



International Road Federation  
Fédération Routière Internationale  
Federación Internacional de Carreteras

# NEWSLETTER

## From Editor's Desk



At the outset I extend a very happy & healthy New Year 2024. It is my honour to present this editorial as the Editor of the IRF-IC's digital newsletter edition Jan. 2024 (Vol-2, Issue-2). As we delve into the heart of this newsletter, we are pleased to bring to your kind attention the impactful road safety activities spear-

headed by the International Road Federation - India Chapter (IRF-IC) in the Road Safety Month in January 2024. In line with our commitment to fostering safer roads and communities, IRF-IC is actively engaged in a series of initiatives that not only highlight the significance of road safety but also actively contribute to creating a safer environment for all.

IRF-IC is undertaking comprehensive First Aid Trauma Care Training programme for the drivers of Maruti Suzuki (IDTRs). Recognizing drivers as crucial first responders in emergency situations, IRF-IC is equipping them with the skills and knowledge needed to act swiftly and effectively in unforeseen circumstances, potentially saving lives on our roads.

Furthermore, IRF-IC has taken a pioneering step in the direction of making Jodhpur a 'Fatality Free City.' This initiative seeks to bring together stakeholders, authorities and the community to collectively work towards eradicating fatalities on the roads of Jodhpur. It's a bold stride towards a future where every journey concludes safely. We will strive to bring updates on these initiatives regularly.

As part of our ongoing commitment to innovation, IRF-IC is dedicated to bringing forth more inventive solutions to enhance road safety. We believe in staying at the forefront of technological advancements and strategic planning to create an ecosystem where road safety is not just a priority but a way of life.

In the spirit of effective communication, IRF-IC is also conveying in this newsletter crucial road safety messages through pictorial representations. These visuals aim to transcend language barriers and convey the essence of responsible road behavior through powerful imagery.

As we progress through the Road Safety Month, let us remember that each one of us plays a vital role in creating a safer world on the roads. Together, let's drive change and make every journey a secure and pleasant experience for everyone.

**Somenath Ghosh**  
IT Advisor, IRF-IC

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## IRF Mission

To promote the development of roads and road networks that enable sustainable access and mobility for all.

## IRF Vision

A world of safe, sustainable, and efficient roads and road networks.

## IRF Values

Commitment to safe, smart and sustainable roads.



## From Founder President's Desk



**K. K. Kapila**

President (Emeritus), IRF Geneva &  
Founder President, IRF India Chapter

I am delighted to connect with you as we stride into a new year filled with purpose and promise. Our collective journey towards enhancing road safety, advancing technologies and fostering innovation is gaining momentum on the global stage. The International Road Federation-India Chapter (IRF-IC) remains at the forefront of this movement, actively engaging with international partners to exchange ideas and methodologies that contribute to safer road networks worldwide.

At the heart of our mission is the vision to make Jodhpur the world's first city free from road accident fatalities—a bold and inspiring pursuit aligned with the Vision Zero concept. Our flagship programme, the 5E initiative, encompasses a comprehensive approach through Engineering of Roads, Engineering of Vehicles & Policy Advocacy, Education & Mass Awareness, Enforcement and Emergency Response. This programme aims to instill a culture of safety that goes beyond preventing accidents to creating an environment where accidents simply do not occur.

In an effort to address the profound impact of road accidents on families, we are proud to announce a groundbreaking collaboration with the Ministry of Social Justice and Welfare. Together, we are developing a programme to provide 3-6 months of training to the families of road accident victims, empowering them with skills in mechanics, electrician work, masonry etc. This initiative is not just about livelihoods; it is a testament to our commitment to rebuilding lives and fostering resilience within our communities. We are committed to assist 1000 families who have lost their sole bread winner in a road traffic accident.

As we embark on these ambitious endeavors, your unwavering support becomes the bedrock of our success. Together, we have the power to make a lasting impact—creating safer roads, empowering families and setting the stage for a future where every journey is a secure one.

Thank you for your continued dedication and support.

## From President's Desk



**Lt. Gen. Harpal Singh (Retd.)**

Former E-in-C, Indian Armed Forces  
President, IRF India Chapter

It is with great pleasure and a sense of accomplishment that I share with you the latest developments within the International Road Federation-India Chapter (IRF-IC). As we step into a new year filled with aspirations, I am pleased to highlight the significant strides made in the year 2023.

In particular, I am pleased to announce the final launch of the School Zone Safety initiative in the month of January, 2024. This initiative holds paramount importance in ensuring the safety of our young citizens as they commute to and from school. Recognizing the unique challenges surrounding school zones, we are committed to conducting safety audits in 1.5 lakhs Government Secondary Schools across the nation by the end of 2024 in the first phase to be completed.

As part of the Road Safety promotion, IRF-IC launched the lecture series in May 2023 on various topics related to road safety. This series serves as a platform for knowledge dissemination and awareness-building. In addition, we actively engaged in providing road safety education and sensitization programmes to the Indian Armed Forces namely the Indian Army & Air force. By fostering a culture of responsibility and knowledge-sharing, we believe we can contribute to a safer road environment for all.

It is disheartening to note that despite substantial efforts, India has witnessed a 10% increase in road fatalities, in stark contrast to the global trend of a 5% decrease. This calls for a critical examination of our strategies and a renewed focus on leveraging technologies and sustainable efforts. We acknowledge the need for innovative technology solutions and are committed to implementing measures that can bring about a tangible reduction in road fatalities.

As we confront these challenges head-on, we recognize that it is only through collaborative efforts and the collective commitment of our members that we can achieve lasting change. Your support has been instrumental in our endeavors and we invite you to join us in this crucial mission to make our roads safer, reduce fatalities and build a sustainable future.



# Recent Activities of IRF-IC

## Jodhpur Initiative

We are pleased to share a significant update on our ambitious initiative to make Jodhpur the world's first accident fatality free city. In a remarkable collaboration between the International Road Federation-India Chapter (IRF-IC) and MBM University, Jodhpur, we are working together to make Jodhpur a beacon of safety, not just in India, but globally.

In the initial phase, we have identified 29 junctions in the city for rectification and redesign—a crucial step toward achieving our goal. Our dedicated team is actively conducting topography and traffic movement count surveys at these junctions. As part of our comprehensive approach, we are also in the process of installing Advanced Traffic Management Systems (ATMS) throughout the entire city.

As of now, 12 out of the 29 identified junctions have undergone topography surveys with the remaining junctions scheduled for completion in the first half of February 2024.

Simultaneously, our teams are diligently conducting traffic movement count surveys at all 29 junctions with an anticipated completion date by February 2024. This will provide invaluable insights into the traffic dynamics of these key intersections, guiding our efforts to implement effective measures for enhanced safety.

This initiative stands as a testament to the transformative power of collaborative efforts. Your support and engagement are instrumental in propelling us toward our vision of making Jodhpur a global exemplar in road safety. Together, we are shaping a future where accidents are not just reduced but eradicated.



Looking ahead, our second phase will focus on identifying stretches in the periphery of the city where fatalities are more prevalent. A detailed safety audit and corrections will be carried out on these stretches, further fortifying our commitment to creating a safer environment for all residents.

Thank you for your continued support on this monumental journey.

## Maruti Suzuki IDTRs

We are delighted to shed light on the Maruti Suzuki Institute of Driving and Traffic Research (IDTR), a cutting-edge driving training facility established under the auspices of the Ministry of Road Transport & Highways, India. This state-of-the-art institute plays a pivotal role in shaping skilled and responsible drivers, contributing to the overall enhancement of road safety.



International Road Federation-India Chapter (IRF-IC) is undertaking comprehensive First Aid Trauma Care Training programme to the drivers of Maruti Suzuki (IDTRs). This initiative is designed to empower the drivers associated with Maruti Suzuki IDTR with essential first aid skills.

The training will cover both traumatic and non-traumatic interventions, ensuring that drivers are well-prepared to respond effectively in emergency situations.


Under the expert supervision of doctors from the AIIMS-JPN Apex Centre, the training session encompasses critical interventions such as CPR (Cardiopulmonary Resuscitation), splinting, heimlich maneuver, burn management, addressing drowning, snake & dog bites and other vital aspects of first aid.

IRF-IC is committed to train a total of 5000 drivers across Delhi, Haryana and Aurangabad (Bihar). This collaborative effort aims to instill a culture of safety and preparedness among drivers, fostering a safer road environment for all.

Our sincere appreciation goes to Maruti Suzuki (IDTR) for their enthusiastic participation in this endeavor, aligning with the shared vision of prioritizing road safety. Together, with our collective efforts, we aspire to make a lasting impact on the safety landscape of these regions.

Stay tuned for more updates on this initiative and other impactful projects that contribute to the promotion of road safety and responsible driving.



**Be a Good Citizen - Help accident victims to reach hospital in Golden Hour**  
Initiative by  IRF (India Chapter)

## IRF-IC Advocacy Efforts and Pre-Budget Submission

Drawing insights from our extensive membership and advocacy efforts, the International Road Federation's India Chapter (IRF-IC) presents a comprehensive set of recommendations for inclusion in the upcoming budget, aimed at significantly enhancing road safety. Firstly, we propose the elimination of GST on helmet purchases, given that in 2022, nearly one-third of recorded road traffic fatalities were attributed to non-wearing of helmets. The current 18% GST on helmets impedes their widespread adoption and exempting this tax is seen as a positive step that would showcase the Government's commitment to road safety and motivate the public.

Additionally, we advocate for the removal of GST and Import Duty on Retro Reflective Tapes used in road signage. These tapes, enhancing visibility during dark hours, play a crucial role in improving road safety. Considering the relatively small size of the Reflective tape industry, the impact on overall revenues would be minimal and the potential lives saved far outweigh the economic impact.

Furthermore, IRF-IC recommends a subsidy in insurance premiums for the installation of Advanced Driver Assistance Systems (ADAS) in vehicles. Recognizing the proven effectiveness of ADAS in reducing accidents and fatalities, we propose making it mandatory for all 4-wheeled vehicles. While initially perceived as a higher cost, a subsidy of Rs 10,000-15,000 in the insurance premium can offset concerns, leading to nil financial

impact on the budget and users' pockets. This strategic move not only aligns with cost-effective macroeconomics but also contributes significantly to reducing accidents and boosting GDP by addressing non-productive expenditures on medical and vehicle insurance.

(Production - Linked Incentive) umbrella. Recognizing the need for next-generation, technology-driven solutions, these measures will stimulate private participation and contribute to fundamental changes in the road safety landscape.



Moreover, IRF-IC suggests exempting GST on seatbelts, airbags and traffic management-related items to reinforce the Government's commitment to road safety and foster a positive public perception. Finally, we propose encouraging start-ups in the road safety domain by providing a 5-year tax holiday and bringing manufacturing of road safety and traffic management under the PLI

In conclusion, these recommendations collectively address critical aspects of road safety, reflecting our commitment to creating safer roads and reducing preventable road traffic accidents. We trust that under Mr. K.K Kapila's discerning leadership it will give due consideration to these suggestions for inclusion in the upcoming budget, fostering positive developments in the field of road safety through collaborative efforts.



**Helmet is for your own SAFETY!**

DO NOT TAKE CHANCE - PROTECT PILLION RIDER ALSO

Initiative by IRF (India Chapter)

# 35th Road Safety Month Celebrations

## 1. CII National Conclave on Road Safety

A pivotal event was held on 16th Jan. 2024 in New Delhi, bringing together key stakeholders to discuss and strategize solutions for enhancing road safety. The conclave featured distinguished speakers who provided valuable insights into various facets of road safety and infrastructure development. A dedicated session on Road Safety: Infrastructure, Road Design & Construction was a part of the deliberations briefly summarized as under:

### Keynote Address by Mr. K.K. Kapila:

Mr. K.K. Kapila, President Emeritus of the International Road Federation and Chairman of ICT Consultants, delivered a keynote address that laid the foundation for the conclave discussions. Mr. Kapila highlighted the importance of adopting a comprehensive approach to road safety, emphasizing the 5E framework - Engineering of roads, Engineering of Vehicles & Policy Interventions, Education & Mass Awareness, Enforcement and Emergency Response. His address set the tone for the conclave, urging participants to consider a holistic strategy in addressing the challenges faced on our roads.



### Speaker Highlights:

- Mr. Arghya Chattopadhyaya (Vice President and Head Roads & Runways Business, L&T): Mr. Chattopadhyaya shared valuable insights into innovative approaches in road construction. His extensive experience in the industry provided a practical perspective on how advancements in construction methodologies can contribute to safer and more durable road infrastructure.
- Mr. Pawan Kumar Singh (Director - Transportation & Electronics Business Group, 3M): Mr. Singh contributed by discussing the intersection of transportation and electronics. His presentation shed light on leveraging technology to enhance road safety, providing a glimpse into how cutting-edge solutions can play a pivotal role in shaping the future of road infrastructure.
- Guest of Honour: Shri PVSS Ravi Prasad (Director General– Roads & Special Secretary, MoRTH, GoI): Shri Ravi Prasad added a significant Government perspective to the discussions. He shared insights into the initiatives undertaken by the Ministry of Road Transport and Highways, aligning government efforts with the overarching goal of ensuring safer roads.
- Mr. Jagannarayan from CRISIL contributed to the discussion by shedding light on the importance of capacity building in the context of road safety. His insights emphasized the need for developing the skills and capabilities necessary for effective road safety management.

## Remarks by Session Chair: Mr. Neeraj Sanghi (CEO, Highway Concessions):

Mr. Neeraj Sanghi, in his role as the Session Chair, provided valuable remarks and guidance throughout the conclave. His leadership ensured that the sessions were conducted efficiently, fostering an environment conducive to rich discussions and collaborative problem-solving.

The conclave served as a platform for meaningful dialogue, collaborative insights and a shared commitment to advancing road safety. The diverse perspectives presented by the speakers and participants contributed to a comprehensive understanding of the challenges and opportunities in road infrastructure and safety.

The collective efforts of all participants at the conclave are instrumental in shaping a safer and more resilient future for our road networks.



## 2. IRF-IC and PVR INOX Event on Safer & Sustainable Mobility under Road Safety

International Road Federation – India Chapter (IRF-IC) joined hands with PVR Inox, the largest and the most premium cinema exhibitor in India under “IRF-IC’s Coalition of Public Private Partners in Road Safety” to collaborate and work together to promote and improve road safety scenario in the country.

The first event themed “Safer & Sustainable Mobility” was held on 19th January 2024 showcased the Road Safety Anthem and a short film titled Rehana. Rehana produced by IRF IC is based on the theme of being a good Samaritan and providing first aid besides quickly shifting the accident victim to the hospital instead of making video of the victims. Rehana is being shown in 1700 PVR Screen across the country from 19th to 25th January in a massive road safety campaign.

Besides this, about 150 employees of PVR Cinemas and a number of School Children were also provided road safety training by Prabhaav Learnings, a Coalition Partner of IRF-IC. The training module titled “Road Safety – My Safety” comprises a checklist to keep safe from accidents for Pedestrians, 2-Wheeler Users, 4-Wheeler Users, Understanding Road Signs, actions to take in case of Accident and lifesavers to avoid accidents.



Stay tuned for more updates on this Coalition for Road Safety to foster a safer and more responsible road culture in the country.



### 3. IRF-IC Conference on “Vision Zero : Targeting Road Safety by 5Es with Innovative Technologies

January 24, 2024 @ Hotel Claridges, New Delhi

IRF India Chapter organized a Conference titled “Vision Zero : Targeting Road Safety by 5Es with Innovative Technologies” on 24th January 2024 from 02:30 pm – 07:30 pm as part of the Observance of Road Safety Month 2024. The Conference was supported by the Ministry of Road Transport & Highways and Sponsored by Maruti Suzuki India Ltd.

The Conference was graced by the Hon'ble Minister, MoRT&H, Shri. Nitin J. Gadkari Ji, Shri. Anurag Jain, IAS, Secretary (RT&H), Shri. Sudhendju J. Sinha, Advisor, Niti Aayog and distinguished Speakers from the Government and the Industry. The Conference was divided into:-

- Inaugural Session
- Technical Session – 1
- Technical Session – 2
- Session with the Chief Guest, Hon'ble Minister, MoRT&H

Key highlights of the event are as under:-

At the Inaugural session, IRF president emeritus K K Kapila said promoting a safe transportation system required a holistic approach including engineering of roads, engineering of vehicles, enforcement, education and emergency care.

In his Keynote Address at the Inaugural Session, Mr. Anurag Jain, IAS, Secretary, MoRT&H said road safety audit of all national highways (NHs) in the country will be achieved soon and the ministry plans to launch zero complaint for road maintenance, making all highways fully maintained by the authorities concerned. He further said about 4,000 black spots have been rectified in the last three years. "At present, more than 9,000 black spots have been identified...The ministry has set a challenging target of March 2025 to rectify all black spots in the country," he said. The linked authorities will be held responsible for pot holes and poor maintenance of roads soon and make them accountable, he added. He informed that across the nation very soon, MoRTH plans to introduce cashless medical treatment for all injured accident victims.





In his address, the Hon'ble Minister (RT&H) informed that the Ministry will soon be adopting qualitative tendering process instead of least cost bidding process to bring in quality and road safety in various projects as qualitative tendering will help incorporating safer road safety features in designs keeping in mind the behavior of the road users. He mentioned that "there have been several cases where officers in the Ministry have down away with safety features in highway projects to bring down costs and in the name of making them financially viable. Road engineering is the biggest culprit for increasing road accidents in the country. Recently road safety audit was done of seven roads in the country about 57 engineering shortcomings were found on Pune-Mumbai expressway alone and 25-28 percent engineering defects on other roads. After rectification of 57 faults on Pune-Mumbai expressway the accident rate has almost come down to zero" said Mr. Gadkari.



**BE A GOOD CITIZEN - DRIVE IN YOUR LANE**

Initiative by IRF (India Chapter)

# 28% increase in road deaths among people aged under 18



**TROUBLING REALITY:** The government maintains that socio-economic cost of road crashes in India account for 3% of the GDP as it loses a large number of youngsters and working professionals each year

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**New Delhi:** The number of minors killed in road crashes last year increased by 28% while those in the age group of 18-45 years remained the worst hit in such accidents, accounting for more than two-third of the total 1.88 lakh fatalities in 2022.

As per the report on road crashes released by the Union transport ministry on Tuesday, the number of minors (below 18 years) killed increased to 9,528, 6% of all road fatalities in 2022, compared to 7,764 in 2021.

While the government has put in place several regulations for safety of minors, there is a need to make them aware of the risks on road. Even the World Health Organisation has categorised road crashes as the leading cause

of death among youths and kids," said K K Kapila, road safety activist and former president of Geneva-based International Road Federation. "The data collated from all states and UTs also show that people in their most productive age were the biggest victims of road crashes with around 1.12 lakh deaths. The report also said that the 'working age group of 18-64 years accounted for 83.4% of total road accident deaths'."

The government has maintained that the socio-economic cost of road crashes in India cost around 3% of the country's GDP as it loses large number of young and working persons every year. Union road transport minister Nitin Gadkari has called it as "one of the biggest national losses" while urging people to contribute to make roads safer.

## IRF expresses concern at increasing number of road accident deaths as per latest data



IRF President Emeritus K.K. Kapila speaking at a podium during a lecture on 'Role of ITS in Road Safety'.

International Road Federation (IRF) has expressed its concern over the increasing number of road accident deaths in India, as per the latest data. IRF President Emeritus K.K. Kapila, while speaking at a lecture on 'Role of ITS in Road Safety' in Ahmedabad, said that the number of road deaths in India has increased by 28% in 2022, with a significant rise in fatalities among minors and young adults. He stressed the need for intelligent transportation systems (ITS) to address these challenges and improve road safety.

## EXPERTS STRESS ON INTELLIGENT TRANSPORTATION SYSTEMS FOR BETTER MANAGEMENT



Ahmedabad, Road safety experts in the country have stressed on the need for urgent implementation of an Intelligent Transport System (ITS) in India, one of the developing countries with a road accidents due to ever-

growing congestion. Transportation is globally important to optimize the existing transport and improve systems in efficiency, quality, safety. The fast-growing field of intelligent transport systems (ITS) spans from freight and traffic to in-vehicle driver alert." Said Mr Bhanot, Chairman, Transportation Engineering Department, while speaking at a lecture on "Role of ITS in road safety" organised by International Road Federation -India Chapter (IRF-IC). "ITS is a method of improving road safety by providing drivers with real-time information about road conditions, thereby improving the reliability and safety of the road network during the journey. All necessary information related to traffic, unfortunate accidents, slope failures, soil conditions, and more is provided to drivers in real time before they begin their journey through a specific route - this not only improves safety measures but also reduces costs and saves time."

## ROAD SAFETY EXPERTS STRESS ON INTELLIGENT TRANSPORTATION SYSTEMS (ITS) FOR BETTER MANAGEMENT OF TRAFFIC AND ENHANCING SAFE MOBILITY IN THE COUNTRY

**New Delhi, Focus News:** Road safety experts in the country have stressed on the need for urgent implementation of an Intelligent Transport System (ITS) in India, one of the developing countries with a high risk of road accidents and fatalities due to ever-increasing traffic congestion. "Intelligent Transportation System (ITS) is globally proven system to optimize the utilization of existing transport infrastructure and improve transportation systems in terms of efficiency, quality, comfort and safety. The fast-growing field of intelligent transport systems (ITS) spans everything from freight transport and traffic management to in-vehicle services like driver alert." Said Mr Balraj Bhanot, Chairman, BIS, Transportation Engineering Department, while speaking at a lecture on "Role of ITS in road safety" organised by International Road Federation -India Chapter (IRF-IC). "ITS is a method of improving road safety by providing drivers with real-time information about road conditions, thereby improving the reliability and safety of the road network during the journey. All necessary information related to traffic, unfortunate accidents, slope failures, soil conditions, and more is provided to drivers in real time before they begin their journey through a specific route - this not only improves safety measures but also reduces



costs and saves time." Said Mr Bhanot. "Problems such as traffic congestion, road safety, global warming and environmental sustainability are forcing us to review our long-term plans for transport. Our aim must be to develop and improve the safety, security and effectiveness of the transportation systems where we can, building on the investments made in past decades. At the same time we must anticipate and be ready for the problems and challenges that are ahead. This is where ITS can play a vital part" said Mr Bhanot. "In India roads are the main means of transport, therefore safe and sustainable road infrastructure is vital for economic prosperity. The best way to improve road safety in the country is to use intelligent transport system technology. ITS can be crucial, especially in the winter period as initial hazard warnings can be displayed on public information websites and interactive maps and mobile applications. Hence, an intelligent transport system can play a pivotal role in keeping travelers informed about traffic conditions, which will substantially improve road safety and lead to a reduction in energy-related carbon dioxide (CO2) emissions." Said Mr K K Kapila, President Emeritus, International Road Federation (IRF) while speaking on the occasion. "Country with highest number of fatal road accidents in the world will benefit tremendously from taking a systematic approach to developing and implementing an intelligent transport system."



# IRF-IC in News Media

## Zero Road Fatality Mission in Jodhpur

GTPL | YouTube | THE NEWS BIRD | For News & Advertisement 9828084484

## Implementation of ITS to enhance road safety, traffic management: Experts

IRF President Emeritus K.K. Kapila speaking at a podium during a lecture on 'Role of ITS in Road Safety'.

## Road Safety Experts stress on ITS for better management of Traffic and Enhancing safe mobility in the Country

**New Delhi,** Road safety experts in the country have stressed on the need for urgent implementation of an Intelligent Transport System (ITS) in India, one of the developing countries with a high risk of road accidents and fatalities due to ever-increasing traffic congestion. "Intelligent Transportation System (ITS) is globally proven system to optimize the utilization of existing transport infrastructure and improve transportation systems in terms of efficiency, quality, comfort and safety. The fast-growing field of intelligent transport systems (ITS) spans everything from freight transport and traffic management to in-vehicle services like driver alert." Said Mr Balraj Bhanot, Chairman, BIS, Transportation Engineering Department, while speaking at a lecture on "Role of ITS in road safety" organised by International Road Federation -India Chapter (IRF-IC). "ITS is a method of improving road safety by providing drivers with real-time information about road conditions, thereby improving the reliability and safety of the road network during the journey. All necessary information related to traffic, unfortunate accidents, slope failures, soil conditions, and more is provided to drivers in real time before they begin their journey through a specific route - this not only improves safety measures but also reduces costs and saves time."

## IRE, PVR cinemas to promote and improve road safety in India

IRF President Emeritus K.K. Kapila speaking at a podium during a lecture on 'Role of ITS in Road Safety'.

Through educational campaigns, training programs and dissemination of information on safe driving practices, said Mr Bhanot.

"PVR INOX, the largest and the most prominent cinema exhibitor in India as part of the coalition partnership with International Road Federation (India Chapter) will launch its various initiatives to make its employees and consumers aware of the importance of road safety. Besides making road safety an integral part of its training program, a Public Service Awareness (PSA) film will be screened in its theatres across India. These initiatives form a part of its commitment of sustainable Development Goal (SDG) Target 3.6 set by the United Nations that aims to reduce global deaths and injuries from road traffic accidents by half by 2020. Said Mr Deepak Mehta, SVP, Group Content, PVR INOX speaking on the occasion.

## 08th Lecture on the topic of Role of ITS in Road Safety

We are delighted to bring you highlights from our 8th Lecture, a remarkable session held on December 18th, 2023, as part of the IRF-IC Lecture Series. The topic for this engaging discourse was the "Role of ITS in Road Safety" and we were honored to have Mr. Balraj Bhanot as our distinguished guest speaker.

Mr. Bhanot, an eminent figure in the electronics industry in India, provided invaluable insights into the industrial development of the electronics sector from its nascent stages. His expertise extends to being a key figure in the Indian Vehicular Homologation Testing & Certifying body, serving as a prime technical advisory body to the Government of India for framing automotive regulations and standards.



The lecture delved into the pivotal role of Intelligent Transportation Systems (ITS) in enhancing road safety. Mr. Bhanot illuminated the audience on the transformative impact of ITS on traffic management, vehicle safety and overall road infrastructure. He presented a comprehensive overview of how India is navigating the integration of ITS to meet its unique challenges and requirements.

Furthermore, the discussion extended beyond our borders, exploring the global landscape of ITS implementation. Mr. Bhanot emphasized the need for collaborative efforts and shared learning to inculcate best practices across the world. As we navigate the complexities of road safety, his insights served as a guiding beacon, shedding light on the role ITS plays in shaping a safer, more efficient future for roadways globally.

We extend our heartfelt gratitude to Mr. Balraj Bhanot for sharing his wealth of knowledge and expertise with us. It is through such enlightening sessions that we continue to enrich our understanding and contribute to the advancement of road safety practices.



As we reflect on the 8th Lecture, let us carry forward the inspiration and insights gained to foster positive change in our endeavors towards safer and smarter roadways.



**Don't be in Rat Race... Drive with Grace !**

Initiative by  IRF (India Chapter)

# HOW TECHNOLOGY CAN HELP REDUCE ROAD ACCIDENTS AND MEASURE DRIVER PERFORMANCE

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## 1. Introduction

One of the most serious problems that India is facing today is road accidents. It is estimated that 1.55 lakh people were killed in 2021 in road accidents, and further 4 lakh were injured. This issue is only getting worse as the road infrastructure continues to get better and number of vehicles on the roads continues to increase.

With less than 80 thousand traffic policemen for a population of more than 30 crore vehicles, it is highly impossible for government and traffic authorities to manually enforce traffic rules and put up a curb on road accidents.

## 2. What do road accidents cost India?

One of the most serious problems that India is facing today is road accidents. It is estimated that 1.55 lakh people were killed in 2021 in road accidents, and further 4 lakh were injured. This issue is only getting worse as the road infrastructure continues to get better and number of vehicles on the roads continues to increase.

With less than 80 thousand traffic policemen for a population of more than 30 crore vehicles, it is highly impossible for government and traffic authorities to manually enforce traffic rules and put up a curb on road accidents.

## 3. What are the major factors driving road accidents?

The occurrence of road crashes and fatalities are influenced by various factors such as road infrastructure, vehicle safety, driver behaviour, and emergency facilities. While policy makers, government, agencies, and OEMs are working

towards making the infrastructure and medical ecosystem better, it is reported that 80% of the road-fatalities are the victims of dangerous driving or human-error. It is estimated that India could potentially save 1.2 lakh lives in a year if drivers were more attentive and followed traffic rules.

Some of the common errors that contribute to road accidents include:

- i) **Lack of awareness about traffic rules:** There is a significant gap in the education and enforcement of traffic rules among drivers in India.
- ii) **Over-speeding:** The likelihood and severity of a crash increase with the speed of the vehicle. While over-speeding is a legal offence, reducing speed limits dynamically in busy roads or in unusual weather conditions is necessary.
- iii) **Distracted driving:** The usage of mobile phones while driving is a major cause of accidents, while drunk driving and other distractions are persistent issues.
- iv) **Non-use of restraints:** Seatbelts, helmets and airbags can significantly reduce the risk of death. However, most commercial and traditional vehicles do not have these features or they are not used as recommended.

Given the limited resources with enforcement agencies and the complexity of the ecosystem in India, it is crucial for the country to explore smarter ways to address the issue of road safety.

Overloaded vehicles are accident - prone. **Respect Load Limits !!**

Initiative by  IRF (India Chapter)



## 4. How can technology help reduce road accidents?

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Over the past few years, technology has played a key role in enhancing various aspects of our lives, and road safety is not an exception for technology adoption. Here are a few key notable technologies that can be utilized to enhance road safety:

i) **Driver Monitoring Technology:** Driver monitoring technology has become a reliable ally for drivers on the road, thanks to the advancements in Artificial Intelligence (AI), Machine Learning (ML), and Cloud Computing. These vision-based technologies have the ability to monitor the outside environment of the road as well as the driver's behaviour, enabling them to detect and respond to changes on the road real-time.

The technology encompasses a wide range of features such as object and vehicle detection, speed limit sign recognition, traffic light monitoring, detecting high acceleration, and hard braking, driver fatigue and distraction, seat-belt compliance, and other factors that cause accidents.

For organizations involved in transportation of goods, logistics, or even employee transportation, investing in this technology is crucial. The best part is that it does not require the replacement of existing vehicles or modifications. It is a simple add-on solution that can be installed in any vehicle and provides a significant portion of the benefits that would otherwise only be expected from futuristic autonomous vehicles.

ii) **Advanced Driver Assistance Systems (ADAS):** ADAS are computer systems that are designed to help drivers recognize and respond to the hazards on the road. Features of these systems include lane departure warnings, pedestrian detection, and adaptive cruise control. The European Union has already mandated Intelligent Speed Assistance (ISA) in all new cars sold from July 2024 in an attempt to reduce road crashes.

iii) **Intelligent Traffic Systems (ITS):** Intelligent Traffic Systems utilize sensors and cameras to observe traffic patterns and communicate this information to the drivers, enabling them to adjust their speed, avoid accidents, and anticipate changes in traffic flow. In a vision of the future, ITS could integrate with Vision-Based Driver Safety Systems to capture and store traffic violations for all vehicles throughout the country, streamlining enforcement efforts for authorities.

iv) **Alcohol Interlock Systems:** Alcohol interlock systems detect the presence of alcohol in a driver's breath and prevent the vehicle from starting if the driver is above the legal limit. This can help reduce the risk of drunk-driving incidents.

## 5. How can technology measure and improve driver performance?

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Similar to the credit scores, today's technology can measure the driving behaviour on the basis of the driving habits and provide a quantifiable score. Based on positive and negative driving events, these new-age systems capture every aspect of driving and provide powerful insights to the policy makers as well as fleet operating organizations to:

i) Award the safe drivers and encourage positive road behaviour

ii) Build automated coaching programs for the ones who need improvement

iii) Generate a dashboard of commercial vehicle organizations and map them as per their fleet's overall driving scores

iv) Automate rebate on insurance premiums based on driving scores

v) Build a system to renew or cancel driving licenses on the basis of the driving scores

Moreover, commercial entities can use these systems to gain insights into the effectiveness of their safety policies and procedures. By adopting such technologies, they can showcase their dedication to safe driving to their employees, customers, and other stakeholders.

Additionally, training can be automated to provide real-time feedback, personalized coaching, prioritize coaching based on severity, and offer automated reporting. Through the use of these technologies, we can ensure that drivers are better equipped to make informed decisions and stay safe while driving.

## 6. Conclusions

To successfully implement emerging technologies and mitigate mortality and morbidity, it is imperative that a collaborative effort is made across various stakeholders in the ecosystem. This includes government bodies, policy makers, industry associations, automotive manufacturers, corporate world, and individuals. Working together, these stakeholders can collectively take steps to adopt and integrate new technologies into their processes and products.

Overall, it is clear that technology can go a long way to help reduce road accidents and improve driver performance. Utilizing advancements such as computer vision technologies, sensors, and driver-assistance devices can help drivers become more aware of their surroundings and stay safe on the roads.

Technology has the potential of creating safer roadways for today and a smarter roadways for tomorrow. This would allow more people to experience the joy of driving and travel around with confidence.



**DRIVE  
SAFE!**

**Two Wheeler is for Two...not for Too Many**

Initiative by  IRF (India Chapter)

## GreenLine and Indian Oil Skytanking adopt Netradyne's New-Age AI technology to improve driver and road safety

It is reported that more than 80% of road accidents are caused by dangerous driving or human error. Some of the prominent ones that are making Indian roads unsafe include:

- Over-speeding
- Lack of awareness about traffic rules
- Distracted driving, including mobile phone usage while driving

With technology playing a significant role across all spectrums of lives, vision-based AI technology is quintessential in addressing human error on the road. These in-cabin technologies leverage AI algorithms powered by edge computing to detect and alert drivers

## GreenLine Mobility, India's premier LNG-powered logistics company

GreenLine Mobility Solutions, India's premier LNG-powered heavy trucking logistics company, has announced its collaboration with Netradyne, a Make-in-India provider of AI technology for fleet and driver safety. The partnership, aimed at enhancing fleet and driver safety, represents a significant step towards transforming road safety standards by leveraging Netradyne Technology's flagship product - Driver*i*.

Driver*i*'s advanced vision-based technology will propel GreenLine's eco-friendly truck fleet to the forefront of environmentally conscious transportation, ensuring top-tier road safety.

to potential dangers, distracted driving, over-speeding, and impending collisions, reducing the likelihood of human errors that lead to road accidents. Results have been phenomenal, with fleet organizations experiencing a 50% reduction in road accidents within a few quarters of deployments.

With increased awareness towards safety, forward-looking fleets are investing in setting new safety standards in the industry. Here, we highlight recent announcements pertaining to the acquisition of Driver Safety technologies from Netradyne Technology, a Make-in-India provider of vision-based fleet and road safety technologies.



Leveraging intelligent edge computing enables real-time driving behavior assessment and provides comprehensive insights for fleet managers. Its data-driven approach identifies areas of improvement, facilitating automated and targeted training programs to elevate overall safety measures. [Read more in the company press release.](#)



**Be a Good Citizen - Do Not Cross Speed Limits**

Initiative by  IRF (India Chapter)

## IndianOil Skytanking (IOSL) levels up fleet safety at airports

IndianOil Skytanking, India's foremost aviation fuel management and airline fuelling service provider, collaborates with Netradyne to enhance driver safety, mitigate risks, and improve overall fleet management at airports across India.



Operating fuel management and refueling services for airlines in high-activity environments, such as airports, brings a unique set of challenges and risks where precision and safety are paramount. IOSL, with its rich legacy and commitment to excellence, has been instrumental in shaping the aviation fuelling landscape in India. This partnership with Netradyne reinforces their commitment to innovation, safety, and efficiency — solidifying their position as a pioneer in the aviation sector.

**A.P. Acharya**, Sr. Vice President at IOSL, said, “Today, we operate the biggest jet-fuel storage and plane-fuelling operations across 32 airports, and we’re proud to partner with Netradyne, a Make-in-India technology solution that shares our vision for safety and excellence. Our fleets operate in high-risk zones, and our partnership with Netradyne will ensure that our drivers and fleet managers achieve 360-degree safety in our ground operations.”

## The future calls for joint efforts

Collaborating between various stakeholders becomes paramount as we navigate the evolving road safety landscape. Government bodies, policymakers, industry associations, automotive manufacturers, the corporate world, individuals, and technology innovators must join forces to create a comprehensive and sustainable approach to safer roads. The adoption of Netradyne technology by these service providers exemplifies the positive outcomes achievable through collaboration as we work together toward a future with fewer accidents and safer journeys for all.

Technology has the potential of creating safer roadways for Today and more intelligent roadways for tomorrow. This would allow more people to experience the joy of driving and confidently travel around. Let us pave the way for a safer and more secure future together.



## Seminar-cum-Workshop on Road Safety Engineering & Audits held during 15-17 November 2023 at Arusha, Tanzania

In continuation to two earlier week long Trainings in Dar es Salaam, Tanzania in 2018 and 2019 on Road Safety Engineering & Audits, a third training activity was held at the northern city of Arusha during 15-17 November 2023 as a Seminar-cum-Workshop for 30 participants from regions of Tanzania, Cameroon and Liberia. It was inaugurated by Eng. Joseph Haule, Chairman, Roads Fund Board (Tanzania) & Chairman, Board of Directors TARA. The Seminar-cum-Workshop was held at the Gold Crest Hotel, Arusha and was conducted by Prof. P. K. Sikdar as the Lead Instructor and he was supported by Mr. Jacob George from ICT Pvt. Ltd, India, Dr. Jaqueline Masaki from University of Dar es Salaam, Mr. George Daffa from TANROADS and Mr. Ramadhan Msangi, Road Safety Ambassador from Tanzania for the delivery of the Workshop.

The Seminar-cum-Workshop was organized by Tanzania Roads Association (TARA) in collaboration with Ministry of Works and Transport in Tanzania through its Tanzania Transportation Technology Transfer Centre TanT2 Centre, International Road Federation (India Chapter) and Intercontinental Consultants & Technocrats Pvt. Ltd. (ICT) India; and was supported by Roads Fund Board, Tanzania, Tanzania Rural and Urban Roads Agency (TARURA) and Tanzania National Roads Agency (TANROADS).

The Seminar-cum-Workshop was a three-day activity with intense programme from 9.00 to 18.00 hrs with details about Road Safety Engineering through lectures and classroom exercises and practice sessions on engineering designs of road and junctions for achieving better safety in operation. In addition road safety audit (RSA) in various stages of road development were presented with their purpose and benefits. Most beneficial audit at the design stage was discussed in lecture and an exercise was created using the actual (real world) designs of roads in Tanzania (design drawings were collected from TANRODS, Arusha). The participants were given sample design drawings and were trained by carrying out the design audit as a classroom exercise by prompting step by step procedure. The findings and the recommendations of the design stage audit were presented by the participants.

The Seminar-cum-Workshop was evaluated giving feedback by all the participants, and they were highly satisfied with the contents and methods for delivery of the three-day activity. Of course, the unanimous opinion was to hold such Training or Seminar-Workshop for a longer duration of at least two weeks to learn the details of the topic at more logical and comfortable pace.

The various stages of the Seminar-cum-Workshop captured in photographs are given below.

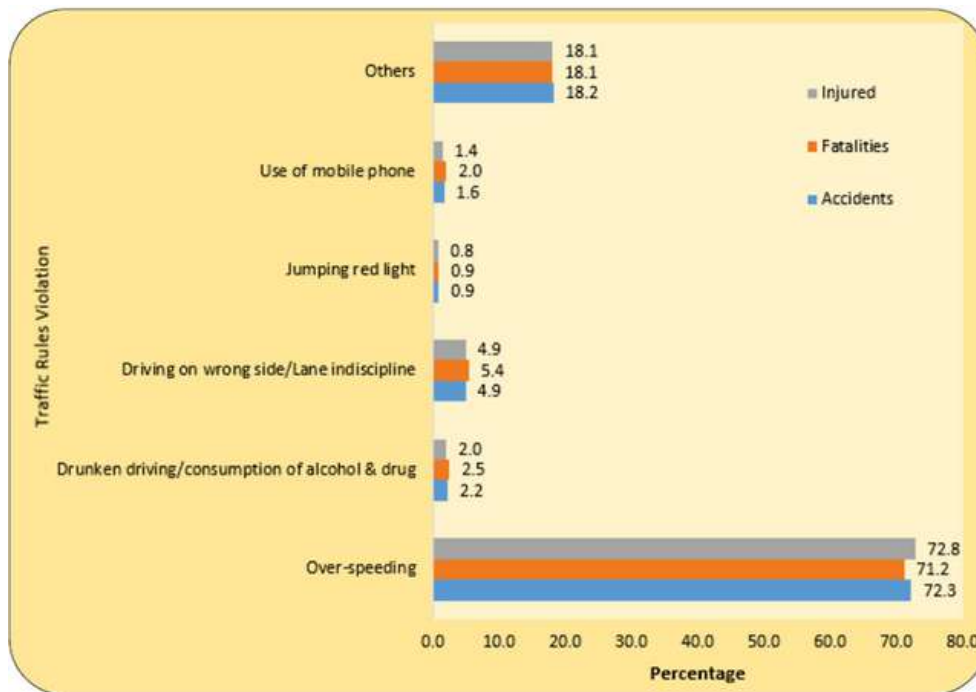


# What Chanakya Says....

## Villain or Victim?

Road accident data published by the MoRTH every year shows a whopping proportion of the accidents being caused by speeding. The latest data for 2022 in India shows that 72.3% of all accidents are caused by speeding, as shown in the Figure. Basically, this is due to the data recorded by the police in terms of FIR Case Diary, where majority of the accidents are simply shown to be due to speeding and careless driving. Therefore, these are recorded under section 183 (speeding) or under section 184 (rash driving) of IPC.

Let us consider the case of an accident, which might have occurred on a 4-lane divided National Highway by collision of a car or truck or bus travelling at a speed of 70 km/h with another vehicle of any type travelling in the same direction or which might have joined from a side road. In such a case also the cause of the accident will be recorded by the policeman as speeding or rash driving. This is a blatant victimization of the owner or driver of the vehicle travelling at a legitimate and permitted speed of 70 km/h on a highway with speed limit 80 or 100 km/h. In a



Source: Road Accidents in India, MoRTH, 2022

Actually, all these accident data are collected by state police personnel, who are never trained for the purpose and they find it most easy and safe for themselves to record it to be due to speeding and careless driving. As these police personnel were not present in the scene at the time of accident, it is very strange that without any scientific investigation or fact finding procedure, they record it to be due to speeding or rash driving. Accordingly, all such data and causal inference are based on incomplete and inaccurate assessment and recording of the data. Thus, a systematic and proper collection and maintenance of accident data should be given topmost priority.

completely unexpected way the honest road users are declared as the villain of road safety. Therefore, all these data related to such cases identified with the causes recorded as speeding are grossly erroneous and incorrect. This is the condition in all data year after year and no one is questioning this illegitimate victimization of road users and showing them as the villains of road safety.



Together we can save millions of lives! **MAKE ROADS SAFE**

Initiative by IRF (India Chapter)

# IRF-IC Highlights of The Year 2023

## 1 ROAD SAFETY WEEK AND CONFERENCE

IRF - IC kicked off the year with a conference themed "Fast Tracking Road Safety through 5Es" organized as part of the Road Safety Week observed by the Ministry of Road Transport & Highways (MoRTH). The Conference was inaugurated by the Chief Guest, Justice (Retd.) Adarsh Kumar Goel, Chairperson, National Green Tribunal. The Guest of Honour at the event was Justice (Retd.) J.R. Midha.

The Conference was well attended by delegates and invitees representing all major stakeholders of the road sector; Ministry of Road Transport, National Highways Authority of India, State Departments and Institutions, Police officials, road sector consultants, suppliers, manufacturers, contractors and concessionaires, etc. The Principal sponsor of this event was Maruti Suzuki and other sponsors included Gawar Construction Ltd., Ultra tech Cement, For details please click on the link. [https://indiairf.com/irf\\_india\\_events/fast-tracking-road-safety-through-5es/](https://indiairf.com/irf_india_events/fast-tracking-road-safety-through-5es/)



## 2 ROAD SAFETY AUDIT IN DELHI

In February, IRF-IC undertook a critical road safety audit, focusing on 14 blackspots in Delhi. The audit aimed at identifying potential hazards and proposing targeted interventions to improve road safety.

The following blackspots locations were:

1. Nirankari Intersection
2. Timarpur Intersection (Intersection of Outer Ring Road and Wazirabad Road near Signature Bridge)
3. Yamuna Bazar Intersection (Intersection of Ring Road and Ring Road bypass near Yamuna Bazar). etc.



## 3 LECTURE SERIES ON ROAD SAFETY

Continuing the commitment to education and awareness, IRF launched a Lecture Series on Road Safety in May. This monthly series featured distinguished speakers covering diverse aspects of road safety, including driver behavior, technology interventions, policy frameworks and community engagement.

Subsequent lectures included "Traffic Enforcement & Their Challenges" by Mr. Satyendra Garg, IPS, sponsored by Traffitek. Prof. P.K Sikdar discussed "When our Roads are built following Standards, why do Accidents occur?" The series continued with Mr. K.K. Kapila discussing "Road Safety in India – A function of 5Es" and Mr. Balraj Bhanot covering "Role of ITS in Road Safety."

## 4 PROPAGATION OF ROAD SAFETY ANTHEM

In a sustained effort to promote Road Safety Anthem, IRF India had approached the Ministry of Education to make it mandatory to play it during the prayer assembly. The Ministry of Education had accordingly disseminated it to the Education Secretaries of States & Union Territories for propagation to Schools under KVS & NVS. Similarly the Govt. of Uttar Pradesh had also initiated efforts to propagate the anthem in all the Schools in the State.

## 5 IRF-IC COALITION FOR ROAD SAFETY PROGRAMME

October witnessed the launch of the IRF-IC Coalition for Road Safety Programme, a collaborative effort involving various stakeholders. The programme aims to bring together expertise and resources to address road safety challenges comprehensively.

The Road Safety Coalition formed during this event signifies the beginning of a powerful journey towards safer roads. Together, we will embark on a mission to reduce accidents, save lives and make our roads more secure. Thank you for being part of the IRF-IC community and for your dedication to road safety. For brief report please click on the link. <https://indiairf.com/irf-ic-lecture-series>.

## 6 THE FIRST ACCIDENT FATALITY FREE CITY INITIATIVE- JODHPUR

In November, IRF-IC in collaboration with MBM University undertook a pioneering initiative to transform Jodhpur into the first accident fatality-free city by Dec, 2024. This comprehensive programme



involved community engagement, infrastructure improvements and awareness campaigns, setting a precedent for holistic approaches to city-wide road safety.

## 7 FIRST AID TRAUMA CARE TRAINING PROGRAMME

IRF-IC in collaboration with Maruti Suzuki's IDTR network is committed to train drivers to act as First Responders during the "Golden Hour" of road accident cases. In the first phase undertaken during Jan - May 2023, 3500 drivers were trained at IDTRs in Delhi & Haryana. In the second phase launched in December, we are committed to train 5000 drivers in IDTRs in Delhi, Haryana & Bihar.

The training programme is targeted to deliver practical hands-on skills to improve survival opportunities, customized in particular to handle trauma and injuries, to meet the minimum resuscitation and medical emergencies, required for safe transportation of the patient.



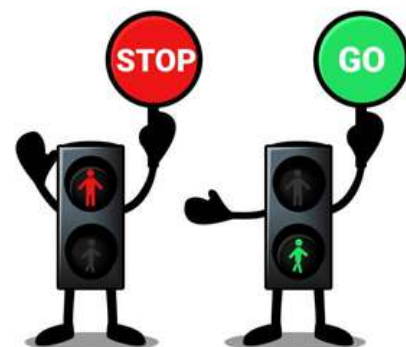
We are glad to inform you that, to date, we have successfully trained more than 10,000 participants throughout the country making our communities safer and prepared, taking this mission forward, we want to train more so that they can contribute in saving the lives of others.

## 8 IRF-IC LAUNCHED WORLD ROAD STATISTICS BOOK AND YEARBOOK 2023

A noteworthy accomplishment was the collaborative effort with IRF Geneva in the creation of the annual "World Road Statistics 2022." This comprehensive annual publication, a testament to our commitment to providing valuable insights to policymakers, is being prepared by IRF Geneva, year on year. IRF-IC to promote this unique publication printed it and distributed it widely to cover the policy makers in the Centre & States, road safety professionals, our memberships, major libraries in the Country, Chamber of Commerce, etc.

## 9 CSR SUPPORT

In 2023, the International Road Federation - India Chapter (IRF-IC) continued its unwavering commitment to advancing road infrastructure with a series of impactful activities. As a not-for-profit organization, IRF-IC relies on the crucial support from Corporate Social Responsibility (CSR) initiatives and the dedicated membership that fuels its sustained efforts. Throughout the year, we successfully undertook numerous initiatives aimed at enhancing road safety across the country. This progress would not have been possible without the generous support from esteemed partners and we extend our heartfelt gratitude to the World Bank, IJM, Maruti Suzuki, Gawar Construction, Dilip Buildcon and others. Their commitment to CSR has played a pivotal role in the successful implementation of projects, events and programmes that contribute to the growth and sustainability of road networks in India. IRF-IC remains deeply appreciative of the collaborative spirit that propels us forward and we look forward to furthering our collective impact in the years to come. For inquiries or additional information about our initiatives, we welcome you to reach to us, as we continue working together to shape a safer, more efficient and sustainable road network for the future.



**Traffic Signals are for Your Safety – RESPECT THEM !!**

Initiative by  IRF (India Chapter)

# UPCOMING EVENTS

## 2024

IRF-IC

29th February -  
1st March 2024

### National Conference & Exhibition on

*Revolutionizing Road Infra with Modern Equipment,  
Technologies, Sustainable Materials and Policy  
Guidelines*

FOR MORE INFO. AND REGISTRATION : [Click Here](#)



IRF-Geneva

February 12 -  
February 22

### Pavement Management

*The workshop will present theoretical and practical examples to demonstrate how organizations can adopt more economical proactive maintenance policies. The content will be based on the latest research findings and enriched with the hands-on experiences of the course instructor.*

FOR MORE INFO.: [Click Here](#)



### Road Safety Audits: From Concept to Results

*Road safety audit and inspections serve the common purpose of identifying risk factors related to road design or traffic control that may lead to crashes, or make crashes more severe. In many cases, they also assist network highway operators and city traffic departments in identifying engineering weaknesses and hazardous locations, even in the absence of robust traffic injury data.*

FOR MORE INFO.: [Click Here](#)



February 24 -  
March 1

## Sustainable Finance & Procurement and Contract Management in Highway Projects

*This course offers a deep dive into the realms of Sustainable Finance & Impact Investing within the context of Transport Infrastructure, along with a focus on Procurement and Contract Management in Highway Projects.*

FOR MORE INFO.: [Click Here](#)



April 22 -  
April 26

## SRD: Making Roads Safe for All Users

*This course provides an in-depth exploration of the latest knowledge in road safety and introduces methodologies for selecting and applying the most suitable road engineering solutions to specific site conditions.*

FOR MORE INFO.: [Click Here](#)



October 15 –  
October 18

## IRF World Congress 2024

*Embracing the theme “**Connecting to Empower Mobility: Roads as Enablers of a Sustainable Future for All**”, the congress will serve as a platform for global leaders, industry experts, academia, and diverse public and private stakeholders to engage in insightful discussions and collaborative efforts, addressing pivotal issues and exploring innovations within the road and mobility sectors.*

FOR MORE INFO.: [Click Here](#)



## Call for Abstracts

*The call for abstracts is open to individuals, organisations, and institutions eager to present innovative ideas & practices, research findings, new techniques, products, and project outcomes. The abstracts will have to be submitted in English, have a maximum length of 350 words and be in line with the congress themes. Only abstracts submitted by 10th March 2024 through the Abstract Submission Portal will be considered.*

**For more info. kindly visit the website : <https://irfnet.ch/event/irf-world-congress-2024/>**

# HEY

## Important Announcement

Recently, IRF-IC launched a School Zone Safety Programme, which follows the guidelines outlined in the IRC:SP:32 for fostering a culture of safety and conducting capacity-building audits near schools. IRF-IC has also developed a [School Zone Safety Portal](#) that will bring Visibility about the School Zone Road Safety status in the public domain so that parents/citizens can see how safe the schools are, thereby paving way for improvements.



**Safe School Zone**  
International Road Federation

Login to Portal

\* Email

\* Password

Login

[Don't have a user account?](#) [Sign up here](#)



To Join

[CLICK HERE](#)



## Suggestions of Members

IRF-IC would like to receive your suggestions and ideas for improvement in the Newsletter and our activities.



IRF-IC Newsletter intends to reach a wide audience in India. We, therefore seek to project & showcase activities of all our honorable Members. Your contributions in the form of brief reports of your activities, events, awards, brief articles and other accomplishments are invited.



## JOIN OUR MEMBERSHIP



IRF-IC is a membership based organization, representing corporate and institutional players and stakeholders in the road infrastructure sector in the country. Road safety has been at the core of IRF-IC's activities, which also promotes "green road" approach. IRF-IC invites all stakeholders in the road sector to join it as members and contribute to the efforts for better road infrastructure and safety.

For Membership Details: [Click Here](#)



IRF-IC Newsletter intends to reach a wide audience in India. We, therefore seek to project & showcase activities of all our honorable Members. Your contributions in the form of brief reports of your activities, events, awards, brief articles and other accomplishments are invited.

### Editorial Board

Editor: Mr. Somenath Ghosh

Members : Mr. Akhilesh Srivastava, Ms. Aruna Shankari, Ms. Pooja Bajaj, Mr. Jasvinder Duhan, Mr. Hari Krishna

### International Road Federation (India Chapter)

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**We welcome Road Safety articles, interesting snippets & the work done by your organization in your domain.**

Next Newsletter will be released in between the last week of April to first week of May.

Reviews are really important to us. We'd love to hear about your experience.

Designed by: **Shubhangi Negi**