

# **Road Safety Awareness Programme**

## **Final Report**

*Period: 15<sup>th</sup> December 2004 to 15<sup>th</sup> January 2005*

### **I. Introduction**

1.1 Right to life and safety is a fundamental right of any citizen. This is guaranteed under the constitution of every country in the world including India. Anything, which is hazardous to human, violates the right to life, and road safety is as much on the agenda as any other area, which may be accident-prone.

By the year 2020, road accidents would be the third biggest cause of deaths in the world, says the WHO report, which was released on the occasion of World Health Day, 2004.

1.2 The main reason behind the increasing trend of road accidents, resulting in injuries and deaths, is lack of discipline and awareness among the drivers. Other reasons are: increasing population, the increasing number of vehicles on the roads, and the resultant congestion. The first reported road accident death in the world occurred on 17<sup>th</sup> August 1896, of a 44-year-old mother, Bridget Driscoll, in London.

1.3 There is a need for a proper policy on road safety and its implementation and education, and the medical facilities should be of a very high quality in order to give first aid to the victims, especially on the highways.

1.4 Road safety does not happen accidentally, but requires deliberate efforts by government and its many partners. Too often, road safety is treated as a transportation issue, not a public health issue, and road traffic injuries are called "accidents", though most could be prevented. As a result, many countries put far less effort into understanding and preventing road traffic injuries than they do into understanding and preventing diseases that do less harm.

1.5 In 2002, road crashes killed 1.18 million people and injured another 20 to 50 million. Millions were hospitalised for days, weeks or months. Perhaps 5 million were disabled for life. By the year 2020, if current trends continue, the annual number of deaths and disabilities from road traffic injuries will have risen by more than 60%, to number three on WHO's list of leading contributors to the global burden of disease and injury. They were at number nine on the list in 1990.

1.6 Every day as many as 140, 000 people are injured on the world's roads. More than 3,000 die and some 15,000 are disabled for life. Each one of these people has a network of family, friends, neighbours, colleagues or classmates who are also affected, emotionally and otherwise. Families

struggle with poverty when they lose a breadwinner or have the added expense of caring for disabled family members. Historically, advocates of road safety have had to argue with those who claim that road safety is too expensive for countries. All evidence suggests that the opposite is true. In high-income countries, the money spent on improving road safety has proved to be an excellent investment that yields financial returns ranging anywhere from 9% to 22% per year. That is, expenditures on road safety have been more than offset by savings on the costs of road traffic injuries. Road safety has achieved net financial gains. Countries can ill-afford not to improve road safety, for purely financial reasons, let alone for the humane reason that human lives are too valuable to waste. Speaking on the right to life and safety on roads of a citizen.

1.7 It would perhaps be impossible to save any life in an air-crash, but a large number of the road accident victims can be saved, if only receive succour immediately. Many of them don't, due to fear of police harassment and/or legalities. He quoted the 1985 judgement by the Supreme Court in the case of Advocate Parmanand Katara. Advocate Katara brought a writ petition by way of public interest litigation before the Supreme Court. The petition said that Article 21 of the Constitution of India guarantees the Right to Life to every citizen, but in the matter of road accident victims nearly 60% die while awaiting treatment, even after having been brought to the hospital. These deaths take place, as the doctors would not attend the victims until a police case is registered, as these are medicolegal cases.

**Comment:** Give some interesting facts about the judgement

The Supreme Court in its Division Bench Judgement delivered By J. J. Ranganath Misra and G. L. Ojha on 28<sup>th</sup> August, 89 ruled that every medical doctor is bound to save the life of an accident victim. *"It is his supreme responsibility even if the victim is that of a criminal assault"*, said the order.

1.8 The current figures of road crashes are alarming enough. Even more alarming are the trends. If they continue, by 2020, the number of people killed and disabled every day on the world's roads will have grown by more than 60%, making road traffic injuries a leading contributor to the universal burden of disorder and damage. This burden falls most heavily on low and middle-income countries. Today, these countries account for 90% of deaths and disabilities resulting from road traffic abuse. Soon, this figure could rise to 95%.

1.9 In view of this, Consumer Unity & Trust Society (CUTS), approached Ministry of Road Transport and Highways and proposed to undertake a road safety campaign in the city of Jaipur and utilise the tools of research, advocacy and networking to generate awareness on road safety and to bring about policy changes to address some of the burning issues of road safety.

1.10 The project involved active participation of school and college children, state administration, which includes State Road Transport

Department, Traffic Police Department, public representatives, Traffic Warden team, Volunteers and Street Play Artists.

## **II. Approved Activities**

1. 15 road junction programmes
2. 11 road safety camps
3. One special awareness camp on poster and drawing competition
4. One school children rally

## **III. The Strategy**

3.1 A team of people from CUTS, Jaipur traffic wardens, school children, Jaipur traffic police and volunteers participated and helped in managing the whole programme. To ensure wider impact, we also employed some people on daily wages.

3.2 The road safety programme adopted two main sub-themes, one was related to awareness on road safety issues to the general public and the other was focused on road safety issues for drivers of different specific type of vehicles.

3.3 Various tools/methods were used in the programme, such as caps depicting message of road safety, pamphlets and booklets on various road safety issues, street plays, banners and children's rally shouting slogans on road safety.

The identified major road junctions for the 15 road junction programmes were:

- Rambagh Junction
- Ajmeri Gate
- Paanch Batti
- Govt. Hostel
- Khasa Kothi

3.4 The road junction programmes focused on general road safety issues for the masses and in each of the series of 5 campaigns, one issue was taken up as focused issue. The issues, which were taken up for spreading awareness, were:

- The need for wearing helmet for both, the riders and the pillion riders
- Not using mobile phones while driving
- Not crossing Zebra Lines at signals or stopping vehicles on Zebra lines
- Signal jumping or avoiding signal jumping
- Overloading of school auto rickshaws or avoiding sitting in an overloaded auto rickshaw.
- Not mixing drinking and driving
- Wearing of seat belts

#### **IV. Report of Individual Activities**

##### **4.1 Road Junction Programmes (15<sup>th</sup> December 04 to 17<sup>th</sup> December 04)**

The selected road junctions were Ajmeri Gate, Rambagh Crossing, Paanch Batti, Govt. Hostel and Khasa Kothi

##### ***15<sup>th</sup> December, 2004 (opening at Yaadgaar, Ajmeri Gate)***

The flag off for the Road Safety Programme was done with a road junction campaign at one of the busiest road junctions of Jaipur, the Ajmeri Gate. The flag off campaign had luminaries in the area of Road Safety participating and spending quality time with the general public, such as Dr Jeet Chandok, Chief Traffic Warden of Jaipur and others from the police and transport department.

Dr Chandok himself distributed literature to the road users and also addressed the gathering. He appreciated CUTS' efforts in generating awareness among masses, especially to the riders of all kind of vehicles.

Dr Chandok and other traffic wardens also shared some of their experience as wardens and gave tips to the volunteers and distributed reading materials to the road users.

Around 50 children of Bright Buds School also participated in the programme wearing white cap with slogans depicted on road safety.

Nukkad Natak group "Goonj" with around ten participants gave message of road safety through their performance. The important message from the play were for the auto rickshaw drivers regarding overloading of school children while transporting them to school and back, for drunken roadways bus drivers and for two wheeler riders to use helmets.

Later the volunteers and other team members moved to other road junctions. The timings for the campaigns, which were followed, were from 11 AM to 4 PM i.e. around an hour at each of the five junctions.

##### ***16<sup>th</sup> December, 2004 (flag off at Rambagh Crossing)***

On 16<sup>th</sup> December, the campaign was flagged off at the Rambagh crossing by Mr. Fateh Singh, Asst. Traffic Warden. Mr. Singh was impressed with the participation of over 20 school children from Bright Buds School in the campaign. On this occasion, Nukkad Natak team displayed the performance and gave the message of road safety to the road users.

The team later on moved to other road junctions for further work.

### ***17<sup>th</sup> December, 2004 (flag off at Paanch Batti)***

On 12<sup>th</sup> November 2003, Mr. Sampat Raj Vyas, Asst. Supdt of Police, Traffic, Jaipur flagged off the campaign at Paanch Batti crossing.

He stayed there for one hour and directed the campaign and not only gave some tips to the road users but also suggested some very useful tips to the boys and school children participating in the campaign on behalf of CUTS.

After an hour or so, the team moved further to the other road junctions for the days rest work. Goonj presented a Nukkad Natak and displayed some road safety rules through this.

### **4.2 Road Safety Camps**

#### ***22<sup>nd</sup> December 2004 (first road safety awareness camp for drivers and conductors of Road Transport Corporation Buses)***

On 22<sup>nd</sup> December 2004, a camp was organised at Sindhi Camp main Bus Stand of Jaipur,

The camp on road safety was dedicated to the drivers and conductors of the Road Transport Buses.

Chief Manager of the Depot, Shri Basant Singh inaugurated the camp and distributed some of the literatures to the drivers of buses.

Shri Govind Acharya, Manager (Administration) and Shri Narendra Chowdhary, Manager (Traffic) were also present on the occasion.

Shri Basant Singh spoke on the need of traffic education for bus drivers and also praised CUTS efforts in this direction.

It was a very fascinating look to see school children and CUTS hired boys wearing the same caps with slogans on it and moving all around the bus stand.

Goonj artists played a Nukkad Natak at platform number one, which was viewed by all the passengers waiting, the bus drivers, the conductors and the managers of the depot.

The main preaching to the drivers in the camp were:

- Not to drive in drunken stage
- Not to overtake dangerously
- Not to drive unless perfect vision
- Not to violate other traffic rules.

*The camp was repeated on 23<sup>rd</sup> December 2004 at the same Sindhi Camp Bus Stand and on 27<sup>th</sup> and 28<sup>th</sup> December 2004 at another Bus Stand Ghat Gate of Jaipur for the same target group as the second, third and fourth camp of the action plan.*

***29<sup>th</sup> December, 2004 (fifth road safety awareness camp for auto rickshaw drivers)***

This camp was meant specifically for the auto rickshaw drivers at Narain Singh Circle Bus Stand.

School students and CUTS hired boys gathered around the stand and distributed the literature to the drivers of these auto rickshaws.

Before that a small function was organised at an open space in front of the pre-paid booth, where pre-paid booth in-charge Shri Himmat Singh flagged off the camp.

Goonj artists gave a Nukkad Natak performance with preaching on road safety to the auto drivers.

The issues addressed were:

- Not to overload the vehicle specially the school children
- Not to overtake
- Not to driver with imperfect vision
- To charge only through meter.
- Not to violate the road rules and other traffic signals.

*The sixth and seventh road safety camp was organised for the same target group on 30<sup>th</sup> and 31<sup>st</sup> December 2004 at outside Sindhi Camp Bus Stand and Railway Station premises respectively.*

***4<sup>th</sup> January 2005 (eighth road safety awareness camp for cycle rickshaw pullers outside bus stand)***

The eighth camp was organised for cycle rickshaw pullers. The venue was a place outside the Sindhi Camp Bus Stand, where a stand, which perhaps happens to be the biggest one for the rickshaw pullers is located.

The rickshaw pullers were brought forward at one place and taught lessons on road safety. Some very important and useful tips were given to them.

Parampara displayed its Nukkad Natak and tried to teach road safety rules through their play.

The issues addressed were:

- To avoid overloading
- To maintain the speed
- To avoid overtaking
- To avoid violating traffic signals

*The camp was repeated on 5<sup>th</sup> January as the ninth road safety camp outside railway station for the same target group.*

***8<sup>th</sup> January 2005 (tenth road safety camp for private jeep drivers at Ghatgate Bus Stand)***

This camp was organised in order to preach lessons of road safety to the drivers of the jeeps plying in rural and interior areas of Jaipur and nearby adjacent towns and villages as public transport vehicles.

It is observed that these drivers overload their vehicles and often meet with severe accidents resulting into heavy casualties.

So it is very important to teach these drivers.

Asst. Chief Traffic Warden, Shri Fateh Singh inaugurated the camp. School children and hired boys went to the drivers and distributed the literature.

CUTS personnel preached them the lesson of road safety.

The main issues taken in the camp were:

- Not to overload the vehicles
- Not to overtake while carrying so many passengers
- Not to disobey the rules of traffic
- Not to ply without license and proper permit

*The camp as the last and eleventh camp was repeated for the same target group at Chomu Pulia Corner on 9<sup>th</sup> January 2005.*

**4.3 Special Awareness Camp on Poster and Cartoon Competition**

**11<sup>th</sup> January 2005**

*Whether it is drink mix driving or talking on mobile while driving, over stepping zebra crossing or over speeding vehicles, not using seat belts while driving or driving two wheeler without wearing helmets or any other traffic rules. All these messages were drawn on canvas by the school children of various schools of Jaipur.*

The programme on drawing and poster competition was organised by 'CUTS' with support of Ministry of Road Transport and Highways, Govt. of India. This programme was in the series of several other programmes being organised by 'CUTS', which included 'Road Junction' programmes, Road Safety Camps and Awareness Rally.

Around 150 students of different age groups participated in the competition. Traffic, SP, Jaipur Mrs. Satyapriya Singh and Chief Traffic Warden, Dr. Jeet Chandok along with Asst. Traffic Warden Mr. Fateh Singh were present to motivate the children. In a brief address to school children, both Mrs. Satyapriya Singh and Dr. Chandok gave some tips on the rules and regulations of traffic.

Mr. Vinay Sharma, Exhibition Officer, Lalit Kala Academy, and Mr. Sayyed Mehar Ali Abbassi, Asst. Professor, Art and Culture, Jai Narain

Vyas University, Jodhpur were present as expert and they selected the winners.

The winners were awarded on 15th January at the culmination point of the rally.

#### **4.4 School Children Rally**

**15<sup>th</sup> January 2005**

'Sadak Suraksha- Jeevan Raksha', 'Sadak Suraksha ka Gyan- Milta hai jeevan daan', 'Laaparvahi se vaahan na chalayen- Apna va parivar ka jeevan bachayen', these were some of the slogans which school children of Bright Buds School, Jhotwara, Jaipur were spreading through rally.

The rally, which was in the series of several programmes was organised by 'CUTS' with support of Ministry of Road Transport and Highways, Govt. of India. This programme was in the series of several other programmes being organised by 'CUTS', which included 'Road Junction' programmes, Road Safety Camps and Awareness Rally.

Traffic Inspector Shri Ram Karan flagged off the rally, which started from Yaadgar, Ajmeri Gate and culminated at Shahid Smarak, Government Hostel. The rally which comprises of around 150 students of different age group of Bright Buds School, Jhotwara were looking very enthusiastic and energetic wearing white caps and shouting slogans of different road safety issues.

The rally covered almost the whole stretch of M. I. Road and the byepassers also encouraged these students.

At the culmination point, message were imparted through *nukkad natak* displayed by Goonj Sansthan and prize distribution ceremony was also organised, where the winners of the drawing and poster making competition held at the Udyog Lawn on 11th January were distributed. These prizes were given into three categories, namely:

**Senior Category:** Payal Lulla of Maheshwari Girls School, Choura Rasta (First), Vedant Palhisia of Maheshwari Public School (Second), Nikita Shekhawat of Bright Buds, Jhotwara (Third); Himanshu Gulati of Maheshwari Public School (consolation).

**Middle Category:** Sonali Agrawal of St. Xavier School (First); Ranu Bhagat of Seedling Public School (Second); Kaish Agrawal of Maheshwari Public School (Third); Surbhi Agrawal of St. Xavier School, Jugal Kishore of Seedling Public School, Atul Agrawal of Maheshwari Public School (all consolation).

*Junior Category:* Gunjan Soni of St. Xavier School (First); Sushant of S.J. Public School, Janta Colony (Second); Rahul Parihar of St. Xavier School (Third); Anju of Bright Buds School (consolation).

## **V. The Participants**

In the whole programme on road safety organised by CUTS and supported by the Ministry of Road Transport and Highways, the persons who supported, participated and witnessed the programmes were:

- The school children of different schools of Jaipur who actively participated in our programme specially the camps. In each camp atleast 20 to 25 children took part. We are thankful to the school administration and the parents of those children for their due support.
- The traffic wardens under the strong supervision of their leader Dr Jeet Chandok.
- CUTS volunteers and staff personnel who with their full dedication made the programme easy go through.
- Govt. officials like S. P. Traffic, RTO, Assistant RTO and other officials of the department of transport and police department for their full cooperation and support.
- The three groups of Nukkad Natak who tried to impart the message of road safety with their performances in the easiest manner.

## **VI. The Impact**

6.1 The impact of the road safety programmes can be classified under three heads, namely, policy initiatives, qualitative impact in road users and quantitative impact on safety on roads.

6.2 While it is too early to comment on any policy impact or quantitative indicators of improvement on road safety, there has definitely been a number of qualitative indicators. The following are some of them:

- Keen interest taken by general public on road safety issues, this is indicated by a good response received by us from general public, requesting us to organise more such programmes on a regular basis.
- The keen interest taken by the general public on the issue is also indicated by the fact that many of them volunteered themselves to help the CUTS team in organising the various programmes at road junctions. In fact many of them also spoke to road users about their experiences, good or bad implying on the need to improve safety on roads.
- The Road Transport Office was impressed by our work and requested us to organise special camps for them in their premises, for license seekers.

- Several public sector organisations have come forward to help us in the campaigns by sponsoring hoarding and banners, which was used to continue our campaign during the Road Safety week in January 2004.

6.3 Some preliminary quantitative indicators are:

- Some autorickshaw drivers have reduced the intake of school children.
- Schools where the camps were organised have now set up a monitoring system every morning to check if the auto rickshaws or cycle rickshaws are not over loading their vehicles.
- Strict vigilance can be viewed at the places from where the private jeeps ply.

6.4 While we have not made an assessment in terms of policy level impact, there has been an impact on organisations and fleet owners to have exclusive road safety programmes for their staff.

6.5 Yet another major impact is that many merchants in the vegetable and grain market have asked all their transporters to ensure that the carts have reflectors. This is proved by the fact that some of them approached us to find out as where one could procure reflectors and also requested us, if we could sponsor some more such reflectors. CUTS used the opportunity of Road Safety Week, to keep up the momentum and continued the campaign of affixing reflectors to carts and tractor trolleys. A total of 500 additional reflectors was sponsored and affixed on carts and tractor trolleys by the CUTS team.