



*Be Alert on Road, Reach Home Safe.*

NEWS IN BRIEF

**Brief note on annual Governing Council and General Body Meeting of IRFIC.**

(details on page 6)

**A Report on IRF Statutory Meetings** held in Paris in April 2014.

(details on page 4)

**Proceedings of Seminar on the "Role of Coporates in Road Safety"** held on 15<sup>th</sup> May 2014.

(details on page 1-3)

**Seminar on 'Role of Insurance in Road Safety' to be held on 12th July 2014** at India International Centre, New Delhi.

(details on page 6)

**"World Road Meet (WRM)" dates finalised.** The 18th WRM will be held from 14th to 17th November 2017 in New Delhi.

(details on page 5)

IRF's Mission

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

IRF's Vision

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

IRF's Values

Commitment to safe, smart & sustainable roads

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FROM THE CHAIRMAN'S DESK



Dear Friends,

Greetings and good wishes from International Road Federation – India Chapter (IRFIC).

Road safety has once again been in focus due to the sad demise of Mr. Gopinath Munde, Union Minister for Rural Roads, in a road accident in New Delhi. The incident has raised issues about road safety awareness and enforcement, particularly regarding the use of seatbelts by all passengers in the vehicle, as recommended by IRF, Regional Conferences in the past.

We must together ensure that the cause of road safety gets the required attention in

right earnest. In fact, IRF, India Chapter had organized a Seminar on the 'Role of Corporates in Road Safety' on 15th May, 2014. The seminar was a success. A brief report on the Seminar is included in this issue. Action on the recommendations of the Seminar has already been initiated. Further, activities in this regard are on the anvil.

As you are aware, IRF IC will be leading a delegation of our members to IRF/SARF Regional Conference in Pretoria, South Africa in September 2014. We have invited all of you to take part in the event. I would strongly urge all of you to participate and contribute to the cause on the global front.

Warm Regards,  
N.K. Sinha

SEMINAR ON THE "ROLE OF COPORATES IN ROAD SAFETY" (15<sup>th</sup> MAY 2014)

International Road Federation in collaboration with the MoRT&H organized a Seminar on the "Role of Corporates in Road Safety" on 15th May 2014 at New Delhi. The Seminar was structured in four sessions – The Inaugural Session, Technical Session, Question and Answer Session and the Concluding Session. A large number of eminent persons from different organizations dealing with Road Safety, both government and private, attended the Seminar.

Mr. Vijay Chhibber, Secretary, MoRT&H presided over the Inaugural Session and Mr. B.K. Chaturvedi, Member, Planning Commission, was the Chief Guest on the occasion.

Initiating the proceedings, during the **INAUGURAL SESSION, Mr. Sanjay Bandopadhyay, Joint Secretary, MoRT&H** welcomed all the delegates present to the Seminar, which was being organized to sensitize the Corporate Sector



for encouraging them to increase their role in Road Safety activities under CSR. He informed the audience that the Ministry has been conducting several awareness and training programmes on the subject and every year, a Road Safety Week is observed in early January. The Ministry also annually prepares a Calendar of Road Safety activities for the year.

**Mr. K.K. Kapila, Chairman, IRF GPC,** introducing the topic of the Seminar, briefly

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dwelt on the annual scenario of road accidents in the World, and in particular India, the latter resulting in an economic loss of between Rs 1,50,000 crores to Rs 2,00,000 crores. The UN Decade of Action has targeted a 50% reduction in fatalities by 2020.

He mentioned that in order to improve road safety, there is need to work on all its four Pillars – the 4 Es of Education, Engineering measures, Enforcement and Emergency care. In 2010, MoRT&H issued a circular, based on the IRF recommendations for forgiving roads, to build only forgiving roads in the country, not only for the National Highways but also for other roads. He regretted that the provision of 10% in the Annual Budget of the MoRT&H exclusively for Road Safety Activities was found to lapse in most States. The State PWDs, he said, must act more responsibly to ensure the spending of this amount.



Speaking about “Education”, he mentioned that the IRF, in association with the Institute of Road Traffic Education (IRTE), has prepared a Road Safety curriculum for school children of Classes VI – X, to ingrain in them the road safety culture, which is being adopted by NCERT. Mass awareness through short films screened on TV, Cinema halls, Promos on Television, Road Safety Messages at important locations such as Bus Stops, Railway stations, etc. are other measures being taken for awareness and education. The importance of training drivers of Heavy Duty Vehicles in First Aid Trauma Care cannot be overemphasized as this single act, he felt, would enable saving many lives. Before granting licenses to heavy duty vehicle drivers, they must be trained in First Aid Trauma Care, as also villagers living along the highways.

Elaborating upon the provisions of the CSR Section of the Companies Act, he pleaded for elucidation by the Government with regard to Schedule VII of the two heads - Education (of civic responsibilities including Road safety) and Social Business Projects (treatment of accident victims, assistance in getting them compensation etc.) which would go a long way in helping the cause.

He mentioned that recognising Road Safety as a social cause, worthy of being included by Corporates in their CSR strategy, is the need of the hour. A place of prominence in the CSR budgets of Corporates and planning dedicated activities will help save precious lives and humanity at large.

He was happy that with the untiring support received from MoRT&H, one of IRF's major achievements has been the coverage of Road Safety in *Members of Parliament Local Area Development Scheme (MPLADS)*. He called upon the Insurance Companies, who are direct beneficiaries of Road safety measures, to come forward and work for this cause, and car manufacturers to provide comprehensive road safety gadgets in their car models and strengthen car bodies to ensure that they pass the crash test, for which facilities are now being created in India.

He mentioned that donations towards CSR on Road Safety now enjoy 50% tax exemption under Section 80G of the IT Act and that IRF is closely working with MoRT&H to get 100% exemption for donations/amount spent on Road Safety under 80GGA.

Finally, he appealed to all delegates to work in perfect synergy to achieve the target of “Decade of Action Plan 2020”. He was convinced that this is doable and he called upon the Corporates to resolve to work tirelessly towards this goal.



**Mr. Vijay Chhibber, Secretary, MoRT&H** stated that the Agenda of the Ministry over the past few years has been overly focused on the physical infrastructure aspect, while Road Safety, as a concern, has been underplayed. He placed on record his appreciation of the special efforts of IRF and IRTE. He was concerned that the target with regard to the UN Decade of Action, which the Global community has so carefully articulated should not be missed. Stressing that one cannot put a Dollar value to the trauma faced by families of road accident victims; he talked of efforts in other geographies, which show that action can lead to change.

Appealing to Corporates to take a serious look at Safety features as a more important element in the technological element of inputs, marketing, etc., he was dismayed that the move for introducing *Automatic Braking System (ABS)* system in two-wheelers was shunned by the two-wheeler manufacturers, asking for more time to implement the move, as also, making helmet mandatory for lady pillion riders. Recounting his experiences in Australia, he highlighted that Safety is a part of the prevalent thinking process. A visit to the largest logistics company, Linfox, Melbourne, confirmed that it is a part of the DNA of the company.

He voiced the opinion that Corporates who are involved in manufacturing, should act to provide safer vehicles and sensitize and train the population and their own employees. It is mortifying that our vehicles are not comparable with International Standards of Safety. Coordination with regard to Government initiatives such as Model Driving Centres, Model Automated Vehicle Inspection Centres, Safety Audit of Roads, Identification of Black Spots and Addressing Problems, Advocacy Campaign through Print & Electronic



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*Don't Jump Red Light; it may cost your life.*

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Media, etc. need to be much better, he stressed. The canvas of Road Safety he concluded is large and needs a national level movement.

In his Address as Chief Guest on the occasion, **Mr. B.K. Chaturvedi, Member, Planning Commission**, suggested that at the time of drivers' licensing, the consciousness of road safety needs to be enhanced.

He was not sure why a question had arisen about whether training in Road Safety is a part of the CSR head of Education, since Education is a comprehensive term and covers many aspects. He advised that Corporates must put more resources into CSR for activities such as Trauma Care Centres, Sensitization and Awareness Building and focus on Walkways and Cyclists. Corporates he stated must expand the ecosystem and carry out sensitization across the country. Mr. N.K. Sinha, Chairman, IRF IC proposed the vote of thanks on the occasion.



The **TECHNICAL SESSION** focused on the topic of **Vision of Corporate Leaders**.

**Mr. Mahesh Rajoria, General Manager, Driver Training & Loyalty Programme, Maruti Suzuki India Ltd., and Director IDTR**, spoke on the "Role of Training in Improving Road Safety". He highlighted the growth and issues of the Road sector, Human factor in road safety, Driver training by Maruti Suzuki and the Role of raining.

**Mr. K. Ramchand, Managing Director, IL&FS** mentioned that over the years, IL&FS has changed the ways in which safety is analyzed, using the method of Cognitive Behaviour Analysis, Innovative Road Signs, Colour and Optical Illusions in addition to the conventional measures. He was strongly of the view that Concessionaires should be given the power to stop drunken drivers or rash drivers, which will prevent many accidents.

**Mr. Nigel Wirtz, Head of Environment, Health and Safety (EHS) for L&T**, spoke about making the workplace a safe place to be and for many that workplace is a vehicle travelling around on Indian roads, with all the hazards and risks that this involves. He said that Corporates can help improve Road Safety by embedding good driving practices and compliance to road safety laws as well as setting a good example for the public to follow.

**Mr. Ajay Sud, eminent Lawyer and expert on CSR Law**, spoke on the "provisions of CSR with respect to road safety". Highlighting several contentious issues with the CSR Rules, he elaborated upon the coverage of the CSR Rules, the Management and Reporting System, the aspects that need to be taken care of with regard to the Implementation etc. He pointed out that the term "Education" has not been defined in Companies Act. In view

of this, he pointed to the need to engage with the Government for clarification of the term "Education" and to keep it as wide as possible with a harmonized definition adopted under different laws.

He also pointed out that the notified Schedule VII has omitted many of the line items earlier proposed for notification and has significantly omitted the power to add other earlier included areas such as "other matters as may be prescribed". However, the power to frame and amend rules is inherent under Section 469 of the Act, which permits the Central Government to frame and amend rules and this possibility must be taken advantage of.

On the future indicated course of action, he reiterated the need to engage with the Government for appropriate clarification of the term "education" to include road safety training and skill building of drivers and other road management players. Also to include road safety interventions such as training, skill building, adding to road safety design and infrastructure, installing road safety equipment etc. as an eligible spend under Schedule VII through amendment of the CSR Rules.

The **Interactive Session on Questions and Answers** generated a great deal of enthusiastic participation. It was largely focused on the legal aspects of CSR and methods to promote safety.



Summing up, Mr. K.K. Kapila, Chairman, IRF GPC in the **Concluding Session** said that we need to see how to go ahead. He was appreciative of Mr. Ramchand's recommendation about giving powers to Concessionaires to stop drunken vehicular drivers till the effect of drinks has worn off, which would be taken up with MoRT&H to see how it can be included and operationalized.

The other suggestion by Mr. Kapila was to take up two issues with the Department of Corporate Affairs to promote Road Safety through CSR.

1. Under Schedule VII (ii) Promotion of Education, "Educating the Masses and Promotion of Road Safety awareness through print, audio and visual media by the Corporates" should be included.
2. Under Schedule VII (viii) Social Business Projects, "giving medical aid, treatment to road accident victims by the Corporates" should be included.

Mr. Kapila invited the delegates to give their suggestions and to send them across through internet / website connection. Many worthwhile suggestions he felt are likely to come from actual road users and these should be communicated.

Concluding the Seminar, Mr. Kapila thanked the Speakers and the participants for their active participation.

*Safety is PRICELESS. Do not overload the vehicle.*



## IRF STATUTORY MEETINGS HELD IN PARIS - A REPORT

### IRF General Assembly & Board of Directors Meet in Paris

The IRF held its annual Statutory Meetings in Paris on 16th April 2014. The meetings of the IRF Group of Experts on Road Safety, IRF Environment Committee, IRF Policy Committee on ITS, IRF Road Financing and Economics Committee also took place on 16 April in conjunction with the IRF Statutory Meetings. The IRF-FIA Seminar on Road Safety, Sustainable Development and Financing was held on 17th April.



In addition to reviewing activities and plans for the year to come, the meetings firmed up the venue and dates of the next World Road Meeting. This major event which offers all road stakeholders from across the Globe, a chance to come together, meet and discuss issues relevant to them, and to exhibit and showcase their products will be held at New Delhi, the capital of India on 14-17 November 2017.

This World Meeting held once every four years for the last 60 years, will have a broader focus than previous editions and will include the topic of mobility and the role of policy in stimulating the development of markets for our products.

Addressing the Meetings, Mr. Kiran K. Kapila, Chairman, and IRF expressed his confidence to be able to deliver excellence at all levels.

A dedicated *twitter account for the 18th IRF World Meeting @IRF2017* is already operational and will keep everybody informed about the latest developments.



### IRF Road Safety Group of Experts

The main objective of the meeting was to bring together members to review progress in implementing the 2014 Action Plan and discuss new initiatives for 2014.

Engaged in developing Factsheets on a range of road safety themes, the first Factsheet of the Group, "*Policies Promoting Effective Automated Traffic Enforcement*", was produced by IRF member GATSO and disseminated in April. Additional Factsheets will follow. The Group has been invited to comment on a working document of the United Nations Road Safety Collaboration (UNRSC) Pillar 2 working group (Safer Roads and Mobility) which is currently chaired by IRF.

Other planned initiatives can be accessed by joining the IRF Road Safety Group of Experts on *LinkedIn*.

### The IRF Environment Committee

called for new case studies to be added to the publication "*Moving Towards Green Road Infrastructure: Case Studies and Lessons Learned*" which was released in Geneva on 11 December 2013 and was the target set by the Committee in terms of tools to be developed to elucidate the stand of the Federation and its members on roads and environment.



### The IRF Policy Committee on ITS

The agenda of the meeting featured an update on current ITS deployment and policy issues in the host country, France. The Policy Committee also discussed ideas to address Key Performance Indicators for ITS Policy and welcomed the initiative by the European Commission to launch a study on the subject. It was agreed to establish a close dialogue with the Commission to ensure synergies. A Round Table of regional and project updates followed.

### The IRF Road Financing and Economics Committee

IRF Chairman, Mr Kiran Kapila introduced Mr Joseph Haule, Roads Fund Manager from Tanzania, as the new Committee Chair.

The Committee meeting featured a keynote intervention by Mr Stefan Gerwens, Director of Pro Mobilitaet, Germany, who gave the participants an update on the road-financing situation in Germany and in his role as Chair of the Road Asset Management Working Group of the European Union Road Federation (ERF), informed the committee about the Working Group activities.

Mr Joseph Haule presented the Tanzanian Roads Fund, the developments of road funds in sub-Saharan Africa, speaking of the problems faced and making a number of recommendations to make funding for roads more sustainable.

The following Round Table had an update on expressway financing in China.

An RFE workplan for 2014 was endorsed by the Committee in the meeting and a decision was taken on the compilation of an IRF Road Financing Advocacy paper.

### IRF and FIA Seminar on Road Safety, Sustainable Development and Financing

The Seminar held one week after the UN adopted its latest Resolution on "*Improving global road safety*" was hosted by Fédération Internationale Automobile (FIA) at their headquarters in Paris and brought together a distinguished panel of international speakers representing international organisations, multinational corporations and NGOs operating internationally.

Presented by the IRF Chairman, Mr Kiran K. Kapila, the conclusions of the Seminar outline a clear set of measures that could be easily implemented and would help deliver safe and sustainable roads for all.

Detailed proceedings of the above meetings and seminar can be accessed on IRF website : <http://www.irfnet.ch/>.

*Safety is as Simple as ABC, Always Be Careful.*

## ROAD SAFETY CYCLOTHON

Highlighting the importance of using Cycle Reflectors



The Ministry of Road Transport and Highways organized the Road Safety Cyclothon at the Central Secretariat ground Chanakyapuri, New Delhi on 20th April 2014 to highlight the importance of using cycle reflectors. International Road Federation - India Chapter and Delhi Traffic Police supported the Ministry in the noble cause.



The Cyclothon was flagged off by Olympian Sushil Kumar in the presence of Mr. Vijay Chhibber, Secretary Transport and Mr. B. S. Bassi, Commissioner of Police, Delhi Police, Mr. Sanjay Bandhyopadhyay, Joint Secretary Transport, Mr. Taj Hassan, Special Commissioner Traffic, Delhi Police, cricketer Mr. Ajay Jadeja and Dronacharya Awardee Mr. Yashpal Singh Dabas.



When on Road, Always Say "Pehle Aap" is the Road safety theme for 2014.



## IRF ANNOUNCES DATES OF THE 18TH WORLD MEETING

**DATE: 14 - 17 November 2017**

**VENUE: New Delhi**

The Executive Committee and the Board of IRF at their annual Statutory Meeting held in Paris on 16th April 2014 have decided on the dates of the next IRF World Meeting. This major event to be held at New Delhi, the capital of India is scheduled for 14-17 November 2017. The decision of the IRF to hold this event in India is a pointer to the growing demand for surface transport and mobility in India, which makes India an important market for transport infrastructure and services.



The World Meeting, taking place every four years, is a meeting ground for professionals, leaders, experts, companies and governments active in the transport sector, from across the Globe, to interface, exchange ideas and brainstorm, as also exhibit their products. For the last 60 years, the World Meeting is a highly regarded and must attend event for all road stakeholders.

"I am confident that New Delhi will provide to all our international guests, a taste of the well-known Indian culture and hospitality" said Mr. Kiran K. Kapila, Chairman of IRF. "We have already started working on the programme and will make sure that we deliver – together with the traditional support of other key organizations in our sector – excellence at all levels", he added.



India's transport infrastructure will continue to grow at a fast rate and provide immense opportunity for investments by overseas as well as domestic investors. The WRM will hence be an ideal meeting ground for investors to see and decide for themselves.

*Always fasten seat belt, take special care of children.*



## UPCOMING EVENTS

### SEMINAR ON THE ROLE OF INSURANCE IN ROAD SAFETY - 12 JULY 2014

International Road Federation with the support of MoRT&H is making all out efforts to involve other Ministries, the industry and the private sector to arrest and reduce road fatalities by 50% by 2020. Accordingly a number of events to bring into focus critical issues needing redressal are being organised.

For synergising insurance companies who make an annual payout of over Rs 10,000 crores on road accidents, a seminar on role of insurance in road safety is being organised by IRF IC with support of MoRT&H on 12th July 2014 at India International Centre, New Delhi.

### SARF/IRF REGIONAL CONFERENCE IN AFRICA

IRF along with South African Road Federation (SARF) is organising a joint *Regional Conference* on "Better Roads, Moving Africa" to be held in Pretoria, South Africa from 2nd to 4th September 2014.

A *Trade Exhibition* will also be held alongside.

Details of these events are available on the website: <http://www.sbs.co.za/sarf-irf2014>

The Regional Conference is an important event for road infrastructure stakeholders, particularly in the region, from wide ranging backgrounds – private, public and academic to interact qualitatively.

**Early Bird Discount on bookings and payments is available till 30th June 2014.**

### IRF GPC's PARTNERSHIP WITH FLEET FORUM

Fleet Forum and the International Road Federation, Geneva Programme Centre have entered into a three year agreement to collaborate on conducting fleet management training courses. The courses focus on improving road safety, cost effectiveness, and environmental performance of fleets by providing fleet managers with state-of-the-art tools and knowledge. The trainings are being organized in regions with particularly high-risk driving environments, posing diverse safety and environmental challenges to companies operating vehicle fleets.

Each training session brings together fleet managers from the region with experts from Fleet Forum to review international good practice in safe, sustainable and efficient fleet management, address local challenges, and explore solutions. All sessions are based on the principles of adult learning and include presentations, interactive discussions, group work, and action planning.

#### Dates:

13 – 17 October, 2014 : Senegal, Dakar (*French language*)  
10 – 14 November, 2014 : Nigeria, Lagos

For more information: <http://fleetforum.org/fleet-excellence-training-corporate/>

## ANNUAL GC AND GB MEETING OF IRF IC

The Governing Council (GC) and General Body (GB) Meetings of International Road Federation – India Chapter (IRF IC) were held at India International Centre, New Delhi on 11th April 2014. The meetings were chaired by Mr. N.K. Sinha, Chairman, IRF IC, in the gracious presence of Mr. K.K. Kapila, Founder Chairman.

Welcoming all the members, the Chairman took up the Agenda items in the form of a PowerPoint presentation. Stressing the importance of increasing membership of IRF, he requested members to take this up seriously at their end.

Mr. Kapila requested members to take advantage of the IRF website [www.gtkp.com](http://www.gtkp.com) which has 4,000 reference books on road safety and sustainable roads.

A film 'KAASH', dealing with the subject of youth jingoism on motorcycles, was screened and appreciated by all the members.

The issues discussed and agreed upon for action by IRF IC were:

1. Increase in training courses organized by IRF IC
2. Ensuring proper observation of road safety on BOT projects by IRF announcing following incentives:
  - a. Rating of Concessionaires in terms of road safety
  - b. Concessionaire to be awarded an additional concession period of one month, on the basis of 'Zero' fatal accidents on the road in one year, also a part of the recommendations of the 8th Regional Conference
  - c. Concessionaires on a road with no pedestrian accidents, to be given a certificate as well as extension of concession by 15 days in that year
3. IRF to assist in removal of black spots
4. Construction zone safety needs to be adequately emphasized in projects, including during maintenance, which IRF should focus on
5. Human behavior plays an important role in ensuring observance of road safety and can be changed psychologically. College and school students need to be trained to include road safety in their mindset

## JOIN INTERNATIONAL ROAD FEDERATION - INDIA CHAPTER

IRF India Chapter invites all stakeholders in road sector to join it as members and contribute to its efforts for better road infrastructure and safety.

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*Safe behaviour on road is an attitude, please have it!*