



# WEBINAR SERIES

**ROAD SAFETY EDUCATION & AWARENESS –  
A COMPREHENSIVE APPROACH**



**IRF-India Chapter warmly invites you to the 2<sup>nd</sup> Webinar on  
"Awareness around Vulnerable Road Users (VRUs) :  
Biggest Lever for Enhancing Road Safety"  
on Thursday, 20<sup>th</sup> October 2022 at 15:30 (hrs) IST**

# Speakers



**Dr. Navdeep Asija**  
Traffic Advisor,  
Government of Punjab –  
Focused measures on VRUs



**Mr. Rajeev Kapur**  
Managing Director  
Steelbird Hi-Tech India-  
Mass scale initiatives like use of  
helmets, lane driving, reflectors,  
etc. to maximize the impact



**Dr. H.M. Naqvi**  
Chief General Manager, NHAI  
- Role of Local &  
Central Governments



**Ms. Aishwarya Raman**  
Executive Director,  
OMI Foundation  
Role of Local and Central  
Governments – A Case Study



**Dr. Ammu Gopalakrishnan**  
Specialist-Traffic Engineering  
3M India Limited  
"Road Safety Measures  
for Vulnerable Road Users"



**Mr. Pankaj Singh**  
Head, Road Safety (India),  
Holcim Group (ACC & Ambuja Cements)  
Facilitate Infrastructure for VRUs

**Session 2 : Webinar Presentation (3.50 p.m. to 6.00 p.m.)**

<b>Time</b>	<b>Topics</b>	<b>Moderator / Speakers</b>
3.50 p.m.	Introduction of the Experts and Webinar Theme by the Moderator	Prof. P.K. Sikdar
4.00 p.m. <b>1</b>	Focused measures on VRUs	Mr. Navdeep Asija
4.10 p.m. <b>2</b>	Mass scale initiatives like use of helmets, lane driving, reflectors etc. to maximize impact	Mr. Rajeev Kapur
4.20 p.m. <b>3</b>	Role of Local and Central Governments	Dr. H.M. Naqvi
4.30 p.m. <b>4</b>	Role of Local and Central Governments – A Case Study	Ms. Aishwarya Raman
4.40 p.m. <b>5</b>	Road Safety Measures for Vulnerable Road Users	Dr. Ammu Gopalakrishnan
4.50 p.m. <b>6</b>	Facilitate Infrastructure for VRUs	Mr. Pankaj Singh
5.00–5.30 p.m.	Panel Discussion	
5.30 p.m.	Q&A	
5.50 p.m.	Summing Up	
5.58 p.m.	Closing Remarks	Mr. K.K. Kapila

# Why we need to be concerned about VRUs ?

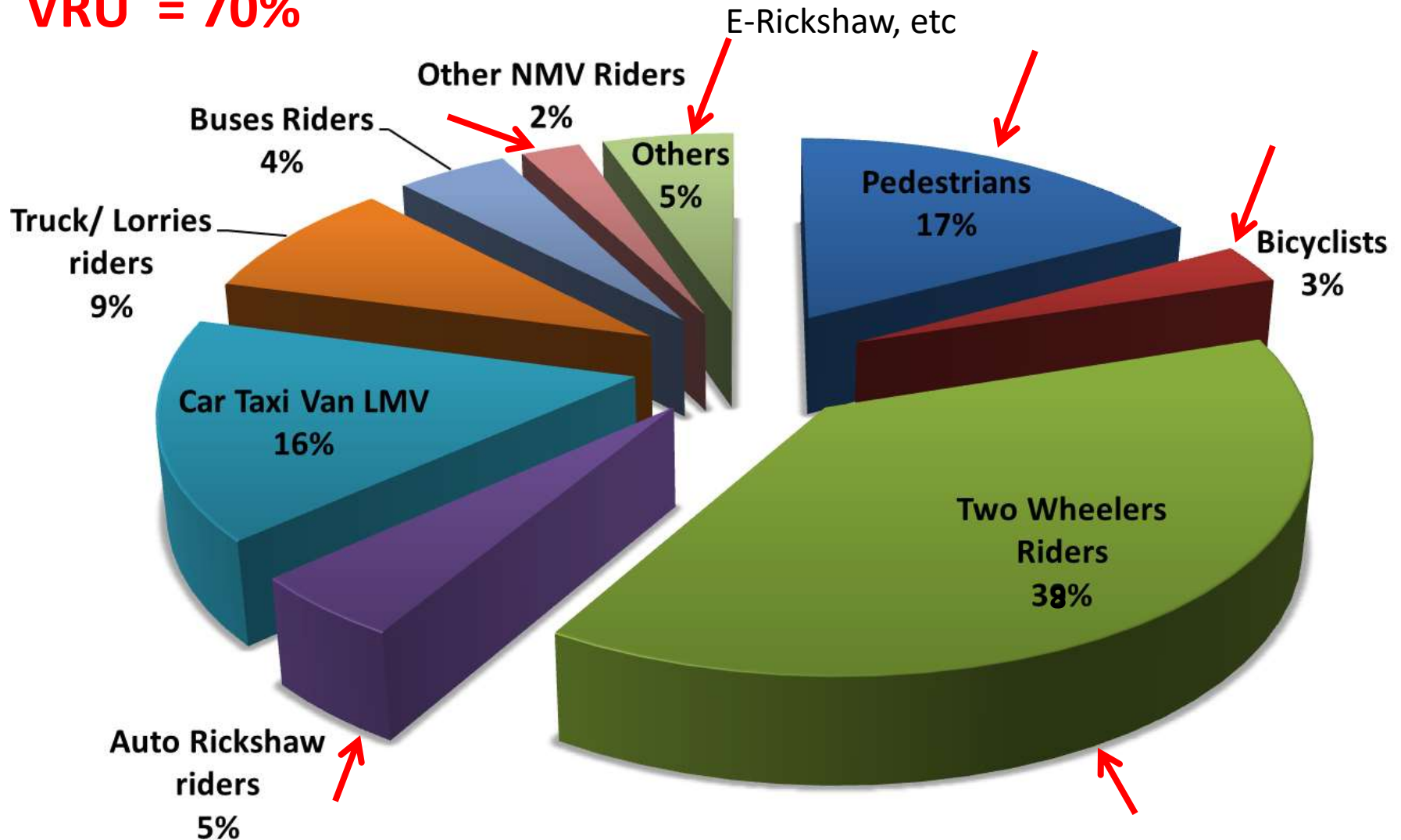
## Who are VRUs ?

- Pedestrian
- Bicycle
- Other non-motorised modes (Cycle Rickshaw, Animal Cart, etc)
- Auto Rickshaw
- E-Rickshaw
- Motorised Two-wheelers

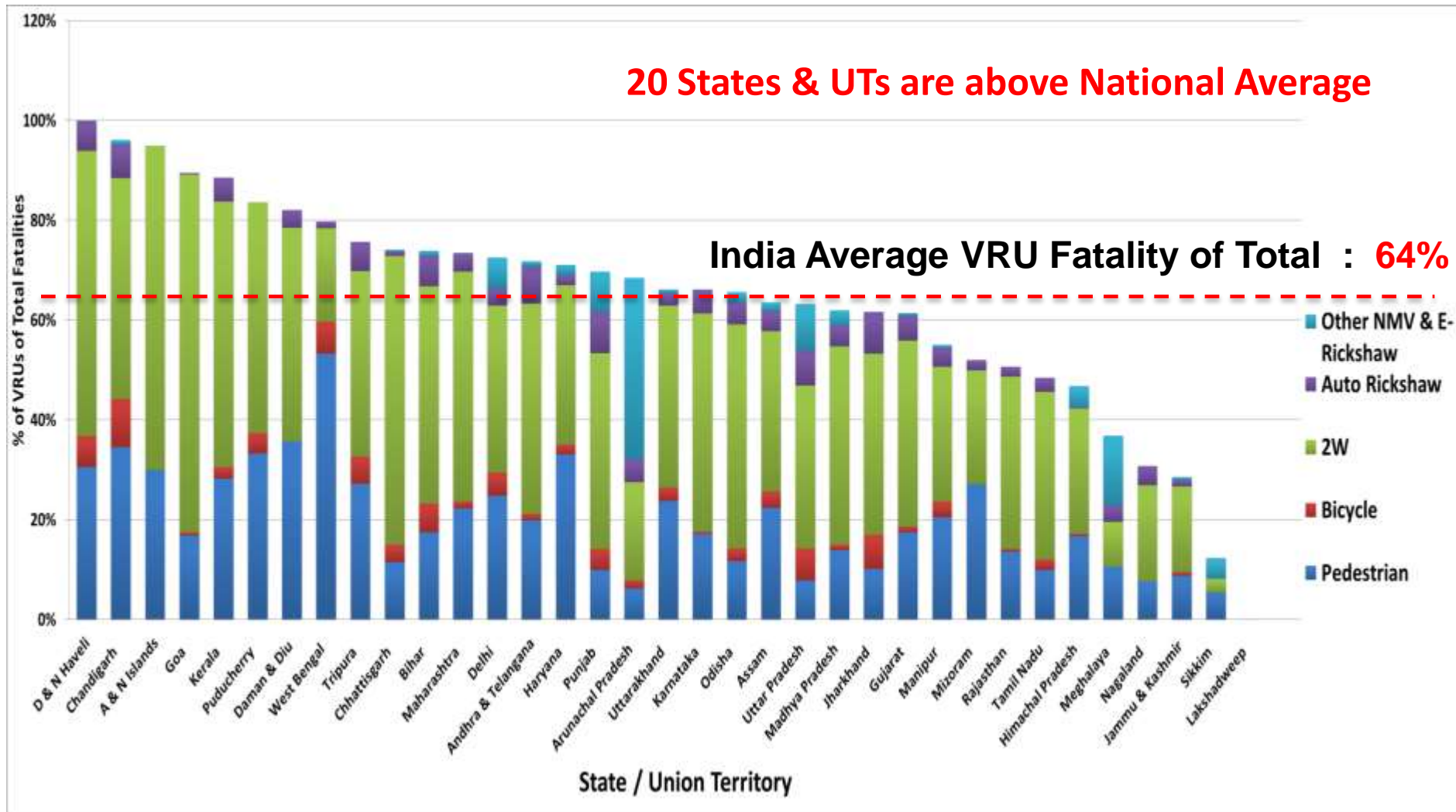
# Road Fatality in India - 2019

By Types of Road User

**VRU = 70%**



# VRUs in Total Road Fatalities in State & UTs, 2019



# ROAD ACCIDENTS IN INDIA 2020



GOVERNMENT OF INDIA  
MINISTRY OF ROAD TRANSPORT & HIGHWAYS  
TRANSPORT RESEARCH WING  
IDA BUILDING, JAMNAGAR HOUSE,  
SHAHJAHAN ROAD, NEW DELHI-110011  
[www.morth.nic.in](http://www.morth.nic.in)

Available since  
March 2022

**Table 1.1: Major Parameters of Road Accidents- 2020 vis-à-vis 2019**

Parameter	2019	2020	% Change
Number of Accidents	4,49,002	3,66,138	-18.5
Number of Persons killed	1,51,113	1,31,714	-12.8
Number of Injury	4,51,361	3,48,279	-22.8
Accident Severity (Persons killed per 100 accidents)	33.7	36.0	

**Serious issue –  
serious lack of  
forgiving roads**



**Table 1.6: Number of Accidents and Persons Killed Classified by the type of Impacting Vehicles (Crime Vehicle)**

Crime vehicles	2019		2020		% Change in 2020 over 2019	
	Accidents	Killed	Accidents	Killed	Accidents	Killed
Pedestrian	59,929 (13.3)	25,858 (17.1)	57,763 (15.8)	23,477 (17.8)	-3.6	-9.2
Bicycles	9,400 (2.1)	4,196 (2.8)	9,661 (2.6)	4,276 (3.2)	2.8	1.9
Two-wheelers*	167,184 (37.2)	56,136 (37.1)	158,964 (43.7)	56,873 (43.2)	-4.9	1.3
Auto-Rickshaws	25,714 (5.7)	6,655 (4.4)	17,475 (4.8)	5,034 (3.8)	-32.0	-24.4
Cars, Taxis, Vans & LMVs	92,196 (20.5)	23,900 (15.8)	60,986 (16.7)	17,873 (13.6)	-33.9	-25.2
Trucks/Lorries	37,078 (8.3)	13,532 (9.0)	26,130 (7.1)	9,913 (7.5)	-29.5	-16.7
Buses	22,887 (5.1)	6,529 (4.3)	9,739 (2.7)	2,040 (2.3)	-55.4	-21.1
Other Motor Vehicles (including e-rickshaw)	6,799 (1.5)	3,065 (2.0)	4,891 (1.3)	1,360 (1.0)	-28.1	-23.0
Others (Animals drawn vehicle, cycle rickshaws, hand carts, & other persons)	27,815 (6.2)	11,242 (7.4)	20,529 (5.6)	8,869 (6.7)	-26.2	-21.1
<b>Total</b>	<b>449,002</b>	<b>151,113</b>	<b>366,138</b>	<b>131,714</b>	<b>-18.5</b>	<b>-12.8</b>

**Proportion of VRU has increased in spite of reduced Number of Accidents**

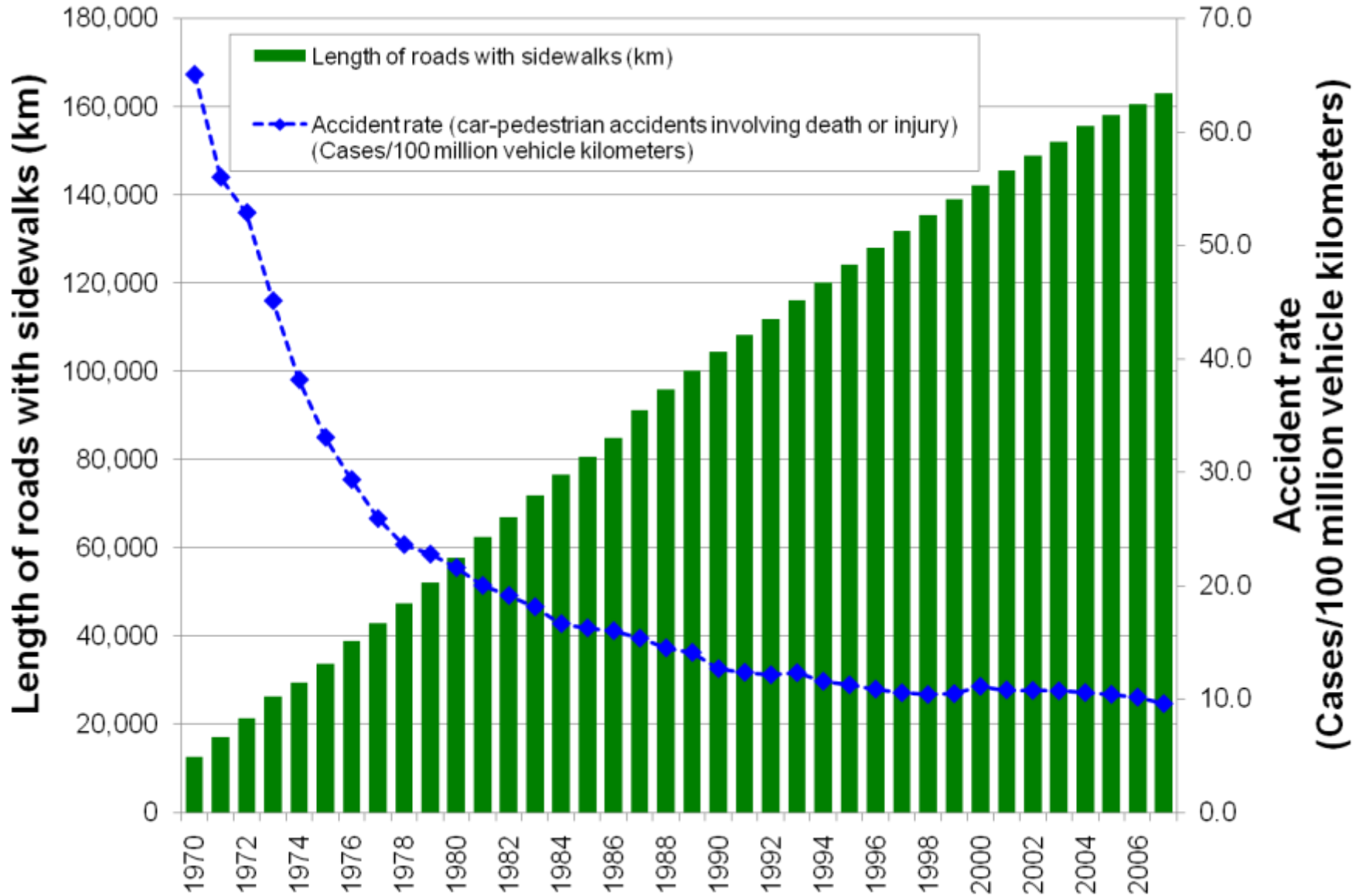
**Alarming**

Figures in parentheses are the percentage shares in the total of respective columns

\* Two wheelers include motor cycles, scooters, mopeds & scooty

Source: Road Accidents in India 2020, MoRTH, GoI

# One Example of Road Safety Measures (Japan)







# Markings & Signs



Well Marked Junction with Proper Road Markings to assist Drivers and thus Enhances Safety of NMT as well

# Tactile ground surface indicators











# Pedestrians required to cross wide roads



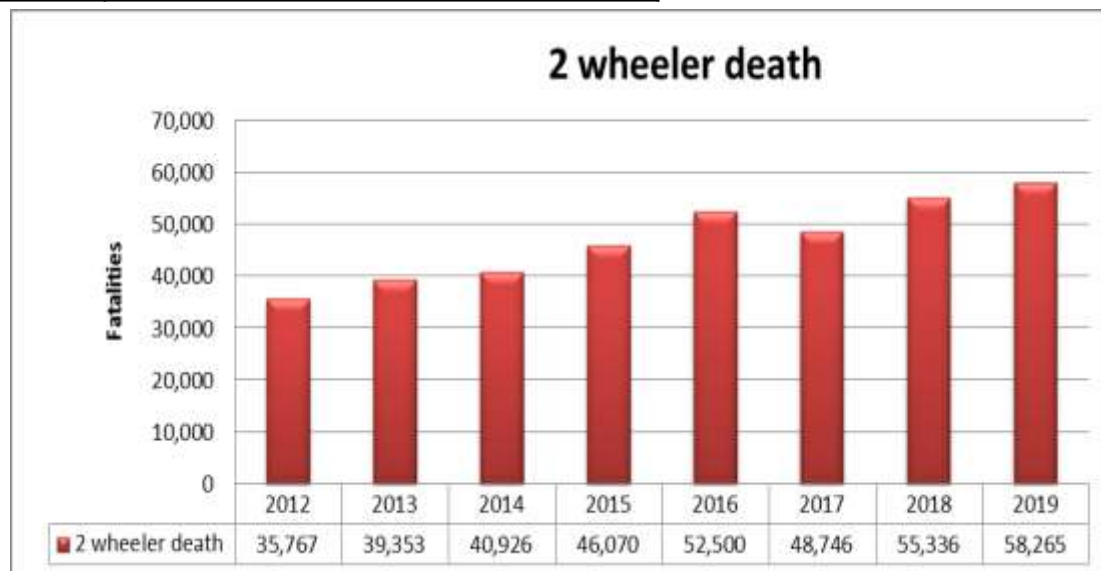




भूमिगत पैदल पथ का प्रयोग करें  
को विवरण देखें। पैदल यात्रियों को सुरक्षा  
भूमिगत पथ का प्रयोग करें

# Road Accident Deaths to Two-Wheeler Riders

Road Accident Deaths to Two-Wheeler Riders		
Year	2-Wh Road Deaths	% share of total road deaths
2012	35,767	25.9
2013	39,353	28.6
2014	40,926	29.3
2015	46,070	31.5
2016	52,500	35.4
2017	48,746	32.9
2018	55,336	36.54
2019	58,265	38.55



Source: Ministry of Road Transport and Highways, India, 2019

# Two-Wheelers forcibly take footpath



# Why Should Boys have All the FUN?







*Thank You*