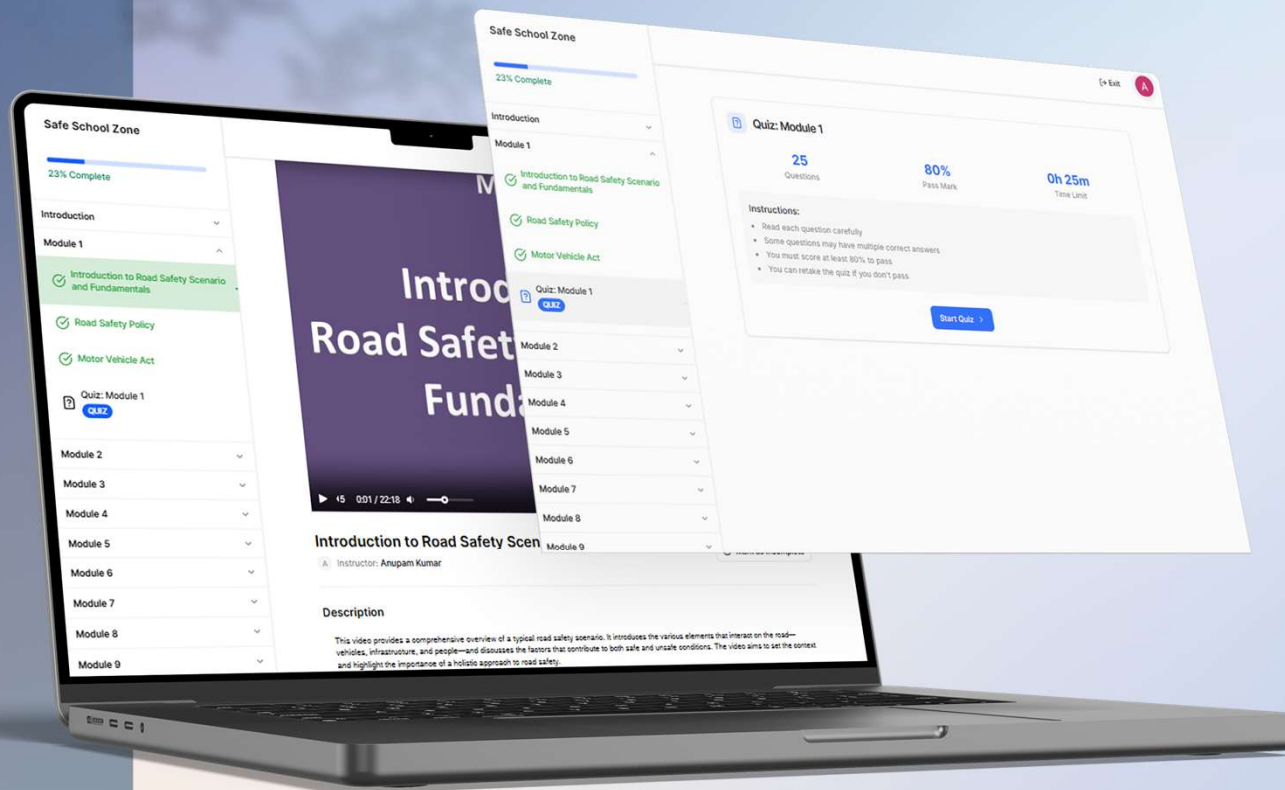


Corporate/CSR

Maruti Suzuki, Shell,
Indian Potash Ltd, Jindal
Stainless Foundation,
PVR Nest.



Road Map 2026 - 2030



Capacity Building, Catering Future

- Asset Management
- Road Safety By Design

Existing

- School Zone Safety Auditor
- Defensive Driving
- Road Safety Education
- International Registry of road safety auditor (*target-train 400 across India in 2026*)

Focus on Vulnerable Road User



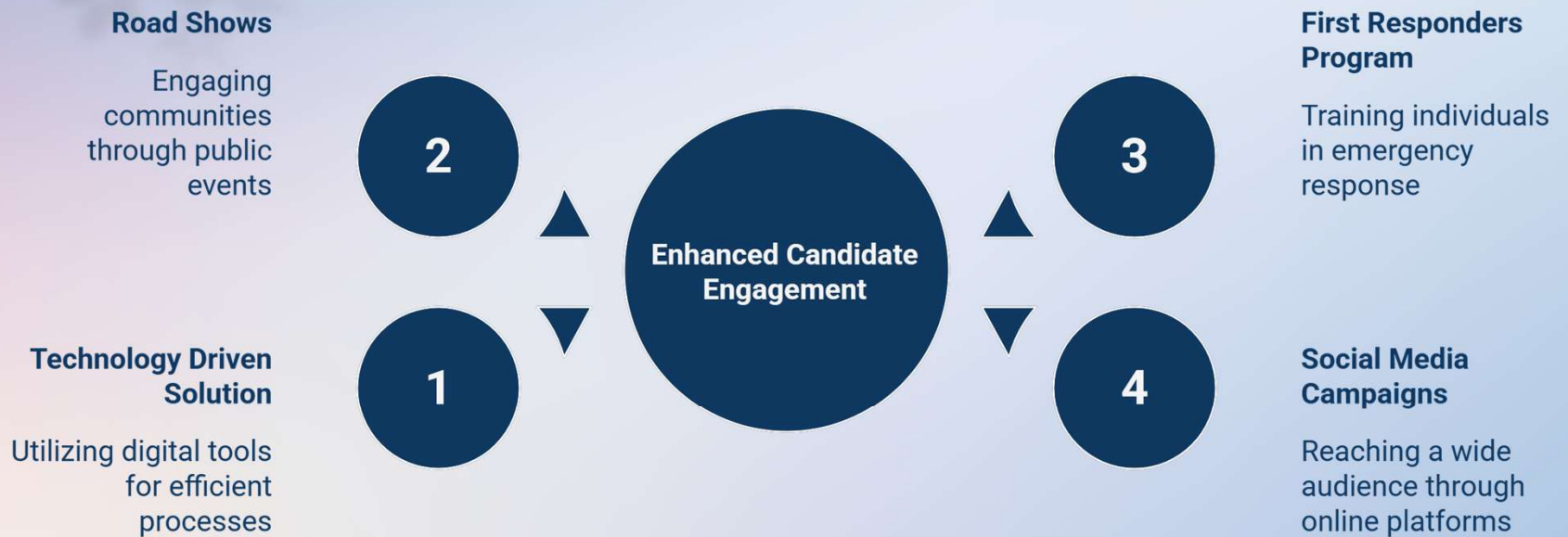
Next Generation Focus



Target

- Gen Alpha
- Gen Z

Focused Campaigns towards Public Awareness



Road safety Through 5E of Safe System





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Thank you for 15 years of support.

IRF India Chapter remains dedicated to the "Vision Zero" goal.

