

# Annual Report 2012-13



**SAFE** (a *SIAM* initiative)  
Society for Automotive Fitness & Environment



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# Society for Automotive Fitness & Environment

In order to achieve advancement of Inspection and Certification (I&C) of vehicles and reduced emission from in use vehicle as also increased safety on roads, the Society of Indian Automobile Manufacturers (SIAM) has incorporated an independent body, Society for Automotive Fitness & Environment (SAFE).

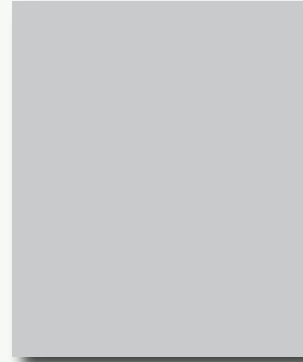
With membership from Industry, Government, Testing Agencies, and NGOs, SAFE works to generate awareness among the various stakeholders regarding Inspection & Certification of in-use vehicles which would lead to safe vehicles and cleaner environment.

SAFE organizes Inspection clinics for in-use vehicles and training workshops for pollution technicians in various parts of the country. These programmes are aimed to create awareness on the importance of regular maintenance among vehicle owners. It is one of the most effective ways to control emission levels from vehicles in the country. In addition SAFE organizes seminars with State Government and other stakeholders.

SAFE has also undertaken several initiatives on Road Safety education of students, drivers, and the public at large. Through Road Safety Awareness Programmes, SAFE tries to apprise the community on traffic rules and also to inculcate correct and responsible attitude towards fellow road users.

SAFE is a catalyst in the automobile industry's endeavour to fulfil its commitment towards a cleaner and a safer environment and will continue to support and enhance the industry's role as a responsible corporate citizen in the country.

# SAFE President's Message



Dear Friends,

As we all are aware with the facts that more than 3,500 people are killed every day in road accidents. Different sources state that every year more than a million people (of which one in five are children) are killed throughout the world. In other words, every year we lose one big city, a metropolis. More than 50 million people are injured and crippled. If we do nothing to reverse this trend, then according to at least these estimates, to the data we have, by 2020 road accidents will become the third most serious threat to human health, along with circulatory system diseases and certain other problems.

It is clear that there is no way one can measure the price of human suffering, but we can measure the damage caused to national economies. India has the second largest road network in the world with over 3 million km. These roads make a vital contribution to the India's economy. On the whole, the facilities for the road users are not up to the mark, leading to a high toll of the death victims. Recently, there is a growing concern over the road crash problem.

With the advancement of technology, the most developed projects undertaken along with the real estate are the massive road building projects. But while new roads are being built, faster and faster automobiles are being invented in high numbers making road safety a crucial question.

The main cause of road accidents is traffic violations, that is what traditionally happens on the roads in various countries – speeding, drunk driving, simply adopting a disrespectful attitude towards others, and a lack of driving culture. Unfortunately, everything I just referred to exists in our country too. We need to create rules at the level of national legislation, rules that would give definite, absolutely clear signals to drivers in all countries.

- 85% of all road accident deaths occur in developing countries and nearly half in the Asia-Pacific region.
- India accounts for about 10 percent of road accident fatalities worldwide.
- An estimated 1,275,000 persons are grievously injured on the road every year.
- Social cost of annual accidents in India has been estimated at \$ 11,000.

Friends I will like to assert that though Road Safety is the responsibility of all, it is an issue that can only be controlled when all stakeholders – State Government, Corporate houses, Auto industry and their associations, Universities, colleges, institutions, schools, NGOs work together.

To make a sustainable and sizable difference in making our roads safer we need to increase our efforts and are doing so. To make road safety a social movement in partnership with schools and universities has to strengthen up.

SAFE is doing activities with schools and also initiated awards and prizes for best school doing exemplary work in Road Safety.

We want to take the road safety message far and wide. To begin with I will soon be interacting with road users using various communication tools especially with the help automobile dealer's network. Every year more than 4000 dealers join hands with SAFE in spreading the message of Road Safety to customers, school students, drivers and general citizens during National Road Safety Week in the month of January and Environment Day in the month of June.

Various studies show that driver's fault accounts for more than 70 percent road accidents. Along with stepping up repressive measures on improvement in enforcement, we need to improve training for drivers and pedestrians, provide accident victims with timely quality medical care and, of course, pay special attention to the quality of roads and upgrading road infrastructure. A special topic for our country, as for many countries is the behaviour of drivers or driving culture.

To address this problem, Ministry of Road Transport & Highways have set out to establish ten model Institutes of Driving Training and Research across the country in consultation with States and automobile manufacturers. These institutes will have world class infrastructure including driving tracks, modern equipment like simulators, innovative driving test system and hostel facilities. Drivers coming out of such institutes will not only have adequate skill in driving but, will also be fully familiar with various road safety practices. These Institutes will also provide qualified driver-trainers for the driving schools. Our members like Ashok Leyland and Maruti Suzuki India have assisted ministry in setting up these institutes and other members like Eicher, Toyota, Mahindra are also coming up in the setting up the driver training institutes.

Along with these institutes, SIAM –SAFE also assisting ministry by setting up fully automated model Inspection and Certification Center at Chindwara, Maharashtra.

On the other hand, human error must be compensated by the maximum possible security of the vehicles. Recently much has been done in this field and, of course, today's vehicles are significantly different from the one we had of 20, 30 or more than 50 years ago. But it is important to continue to monitor the running order of vehicles and automakers must make greater use of technological innovations. Now in our country also vehicles are manufactured with stringent norms set up by government and manufacturers also introducing safety features in their vehicles.

Apart from spreading awareness and training drivers, SIAM–SAFE we submitted suggestions to ministry on amendment in the Motor Vehicles Act, 1988 which will bring better discipline on the roads.

Ministry has submitted the bill before the parliament. The Bill seeks to provide stringent penalties for various offences under the Act, including drunken driving, over-speeding and use of mobile phone while driving. An important feature of Bill is higher penalties for repeat offences.

SAFE also presented views on behalf of automobile industry to the parliamentary standing committee on Transport, Tourism and Culture on examination of Road Safety and related issues to the chairman Mr Sitaram Yechury, Member of Parliament.

Rajya Sabha has already passed the Motor Vehicles (Amendment) Bill, 2012 and we expect it to be passed with the support of all parties by Lok Sabha.

SIAM- SAFE have also suggested ministry of Road Transport and Highways to create National Road Safety and Traffic Management Board. This would be a dedicated agency to oversee road safety activities in the country and would have powers to issue guidelines on a wide range of issues concerning road safety.

We are also working with the ministry on the setting up the ambulance code. Our endeavour is to address the problem of delay in providing first aid to accident victims, and shifting them to hospitals.

We Indian Automobile Manufacturers are an integral part of SAFE and we are fully confident that with the support of all stakeholders our efforts to make roads safe and develop sustainable road transport systems across the country is achievable.

I hope that all our combine work will represent a new stage in cooperation on these very complex issues, bring our positions closer, make them clearer, and make our cooperation more productive.

This report will showcase you the efforts taken by SAFE in the area of Road Safety and improvement in our environment.

I wish all the success in SAFE work.



S V Suderson  
President-SAFE  
25<sup>th</sup> April 2013

# SAFE Annual Convention 2012 held on 3<sup>rd</sup> May 2012 at Lucknow

## Path Towards Road Safety : Best Practices & Intelligent Transport System

Annual Convention of Society for Automobile Fitness & Environment (SAFE) - a initiative of the Society of Indian Automobile Manufacturers (SIAM) - was organized at Taj Vivanta Hotel, Lucknow on 3<sup>rd</sup> May 2012 in association with Ministry of Road Transport & Highways and Transport Department Government of Uttar Pradesh.

The annual convention was inaugurated by Mr Raja Mahendra Aridaman Singh, Hon'ble Minister of Transport, Government of Uttar Pradesh, in the presence of Mr Nitin Gokarn, Joint Secretary, Ministry of Road Transport & Highways; Mr Alok Kumar, Transport Commissioner, Government of U.P; Mr I V Rao, President, SAFE; Mr S V Suderson, Vice President, SAFE; Mr Vishnu Mathur, Director General, SIAM and senior officials of Government, corporates and NGOs.

Hon'ble Minister of Transport, Government of Uttar Pradesh Mr Raja Mahendra Aridaman Singh said that it is the time when all concerned stakeholders jointly came together to spread awareness about Road Safety. He invited SAFE and its member bodies to work along with Transport Department, Government of Uttar Pradesh in the area of driver training, school education and inspection and maintenance of vehicles which will improve safety on our roads.

The convention was attended by over 200 dignitaries from the Government of India, Government of Uttar Pradesh, Traffic Police Department and the automotive industry from India and abroad who shared their expertise in the area of improvement of road safety by adopting best practices and intelligent transport system.

There were three sessions in the convention that dealt with Best Practices and Intelligent Transport System.



Dignitaries at the Inaugural Session (from L to R) Mr S V Suderson, Vice President, SAFE, Mr Venkateswarlu, Joint Commissioner - Transport, Government of A.P., Mr Alok Kumar, Transport Commissioner, Government of U.P., Mr Nitin Gokaran, Joint Secretary, MoRTH, Mr Raja Mahendra Aridaman Singh, Hon'ble Minister of Transport, Government of U.P., Mr I V Rao, President, SAFE, Mr Satayendra Garg, Joint Commissioner of Police-Traffic, New Delhi and Mr Vishnu Mathur, Director General, SIAM

At the inaugural session a presentation presented by Mr Satyendra Garg, Joint Transport Commissioner – Traffic, Delhi Traffic Police, shared how strict enforcement has resulted in bringing down fatalities in Delhi and Mr B Venkateswarlu Joint Transport Commissioner, Government of Andhra Pradesh shared how new technology helps in issuing driving license.

The first Session was Best Practices implementation by States Government & Corporates in enhancing Road Safety. Mr S K Patra, Director, ASRTU made Presentation on Major steps and initiatives adopted in reducing Road fatalities by State Transport Undertaking.

Mr Mahesh Rajoria, Director-IDTR & General Manager, Maruti Suzuki India Ltd, made Presentation on Best Practices adopted in the area of Driver Training by IDTR/ Maruti Suzuki India. Mr A K Pandey, Regional Transport Officer, Lucknow, Uttar Pradesh, shared experience and achievements of Transport Department, on reducing the Road Fatalities by identifying the Causes and initiatives to minimize the same.

The second Session was on Intelligent Transport Systems: Helps in improving Safety on our Roads. Presentation made Mr Thomas Lich, from Robert Bosch Corporation, Germany on Accident Research approaches towards vision zero. Mr David Cunliffe from Mott MacDonald made a presentation on Applications and contribution of ITS for Road Safety and Mr Sanjay Sasane, Dy RTO- Dhule, Maharashtra, also made a presentation during this session on Integrated IT Solution for Prevention of theft / Reuse of stolen vehicles and promote Road Safety.



At the close of the event, Session on Safety Road Map Open Forum by experts. In this forum following speakers presented their views on: Post Crash Response address by Mr Piyush Tewari, Founder & President, Save Life Foundation, Safer Vehicles address by Mr Vinayak Gogate, Asst General Manager (Crash & Safety, ERC), Tata Motors, Safer Roads User address by Mr Arun Lakshman, Joint Director, IDTR and Safer Road and Mobility address by Mr Anil Chhikara, MLO, Transport Department, Government of NCT Delhi.



The event generated a significant participation and with special interest from representatives of the Ministries, Transport, Police, Environment, Auto Components and Automobile Manufacturers, Academicians, Students NGOs and others working for improvement of Environment and Road Safety.









## Roundtable Discussion on Future Norms and Safety Regulations for Automobiles 4<sup>th</sup> May 2012, Lucknow, Uttar Pradesh

SAFE organized a Roundtable Discussion on Future Norms and Safety Regulations for Indian Automobiles on 4<sup>th</sup> May 2012 at Hotel Vivanta by Taj, Lucknow, Uttar Pradesh.

The Roundtable Discussion was attended by officials from Transport, Police, automotive manufacturers and stakeholders working in the area of road safety and automobile technology.

In the inaugural session Mr K K Gandhi, Executive Director, SIAM welcomed all the members and explained about the need of the program, Dr V K Ozha, Deputy Transport Commissioner, Government of U.P. addressed the participants and Mr S V Suderson, President, SAFE thanks all the participants.

- First technical session on Future Emission, Safety Norms & Oil Trends was chaired by Mr U Sudhakar Rao, Executive Director, ASRTU and Co Chaired by Mr Feroz Khan, Tata Motors Ltd and invited presentations from the following officials:
- Presentation on Commercial Vehicles Segment by Mr Arun Sivasubrahmaniyan, Divisional Manager - Product Development, Ashok Leyland Ltd
- Presentation on Passenger Car Segment by Mr Jitendra Malhotra, Assistant General Manager, Maruti Suzuki India Ltd
- Presentation on Two Wheeler Segment by Mr T. M. Balaraman, Technical Advisor-Homologation, Certification and Regulation, Hero MotoCorp Ltd.
- Presentation on Current & Future Trends in Oil Technology by Dr S K Mazumdar, Deputy General Manager, Indian Oil R&D

Second technical session on Safety Regulations was chaired by Mr Ashfaq Ahamed, President, AIFMVD and Co Chaired by Mr T M Balaraman, Advisor, Hero MotoCorp Ltd. and invited presentations from following officials:

- Presentation on Better Conspicuity for better safety by Mr B S Modi, Reflexite Safety India Pvt Ltd
- Presentation on Rule 62 of CMVR on Vehicle Safety Regulation by Mr B Bhanot, Chairman, BIS-TEDC

A fruitful discussion held with all the technical heads of member companies alongwith participants from various sectors working.





## Roundtable discussion on Handling of New Generation Buses on 16<sup>th</sup> February 2013

A Roundtable discussion with the participation of government and automobile industry officials was organized on 16<sup>th</sup> February 2013 during the International Bus & Utility Vehicles Show (IBUS) 2013 organised by SIAM at Noida Expo Mart, Greater Noida, U.P.

The objective of this roundtable was to have interaction with government and industry on the handling of new generation buses in India.

Mr S K Lohia, OSD (UT) and Ex. Officio Joint Secretary, Ministry of Urban Development and Mr Sanjay Bandopadhyaya, Joint Secretary, Ministry of Road Transport & Highways had graced the occasion.

At the roundtable following presentations were presented :

- Overview of the State Road Transport operation in India by Mr S K Patra, Director-Technical, ASRTU
- Overview on Indian Automobile Industry by Mr Vishnu Mathur, Director General SIAM
- New Generation Buses – Safety Regulation and International Harmonization by Mr P K Banerjee, Head Homologation, Tata Motors Ltd
- New Generation Buses – Environment & Driver Training by Dr Venkat Srinivas, Special Director, Ashok Leyland Ltd
- Role of Intelligent Transport System for efficient transport solutions by Mr S Gopalakrishnan, General Manager, Electrical & Electronics, Ashok Leyland Ltd.

Approximately 75 officials from all across India from various STUs, Ministry and automobile industry had a fruitful discussion at the roundtable.



Senior Officials at roundtable discussion: Mr S K Lohia, OSD(UT) and Ex. Officio Joint Secretary, Ministry of Urban Development, Mr Sanjay Bandopadyaya, Joint Secretary, Ministry of Road Transport & Highways



Mr Ravi Pisharody, Executive Director, Tata Motors Ltd at , Mr Vishnu Mathur, Executive Director, SIAM, Mr S K Patra, Director-Technical, ASRTU and Mr P K Banerjee, Head –Homologation, Tata Motors Ltd



## World Environment Drive on 5<sup>th</sup> June 2012



World Environment Day was established by the United Nations General Assembly to mark the opening of the 1972 Stockholm Conference. Celebrating World Environment Day is about the inspirational power of individual actions that collectively become an exponential force for positive change. World Environment Day thematic celebrations have in the past included caring for the earth and water, the ozone layer, climate change, desertification and sustainable development, to mention a few.

World Environment Day is celebrated around the world in different ways, including street rallies, bicycle parades, green concerts, essay and poster competitions in schools, tree planting, recycling efforts, clean-up campaigns and much more.

As an contribution from Automobile Industry, this year also with the assistance from members and members dealer network we had orgnaised FREE PUC DRIVE at 4700 numbers of dealers network across India. Apart from Free PUC various dealers had orgnaised following activities :

- Distribution of saplings of plants
- Environment awareness activities e.g. painting competitions, workshops etc
- Distribution of awareness material by companies to customers
- Workshops related to environment safety etc



MEMBERS ACTIVITIES





# Monsoon Vehicle Check Up Camp at Delhi International Airport (P) Ltd 25<sup>th</sup> July - 27<sup>th</sup> July 2012, New Delhi



SAFE received a request from Delhi Airport Authority for organizing Monsoon Vehicle Check Up Camp. SIAM with the help of members and their dealers support organised Monsoon Check Up Camp for the DIAL staff vehicles from 25<sup>th</sup> July - 27<sup>th</sup> July 2012.

Below members have participated in the camp:



## Road Safety School Club at New Delhi

Every human being is a road user in one form or the other. Hence knowledge of road safety norms and traffic rules is very important for every individual. In order to inculcate a sense of road safety in the minds of individuals from the very beginning road safety education should be imparted at school level like any other subject of study. It is the moral responsibility of schools and educational institutions to impart road safety education to children from the primary level itself.

With a view to actively engage schools and thereby inculcate the sense of road safety among students and to groom them up into responsible road using citizens a proposal for formation Road Safety Club was formally launched in January 2010 and an activity charter 2010 was issued for the schools who got themselves enrolled as members of the Road Safety Club. As per the proposal, different training modules for all the categories of students – Primary, Middle and Secondary, were formulated. The main objective behind the road safety club is to work together with schools for spreading road safety culture in the new generation and to create awareness amongst students who are future road users and inculcate correct attitude in them. The whole endeavour has been formulated by Delhi Traffic Police and SAFE-SIAM with the support from corporates like Hero Motocorp, JK Tyres, etc.

In the year 2010, seventeen schools from different parts of Delhi joined the Road Safety Club as members and took active participation in various road safety activities as per the activity charter issued such as workshop for nominated teachers, training for school bus drivers, interschool debate competition etc. In the year 2011 another 30 schools joined as Road Safety Club members and now in 2012 we have total 150 schools as members of this club. In addition the member school organized various activities at the school level such as road safety mela, road safety Painting/quiz competitions etc. The activities of the club received positive response from all quarters and the school that made maximum contribution by way of organizing road safety awareness activities and participating in such campaigns was awarded by SAFE –SIAM with the Road Safety Rolling Trophy along with cash reward.

### Meeting of Road Safety School Club with school representatives on 9<sup>th</sup> May 2012

SIAM along with Delhi Traffic Police, organized a meeting of Road Safety School Club members on 9<sup>th</sup> May 2012 at Vidhya Bhawan Maha Vidhyala, Lodi Road, New Delhi. Approximately 100 school representatives attended the meeting. The agenda of the meeting was to discuss the road safety charter for the year 2012-2013 with schools so that they can properly implement the road safety activities in their schools.





## Road Safety Refresher Training Workshop for School Bus Drivers on 14<sup>th</sup> July and 29<sup>th</sup> July 2012



SIAM with the association of Delhi Traffic Police organised Road Safety Refresher training workshop for School Bus Drivers. The training programme was totally supported by IDTR and Maruti Suzuki India. Approximately 300 school bus drivers were received training at IDTR Loni and Sarai Kale Khan.



## Road Safety Debate Competition on 10<sup>th</sup> October 2012

SIAM with the association of Delhi Traffic Police organised Road Safety Refresher training workshop for School Bus Drivers. The training programme was totally supported by IDTR and Maruti Suzuki India. Approximately 300 school bus drivers were received training at IDTR Loni and Sarai Kale Khan.



## Road Safety Quiz Competition on 12<sup>th</sup> October 2012

On 12<sup>th</sup> October 2012, Dev Samaj Modern School Nehru Nagar, New Delhi organised a Road Safety quiz competition at their school premises. Senior students participated in the quiz competition. A Road Safety NukadNatak was also shown by the students. Prizes to the winners were also awarded on the same day. Officials from Delhi Traffic Police and SIAM participated as Judges of the quiz competition.



## Road Safety Exhibition on 13<sup>th</sup> October 2012

On 13<sup>th</sup> October 2012 Baba Banda Singh Bahadur Memorial Secondary School, Mehrauli, New Delhi invited SIAM and Delhi Traffic Police on the inauguration of Road Safety Traffic Park made by School teachers and students. Teachers of Baba Banda Singh Bahadur Memorial school converted a hall into Road Safety Traffic Park to educate parents, students and near by schools as well as citizens of Mehrauli locality.



## Road Safety Painting Competitions in November 2013

SIAM-SAFE in association with Delhi Traffic Police organized Painting Competition for School students. Junior, Middle and Senior Secondary students participated in the competition held for three days at Delhi Traffic Police Pavilion during IETF at Pragati Maidan, New Delhi. Honda Motorcycle and Scooter India Pvt. Ltd. organised road safety program for children. The program ran during the India International Trade Fair and featured educational role-play, interactive games and practical riding training sessions on simulator with information and advice for parents and adults as well.



## Road Safety workshop for Traffic Police Officers on 11<sup>th</sup> December 2012



SAFE with the support of Hubert Ebner India and Delhi Traffic Police organized a safety workshop for traffic police officers on 11<sup>th</sup> December 2013 at Hubert Ebner's office at New Delhi. The objective of the workshop was to sensitize the officers on safety aspects. A Pre and post tests were also conducted for the participants and report of the results were submitted to Joint Commissioner of Police-Traffic, New Delhi.

## SAFE organized activities during Delhi Police Week 2013

Every year from 16<sup>th</sup> February to 22<sup>nd</sup> February celebrates as Delhi Police Week. This year also SAFE support Delhi Traffic Police in organizing Road Safety activities at New Delhi. SAFE supports in organizing Road Safety Awareness Workshop for Delhi Traffic Officials at Punjabi Bagh and Pragati Madian Traffic Parks. More than 150 officials participated at the workshops.

On 22<sup>nd</sup> February 2013, Delhi Traffic Police with the support from SIAM-SAFE and Hero MotoCorp organized Road Safety Painting Competition for School Students at India Gate, Judges from Jamia Milia Islamia selected the winners of the day. SIAM sponsored all the prizes of the Painting Competition of the day and also distributed prizes for the November Painting Competition and Debate Competition.

SAFE and Delhi Traffic Police Road Safety Rolling Trophy for the best school working in the area of Road Safety was provided to DevSamaj School by Commissioner of Police alongwith Mr Gautam Gambhir, a famous Indian cricketer, Mr Rajesh Mukhija, Associate Vice President, Hero MotoCorp Ltd.



## National Road Safety Week 2013

The main cause of road accidents is traffic violations, that is what traditionally happens on the roads in various countries – speeding, drunk driving, simply adopting a disrespectful attitude towards others, and a lack of driving culture. Unfortunately, everything I just referred to exists in our country too. We need to create rules at the level of national legislation, rules that would give definite, absolutely clear signals to drivers in all countries.

### Some international facts about Road Accidents

- 95% of all road accidents involve some human error. In 76% of road accidents the human is solely to blame.
- Most road accidents could be prevented with care and quite simple common sense actions.
- The majority of road accidents happen in built up areas.
- Between 30% - 40% of all fatal accidents occur on the road.
- The most dangerous hours on the roads on weekdays are the rush hours from 3.00 to 6.00pm, and then 7.00 to 9.00am.
- One in seven people killed on the roads die in drink-drive accidents.

### The 'why' of road accidents

Most road accidents have several causes; the main ones being human error, environmental problems and mechanical faults.

Human error is a factor in 95% of all road accidents. It can take many forms:

- Alcohol: Alcohol can have a devastating effect on driving ability. It is the biggest single factor in road deaths, especially among young people. It adversely affects decision-making, self-criticism, balance, co-ordination, sight, touch, hearing and judgement.
- Inexperience: With young people particularly, this can lead to mistakes, errors of judgement and irresponsible behaviour, especially driving too fast.
- Tiredness/illness: This reduces a road user's ability to cope with road conditions and situations.
- Due to poor parental/adult supervision, small physical stature, stress or being upset, curiosity and taking risks, spirit of adventure, ignorance of the world and its dangers, lack of knowledge and training, inability to judge speed and distance, lack of attention, being easily distracted. All of these can result in children dashing out into the road without looking.
- Other reasons (Adults) include: Impatience, stress, carelessness, negligence, absentmindedness, irresponsible behaviour, inadequate knowledge and training, ageing, drugs and medicines, a general disregard for personal health and safety.

Environmental problems (weather conditions, road and junction design, and road surfaces) are a factor in around 18% of road accidents. Weather: rain can reduce visibility and make it harder to stop. Strong winds can be hazardous for cyclists. What problems can ice, snow and fog cause.

- Road design: busy junctions which are fine for cars may be dangerous for other road users.
- Road surface: pot holes, bumps and badly maintained roads can cause problems, especially for cyclists. If the road surface is wet and slippery it takes longer to stop when braking - why.

Mechanical faults are a factor in 5.5% of road accidents.

Road accidents are increasingly becoming a major killer and a worldwide concern. As per available statistical figures, a person is killed in an accident every three minutes, or more than four hundred people every day.

Each and every country is taking steps in reducing the road fatalities. SAFE has been working in the area of Safety for the last 13 years, in spreading messages on Road Safety. We have partnered with states transport departments and other stakeholders and tried to find and implement solutions to their problems by organizing Road safety awareness programmes for school students, teachers, drivers and citizens.

During National Road Safety Week 2013, SIAM with the support from members had taken a lead by organizing Road Safety Drive:

- At 4200 Automobile Dealers Network across India
- Organized more than 75 Refresher Training Programme for Students and Drivers
- Display of Road safety hording at Delhi Airport
- Display of Road safety banners at all RTOs in Maharashtra
- Display of Road safety banners at all DTC depots
- Conducted Health Check Up Camp for Heavy Commercial Vehicles Drivers

SIAM had organised these drives with the support of Central Ministries, State Transport Departments, Traffic Police, IDTR, Educational Institutions, Hubert Ebner and NGOs etc.

SIAM with the support from Hubert Ebner India has provided 4200 Automobile dealers the following links for the duration of the road safety week:

### ***Chetana (Road Safety Tips and Movies- TV)***

Kindly enhance your knowledge by visiting

<http://zulu198.server4you.net/download/Chetana-POS-Viewer-Installation.pdf>

and

### ***Road Safety e-learning***

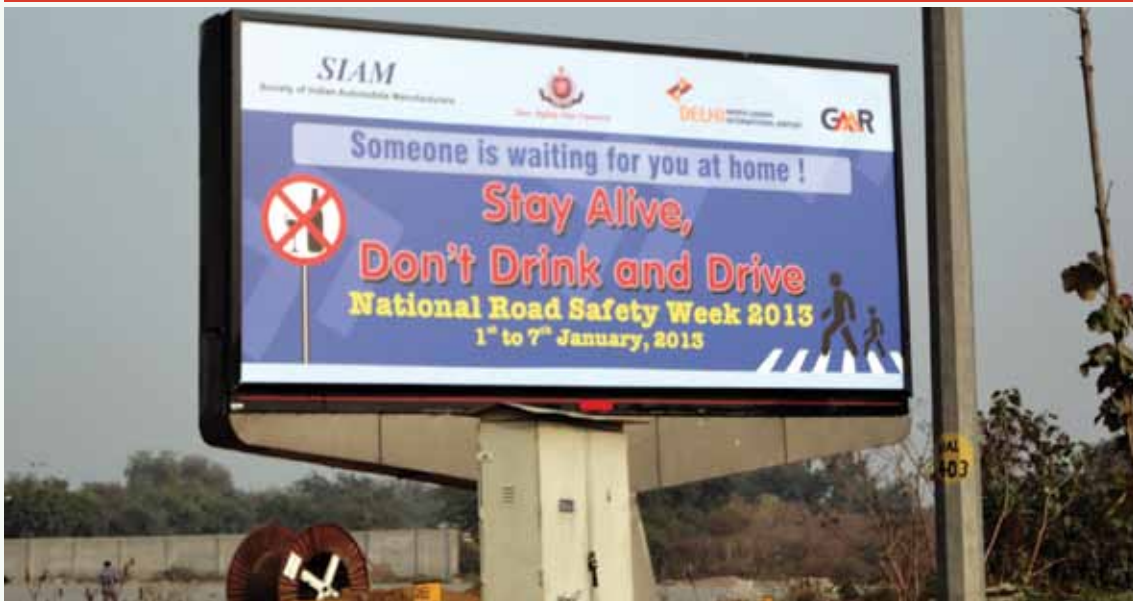
Kindly enhance your knowledge by visiting

<http://roadsafety.he-india.com>

The objective of providing these links was to spread Road Safety messages to customers and also enhance the knowledge of our citizens on Road safety by e-learning test.



## Road Safety Activities in New Delhi



### Road Safety Activities by Members



## Road Safety Activities by Members



Following SAFE Members participates in the National Road Safety Drive 2013:

Ashok Leyland Ltd

Ford India Pvt Ltd

Maruti Suzuki India Ltd

Fiat India Automobile Ltd

Hero MotoCorp Ltd

Honda Motorcycle and Scooter India (Pvt) Ltd

TVS Motors Company Ltd

VE Commercial Vehicles

Eicher Motors

Mahindra & Mahindra Ltd

Toyota Kirloskar Motor Pvt Ltd

General Motors India Pvt Ltd

Honda Siel Cars India Ltd

Tata Motors Ltd

Volvo Buses India Pvt Ltd

Road Safety Drive at Andhra Pradesh



Road Safety Drive at Karnataka



Road Safety Drive at Tripura



Road Safety Drive at Madhya Pradesh



Road Safety Drive at Maharashtra



## Road Safety Drive at Orissa



## Road Safety Drive at Chandigarh



### SAFE organised Road Safety Activities in following States:

- Andhra Pradesh : Refresher Road Safety workshops for drivers, School and College Students
- Chandigarh : Refresher Road Safety workshops for School Bus driver & truck Drivers
- Maharashtra : Display of Road Safety Messages at all the RTOs in Mumbai, Maharashtra and Banners Refresher Road Safety workshops for HCV drivers, School and College Students
- Madhya Pradesh : Refresher Road Safety workshops for drivers, School and College Students
- New Delhi : Refresher Road Safety workshops for Three Wheeler and Heavy Commercial Vehicle drivers with the kind support of IDTR, Sarai Kale Khan and Loni
- Tripura : Road Safety workshop for School and College students
- Karnataka : Refresher Road Safety workshops for Drivers
- Orissa : Refresher Road Safety workshops for Drivers were organized with the kind support from FPRA and faculty support from IDTR
- Tamil Nadu : Refresher Road Safety workshop for Drivers
- Uttarakhand : Refresher Road Safety workshops for Drivers

### Health Check Up Camps for Heavy Commercial Vehicles Drivers with the support from TCI Foundation :

Ravulapalem, Andhra Pradesh, Shoolagiri, Tamil Nadu, Bhiwandi & Satara, Maharashtra, Haridwar & Rudrapur, Uttarakhand, Kanpur, Raipur, Raigad & Bilaspur, Chattisgarh



## National & International Meetings on Safety issues

To take the mission forward for spreading awareness on Road Safety, SAFE is continuously working with Government and other stakeholders.

SAFE, as a body set up by SIAM, joined hands with Delhi Traffic Police and Transport Department of various states in India to enhance knowledge on road safety in all segment of audience e.g. students, teachers, drivers etc.

In this regard SAFE-SIAM had several rounds of meeting with Delhi Traffic Police, Transport Departments and Ministry of Road Transport & Highways.

### Examination of Road Safety and related issues by the Department related Parliamentary Standing Committee on Transport, Tourism and Culture on 7<sup>th</sup> June 2012 at Rajya Sabha Secretariat, New Delhi

SIAM Secretariat along with SAFE President, Vice President and members attended the above meeting on 7<sup>th</sup> June 2012. Mr Sitaram Yechury, Member of Parliament, chaired the meeting and welcomed all the members of the committee and all the participants from different segments.

Participants were from:

1. Ministry of Road Transport & Highways
2. All India Motor Transport Congress
3. All India Good Vehicle Association
4. Central Road Research Institute
5. Forum for Prevention of Road Accidents
6. Institute for Driver Training & Research
7. Society of Indian Automobile Manufacturers

Mr Yechury showed concerned towards increase in road fatalities in our country. He informed all the participants about the meeting held with MoRTH officials on 6<sup>th</sup> February 2012 to discuss this issue. Chairman explained the need of improvement in all the 4 Es, so that we can bring down the fatalities rate in our country.

He requested all the participants to share their views on how to improve the situation of Road Safety in our country? What all efforts / resources to be introduced? What will be the role of Private Institutes to improve Road Safety?

Chairman invited speakers from each association to express their views on improving Road safety.

1. Mr Lalit Mohan, Scientist
2. Dr Nishi Mittal, Scientist, CRRI
3. Mr B Mohaptra, Forum for Prevention of Road Accident (FPRA), Orissa
4. President & President from South Region, All India Motor Transport Congress
5. Mr Chitranjan Dass, All Indian Good Vehicle Association

6. Mr Mahesh Rajoria, General Manager, Maruti Suzuki & Director, IDTR
7. Mr S V Suderson, Member, Society of Indian Automobile Manufacturers & President, Society for Automotive Fitness & Environment
8. Mr Nitin Gokarn, Joint Secretary, Ministry of Road Transport & Highways

Chairman suggested inviting traffic police, transport officials along with MoRTH officials and have another meeting with them to understand their points also. Chairman presented thanks to all the participants for providing the committee with valuable suggestions for improving Road Safety.

### **Meeting with Mr Satyendra Garg, Joint Commissioner of Police-Traffic on Road Safety**

SIAM officials had a meeting with Joint Commissioner of Police-Traffic, New Delhi on implementing projects during National Road Safety Week 2013. Mr Garg extended all his support in implementing these activities.

### **Meeting on National Road Safety Week dates by Ministry of Road Transport and Highways, on 14<sup>th</sup> December 2012**

Mr Sanjay Bandopadhyaya, Joint Secretary called a meeting of all the stakeholders working in the area of Road Safety to finalise the awareness drives to be started during National Road Safety Week 2013. He also mentioned that the theme for the National Road Safety week will be on "Don't drink and drive".

### **IMMA Road Safety Task Force Meeting on 9<sup>th</sup> July 2012 at Brussels**

SIAM secretariat attended the IMMA's Road Safety Task Force meeting on 9<sup>th</sup> July 2012 at Brussels. At the meeting representatives from JAMA, ACEM, FAMI and IMAA were present. At the meeting members discussed about the PTWs safety awareness issues. A matrix had been created for implementing tasks till 2015 for PTWs safety.

### **IMMA Road Safety Working Group Meeting on 4<sup>th</sup> December 2012**

SIAM secretariat participated at the IMMA Road Safety Working Group meeting on 4<sup>th</sup> December 2012. Members from JAMA, CAAM, ACEM participated at the meeting. Members from different countries gave the details of Road Safety activities carried out at their regions on two wheeler safety. IMMA secretariat also informed the members about the Safe Road Foundation initiative on Automatic Head Lamp on.

# Office Bearers

## Members of SAFE Governing Council for the year 2012- 2013

Member Represented	Name
Daimler India Commercial Vehicles Pvt. Ltd.	Mr S. V. Suderson (President)
Ashok Leyland Ltd.	Dr Venket Srinivas (Vice President)
Bajaj Auto Ltd.	Mr Anupam Shrivastava (Treasurer)
SML Isuzu Ltd.	Mr L. M. Sharma
Tata Motors Ltd.	Mr P. K. Banerjee
Toyota Kirlsokar Motor Pvt. Ltd.	Mr T. S. Jaishankar
TVS Motor Company Ltd.	Mr M. N. Muralikrishna
Hero MotoCorp Ltd.	Mr Harjeet Singh
Maruti Suzuki India Ltd.	Mr I. V. Rao

## Honorary Members nominated from Affiliate Organizations

ARAI	Mr S. R. Marathe
CIRT	Mr G. Dinshaw
IIP	Dr M. O. Garg
Suraksha	Mrs. Usha Seshasayee
SIAM	Mr Vishnu Mathur



# SAFE Ordinary Members

Ashok Leyland Limited  
Bajaj Auto Limited  
Daimler India Commercial Vehicles Private Limited  
Force Motors Limited  
Eicher Motors Limited  
General Motors India Private Limited  
Greaves Cotton Limited  
Hindustan Motors Limited  
Hero MotoCorp Limited  
Honda Motorcycle and Scooter India Private Limited  
LML Limited  
Maruti Suzuki India Limited  
Mahindra & Mahindra Limited  
Mercedes Benz India Private Limited  
Simpson & Co. Limited  
Skoda Auto India Private Limited  
SML Isuzu Limited  
Tata Motors Limited  
Toyota Kirloskar Motor Limited  
TVS Motor Company Limited  
Volvo India Private Limited  
Central TVS

## Past President

Year	President	Vice President	Treasurer
1999-2000	Mr R. Ramakrishnan	Dr K. Kumar	Mr Harjeet Singh
2000-2001	Mr R. Ramakrishnan	Dr K. Kumar	Mr Harjeet Singh
2001-2002	Mr M. N. Muralikrishna	Mr R. K. Ghosh	Mr Harjeet Singh
2002-2003	Mr M. N. Muralikrishna	Mr R. K. Ghosh	Mr Harjeet Singh
2003-2004	Mr N. V. Iyer	Mr Harjeet Singh	Mr S. Purushothaman
2004-2005	Mr K. N. Krishnamurthy	Mr Harjeet Singh	Mr S. Purushothaman
2005-2006	Mr K. N. Krishnamurthy	Mr Harjeet Singh	Mr R. M. Kapoor
2006-2007	Mr R. Devarajan	Mr Harjeet Singh	Mr I. V. Rao
2007-2008	Mr R. Devarajan	Mr Harjeet Singh	Mr I. V. Rao
2008-2009	Mr Harjeet Singh	Mr I. V. Rao	Mr S. V. Suderson
2009-2010	Mr Harjeet Singh	Mr I. V. Rao	Mr S. V. Suderson
2010-2011	Mr I. V. Rao	Mr S. V. Sunderson	Mr V. M. Manel
2011-2012	Mr I. V. Rao	Mr S. V. Sunderson	Dr Venkat Srinivas
2012-2013	Mr S. V. Suderson	Dr Venkat Srinivas	Mr Anupam Shrivastava

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***SAFE*** (a *SIAM* initiative)

**Society for Automotive Fitness & Environment**

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