

# **Road Safety Awareness Programme**

## **Final Report**

*Period: 15<sup>th</sup> December 2006 to 31<sup>st</sup> January 2007*

### **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.

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.

1.9 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 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. 5 road safety campaigns for drivers
2. 8 eye test camps for drivers
3. 10 awareness camps in schools
4. One awareness seminar on Section 134 of M.V.Act, 1988.

### **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 pamphlets and booklets on various road safety issues, street plays and banners with slogans on road safety.

The identified major road junctions/spots for the 5 road safety campaigns were:

- RTO Office campus *for two wheeler drivers*
- Ajmeri Gate *for auto-rickshaws drivers (three-wheelers)*
- Ravindra Manch *for cycle rickshaw riders.*
- Sanganer Bus Stand *for transport bus drivers.*
- Ghat Gate *for private bus operators.*

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 jumping 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 Safety Campaigns for two wheeler drivers**

###### **RTO Campus on 15<sup>th</sup> December 06**

4.1.1 The flag off for the Road Safety Programme was done by the ARTO, Mr U.N.Mathur with a road safety campaign at RTO Campus, which is also one of the busiest spot for two wheeler drivers of Jaipur.

4.1.2 Nukkad Natak group “Goonj” with around ten actors gave message of road safety through their performance.

4.1.3 Later the volunteers and other team members distributed the literature to the drivers of scooters and motor bikes.

**Road Safety Campaigns for three wheeler drivers**  
**Ajmeri Gate on 19<sup>th</sup> December 06**

4.1.4 On 19<sup>th</sup> December, the campaign was flagged off at the Ajmeri Gate. On this occasion, Nukkad Natak team displayed the performance and gave the message of road safety to the road users. The focus was on over loaded school children on three wheelers.

4.1.5 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.

**Road Safety Campaigns for cycle rickshaw pullers**  
**Ravindra Manch on 21<sup>st</sup> December 06**

4.1.6 The campaign was basically for the cycle-rickshaw pullers.

4.1.7 The programme was conducted at the place, where the maximum cycle rickshaws are parked. They were taught the lessons of road safety. Goonj presented a Nukkad Natak and displayed some road safety rules to them through this.

4.1.8 The issues addressed were:

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

**Road Safety Campaigns for roadways bus drivers**  
**Malpura Gate, Sanganer Town on 23<sup>rd</sup> December 06**

4.1.9 This campaign was dedicated to the drivers and conductors of the Road Transport Buses.

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

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

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.

4.1.11 The main preaching to the drivers in the campaign were:

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

**Road Safety Campaigns for private bus drivers**  
**Ghat Gate Bus Stand on 26<sup>th</sup> December 06**

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

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

4.1.14 So it is very important to teach these drivers.

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

CUTS personnel preached them the lesson of road safety.

4.1.15 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

**4.2 Eye Test Camps**

4.2.1 There were in all eight camps organised at different bus depots of Jaipur.

4.2.2 The camps were conducted as per the schedule:

2<sup>nd</sup> January 2007 at Vaishali Bus Depot-Tested 59 drivers and conductors

3<sup>rd</sup> January 2007 at Vaishali Bus Depot-Tested 53 drivers and conductors

4<sup>th</sup> January 2007 at Jaipur Bus Depot-Tested 43 drivers and conductors

5<sup>th</sup> January 2007 at Jaipur Bus Depot-Tested 77 drivers and conductors

6<sup>th</sup> January 2007 at Central Workshop-Tested 67 drivers and conductors

7<sup>th</sup> January 2007 at Head Office-Tested 30 drivers and conductors

8<sup>th</sup> January 2007 at Jaipur and Vaishali Bus Depot-Tested 37 drivers and conductors

9<sup>th</sup> January 2007 at Jaipur and Vaishali Bus Depot-Tested 41 drivers and conductors

4.2.3 Thus in all the eight camps, total 407 persons were screened, the complete report of each day wise will be send soon.

**4.3 Awareness Camps in Schools**

4.3.1 The third activity under the programme was the awareness camps at ten different schools of Jaipur, the selection of whom was done on the basis of the location, i.e. all the ten schools covers all the four directions of Jaipur.

4.3.2 The camps were organised as per the schedule:

1. 17<sup>th</sup> January 2007 at Modern Balika School
2. 18<sup>th</sup> January 2007 at National Vidhya Ashram School
3. 19<sup>th</sup> January 2007 at Govt. Poddar Senior Secondary School
4. 20<sup>th</sup> January 2007 at Bright Buds School
5. 22<sup>nd</sup> January 2007 at Jagrati Vidhya Mandir
6. 23<sup>rd</sup> January 2007 at Children's Academy
7. 24<sup>th</sup> January 2007 at Adarsh Vidhya Mandir
8. 25<sup>th</sup> January 2007 at SVM Public School
9. 29<sup>th</sup> January 2007 at M C Sindhi Panchayat School
10. 31<sup>st</sup> January 2007 at Tagore Public School

4.3.3 In all the camps, children were selected on the basis of the age groups. Most of the schools, only the senior students from classes IX to XII were taken there were four kinds of activities.

4.3.4 Firstly, the children were taught some tips of road safety and later on they were explained the traffic rules through Nukkad Natak.

After that, there was a drawing cum poster competition and essay writing. Students were given the choice to take up any one of these.

4.3.5 The main objective behind this was to know, to what extent the students understand the basic rules of road safety.

#### **4.4 Awareness Seminar on Section 134 of Motor Vehicles Act, 1988**

4.4.1 Venue: Convention Centre of Pink City Press Club, Jaipur

4.4.2 Date: 27<sup>th</sup> January 2007

4.4.3 Resource Persons: Dr Maya Tandon, Retd Suppdt, Jaykaylon Hospital and CEO of M N Tandon Charitable Trust; Dr S K Pathak, Retd, Prof. and Head of Department of Forensic Medicines, SMS Hospital and now Director of NIMS Medical College; Dr N K Lodha, Head of the Emergency Unit of SMS; Dr Suresh Sehgal, Medical Jurist of SMS; Shri Shankar Surolia, Retd. IPS and now Advisor to Traffic Control Board of JDA; Shri Jagmal Singh, Deputy S.P., Traffic representing Mrs Smita Srivastava, S.P. Traffic and Shri D M Mathur, Advocate.

Other than this Shri I C Srivastava and Dr C S Barla also spoke on the subject.

4.4.4 Participants: In all 52 participants were there representing Transport Department, Educational Institutions, Medical Fraternity, CSOs etc. Assistant RTO Shri R.C.Yadav represented Transport Department.

4.4.5 Agenda: *Attached*

4.4.6 Objective: It would perhaps be impossible to save any life in an aircrash, 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. A judgement by the Supreme Court in the case of Advocate Parmanand Katara by way of public interest litigation in a writ petition in the year 1985 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.

The Supreme Court in its Division Bench Judgement delivered by Justice 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. Following a Supreme Court order in 1989, the Motor Vehicles Act was amended in 1994, (New Section 134) to make it mandatory on both the driver/owner of the vehicle to take the accident victim to the nearest doctor, but also casts a duty on the doctor to treat the victim without waiting for any formalities.

Looking to the importance of the issue, it has become mandatory for all of us to create awareness among the concerned stakeholders like traffic police department, transport department, medical fraternity, civil society groups, corporate and the citizens on this.

Taking the campaign forward, a seminar is being organised with the support of Ministry of Road Transport and Highways, Govt of India CUTS in the past few years has been bringing this issue into the limelight by being in touch with the film producers and directors for uplifting the issue through picturisation in films, telefilms and serials.

This issue was brought forward in several other programmes on road safety like World Health Day etc and also through our publication but this is for the first time that an exclusive programme is being organised for awareness on Section 134 of M V Act.

4.4.7 Proceedings: Dr Maya Tandon speaking on the utility of the section with emphasis on the role of civil society organisations in generating the awareness of the issue, stressed the need and called to all NGOs working on road safety work. This will benefit in highlighting the various legal sections to the injured as well as the defaulter/rescuer, so that awareness generates among the masses to deal with the accident effectively. She also said that there should be special trainings/preachings on the section to the directly involved stakeholders like transport, traffic personnel and medical doctors specially the private hospitals. 25 percent of the injured succumbs to injuries simply for the reasons of mishandling. If taken with proper care, then their lives can be saved.

Dr S K Pathak highlighted that every doctor prior to becoming a doctor takes the oath that he or she will always be sensitive towards saving the life of the patient, whenever such situations comes across. Even after 13 years of

amendment in the M.V.Act, there is an apathy towards implementing the section effectively and the private hospitals and clinics still avoid taking medico-legal cases and refer them to the government hospitals. Special arrangement needs to be made in every private or government hospitals by special notifications by the government. Some private hospitals in Jaipur like Soni and Jaipur Hospitals have medico-legal arrangements but others still do require such.

There should be mobile van facilities available at every hospital in cities and villages. This arrangement should be with the traffic and highway police also, so that an immediate succour could be given to the victim. Infact, every *thana* should also be provided a mobile van equipped with immediate treatment facilities, so that the time consumed in taking the victim to the hospital could well be utilised. Hospitals located at the highways and insurance companies also needs to be made aware on this.

Dr N K Lodha mentioned that majority of the doctors attending to the emergency cases are not aware of Section 134 but they have been doing their duties specially at SMS Hospital. The situation could be worse in private, where a question of medico-legal case arises. Dr Lodha briefly spoke on the present arrangements at SMS for attending to medico-legal emergency cases.

Mr D.M.Mathur spoke on Section 134 from the angle of consumer right. Starting with article 21 of the Constitution of India, which speaks about the right to life for every citizen, mentioned how the lawyers can play their pivotal role in making this issue more popular and more and more awareness could be generated. Mr Mathur briefed how the procedure of legal formalities could be made simpler, when a question of compensation arrives.

Mr Mathur suggested installing a notice board mentioning the utility of Section 134 at every government and private hospital especially at the place, where emergency services are being provided.

Shri Shankar Surolia suggested for organising more and more programmes for different stakeholders from time to time, which could be in the form of workshops, seminars, small meetings. He also insisted that whenever road safety is included in the school syllabus, then a separate chapter on Section 134 should be there, which will have its own impact. A lobbying to include road safety in the school curriculum by CUTS and some other NGOs working on road is already on with government and NCERT has already assured.

Mr Surolia suggested for erecting notice boards on Section 134 at different public places like hospitals, parks, police stations, panchayats, government buildings and also behind the heavy vehicles like buses and trucks etc.

Shri Jagmal Singh presented some figures of motor accidents, where the action has been taken under Section 134.

Mr I C Srivastava stressed the need to check vehicular population, which is alarming. Dr Barla criticised the role of media, which has now turned more commercial.

In the end, a human dummy (manikin) presentation was made by M.N.Tandon Charitable Trust, which briefed the participants about how an immediate medical aid could be given to the road crash victim.

#### 4.4.8 Highlights

- Being the very first activity of its kind, the response was good, specially from the doctors and CSOs.
- The programme was well organised.
- The resource persons were also well prepared, which prevented them to get deviated from the topic.

#### 4.4.9 Learnings

- Will involve reps from insurance, corporate, media and educational institutes (consumer clubs)
- More and more programme in different forms, so that awareness could be made.

#### 4.4.10 Recommendations

- Display of Section 134 and its utility through notice boards at private and government hospital, bus stands, railway stations, parks, government offices/premises, panchayat offices, police stations, insurance company offices and educational institutions.
- Display behind heavy vehicles like trucks, lorries and transport and private buses.
- Special training to different stakeholders on the subject.
- Using the media effectively specially the electronic media and entertainment channels like FMs and films, telefilms and serials.
- To take the issue down at the village level in time to come.
- To include the subject in the school syllabus.
- CSOs to play much more active role.

## **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 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.
- There was an overwhelming support from the transport authorities regarding the organising of eye test camps. The depot managers at all the depots, where the camps were conducted were very much co-operative.
- The school authorities too gave lot of support to the camps and wishes to organise similar camps on the continuous basis.

J2(8)/4904

2007.02.27

Shri Ramu 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  
Greetings from CUTS!**

With reference to the Ministry's letter number RT-25033/86-RT/2006-RS dated 23<sup>rd</sup> November 2006, we hereby submit the final activity report and the annexures along with the Utilisation Certificate duly attested by the Chartered Accountant.

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.

Organisation's programme staff was in regular touch with the State Transport Office, who were the main authorities to check the proper implementation.

There was a small change in the schedule of activities, which was sent on 13<sup>th</sup> November 2006 vide letter number J. 2(8)/4752 due to the winter vacation in schools and traffic week. The same was intimated to the local transport authority vide letter no. J.2(8)/4821 dated 2<sup>nd</sup> January 2007.

I request you to kindly go through the detailed report and the annexures (enclosed) and make arrangements for releasing the balance amount of Rs 1 lac at your earliest.

Thanking you,

S M Mathur

Secretary

Cc:

1. Mr Jagdish Chandra  
Transport Commissioner  
Rajasthan
2. Mr Pawan Arora  
Regional Transport Officer, Jaipur
3. Mrs Smita Srivastava  
S.P., Traffic, Jaipur

## **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. Performa of the eye tests

J 2(8)/4975

2007.03.30

Shri Ramu 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- Eye-test report**

**Greetings from CUTS!**

Please refer to our earlier letter number J.2(8)/4904 dated 27<sup>th</sup> February 2007 and with reference to the Ministry's letter number RT-25033/86-RT/2006-RS dated 23<sup>rd</sup> November 2006, the final activity report and the annexures along with the Utilisation Certificate duly attested by the Chartered Accountant was sent to you.

We are hereby attaching the report of the eye-testing conducted during the programme. Eye-testing was one of the activity under the programme and it was not attached with the report sent earlier. This report was prepared by a recognised ophthalmologist accompanied with suggestions, comments and recommendations.

The same is given to the local authorities here in Jaipur for their perusal and necessary action.

Thanking you,

S M Mathur  
Secretary

Cc:

1. Mr Jagdish Chandra  
Transport Commissioner  
Rajasthan
2. Mr Pawan Arora  
Regional Transport Officer, Jaipur
3. Mrs Smita Srivastava  
S.P., Traffic, Jaipur
4. Mr R P Jain, M.D  
Rajasthan State Road Transport Corporation, Jaipur