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President (Emeritus)

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31st March 2022

Sub: IRF-IC's 5E Programme to Enhance Road Safety Scenario in the Country – focus on the aspect of 3rd E on Road Safety Education

Dear Shri Murthy,

I write this further to my communication dated 16th March 2022 regarding an Action Plan on the aspect of 3rd E of National Road Safety Action Plan. This component of the Action Plan has further been revised to bring into the road safety education efforts and gambit, the participation of other Ministries such as the Ministry of Road Transport and Highways, Railways and Information and Broadcasting.

The revised Action Plan is more comprehensive and strives to identify nodal points for each of the action for better accountability and results. I request you to kindly peruse the document and solicit your kind support of convening a meeting of the concerned stakeholders at your earliest convenience, for a discussion to finalise your component of the Action Plan.

With Warm Regards

yours truly,

K.K. Kapila

(K. K. Kapila)

Encls: Revised Road Safety Education Action Plan (11 Pages)

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E-3 - Road Safety Education & Awareness Campaign

The objective of road safety education is for reaching all road users by concept-based and continuous education with clear goals. Road safety education needs continuous, concept-based interventions and should not be a onetime event for all those who are likely to be road users in various forms during their entire life. In a long-term perspective, such education should be imparted as a lifelong learning process targeting all road users to develop this life skill.

Road Safety Education and Awareness - Issues			Responsibility	Budget & Timeframe
(a)	Road Safety Education in Schools/Educational Institutes			
1	Status: In most of the behavioural formation, it is said “catch them young”, and this is true in case of road safety culture and behaviour. Therefore, it is said based on experiences of some of the developed countries with best road safety culture/behaviour that it becomes most productive when road safety culture is inculcated in the minds of young children. Sensitising young minds about road safety by Parents is not a prevalent practice in India. It is possibly due to the fact that this action of the Society probably has not been considered seriously for any kind of targeted safety education. Parents play a crucial role as stakeholders in the road safety ecosystem. Therefore, there is an urgent need to engage with the parents about how to protect and educate their children about road safety risks from the age of 7 years to adulthood. From early days of walking to school, then cycling and later riding a two-wheeler and then graduating to a four-wheeler drive, children constantly require parental guidance to understand and appreciate the importance of safety on roads.	Action Plan: • Various school boards should work with parents of pre-school children to distribute key road safety information. • Develop materials outlining key messages for parents of primary school children about pedestrian safety. An effective medium could be to reinforce safety messages on Schools Bags, T-Shirts, Water Bottles, etc. • Cycling is one of the first exposure to vehicles for young children. Develop specific materials for parents about safe cycling and distribute to parents via schools and cycling organizations/manufacturers. • Inculcate safe travel beliefs in secondary school resources by parents especially when travelling by public mode of transport, buses, trains, etc. • Develop extensive materials to support the greater involvement of parents in supervising their children when learning to ride/drive – especially a motorised vehicle. • A parent module should be there with all such Road Ready Program for school children.	Ministry of HRD	

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2	Status: Road safety education in schools is one of the most pursued activities under the third pillar on “Safer Road User”. A number of stakeholders from corporate and non-government domains have been consistently taking up this effort across India at various times through their CSR. However, to bring about an attitudinal shift and road respecting culture as inherent nature in young population, there is a need for constant exposure and reinforcement to road safety education, almost on a daily basis. This is possible only when the Ministry of Education becomes a key stakeholder of this important requirement. There is a need to implement evidence-based road safety education programs and take initiatives in schools which include local research. Education being a part of Concurrent list is important to both the Centre and the State, if this initiative require some legislative action, it should be taken up on top priority. Action Plan: The following actions are required towards creating awareness and retaining the learning, so that it is deeply ingrained and forms into a habit. ● Road Safety Curriculum from classes Vth to Xlth, are approved by the Ministry of Education and adopted by NCERT and followed by all the Schools Boards (CBSE, ICSE and State Boards) in India. One of the proposed methods to introduce this curriculum is to integrate it with the existing subjects. ● Concept of Model Safety Schools (created by Toyota-Kirloskar) provides constant reinforcement for education about traffic signs, zebra crossing and other such traffic related aspects for school children in the young and impressionable minds. ● Road Safety Anthem (prepared by IRF-IC) to be an integral part of School Assemblies, Sports Day, Road Safety Week to establish a continuous connection. Catchy Anthem of about 1 minute duration in all the regional languages of India is prepared by IRF-IC, and this will serve as an effective tool to inculcate an inclination towards road safety, not only in the minds of children but also in the masses. ● Celebration of Annual Road Safety Week by schools will not only continuously create awareness but also has recall value. ● Observing World Remembrance Day for Accident Victims on 20th November every year. ● Budding Road Safety Champion Awards, similar to Bravery Award to be presented during the World Remembrance Day for Accident Victims observed in Nov. will serve as an important inspiration. ● Road safety education programmes and initiatives based on research are more likely to be effective. Including local research and current legislation will help ensure that road safety education programs and the initiatives are appropriate and relevant to the context of the school community.	Ministry of HRD and Ministry of Information & Broadcasting	
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3	Status: The teachers are the greatest influencers during the long school years and play an important role in imparting life lessons. With their social standing and stature, what they teach and share is perceived to be the truth and forms the belief system in young minds. Therefore, it is very important to sensitize and attune the Teaching Community towards safe road use behavior. The teachers' training courses should include the road safety materials so that they are made competent to teach the children on the road safety matters through various subjects. It is necessary to involve the teachers to develop the guidelines and establish a 'Road Safety Club' in schools (similar to the NSS) headed by a Road Safety Officer, who will organize various road safety activities as a nodal officer at the school. Action Plan: The teachers of the school will be involved in various road safety activities in school and also in the society. ● Involvement in the road safety curriculum and its integration into the teaching ● About 5-6 teachers from each State (from schools in different parts of the state) to be inducted into the State Road Safety Committee ● Orientation to Road Safety to be an integral part of Teachers' Training Programme ● Road Safety Officer to be Skilled, equipped, empowered and motivated to drive the Road Safety Week initiatives ● Select Teachers as Road Safety Ambassadors for the school fraternity ● Road Safety Ambassador Awards may be given during World Remembrance Day observed in November every year. All these above actions under 1, 2 and 3 can be started with all the schools located within 2km belt on either side of the NH and SH network of the country. This can be implemented in a structured manner taking up the most vulnerable districts first with poorer road safety records and gradually covering all districts along NH and SH, and later even in all schools in the country. For training the teachers and Road Safety Officers, a network of NGOs like IRF and IRTE will be most suitable for sustainable results.	Ministry of HRD	
4	Status: Road safety education is required for adolescent students of schools and colleges, as well as those adults engaged in higher level studies and research at any type of educational institutes. Though it may not be appropriate and possible to include road safety curriculum in their study materials, as all higher studies beyond school are in a vast body of very wide subject areas, all of them also actually need road safety education developing the relevant road safety knowledge and skills as a part of the 'life skill', if they have not gone through it in their schools. Action Plan: In all such cases, there can be a formal and sustained system to organize common informal trainings for participants from all specialisations/disciplines to develop the traffic safety skills and attitude. Thus, it is necessary ● to penetrate in all levels of educational system to influence and convince them about the requisite knowledge of road safety for safer behaviour and attitude.	MoRTH	

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	- in order to ensure traffic safety, the advocacy work on laws and legislations to advance public awareness, culture, knowledge; - to Improve responsibility and discipline of road users by advancing traffic safety law, legislation, rule and standards; - to focus on and prevent violations such as speeding, drunk driving, not using safety belts and safety helmets; - to improve responsibility in this group about the driver preparation, specialization, testing and license obtaining process.		
(b)	Improving Skills/Bahaviour in Driving Community		
1	Status : Driving community which does not mandate any professional qualification and even a basic literacy (as per MV Act 2019). In such a situation, the role and responsibility of a driver of a commercial vehicle is very different from that of a personal vehicle. Their knowledge and interpretation about roads, traffic signs and traffic laws vary widely and often found to be inadequate for the job taken up. It has always remained a challenge to address this driving community, though large efforts are undertaken under Government-Private Sector initiatives. Their education should be direct, focused and to help them continually to evolve as responsible drivers, with years of driving experience. This will help promote the synergies and combinations of Road Safety Education and Mobility Education. Action Plan : - Revise the content of the Road Safety Education Programme for drivers to ensure that it addresses and supports the needs of both seasoned and budding/novice drivers. The content should mandatorily include traffic control devices (traffic signs, road markings, traffic signals and miscellaneous devices), traffic laws, penalties for traffic offences, first aid trauma care and anger/stress management. - Driver training should be linked to Mobility Education, which means it should be implemented in a broader context of health, environment and societal responsibility education. It should not be restricted to mere skills required for operating a vehicle on the road, and beyond with the responsibilities towards others on the road. - Knowledge about the vehicles including mechanical and electric features, its safety features, emission, etc., for safe handling and driving with required concerns and respects for the vulnerable road users. - Prepare communications to explain the risks associated with night driving and driving during inclement weather (rain/fog/snow, etc) and also benefit of driving with peers as per the law for newly licensed provisional drivers. - Programmes for physically challenged drivers (especially two wheelers) - Targeted community education to explain the road safety benefits to drivers and riders of any changes to the licensing system. - Encourage/establish the connect with family – keeping a photograph of family / loved ones on the dashboard of four wheelers to serve as a constant reminder to drive safely.	MoRTH	
2	Status: The driver training system in most developing countries, without exception of India, is very primitive and		

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	unscientific. The trainers and the training facilities are also grossly deficient in terms of the real technical knowledge and skills to be imparted to the trainee. All such training establishments are like shops and some lessons are provided for use of accelerator, brake and clutch (ABC) of the motor vehicles. Accordingly, a vast majority of the existing driving population in India are not adequately skilled for safe driving with complete knowledge of driving and also about handling of the vehicle at critical conditions of driving. This deficient skill only results in a very poor outcome of road safety every year with some 500,000 recorded accidents, which is actually a small fraction of the actual total road accidents taking place in the country. Without complete revamping of the driver training system in a very systematic and promising manner, the road safety scenario cannot be changed in the country. Action Plan: Driver licensing should follow only after a formal driver training obtained from established accredited driver training institutes to ensure the required knowledge and skill for the driving as a responsible task which has serious implication, if not learnt completely. • The training should include the knowledge of risks involved in driving, awareness of road safety rules, ethics, as well as physical and psychological features involved in fulfilling the requirements of safe driving. All such driver training institutes should be equipped with a set of minimum required/specified qualified trainers and equipment (training facilities) to be accredited for the job. • The 750 districts of the country has some 16,000 ITIs as an established network of the government and private institutions imparting vocational trainings, and now a days there are equivalent number of other skill development centres across the whole country. Almost all of them have automobile engineering as one of the disciplines they cater for, and also having all other associated facilities. This very established network of institutions should be used with a special Cell in each of these to call it as Driver Training Centre, which will be the really credible such training centre with all necessary training staff and facilities. Government should fund and develop this network of Driver Training Centres (DTCs) across the whole country, which is likely to change the entire set of skills and behaviour of the driving population. • License obtained after training at accredited centres of driver training should be given appropriate rebate in the insurance premiums paid for both automobile and life insurance.	MoRTH	
3	Status: Total number of motor vehicles in India today is probably about 325 million, out of which about 80% is the two-wheeler comprising scooters, motorcycles and mopeds, which are regularly used for commuting as well as social visits by the middle and lower middle class families. It has been recorded in 2019 that out of more than 150,000 road deaths due to accidents 38% was for the two-wheeler riders. Basically, there is no formal training available or not taken by the users of two-wheelers, as most of them believe that those who can use the bicycles are able to use the motorised two-wheelers as well, and there is no formal training required for it. One of the reasons for such high proportion of fatalities to two-wheeler riders is the lack of training, which is just not balancing the vehicle, but knowing many more things about driving a motorised two-wheeler, which is a seriously vulnerable mode on the		

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	traffic due to its total exposure in every way. There is lack of rider training establishments available for motorised two-wheelers, and therefore, in most of the cases it is learned in an informal social environment. Such a situation has led to creating a very large group of motorised vehicle users of the road with very poor and seriously deficient knowledge and skills for riding such a vulnerable vehicle, jeopardising safety of the riders themselves as well as other road users. Action Plan: • A formal and scientific training on riding motorised two-wheeler should be made mandatory for license seekers for two-wheelers of any HP capacity. • A standardized module including classroom and practical training (actual riding training using simulator and on actual road) should be developed for using uniformly at all formal and accredited training centres.	MoRTH	
4	Status: The driver licensing and related testing facilities across the whole country is still not uniform in a standard format, as per the requirements of the M.V. Act 2019 and Central Motor Vehicle Rules. Only at a selected places, the advanced automated track system without human intervention has been established, which is required to be provided in all test centres across the whole country. Also, the testing on an automated test track is not the simulation of a live road where the driver has to face many other situations due to all other road users present on the road. Action Plan: • While a detailed test is required to be undergone on the automated track based testing as the mandatory requirement, but this is not to be considered as final for awarding the driving license. • Only after passing the test on auto-track, the applicant should be taken to the actual (real-world) road for a short test on a few other basic features relating to the driving in the presence of fellow road users, which will confirm the total credibility, and based on successful performance only the driving license should be given. Status: The driver training in developed world, where the road safety situation is much better in comparison to that in India, is based on a set of serious level theory lessons on road safety covering all kinds of safety risk factors involved in the driving task and their preventive actions required by safer driving practices. Thereafter, there are many hours of training using the driving simulator (covering different driving conditions and situations) before the trainee is allowed to drive on real world roads, where the trainee is able to face real situations of traffic around him/her to develop the finer level skills before appearing in the driving test. In India, in most cases, the drivers are taken out to the road right from the beginning, even before knowing the risk factors. Action Plan: • It is necessary to develop a comprehensive and standard driver training programme (the training module with a	MoRTH	
5		MoRTH	

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	detailed manual) meeting all the requirements mentioned in the M. V. Act and CMVR, which must be followed by all driving schools/institutes to train the drivers and the same shall be used for evaluating the drivers as part of the driving test for award of the driver license. • Due to absence of simulators and qualified trainers, the training in India starts with driving on the real roads (often conducted and supervised by parents), which causes inconvenience to the normal traffic on the road. Further, this does not give the learner any clue about the required knowledge of the risks and their aversion process. Simulator based training should be mandatory for each driver training course. • The Government may like to import adequate number of simulators for each of the proposed driver training institutes (as suggested above with exemption of import duties or license industries for producing in India in a fast track system) and to be equipped with adequate number of trainers and all other facilities along with the simulators.		
6	Status: The drivers of public transport buses (city- and inter-city buses) and heavy-duty vehicles (trucks) are surely having a much more demanding task in view of the passengers and huge load they carry in the vehicle. In case of countries like India, the school buses (especially in cities) and other various IPT vehicles have similar situation, where many passengers travel in the same vehicle. Thus responsibility and accountability in driving such vehicles are much higher due to the size of the vehicle and the larger number of passengers in the vehicle. It is quite often observed that these drivers are not really aware of the road safety rules and also do not demonstrate required competence and responsibility for driving such vehicles. Action Plan: • The drivers of all such vehicles, where huge load or multiple passengers are being carried, the driver training should be much more rigorous using the similar methods as would be the case for all others, and the testing procedure also has to be much more rigorous in view of the extra risks involved due to the size of the vehicle and load. • In addition to the normal driving skills and required attitude towards the responsibility, these drivers of public transport vehicles and trucks (i.e. all commercial vehicles) should be trained on first-aid trauma care, which will have two positive effects: (i) road accident victims will be able to receive first aid at the earliest opportunity, as one such driver will reach the location immediately, and (ii) these trained drivers will be much more sensitive with safer driving behaviours.	MoRTH	
(c)	Road Safety Campaign and Awareness Programme with Community Participation		
1	Status: Most of the mass awareness programs carried by the individuals/experts/organizations in different parts of the country are not vetted properly. This at times results in the circulation of wrong information too, as these do not go through screening by experts in road safety education. Moreover, it has been proved by research worldwide and in India, that just by awareness campaigns the knowledge and understanding of road safety in the target groups can		

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	surely be increased, but the habit and attitude towards an incorrect behaviour only marginally improve and does not get changed unless enforcement, is also linked to the awareness campaigns. Action Plan: • A standardized module/content of the road safety awareness programs should be developed at the national level on the subject and the same should be made available to NGOs / campaign experts in states to carry out mass awareness programs in their local languages. • We from IRF (India) will develop a module/content and share it with the Road Safety Wing at MoRTH. • Any and all such road safety campaign must be in association with the enforcement agency, i.e. Local Police Department with enforcement component built into the programme, so that real benefit of any such campaign is realised as a planned intervention.	MoRTH and Ministry of Information & Broadcasting	
2	Status: All sporadic road safety campaigns have not been able to bring any behavioural change or attitude and risk perception by the road users. The road safety week and road safety month organized every year also have not been able to change the culture of the community with safer behaviours. Action Plan: Sustained effort is required in terms of road safety campaign in continual basis, as (i) The developed programme with targeted campaign should be passed on to NGO's operating in the States, who should be supported by the Government, to run the campaign. The Campaign to emphasize adherence for brakes and brake lights, head light and tail lights, mirrors, indicator lights, seat belt and helmet, etc. (ii) Design and implement a monthly targeted publicity programme continually throughout the state with focus on the following: • Truck drivers and Taxi operators on NHs and SHs to address contraflow; • Motorcyclists at junctions; • Pedestrian behaviour in urban and rural areas; • Motorcyclists on NHs; • Wearing of helmets and seat belts in urban areas and rural highways; • Vehicle maintenance requirements for safety; • Safe driving tips during night conditions; • Speed limits in urban and rural areas; and • Safety of cyclists. (iii) To establish priorities and programme for road safety campaigns each year following the publication of the Annual Report on Accidents in the state and aimed at getting road users to modify their behaviour. Each campaign should be designed with a clear objective, identified target audience and with messages that are simple and focused.	MoRTH and Ministry of Information & Broadcasting	MoRTH

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3	Status: The new road construction projects taken up in semi-urban/urban/rural areas are a must for better connectivity and economic growth. But these projects at times do not keep consideration of both the need of the community and also the role of the community in ensuring safety for the road is being built for their use. Most of the community (local road users) adjacent to the newly built road are unaware of the changed environment due to the new and upgraded road with different speed capabilities for the traffic. The communities try to use the road as they were using for long time and are badly impacted by the road safety hazards caused by the newly developed road. In view of such situation, some MDBs like AfDB has already adopted the principle of including community safety awareness programme along with the road development. Action Plan: • All road development projects should include provision for community road safety awareness drive and their participation to be taken up from the design and construction stage. • A separate specialized consultant should be engaged to implement this task and accordingly budgetary provisions should be made for deriving true benefits from such strategy.	MoRTH and Ministry of Information & Broadcasting	MoRTH Budgetary person to be provided
4	Status: The support and extended cooperation with the activities of civil society organizations will be required, which are working for many such social causes including to prevent road traffic accidents. In doing so, they get involved in discussion, inspection as well as detailed evaluation. Action Plan: • To enhance road safety, community education programmes such as rallies, street plays, puppet shows, etc. need to be developed as part of the road safety education. • Also, study on possibility to transfer some of the state's role to the civil society for prevent traffic accident by doing the awareness campaign among the citizens and improving their traffic safety knowledge and culture		
(d)	Media Involvement in Road Safety Campaign & Awareness Programme		
1	Status: A sizable proportion of vulnerable users are constituted by Pedestrians, Two Wheelers, Three Wheelers and non-motorised Cyclists. With over 40 to 60% of daily travel being catered by these modes in different urban areas, nearly 50% of road traffic accidents/fatalities are to this group of road users. Therefore, the mandate and focus of road safety education programs through various print and visual media also should reflect to be for the safety of these VRUs. There are existing initiatives in this direction, however, enhanced engagement is required for reinforcement and higher recall. Action Plan: • Road Safety Anthem should be played at all schools, cinema halls, public announcement speakers, railway	MoRTH and	

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	stations, airports, bus stops, at all government functions. • Mandatory Road safety messages, knowledge of traffic signs, all disseminated through Billboards/Banners/Variable Message Sign Boards on all Highways/Expressways, other vantage locations within the cities. • Short Films on Road Safety before screening of commercial movies in theatres across India and also on the National TV Network, Cable Networks, etc. • Display hoardings regarding road safety at all important locations like Government buildings, Railway Stations, Bus stations, Airports etc. • Effective Media efforts should be duly recognised at the National level to encourage service to the society. • Promote media cooperation and participation to disclose the pathetic scenarios and also to highlight outstanding road safety initiatives (i.e. successes) through responsive and objective reporting. • Celebrate and publicise the success stories of road safety. • Targeted campaign on safety hazards due to modifications of two wheelers, bicycles etc. at the users' end. • Awareness campaigns to enhance safety, especially for cyclists and two wheelers, etc. during the dark hours, by making the vehicle conspicuous through by wearing retro-reflective clothing, and/or fixing retro-reflective tapes on vehicles, etc. These safety requirements are also to be enforced by the Transport Department and Police through regular enforcement drives.	Ministry of Information & Broadcasting	
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2	Status: The road safety campaign using wide ranging media is not adequate in India. All print and visual media should be abundantly used to influence the minds of community for culture of road safety with modification in behaviour through persuasion using innovative media based campaigns. For communities in India with varying socio-cultural milieu, the media based campaign can be the most suitable for adoption for all road safety objectives. The media can play a positive role in changing the road safety scenario in the country as they had the contribution of the fourth estate in promoting government's ambitious initiatives like Swachh Bharat Mission, popularising Yoga for fitness and 'Beti Bachao Beti Padhao' scheme. Better road safety in the country would mean about making a better nation in the coming years. In today's context and age, the world has many expectations from India, and reversing the road safety trend is probably a too little challenge for India with its highly innovative media community. India proved the critics wrong on many things that have been delivered during last couple of decades, and the road safety also can be transformed completely in this decade with a total commitment for it. Action Plan: • Cooperation with media agency to prevent traffic accident doing the awareness campaign among the citizen and improving their traffic safety knowledge and culture. • Improve the city road users' behaviour, habits, and attitudes, to promote public knowledge, skills and awareness campaign to ensure traffic safety and use media tools to give people more understanding about traffic safety. • Multi-media through constant promotion of participation in cultural of safety from traffic community • Regularly, rapidly deliver real-time traffic information through media such as FM, TV, and newspaper • Regularly conduct campaigns about child seat, helmet, safety belt and mobile phone, which are to avoid/prevent harm to the life and health during the accident.	MoRTH and Ministry of Information & Broadcasting	Budget to be provided by MoRTH
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