



WEBINAR SERIES

ROAD SAFETY EDUCATION & AWARENESS – A COMPREHENSIVE APPROACH



3rd Webinar

Role of Stakeholders in Creating Awareness for Road Safety
on Wednesday, 7th December 2022 at 15:30 (hrs) IST

Sensitizing Stakeholders for Safety of VRUs



Prof. P. K. Sikdar
Advisor, IRF (India Chapter)
President, ICT Pvt. Ltd.
(pksikdar@ictonline.com)

Who are VRUs ?

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

They are vulnerable, because they do not have a steel or fibre-glass shield around them when they are using the road

**Why we need to be
concerned about VRUs ?**

A wide junction without channelization





Pedestrians required to cross wide roads



Consequence of lack
of concern for VRUs

Road Fatality in India - 2019

By Types of Road User

VRU = 70%

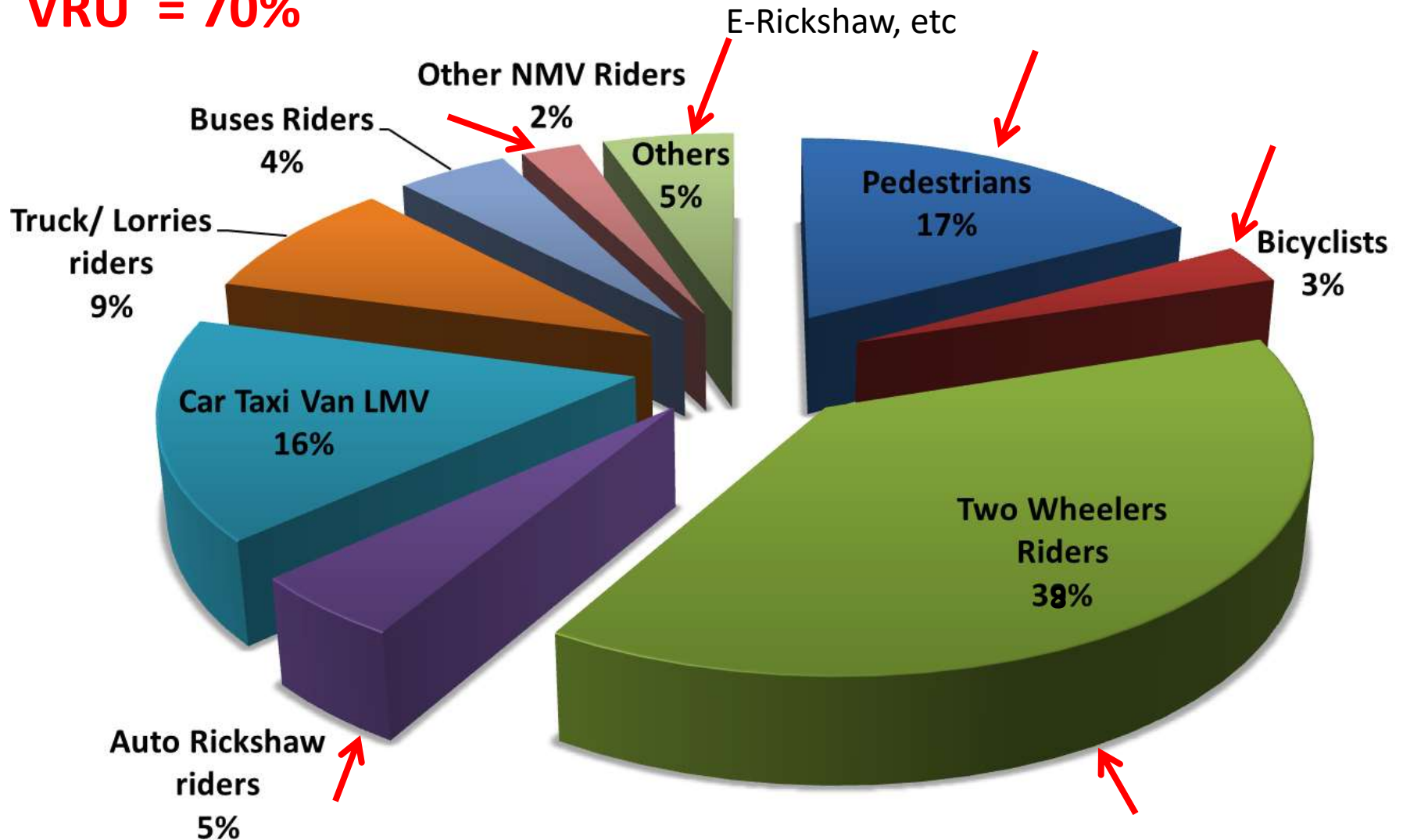


Table 1.6: Number of Accidents and Persons Killed Classified by the type of Impacting Vehicles (Crime Vehicle)

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
Total	449,002	151,113	366,138	131,714	-18.5	-12.8

Alarming

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

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

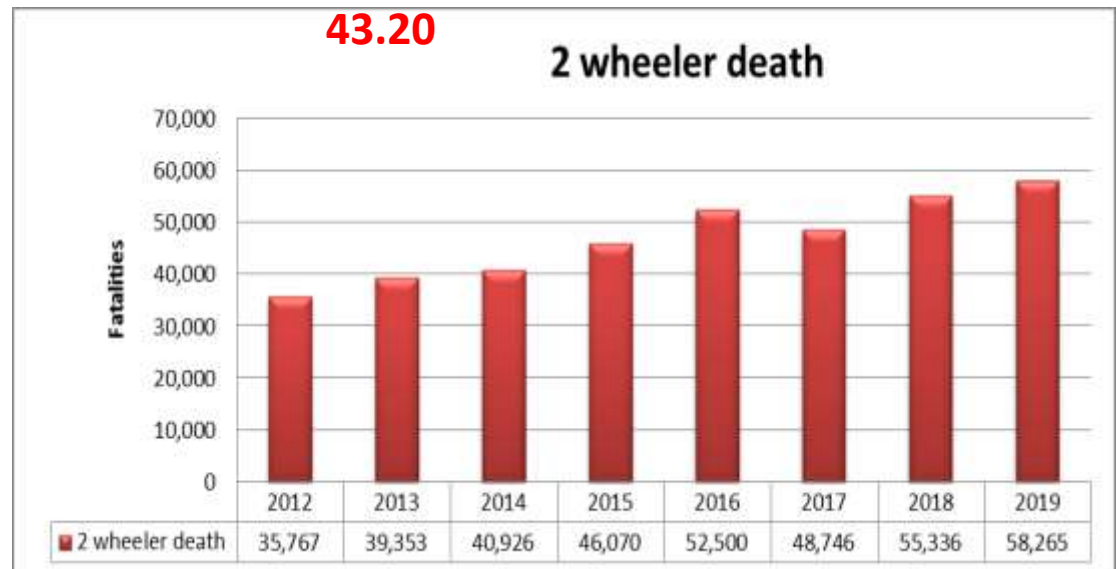
Road Accident Deaths to Two-Wheeler Riders

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

2020

56,873

43.20



Two-Wheelers forcibly take footpath



Why Should Boys have All the FUN?







GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

Calls for action on:



Multimodal transport
& land-use planning



Safe road
infrastructure



Safe vehicles



Safe road use



Post-crash response



Elevated Non-Motorised Traffic Rotary in China



**Elevated
Pedestrian
Traffic
Rotary in
China**





Tactile ground surface indicators





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

In Conclusion

- Who is to be sensitized ?
- No doubt, the road users (VRUs) need to be sensitized – once, twice, ... again and again – **But that alone will not solve the problem;**
- There is an equally important task of sensitizing or actually building capacity in the planners, designers, policy makers for complete change in their planning/design skills in favour of VRUs;

In Conclusion

- The outlook of the Road Authorities and ULBs towards planning & design of road infrastructures must be changed;
- National standards for planning, design & implementation of facilities for VRUs be strictly followed; and new ones to be developed for enhancing safety of VRUs;
- Enforcement of road traffic rules be uniform for all modes including VRUs;
- Enforcement skills and capacity need to be enhanced using technologies.

Everyone must be safe on road...



Thank You

pksikdar@ictonline.com

Tel: 98109 14051, 92058 21131