

Introduction

- Since more than 3 decades, CUTS is committed to raising the profile of road safety and advocating for evidence-based interventions to save lives on the roads.
- Road traffic accidents are a significant but overlooked public health issue that demands unified efforts to effectively and sustainably prevent them.
- Globally, approximately 1.3 million individuals lose their lives in road crashes annually, with as many as 50 million sustaining injuries.
- The World Bank reports that road accidents cost the Indian economy between three-five percent of its GDP every year. India holds the top position in terms of road crash fatalities among the 199 countries listed in the World Road Statistics. According to the WHO Global Status Report on Road Safety in 2018, India is responsible for nearly 11 percent of all road crash deaths worldwide.

Goals and Objectives

- The goal of CUTS' intervention in road safety is to reduce road traffic accidents and create a safer transportation environment across the country. This involves road safety campaigns, advocating for policy changes, promoting education and awareness, and collaborating with stakeholders. Ultimately, the objective is to cultivate a culture of responsible road use and ensure the well-being of all road users.

- Today CUTS serve as a strong voice for road safety, representing the interests and concerns of road users.

Initiatives and Programmes

Research/Study

- CUTS study on road safety in 1990 became the basis for the National Road Safety Policy in 1993, seeking to reduce the death level from road accidents.
- In 1990, CUTS published a paper titled 'Right to Life and Safety on Roads,' which was presented at the International Conference on 'Road Safety and Accidents in Developing Countries' in Cairo, Egypt.
- In 1991, CUTS conducted research on the accident situation involving Maruti Vans, leading to the publication of the document 'How Safe Are our Maruti Vans.' This publication compelled Maruti Udyog Ltd. to modify the van design, enhancing their safety on the roads.
- In 2011, Pradeep Mehta, Secretary General, CUTS in his personal capacity as a member of the working group on '[Road Safety Education](#)' submitted a report to MoRTH.
- In 2017, CUTS with the support of WHO conducted an [Institutional and Legislative Assessment](#) of Road Safety at Central Government Level and in four states: Rajasthan, Tamil Nadu, Telangana and West Bengal and two Union Territories: Delhi (National Capital Region) and Puducherry.



Nomination



- Nominated to the National Road Safety Council thrice (1993, 1997 & 2010) set up by the Ministry of Road Transport and Highways (MoRTH) and to its High-Level Ministerial Committee to formulate the National Road Safety Policy.
- Pradeep S Mehta, Secretary General of CUTS, served as the Chairman of a Working Group formed by the Council on Road Safety. MoRTH invited CUTS to prepare a synthesis report and a Comprehensive Plan of Action based on the findings of the four Working Groups that were later submitted to the National Road Safety Council to reduce road accidents by 50 percent by the year 2020.
- Nominated in the Chief Secretary's Committee on Traffic Management, Government of Rajasthan.

Advocacy with Parliamentarians

- To amplify our message at the parliamentary level, CUTS engaged in effective advocacy with parliamentarians through consistent efforts such as one-on-one meetings, group discussions, representations, memoranda, and organising parliamentary forums. (<https://cuts-cart.org/parfore-events/>)
- CUTS submitted its submissions to the Parliamentary Standing Committee on Transport, Tourism and Culture, Select Committee of Rajya Sabha and Select Committee of Lok Sabha on the MVA Bill, 2019.



Projects

- CUTS, with support from MoRTH, launched a project in 1999 in Jaipur to raise awareness about the importance of helmets for two-wheeler riders and advocate for compulsory helmet usage. The programme's success led the Rajasthan government to swiftly enforce Section 129 of the then Motor Vehicles Act, 1988, making helmets mandatory for two-wheeler riders in Jaipur.
- Over the years, CUTS was awarded [multiple projects](#) by the MoRTH for implementing road safety programmes in Jaipur. Besides creating mass awareness of general traffic rules, the focus has been on Section 134 of the then Motor Vehicles Act, 1988, which was later given a jargon as 'Good Samaritan' with a new Section 134A later inserted in the new Act of 2019.
- CUTS, in collaboration with the Global Road Safety Partnership, implemented the [Road Safety Advocacy](#) Project in 2016. The primary objective was to create awareness among all stakeholders, including the general public and parliamentarians, about the new Bill on Motor Vehicles in India and facilitate a seamless passage of the Bill through Parliament, transforming it into an effective and comprehensive Act.



Road Safety Campaign

- CUTS organises [road safety week/month](#) every year by conducting road shows, street plays, poster fixing and conducting drawing and painting competitions for school children.



Public Interest Litigations

- CUTS [petitioned](#) the Rajasthan Human Rights Commission in 2001 for banning overloaded jeeps on highways as public transport, leading to recommendations for replacing them with minibuses and enforcing stricter regulations.
- In 2005, a PIL by CUTS in Rajasthan High Court resulted in instructions from the Chief Justice of Rajasthan High Court to the state to improve [road conditions](#).
- In 2021, CUTS intervened through a PIL, leading to the National Green Tribunal directing the Rajasthan government to enforce '[no honking](#)' in residential areas between 10 pm and 6 am, barring exceptional circumstances.



Qualitative Indicators

- The state government recognises CUTS' crucial role in promoting road safety. Today, CUTS happens to be the only CSO in the Chief Secretary's Committee on Traffic Management, Rajasthan.
- The public's unwavering interest in road safety matters is evident as they frequently express their enthusiasm for CUTS to conduct a higher frequency of programmes on a regular basis.
- The Jaipur Road Transport Office, impressed by CUTS' work, requested the organisation to arrange specialised camps for licence seekers.



- In a display of overwhelming support, multiple public sector organisations graciously sponsored CUTS by contributing towards hoardings and banners.
- Numerous vegetable and grain market merchants have appealed to transporters to install reflectors on carts, prompting several to seek information and guidance from CUTS.
- Organisations and fleet owners have begun conducting road safety programmes for their staff; and
- Schools and other educational institutions have shown exceptional cooperation and a firm dedication to road safety.

Partnerships and Collaborations

Over the years, CUTS have partnered and collaborated with various institutes of repute. Some of these include:



- MoRTH, Government of India
- Department of Transport, Government of Rajasthan
- Regional Transport Office, Jaipur
- WHO Country Office for India
- Global Road Safety Partnership, USA
- Bloomberg Initiative for Global Road Safety, USA
- SIDA and Lund University, Sweden
- IIT Delhi

Outreach

CUTS has been disseminating information using its diverse [publications](#). Selected key documents include:



- ✓ [CUTS Dossier on Road Safety Work \(as on July, 2017\)](#)
- ✓ [Motor Vehicles \(Amendment\) Bill 2016- Bill Blow Up](#)
- ✓ [IEC Material on Road Safety](#)

Future Plans

CUTS continues to aim in making significant strides in improving road safety, reducing accidents, and creating a safer environment for all road users through various means. These include:



- Expansion of awareness campaigns to reach a wider audience.
- Increased collaboration with government agencies to enhance road safety at a systemic level.
- Increased focus on research and data analysis.
- Continued advocacy and policy influence; promote adoption of best practices in road safety.
 - Increased partnerships with businesses and industries, particularly those with a significant transportation component.
 - Collaborate with international organisations to learn from global best practices, exchange knowledge and expertise, and contribute to the development of international road safety standards.

About CUTS

To deliver institutional support to consumers, Consumer Unity & Trust Society (CUTS) was established in 1983 and has gradually risen to the forefront of the consumer movement in India as well as at the international level. Given the growth and multiplication in the scope and dimensions of consumer protection, CUTS also diversified and expanded its programme areas and activities.

To carry forward the agenda of CUTS, i.e., Consumer Protection and Education, CUTS Centre for Consumer Action, Research & Training (CUTS CART) was established as the first Programme Centre of CUTS in 1996. The Centre focuses on research, advocacy and networking for creating a more responsible society and encouraging changes at the policy level, by advocating with the government machinery and sensitising it to the issues of concern to the common man. It has spearheaded several campaigns and pioneered consumer empowerment.

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