



International Road Federation  
Fédération Routière Internationale  
Federación Internacional de Caminos  
अंतरराष्ट्रीय सड़क संघ

# NEWSLETTER

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## *It is Time for Action. Make Roads Safe!*

### NEWS IN BRIEF

**25th National Road Safety Week** was observed all over the country between 11th to 17th January 2014.

**Campaign of fixing conspicuity tapes on bicycles** has been initiated by International Road Federation, India Chapter (IRF IC) with the support of Union Ministry of Road Transport and Highways (MoRT&H) and Delhi Traffic Police (DTP) in the city of Delhi.

**6th India Roads Conference** organised by ASAPP Media Information Group will be held on 5th March 2014 in Delhi.

**Joint SARF-IRF Regional Conference** will be held in Pretoria, South Africa in September 2014.

**IRF Partners with Fleet Forum -** International Road Federation - Geneva Programme Centre (IRF GPC) has entered into a Memorandum of Understanding (MoU) with Fleet Forum to conduct training courses and workshops on fleet management.

#### IRF's Mission

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

#### IRF's Vision

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

#### IRF's Values

Commitment to safe, smart & sustainable roads

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### FROM FOUNDER CHAIRMAN'S DESK



Dear Friends,

Greetings from International Road Federation, India Chapter and all good wishes for a very happy and healthy 2014!

Given the urgent need to transform India's track record of having the highest number of road accidents in the world, which translates into a colossal national economic loss, Road Safety is a cause that I have been passionately devoted to, a cause which is at the core of this organisation's genesis and activities. We have sought to pursue this agenda on all fronts and in all fora and achieved a fair degree of success with the help, support and enormous goodwill of our member base.

Although we have been apprising our members regularly about our activities through our website and e-mailers, we have long felt the need for more cohesive and

cogent transference of information about our efforts to all stakeholders of the sector. It is therefore with great pleasure that we have launched this Newsletter, which I hope will bring our activities and efforts to notice and will infect you with the very passion that we feel.

Among our many initiatives, I would like to draw your attention to the Bicycle Conspicuity Campaign, which features here and is a recent initiative of IRF IC that will have long reaching effects on a vulnerable segment of road users. Although presently limited to Delhi, we are soon hoping to take this to other cities and metropolitan areas. I hope that all of you will participate in this initiative in good measure and in every way you can.

I invite you to share with us your own initiatives and successes, views and experiences, which we can include in future Issues.

Warm Regards,  
K.K. Kapila

### 25TH NATIONAL ROAD SAFETY WEEK (11<sup>th</sup> - 17<sup>th</sup> JANUARY 2014)

The 25th National Road Safety Week, which is aimed at giving all road stakeholders an opportunity to take part in concerted action for the cause of road safety, was observed by Ministry of Road Transport and Highways from 11th to 17th January 2014. The theme of this year's Road Safety Week was "When on road, always say Pehle Aap".

All States and stakeholders were asked to organise a March and involve all concerned agencies like Police, Health, Information and Publicity, Education, PWI and field agencies like the Transport Authorities, Distribution Authorities and Voluntary Organizations. Other activities suggested were: i) Special messages from Chief Ministers; ii) Holding of meetings on Road Safety to be attended by Senior Officials of concerned departments and public representatives; iii) Panel discussions on Road Safety on AIR & Television; iv) Inviting entries for slogans on Road Safety in



newspapers and awarding prizes to the best entries; v) Release of advertisements & messages on Road Safety from various dignitaries in daily Newspapers; vi) Public announcement on road safety at important intersections using mobile vans; vii) Display of Banners, Road Signs, Do's and Don'ts regarding Road Safety at important locations/Traffic Junctions; viii) Organization of exhibitions, seminars, lectures, screening of

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## MESSAGE BOX

*Almost 8 to 10 % of road accidents take place on account of cyclists not being visible during night time. International Road Federation has taken up a project to provide reflective tapes to all cyclists in Delhi. I request all our cyclists in the National Capital Region to come forward and avail this benefit to save themselves from the danger of being hit.*

**- Oscar Fernandes**

*Hon'ble Union Minister of Road Transport and Highways*

*I am very happy that International Road Federation has initiated a campaign. This has been done with support from MoRT&H and Delhi Traffic Police. I request cycle owners to bring their bicycles to the camp and get the reflective stickers affixed free of cost.*

**- Vijay Chibber**

*Secretary, Union Ministry of Road Transport and Highways*

*Delhi Traffic Police, with collaboration of International Road Federation and Ministry of Road Transport and Highways, is running a special campaign to fix reflective tapes on bicycles at 57 locations. All our cyclists are requested to come to the special camp and have reflective tapes fixed on their cycles to save themselves from likely accidents.*

**- Taj Hassan**

*Special Commissioner, Delhi Traffic Police*

*International Road Federation, with the support of MoRT&H and Delhi Traffic Police has initiated a campaign for affixing reflective tapes on bicycles. All cyclists are requested to take advantage of this effort and get reflective tapes fixed on their bicycles.*

**- K.K. Kapila**

*Chairman, IRF GPC & Founder Chairman, IRF IC*

## CAMPAIGN OF FIXING CONSPICUITY TAPES ON BICYCLES

*(With the Support of MORT&H and Delhi Traffic Police)*

Road accident deaths in India number the highest in the world. Among these, a very vulnerable segment of road users consists of cyclists. 6,824 cyclists are estimated to have died in accidents across India in 2011. Many of these deaths are attributable to poor visibility of cyclists. Needless to say, apart from the social trauma caused by these fatalities, the economic loss as a result of the loss of valuable lives is great.



International Road Federation, India Chapter (IRF IC) under the dynamic leadership of its Founder Chairman Mr. K.K. Kapila and Chairman Mr. N.K. Sinha is presently working with the Ministry of Road Transport & Highways, Government of India and the Delhi Traffic Police to appropriately address the cause of the safety of cyclists. The IRF IC has initiated an intensive campaign to affix reflective tapes on bicycles to enhance their visibility, in particular during low light / night time.

The Campaign has been initiated in the city of Delhi, in the initial instance, and will be gradually extended to cover other metropolitan cities as well as urban areas in a later phase. A target of 1 million bicycles to be fixed at zero cost to the end users has been set for the city of Delhi and will be taken up at 57 locations in five phases. The locations have been identified by Delhi Traffic Police, based on the bicycle concentration in different zones. Delhi Traffic Police has provided the manpower support in term of police personnel at these locations to assist the effort.



So far, more than 50,000 bicycles have been fitted with retro-reflective tapes in the Western Zone of the city. The Campaign has now been further extended to the Eastern Zone and is being aggressively taken forward. A lot of awareness has been generated among bicycle users, who are coming forth in large numbers to have their bicycles fitted with reflective tapes under this unique initiative.

Through its efforts, IRF IC and Delhi Traffic Police hope to drastically bring down the figure of accidental deaths of cyclists to an all time low.



*Allow life to thrive. Don't drink and drive.*



## ...25TH NATIONAL ROAD SAFETY WEEK 2014

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documentary films, etc. in public places; ix) Pamphlets, folders for children, road users and drivers in order to educate them on road safety aspects; x) Medical check-ups and eye-sight testing camps and free distribution of spectacles to drivers; xi) Proper road marking works on National Highways, State Highways and other major roads; xii) Checking of over speeding, over loading, unauthorized parking, drunken driving etc.; xiii) Special training programmes on traffic rules for school/college students; xiv) Inclusion of traffic rules and road safety matters in school text books; xv) Refresher course for drivers of State Transport Undertakings and for drivers in the unorganized sector; xvi) Traffic training to children who visit the traffic training parks; and xvii) Practical traffic education campaign by Police Departments and Voluntary Agencies, particularly among cyclists and pedestrians.



In Delhi, the week was flagged off on 12th January 2014 by a Road Safety March organized by Delhi Traffic Police in association with the Society of Indian Automobile Manufacturers', the Ministry of Road Transport and Highways and the India Chapter of IRF. The March began from India Gate, where the Secretary, MoRT&H, Mr. Vijay Chibber addressed the gathering. Mr. Taj Hassan, Special Commissioner Police, Traffic, and Mr. K.K. Kapila, Chairman, IRF GPC, also spoke on the occasion. The March invoked a great degree of public participation, including many school children. The March started at India Gate, moved along Rajpath, Ashoka Road, Rajendra Prasad Marg and terminated at Jawahar Bhavan, where refreshments were served to all participants and literature on road safety was distributed.

Speaking on the occasion, Mr Vijay Chibber said that India accounts for 10% of total road accident deaths in the world. Road Safety rules must be observed strictly by one and all to reduce accidents and loss of life. "Delhi Traffic Police has initiated various steps to discipline road users in the capital including e-challaning, use of cameras and continuous road safety programs, which have helped reduce the number of fatalities in 2013" said Mr Taj Hassan. Mr. K.K. Kapila informed the gathering about IRF IC's Campaign of fixing conspicuity tapes on bicycles.

### OBSERVANCE OF ROAD SAFETY WEEK BY IRF INDIA CHAPTER

A function to celebrate the 25th National Road Safety Week was organized by IRF IC on 16th January 2014 at the India International Centre. The function was presided over by the Hon'ble Union Minister for Road Transport and Highways,

Mr. Oscar Fernandes and attended by eminent officers of MoRT&H and Delhi Traffic Police including Mr. Vijay Chibber (Secretary, MoRT&H), Mr. Sanjay Bandopadhyay (Joint Secretary, MoRT&H), Mr. Rajeev Lochan (Director, MoRT&H), Mr. Taj Hassan (Spl. Commissioner, Police, Traffic). Mr. Aftab Ahmed, Hon'ble Minister of Transport, Govt. of Haryana was also present on the occasion. Mr. Oscar Fernandes said that *all efforts would be directed at getting the Motor Vehicle Act passed in the forthcoming Parliament session. "The Bill (Motor Vehicle Amendment Bill) when cleared and becomes effective will help in strengthening Road Safety Legislation and will play a very important role in making the country's roads safer as road fatalities are exceptionally high in India."*



A new logo on Road Safety was launched on the occasion. The Hon'ble Minister, Mr. Oscar Fernandes, also gave away His Ministry's Trophies to State Transport Undertakings. Delhi Transport Corporation (DTC) bagged the trophy for Road Safety for Urban Services. The other States included Haryana, Sikkim, Andhra Pradesh, Andaman & Nicobar and Rajasthan.



Mr. Vijay Chibber informed the audience that *the MoRT&H had addressed Department of Industrial Policy and Promotion (DIPP) to make fixing of reflective tapes on bicycles mandatory so that all manufacturers use these tapes. IRF, he said, has taken up the project to provide free reflective tapes to Delhi's cyclists in the initial instance, which would be extended to other metros in due course.*

Mr. Taj Hassan talked of *Delhi Traffic Police plans to launch Intelligent Traffic Management System (ITMS) in Delhi. The new technology would generate challan revenue of Rs 800 to Rs 1000 crore from the current Rs 50 crore per annum. This will also help optimise traffic lights and enable Delhi Traffic Police personnel to be released from enforcing traffic laws to undertake much needed traffic control.*

Mr. K.K. Kapila on the occasion said *"IRF is dedicated to making roads safer as the loss of life and limbs as the cost of mobility is not acceptable. It will continue with efforts to reduce road accident fatalities through engaging larger communities and stakeholders in various awareness activities on road safety, to encourage everyone to join hands in making roads safer."*

***Want to enjoy life fully...follow rules, drive carefully.***



## UPCOMING EVENTS

### 6TH INDIA ROADS CONFERENCE

The 6th India Roads Conference 2014, organised by ASAPP Media Information Group, will be held on 26th March 2014 at ITC Sheraton, Saket, New Delhi on the theme “Accelerating India's Road to Growth”. IRF IC is an Associate Partner in this event. All IRF IC members will be eligible for 30% discount on delegate fee and additional discount on bulk registration.

Further information is available at :  
[www.indiaroadsconference.com](http://www.indiaroadsconference.com)

### SARF/IRF REGIONAL CONFERENCE FOR AFRICA

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

A *Trade Exhibition* will also be held alongside.

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

The Regional Conference is an important event for road infrastructure stakeholders, particularly in the region, from wide ranging backgrounds – private, public and academic to interact qualitatively. *Abstracts for Technical Papers* may be submitted by 28th February 2014 in the template provided on the conference website.

Fleet Forum, an association of more than

## JOIN INTERNATIONAL ROAD FEDERATION - INDIA CHAPTER

IRF IC is a membership-based organization, representing corporate and institutional players and stakeholders in the road infrastructure sector in the country. Road safety has been at the core of IRF IC's activities, which also promotes “green road” approach. IRF IC has made a dent in policy through advocacy.

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

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