

International Road Federation – India Chapter  
&  
Avery Dennison India Pvt. Ltd.

Seminar on “Safer Roads, Safer Mobility”  
14<sup>th</sup> June, 2022, IIC, New Delhi

**(i) Inaugural Session**

The International Road Federation – India Chapter in association with one of its esteemed member, Avery Dennison India Pvt. Ltd., organized a half day Seminar on the topical theme of “Safer Roads, Safer Mobility” on 14<sup>th</sup> June 2022 at IIC, New Delhi.

The Seminar was inaugurated by the Chief Guest, Mr. K.J. Alphons, IAS (Retd.), Former Union Minister of State for Tourism (Independent Charge) and a member of Parliament. Welcoming the Chief Guest and other dignitaries, Mr. Satish Parakh, President, IRF India Chapter, opined that the present innovations in the roads and mobility sectors in the country will pave way for total paradigm shift in the coming years in the road safety sector.



*Lighting of Lamp during the Inaugural Session*  
R to L : Peter Koomen, Deepak Dasgupta, Satish Parakh, K.J. Alphons, Biju Muthu

Delivering his Keynote Address, Mr. Deepak Dasgupta, Former Chairman, NHAI, focused on the 5E's of Safe system (Engineering of Roads, Engineering of Vehicles & Policy Interventions, Education, Enforcement and Emergency Care) and emphasized the importance of undertaking them simultaneously to witness visible improvements in the road safety scenario. He also shared in detail the present efforts of IRF India Chapter with regard to 5Es being undertaken through its 12 Webinars held in 2021 and 7 States Demonstration Safe Corridor Program (details of this is available in our website [www.indiairf.com](http://www.indiairf.com)).

Mr. Peter Koomen, Business Director (EMEA), South Asia & ASEAN, Avery Dennison, mentioned that as a leading manufacturer of life saving innovative reflective solutions, his organization is making the roads safer backed by decades of international experience and best practices. He said that the signs and the sign system over time have evolved to electronic smart systems that can be used to manage traffic, enhancing road safety and in turn helping countries to improve their overall road systems.

Gen. Dr. V.K. Singh, Hon'ble Minister of State for Road Transport & Highways in his message on the occasion mentioned that road safety was one of the most important social causes for the country. He emphasized that our aim should be “Each life saved is one more human being who can work for the nation.” It is better to reach 5 minute late rather than not reach at all.

During his Inaugural address, Hon'ble Mr. K.J. Alphons, Chief Guest, compared the accidents scenario in India with that of the U.S. and Japan. He felt presently the Government is focused on building good quality road infrastructure, which is a very welcome step. The need of the hour is to bring sanity with regard to aspects like issuance of driving license and its enforcement, management of traffic violations, educating pedestrians and masses, providing for cycle tracks, strengthening post emergency care for accident victims, better equipped trauma care facilities etc. Besides, better enforcement through use of technology, he felt would help the country in reducing the road accidents and fatalities.

The session concluded with a Vote of Thanks proposed by Mr. Biju Muthu, CEO, IRF India Chapter, who thanked the dignitaries and the participants.

## (ii) Panel Session - 1

The Panel Session – 1 was on the topic of “Safer Corridor – Is it a concept or a reality?” was moderated by Prof. P.K. Sikdar, Advisor, ICT Pvt. Ltd. The Panelists included Prof. Sewa Ram, SPA, Mr. BalrajBhanot, Former Chairman, CMVR & Ex-Director, ARAI, Mr. T. Krishna Prasad, Retd. DGP and Chairman, Road Safety Authority, Telangana and Mr. Biju Muthu, CEO, IRF India Chapter.

Introducing the subject, Prof. P.K. Sikdar explained the interesting concept of Safe System Approach, where every road user should be safe on the road, and the road system should accommodate the required level of safety for each of them. He spoke about the vision zero concept of Sweden in 1997, which introduced the safe system and how it can facilitate safety by modifying the design of the road, the vehicles, and educating the vulnerable road users. He shared the concept of reciprocal rights and responsibilities, where the designers / managers of the road and the road users, are both responsible for any mishaps on the road. At the core of the safe system approach is the human tolerance of crash impacts. The safe system approach based on implementation of 5Es primarily requires strengthening of capacities in all the stakeholders working on road safety. He emphasized that road safety is a public goal and it cannot be delivered only by public and government system alone but solicits contribution from one and all. Presently, we are trying to achieve 50% reduction in road accidents and fatalities and the hon'ble Minister Gadkari Ji wants to achieve this by 2025. This is an ambitious goal and requires enormous contributions from the civil society and out of the box thinking from various stakeholders.



*Panelists at Panel – 1  
R to L : BalrajBhanot, T. Krishna Prasad, P.K. Sikdar, Sewa Ram, Biju Muthu*

Prof. Sewa Ram shared his views on the subject Concept of Accident prone areas. He showed how an accident spots convert to an influence area and finally to an accident stretch and accident prone area. He discussed about his recently concluded blackspot study through application of Spatial Analysis technique in determining crash hot spots. He also talked about influence of different bandwidths on density estimation on detecting hotspots. He spoke about the planning perspective of highways with access controls and demonstrated it with examples of various urban cities in India.

Mr. BalrajBhanot spoke about the Intelligent Transport aspect of safer corridor. He spoke about 2 types of safe corridor i.e. Highways and Intracity or townships. As far as highways are concerned, intelligent transport plays a great role basically through internet of things. All vehicles are going to be connected, which already exist abroad and India is getting ready with the suitable regulations. Besides the interconnectivity between vehicles, they also be interconnected to the infrastructure provided by the government. The Intelligent transport systems introduction will ensure that in an emergency, whenever an accident takes place, the signal will automatically go off, and an intimation will automatically go the police, to the hospitals and to the infrastructure authorities for taking necessary action. All these things might happen within this decade. This necessitates preparation of required standards. He also touched upon various technology relating to automatic signals, automatic parking slot controls, traffic control systems to cater to emergency vehicles such as ambulances etc.

Mr. T. Krishna Prasad spoke about the disaster happening ever year in the country in terms of road accidents and fatalities. He stated that Safe Corridor is not only a concept but a reality as well. He talked about 5Es and wondered who is operating the 5Es –Which Department or the Ministry? He opined that both the policy framework and the institutional framework have so far remained as a concept. He touched upon the causes of accidents on our National and State highways, 84% of which majorly are due to human behavior such as remain, overspeeding, overloading etc. While debating why he feels the concept can be a reality, he cited the examples ofcouple of his works in Telangana as Chairman of Road Safety Authority. Road accidents have come below 50% thanks to more attention to emergency medical response along with enforcement. He believed that safe corridor can be a reality only, if policy framework, institutional framework and sectorial approach are aligned.

Mr. Biju Muthu said that he was not happy with what was happening in the road safety sector. Despite a number of policies and lot of efforts, many things are still on paper and not in reality. We are building a 10 lane expressway and allowing people to drive at 150 kmph, the question is whether adequate safety features are provided on the highways and are they adequate. It is worth noting that with one percent of global vehicle population, India contributes to 11% of the global fatalities. This statement clearly indicates that we are not moving in the right direction and there are a lot of things to be changed with regard to road safety. As a road safety expert, he emphasized on road traffic signs, road markings and their quality, which play a major role in safety.

### (iii) Panel Session - 2

The Panel Session – 2 was on the topic of “Safe Mobility – Are we doing enough?” was moderated by Commodore Ranbir Talwar, Executive Director, IHIF. The Panelists included Mr. Rajiv Chaba, Maruti Suzuki India Ltd., Mr. Amandeep Singh, Business Head, Avery Dennison India, Ms. Parul Kumar, Co-Founder, Prabhaav Foundation, and Mr. ArunLakshman, Consultant, SwranLataMotherson Trust.

Commodore Ranbir Talwar stressed on the need for education. He propagated the idea of educating the masses on the roads such as pedestrians who jump over road fences rather than using overpass or underpass, two-wheelers who zigzag through the traffic, drivers who don't wear seat belts or helmets. With 1.5 lakh deaths and around 6.0 lakh injuries, he stressed on the need for rehabilitation centres for the injured. He mentioned that the rehabilitation centres set up by IHIF under the Chairmanship of HH Maharaja of Jodhpur, are an excellent centres providing rehabilitation to victims of head and spinal injuries, who go back to the main stream self-reliant. He also touched upon the difficulty faced by ambulances in moving about in city traffic. On the highways, he suggested use of drones placed at appropriate distances to cover the entire stretch of highway in reporting about road accidents so that necessary ambulance service support can be extended.



*Panelists at Panel – 2  
R to L : Rajiv Chaba, Amandeep Singh, Ranbir Talwar, Parul Kumar, ArunLakshman*

Mr. Rajiv Chaba representing Maruti Suzuki shared about his organizations approach on sustainable road safety through 5E concept. In line with government regulations as well its own strategic intent, Maruti Suzuki has enhanced safety features in its vehicles considerably. The Indian auto sector is at par with the European standards. Recently, they have implemented off site crash standards, site crash standards and the pedestrian safety. Their cars comes equipped with ABS; driver and passenger side airbags, cameras and many other safety features. Most of the cars are built on Heartect platform their 5<sup>th</sup> generation platform with core focus on safety. He also informed that Maruti Suzuki has set up a network of world class driver Training institutes and Road Safety Knowledge Centres. He also spoke about the Pehnikya campaign, which focused on wearing of seat belts and helmets.

Explaining about Avery Dennison role in road safety, Mr. Amandeep Singh mentioned that they offer reflective solutions in traffic and highway safety, vehicle safety, work zone safety as well as traffic signs (the blue and green), which are mandatory precautionary signs usually seen on gantries of the highways. Besides this, Avery Dennison also offers conspicuity tapes for

commercial vehicles, reflective films for emergency vehicles, work zone signs, permanent signs, retro reflective sheeting, raised pavement markers, high visibility reflective jacketsetc. In terms of road safety, he emphasized the role of road signs and markings and their long shelf life for ensuring safety. He also spoke about Traffic sign specifications in India and the required standards. He showcased the right method of testing of reflectivity of the traffic devices.

Ms. Parul Kumar focused on safe road behavior. She focused on the most vulnerable part of the society, the children. She expressed that once the city is safe for the children, it is safe for everyone. She shared with all as to what makes a city child friendly – Accessible green space, Low speed zone, safe school zones, safe walking / cycling infrastructure, car free streets, theme air zones. She stressed on the importance of keeping the children in mind while designing a road infrastructure.

Mr. Arun Lakshman promoted the concept of social discipline and creating a social environment. Summing up the Indian road safety scenario,he felt that there was a great need to enforce and educate the masses consistently. He opined that with strict enforcement like in Singapore, when implemented in India, 80% of the licenses would be cancelled on the first day and more than 40% vehicles can go off the road. He emphasized that road safety education should focus on learning. He also talked about structured driving training which is all about skill, knowledge and attitude.

### **Conclusion**

From the Panel Discussions, it emerged that the international best practices, success stories, etc., can become a reality in India only if the concept is approached as a shared responsibility. As is being increasingly felt and also being voiced, Road Safety is not the responsibility of a select few but of each and every citizen of the country. Road Safety is a social cause and it is time that it is pursued with this intent, understanding and acceptance.