

## **Road Safety Awareness Programme**

*24<sup>th</sup> November 02 to 22<sup>nd</sup> December, 02*

### **A Report**

#### **I. Introduction**

1.1 Right to life and safety is a fundamental right of any citizen. This is guaranteed under the constitutions of every country in the world including India. Any thing, 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.

1.2 More number of people die every year from road accidents all over the world than the number killed during the whole of the Second World War. Studies by World Bank have estimated that about 5,00,000 people lose their lives each year as a result of road accidents and over 15 million suffer injuries. About 70% of these occur in developing countries particularly African and Asian countries constitutes one percent of annual Gross National Product resources, which they can not afford.

1.3 A look at some of the statistics on road safety presents a very grim picture worldwide and especially in developing countries like India. Road fatalities now leads the list of accidental deaths in India much more than any other accidental deaths such as by drowning, fire, rail or air mishaps etc. The magnitude of road accidents in India is increasing at an alarming rate. About 60,000 people are killed every year and tops the world in the number of road fatalities. National level of fatalities/Km is 0.025. The road accidents were highest on National and State Highways i.e. 45% rather than rural roads(39%). Mostly heavy vehicles like buses and trucks are responsible for causing road accidents (43%). It has been estimated that 6 million more will die and 60 million will be injured during the next 10 years in developing countries unless action is taken of which nearly 30% of the figures are attributed to India.

1.4 The majority of road crash victims (injuries and fatalities) in developing countries are not the motorised vehicle occupants, but pedestrians, motorcyclists, bicyclists etc. Sixty percent deaths involve pedestrians and 35 percent of pedestrian deaths are children.

1.5 Road fatalities are due to a number of reasons, primary among them are faulty road and traffic policies, poor implementation of various laws governing road safety issues and last but not the least, the faulty engineering of road mechanics, may it be road design or traffic lighting etc.

1.6 Furthermore, lack of awareness of road safety issues amongst the masses, low apathy of the policy makers and implementers etc add to the increasing problem of road safety.

1.7 In the context of road safety, one thing is very clear that increase in population of vehicles is phenomenal without proper increase of improvements in the road network. During the last few decades, vehicle population has increased tremendously, especially in cities. But the improvements in roads have been negligible. Adding to this is very poor policing. The strength of the police force in or out of cities has not increased substantially. It is a fact that enforcement can reduce accidents and improve the speed and flow of traffic.

1.8 In view of this, Consumer Unity & Trust Society (CUTS), approached Ministry of Road Transport and Highways and had 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.

1.9 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. The Strategy**

2.1 The Campaign consisted of

- Road Junction Campaigns
- Road Safety Camps
- Fixing of reflectors

2.2 A team of people from CUTS, Jaipur Traffic Wardens, School Children, Jaipur Traffic Police and Volunteers participated and helped in managing the campaigns. In addition to these, we were also fortunate enough to have some people from the public who also volunteered themselves in distributing leaflets and also explaining to the public about some of their experiences vis-à-vis road safety to the general public. To ensure wider coverage, we also employed some people on daily wages basis.

2.3 The broad 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 school children. The sub-theme of safety issues for school children also covered issues related to overloaded autorickshaws, general rules for school buses etc.

2.4 The tools adopted for the campaign was varied, ranging from 'T' Shirts and 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.

2.5 As per the approved sanction plan by the Ministry of Road Transport, Government of India, which had provided funds for this series of campaigns, a total of 28 road junction campaigns, was organised. To ensure maximum impact and as per the suggestion given by the Superintendent of Police, Traffic, Jaipur, and the Transport Commissioner, Government of Rajasthan, it was decided to organise a series of 7 campaigns in 4 major road junctions of Jaipur City. Further, as per their suggestions, the identified major road junctions were

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

2.6 The road junction campaigns focused on general road safety issues for the masses and in each of the series of 7 campaigns, one issue was taken up as focused issue. The issues which was 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
- Signal jumping
- Overloading of school autorickshaws
- Not mixing drinking and driving
- Wearing of seat belts

2.7 Further, as per the approved sanction, a total of 9 camps were organised. Out of a total of 8 camps organised, 3 camps were organised exclusively for school children in respective schools, 1 camp was organised in a book fair, 2 was organised in the premises of the Regional Transport Office, as per the request of the Transport Commissioner, 3 in various road junctions.

2.8 The camps organised in schools had the sub-theme, road safety for children, the camp organised in RTO was on safe driving, and the camp organised in the book fair and road junctions was on general road safety issues.

2.9 The road safety camp for children not only targeted school children but also parents, teachers and more importantly the drivers of school transportation vehicles, may it be buses, mini-buses, autorickshaws, cycle rickshaws etc.

### **III. Report of Individual Activities**

#### *24<sup>th</sup> November, 02 (opening at Rambagh junction with a camp)*

The flag off for the Road Safety Programmes was done by organising a camp at one of the busiest road junction of Jaipur, the Rambagh circle. The flag off camp had luminaries in the area of Road Safety participating and spending quality time with the general public, such as Superintendent Police, Traffic of Jaipur City, Mr V.K.Singh, Dr Jeet Chandok, Chief Traffic Warden of Jaipur and other functionaries from the police and transport department.

Mr V K Singh himself distributed literature to the road users and also addressed the gathering. Mr Singh in his address gave some very important tips of road safety to the road users. He appreciated CUTS efforts in generating awareness among masses specially to the riders of all kind of vehicles.

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

Nukkad Natak group “Goonj” with around ten participants also gave message of road safety through their performance. The important feature of the play was preaching to the autorickshaw drivers regarding overloading of school children while transporting them to their school and back home, drunken roadways bus drivers and helmets for two wheeler riders.

#### *25<sup>th</sup> November, 2002 (campaign at Ajmeri Gate and followed by Rambagh, Govt. Hostel and Paanch Batti)*

This road junction is also one of the busiest road junctions of Jaipur. Besides being a link to all the important roads of Jaipur, another important and interesting feature of this road junction is that there is traffic police headquarters called as “Yaadgaar” aside this road junction.

Chief Traffic Warden, Dr. Jeet Chandok inaugurated the campaign. Mr Fateh Singh, Circle Officer of the traffic warden team also participated actively along with his team members.

Other persons who took part were volunteers, traffic police personnel and CUTS volunteers which includes some hired personnel also.

“Goonj” theatre group presented a Nukkad Show in front of large audience, which included traffic department officials, personnel, road passers and other crowd. Literature was distributed and the actors gave message of road safety.

*26<sup>th</sup> and 27<sup>th</sup> November, 2002 (campaigns at Govt. Hostel, Rambagh, Paanch Batti and Ajmeri Gate)*

On 26<sup>th</sup> November, 02, campaign was flagged off from **Govt. Hostel road junction**, which again happens to be one of the most busiest and important road junctions of Jaipur. This road junction also connects to all the major roads of Jaipur. Traffic Wardens, CUTS Volunteers and hired persons participated and distributed literatures of all types to all the riders and drivers passing through that junction.

Mr Fateh Singh, Circle Officer and Senior Traffic Warden flagged off the campaign.

An important feature of the campaign was that some car and two wheeler drivers stopped and saw the literature and requested for more copies.

Later on the campaign was continued at three other junctions i.e. Rambagh, Ajmeri Gate and Paanch Batti.

On 27<sup>th</sup> November, 02, we started our campaign from Paanch Batti, which is also one of the historical places of Jaipur adjacent to the famous Rajmandir Cinema Hall. This road junction is an extension to Govt. Hostel and situated exactly between Ajmeri Gate and Govt. Hostel. Crossings. Our team distributed literature to all road users.

The campaign continued at other three junctions.

*28<sup>th</sup> November, 2002 (camp at Badi Chopar)*

Badi Chopar is situated in the midst of old Jaipur and not very far from the famous historical Hawamahal.

This road junction is also one of the most crowded crossings of Jaipur. Important feature is that vehicles of all types which also includes autorickshaws, Tonga, cycle rickshaws and bicycles etc flows through this crossings.

The venue of the camp was an open place near Police Station of Badi Chopar. SHO, Badi Chopar, Mr Mushtaq Khan inaugurated the camp and met all the persons present in the camp which included Nukkad Natak team, school children, volunteers and CUTS staff personally.

Mr Khan praised CUTS for their efforts and distributed literatures with his own hands.

Banners were put on all the four sides of the junctions and school children were divided equally at the four side and so were the volunteers. Nukkad team displayed its performance, which attracted a huge crowd. The camp lasted for around three hours.

*29<sup>th</sup> November, 2002 and 1<sup>st</sup> December, 2002 (campaigns at four road junctions)*

Since it was a repetition of our earlier campaigns and the same road junctions, so school children did not participated. Only the hired personnel and the volunteers of CUTS took part in these days programme.

The campaign on these two days were focussed on two major issues mainly:

- Targeting school children going or coming to their schools on their own vehicle,
- Targeting school buses operating to transport school children,
- Targeting autorickshaws and other modes of transport of school children.

The team working on these junctions were specifically told to target these and distribute literature and preach them about issues of road safety.

Some autorickshaws plying with overloaded children were stopped and warned. Traffic wardens also helped a lot in this campaign.

On 1<sup>st</sup> December, only two road junctions i.e. Rambagh Palace and Govt. Hostel were covered as per the plan.

*2<sup>nd</sup> December, 2002 (camp at Bhagwan Das Road)*

This road starts from Paanch Batti and goes to the new Vidhan Sabha building and stops there. This is also one of the fewest roads in Jaipur with six lane provision. The road is important not from the heavy rush traffic point of view but important from the schools point of view. This is perhaps the only road in Jaipur with as much as seven different schools situated.

The purpose of organising the camp was to target school children and the drivers of their transporting modes.

CUTS team comprising of hired personnel, volunteers and wardens reached to the spot which is the closest to all the schools and started the camp with an autorickshaw driver Ramesh Chandra flagging off the camp.

The team preached to all the school children about the road safety tips and also targeted school bus operators, auto drivers, cycle rickshaws etc etc.

A huge mob of school children gathered around and tried to take the literature from the volunteer. This camp lasted for three and half hours, since different schools have different timings of intervals breaks and closing.

Important feature of this camp was:

- It was targeted to school transportation
- It was targeted to drivers of buses and different modes being used for the purpose of transporting school children
- It was targeted to school children having their own conveyance
- It was also targeted to the school authorities responsible for school transportation.
- Some parents who came to pick their wards also were taught a lesson of road safety.

*The camp was a magnificent effort and was praised by every one including principles and teachers of school.*

***3<sup>rd</sup> December, 2002 and 9<sup>th</sup> December, 2002 (camps at RTO)***

Regional Transport Office is situated at Jhalana Doongri area, a place aside Aravali Hills covering Jaipur. Besides RTO, there are many other important offices in that area which also includes Doordarshan, Jaipur office and many other institutions. Infact this is also an institutional area of Jaipur. So from traffic point of view, it is an important area.

Camp at RTO was conducted twice i.e. on 3<sup>rd</sup> December and 9<sup>th</sup> December, 02.

On 3<sup>rd</sup> December, 02, camp started at 12 noon, with Assistant Regional Transport Officer, Mr Satyavir Singh Yadav inaugurating it.

The area is surrounded with license agents and people visiting them for their licenses. Camp started with a Nukkad Natak show by Goonj artist and was well supported by school children and volunteers.

There was a huge crowd trying to see the natak. School children gave message of road safety to the visitors at RTO.

Mr Singh was impressed with the performance and waited till the whole show was completed. He himself distributed the literature to the persons standing there.

RTO staff also came outside to visit CUTS camp.

On 9<sup>th</sup> December, 02, the camp was repeated. This time Regional Transport Officer, Mr B.L.Jatawat inaugurating it. Mr Jatawat knows CUTS from a long time. Infact in September also, CUTS and RTO jointly organised a road safety camp in the Rajasthan Secretariate campus.

This time there was a new street play group by the name "Parampara".

It also has ten artist which also includes a woman. Mr Jatawat was impressed with the way CUTS organised the camp in order to generate awareness among the people on different aspects of road safety. He was

impressed with the sight. Nukkad Natak people, school children, CUTS volunteers and CUTS staff wearing similar T-Shirts and caps with road safety messages printed on them. He said that it is a unique idea to attract people. Mr Jatawat also had a look at the literature, which CUTS distributed. Both the camps lasted for five hours on each day.

*4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> December, 2002 (campaigns at four road junctions)*

There were repeat campaigns at the four road junctions. Only the volunteers and the CUTS staff participated with traffic wardens and the traffic police personnel supporting.

People looked keen to see the literature distributed. In these days, the main focus of the campaign lied on three important issues namely:

- City buses operating in Jaipur
- Non motorised vehicles plying on Jaipur roads
- Helmets for two wheeler riders.

The volunteers were taught to preach lessons to the targeted people. It is often seen that city buses often stops where they are not supposed to and many a times do not follow many traffic rules. The drivers of these vehicles were given a lesson.

Other issue was regarding non-motorised vehicles like cycle rickshaws, bicycles and animal driven carts. They were taught to follow a lane and other traffic rules.

Though helmets are now being wore by majority of two wheeler riders in Jaipur, but it is often seen that these some riders don't wear while riding in the colonies or in the interior areas.

Thus this mentality of riders have to be changed and so all the two wheeler riders crossing through these four road junctions were handed over literature and stickers were affixed on their vehicles.

*7<sup>th</sup> December, 2002 (camps at Tagore Public school and Rai Scool)*

On 7<sup>th</sup> December, 02 two camps were organised at Tagore Public Scool, which is one of the biggest schools in Jaipur with as many as four branches and located at Shastri Nagar and another at Rai School, a primary level in C Scheme area of Jaipur.

Principles of these schools themselves called up and requested to organise a camp in their school.

In both these schools, it was a very good show with students taking part with great interest.

Nukkad shows were also organised here in both the schools.

Principles of both the schools inaugurated the camps.



*8<sup>th</sup> December and 10<sup>th</sup> December, 2002 (campaigns at four road junctions and book fair)*

The main focus of the campaign on these days were:

- Pedestrians on road
- Use of Zebra Lines
- Unnecessary blowing of horns
- Importance of traffic lights

In these two days of campaigns, the main thrust was on the above mentioned issues of road safety. Volunteers taught pedestrians how to walk on the road side or footpath and also showed them how to cross the road using the zebra lines where there are no subways.

It is often noticed that four wheeler drivers and two wheeler riders have the tendency to blow horns unnecessary even when they are in the “no-horn” zone. The volunteers tried to preach them about the proper use of horns.

Fourthly, the importance of traffic lights. The road users of all kinds were showed the importance of traffic lights and its proper usage. The literature concerned was distributed to them.

On 8<sup>th</sup> December, 2002, CUTS decided to grab the opportunity of conducting a camp at the book fair which was organised in Jaipur during those days. Though not in the plan, CUTS took permission from the authorities and organised a camp at the centre of the venue. Nukkad Natak was also performed. Plenty of people turned up to visit the camp and also watched the natak with enthusiasm.

*11<sup>th</sup> December, 2002 (camp at Rajasthan University campus)*

A camp was organised on the main gate of Rajasthan University Campus, a place where all the students passes through. Chief Traffic Warden, Dr Jeet Chandok, inaugurated the camp. Nukkad Natak show was performed by Parampara group. The camp was targeted to the students of senior age group studying in colleges and university. Students of the university were taught lessons of all the issues of road safety and were also given literature. Students showed great interest and took the literature.

*13<sup>th</sup> December, 2002 (camp at the Mansarovar area)*

The last camp under the programme was organised in one of the outskirts colonies of Jaipur, Mansarovar. The main purpose of organising the camp in this area was to move beyond the main city area and target the traffic in colonies.

This colony is the biggest in Jaipur and perhaps in Rajasthan. The traffic here includes all sorts of motorised vehicles. The area also has many schools nearby. Thus a camp in the midst of Mansarovar was organised covering maximum schools.

Nukkad Natak was also organised. School Children also participated and gave message of road safety to the road users. There was no VIP to inaugurate the camp as Dr Ashok Singhvi was invited to inaugurate but unfortunately he did not turn up. Traffic wardens as usual supported and guided our team.

Residents of the colony supported and appreciated the efforts.

#### *Fixing of reflectors*

Around 240 reflectors were (as against the targeted 200) affixed at the four state roads namely:

- Bagru on Ajmer Road on 21<sup>st</sup> December, 2002
- Bassi on Agra Road on 22<sup>nd</sup> December, 2002
- Sanganer on Tonk Road on 23<sup>rd</sup> December, 2002
- Chomu on Sikar Road on 24<sup>th</sup> December, 2002

Besides the above some reflectors were also affixed at the grain and vegetable Mandi in Jaipur.

The animal driven carts targeted includes:

- Camel carts
- Bullock carts
- Horse carts
- Man driven carts like *thela* etc.
- Tractor Trolleys

#### **IV. 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, not less than 150 to 200 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 two groups of Nukkad Natak who tried to impart the message of road safety with their performances in the easiest manner.

## **V. The Impact**

5.1 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.

5.2 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 number of letters received by us from members of general public, requesting us to organise more such programmes on a frequent 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 programme 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 hoardings and banners, which was used to continue our campaign during the Road Safety week, 6-12 Jan '03.

5.3 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.

5.4 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. Transport Corporation of India is one such, Jaipur Golden is the other.

5.5 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 continue 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.

J2(1)/

2002.01.23

Mr D K Gupta  
Under Secretary to the Govt. of India  
Ministry of Road Transport and Highways,  
Transport Bhawan,  
1, Parliament Street,  
New Delhi 110 001

Dear Sir,

**Grants in aid for undertaking Road Safety Programmes- A final report**

With reference to the Ministry's letter number RT-25033/642002-RSC dated 26<sup>th</sup> June, 02 and subsequently our letter number J 2(3)/0408 dated 24<sup>th</sup> August, 2002, we hereby submit the final activity report along with the annexures. Prior to our earlier letter which consisted a detailed action plan, the same was discussed with Transport Commissioner, Govt. of Rajasthan, Dr Ashok Singhvi and S.P. Traffic, Jaipur, Mr V K Singh. After discussions, there were slight variations in the dates and activities.

During the implementation, due consideration was given to item numbers: 5, 6, 7, 8, 14 and 15 of the stated "Terms and Conditions" of the Ministry for implementing Road Safety Programmes.

The progress report of the activities undertaken mentioned in point no. 14 was also followed. Organisation's programme staff were in regular touch with the Regional Transport Office, who were the main authorities to check the proper implementation.

The delay in submitting the final report which was to be submitted by 31<sup>st</sup> December, 02, was due to two main reasons, firstly due to the delay in getting U.C. from Chartered Accountant and secondly due to organisations involvement in Road Safety Week of the year 2003, though it was not part of the sanctioned activities. Kindly excuse for the delay.

In the end, I request you to kindly go through the detailed report and the annexures (enclosed) and make arrangements for releasing the balance amount at your earliest.

Thanking you,

S M Mathur  
Secretary

## **The Annexures**

1. The final action plan followed
2. The Activity Report
3. Utilisation Certificate duly signed by the Chartered Accountant
4. Photographs chart activity wise
5. Copies of press coverage and press releases
6. Ten copies each of the publications printed and distributed
7. Copies of letters received by the road users regarding their views about the reading material distributed by CUTS.
8. Copies of the slogans which were depicted on banners and could be seen in photographs also.
9. Copies of letters of invitations to different persons/officers/authorities for taking part/inaugurating our programmes.

J2(1)/

2002.02.26

Mr D K Gupta  
Under Secretary to the Govt. of India  
Ministry of Road Transport and Highways,  
Transport Bhawan,  
1, Parliament Street,  
New Delhi 110 001

Dear Sir,

**Grants in aid for undertaking Road Safety Programmes**

With reference to the Ministry's letter number RT-25033/642002-RSC dated 11<sup>th</sup> February, 03 regarding furnishing of audited accounts duly certified by a Chartered Accountant.

In this respect, as desired, we are enclosing a copy of the duly certified accounts statements of the programmes administered in the months of November-December, 2002 under the grants-in-aid from the Ministry of Road Transport and Highways.

Kindly acknowledge the receipt of the letter and arrange to send the balance amount of Rs 67,500.00 under the project.

Thanking you,

S M Mathur  
Secretary

## **Road Safety Awareness Programme**

### **An interim Report**

*Period: 10<sup>th</sup> to 14<sup>th</sup> November 2003*

#### **I. Introduction**

1.1 Right to life and safety is a fundamental right of any citizen. This is guaranteed under the constitutions 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.

1.2 More number of people die every year from road accidents all over the world than the number killed during the whole of the Second World War. Studies by World Bank have estimated that about 5,00,000 people lose their lives each year as a result of road accidents and over 15 million suffer injuries. About 70 percent of these occur in developing countries particularly in African and Asian countries.

1.3 A look at some of the statistics on road safety presents a very grim picture worldwide and especially in developing countries like India. Road fatalities now leads the list of accidental deaths in India much more than any other such as by drowning, fire, rail or air mishaps etc. The magnitude of road accidents in India is increasing at an alarming rate. About 60,000 people are killed every year in India and tops the world in the number of road fatalities. National level of fatalities per kilometer is 0.025. The road accidents were highest on National and State Highways i.e. 45 percent rather than rural roads (39 percent). Mostly heavy vehicles like buses and trucks are responsible for causing road accidents (43 percent). It has been estimated that 6 million more will die and 60 million will be injured during the next 10 years in developing countries unless preventive action is taken. India would account for 30 percent of these accidents.

1.4 The majority of road crash victims (injuries and fatalities) in developing countries are not the motorised vehicle occupants, but pedestrians, motorcyclists, bicyclists etc. Sixty percent deaths involve pedestrians and out of which 35 percent are children.

1.5 Road fatalities are due to a number of reasons, primary among them are faulty road and traffic violations, poor implementation of various laws governing road traffic and safety issues and last but not the least, the faulty engineering of road mechanics, may it be road design or traffic lighting etc.



1.6 Furthermore, lack of awareness of road safety issues amongst the masses, apathy of the policy makers and implementers etc add to the increasing problem of road safety.

1.7 In the context of road safety, one thing which is clear is that increase in number of vehicles is tremendous without proper increase of improvements in the road network. But the improvements in roads have been negligible. Adding to this is very poor policing. The strength of the police force in or out of cities has not increased substantially. It is a fact that enforcement can reduce accidents and improve the speed and flow of traffic.

1.8 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.

1.9 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. This interim report covers the activities from 10<sup>th</sup> November to 14<sup>th</sup> November 2003.

## **II. The Strategy**

- The Campaign consisted of:

2.1 A team of people from CUTS, Jaipur Traffic Wardens, school children, Jaipur Traffic Police and volunteers participated and helped in managing the campaigns. In addition, we were also fortunate to have some people from the public who volunteered in distributing leaflets and also explaining to the public about some of their experiences vis-à-vis road safety. To ensure wider impact, we also employed some people on daily wages.

2.3 The broad 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 school children. The sub-theme of safety issues for school children also covered issues related to overloaded autorickshaws, general rules for school buses etc.

2.4 Various tools/methods were used for the campaign, such as ‘T’ Shirts and 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 were

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

2.6 The road junction campaigns 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 before 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

### **III. Report of Individual Activities**

#### *10<sup>th</sup> November, 03 (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 Superintendent Police, Traffic of Jaipur City, Ms Malini Agrawal, Dr Jeet Chandok, Chief Traffic Warden of Jaipur and others from the police and transport department.

Ms Malini Agrawal herself distributed literature to the road users and also addressed the gathering. Ms Agrawal in her address gave some very important tips on road safety to the road users. She appreciated CUTS efforts in generating awareness among masses specially 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 20 children of Bright Buds School also participated in the programme wearing white T Shirt and 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 important messages 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 was from 11 AM to 4 PM i.e. around an hour at each of the five junctions.

***11<sup>th</sup> November 2003 (flag off at Rambagh Crossing)***

On 11<sup>th</sup> November 2003, the campaign was flagged off at the Rambagh crossing by Dr B L Jatawat, Regional Transport Officer. Like the Traffic S.P., RTO also came on the roads and started distributing the pamphlets and other materials to road users. The RTO on one instance also directed some drivers not to jump the zebra crossing. The RTO was impressed with the participation of over 20 school children from Bright Buds School in the campaign. On this occasion, another Nukkad Natak team Parampara 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.

***12<sup>th</sup> November 2003 (flag off at Paanch Batti)***

On 12<sup>th</sup> November 2003, Dr Jeet Chandok, Chief Traffic Warden flagged off the campaign at Paanch Batti crossing. Dr Chandok has always been an active participant as far as the road safety work is concerned. 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. Trimurti Sansthan presented a Nukkad Natak and displayed some road safety rules through this.

***13<sup>th</sup> November 2003 (flag off at Govt. Hostel crossing)***

On 13<sup>th</sup> November 2003, programme was flagged off by Traffic Police Incharge Shri Gopal Sharma. Govt. Hostel junction is one of the most important and busiest road junctions of Jaipur. Many business corporate offices and Banks surround it.

20 to 25 children of Bright Buds School participated and provided an emotive input to the campaign.

*14<sup>th</sup> November 2003 (flag off at Khasa Kothi junction)*

14<sup>th</sup> November was the last of the road junction campaigns. This day, the flag off was done at Khasa Kothi, the last of the five selected junction.

This Road Junction surrounds the roads to railway station, bus stand, session court and collectorate buildings. On one side of the junction is located a circuit house of the Govt. of Rajasthan. Thus is a very important junction.

Around 25 school children of Tagore Public School, Shastri Nagar took part as volunteers. The team then moved to other junctions after working here for hour.

Thus at one junction, total five campaigns were organised totalling to 25 campaigns.

In all these campaigns, the target group was the road users, which comprised of two wheeler riders, four wheeler drivers, three wheeler drivers, cyclists, rickshaw pullers and others.