



INDIA CHAPTER

International Road Federation  
Fédération Routière Internationale  
Federación Internacional de Caminos

अंतरराष्ट्रीय सड़क संघ

# NEWSLETTER

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Volume-IV

Issue 2

## NEWS IN BRIEF

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### IRF Mission

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

### IRF Vision

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

### IRF Values

Commitment to safe, smart  
& sustainable roads

## EDITORIAL BOARD

Chief Executive Officer  
Veena Nabar

## FROM THE CHAIRMAN'S DESK



Dear Members,

*This is the Second Issue of IRF IC Newsletter of this year and we are bringing to you a flavour of not only our activities, but those of several of our Members. We hope that with each successive issue, we shall have more contributions from all of you. Through this forum, we hope to build up a strong network of relationships and generate ideas and suggestions that will help to take our causes forward in an enhanced and qualitatively improved mode. Our Newsletter has a wide circulation, not only domestically but globally through IRF Geneva. It makes us proud to highlight the activities and accomplishments of our esteemed Members and to showcase India's achievements in the road related areas, to those that play a decisive role in the global arena.*

*In February, we celebrated the Road Safety Week, along with the rest of the country. On 8<sup>th</sup> February, we organized a Conference on "Trauma Care – a National Mission" on the directions of, and supported by the Ministry of Road Transport & Highways. The Ministry of Health & Family Welfare, All India Institute of Medical Sciences & World Health Organisation were also eminently involved in the Conference. The deliberations of the distinguished Panels were illuminating and we hope that the Recommendations, which we have duly forwarded to all the concerned, will find early implementation. I would especially like to record here our appreciation of the invaluable support of Maruti Suzuki India Pvt. Ltd., for this event as Principal Sponsors.*

*In addition to its numerous Road Safety Activities, IRF IC is itself taking steps for the training of bystanders and personnel manning wayside amenities, which it sees as an integral step of fast tracking the achievement of the goals of reduced mortality and injury from road accidents. While the other Es of Road Safety focus on preventive measures aimed at avoiding road accidents, the E relating to Emergency Care is dedicated to the post-accident actioning and is extremely important as we have a long way to go before we achieve the ideal of a Zero accident scenario. In this Issue, we have a brief report of our ventures in this field.*

*We hope for more active involvement of all of you in our activities. We are indeed thankful for the support that you unfailingly provide us through your continued membership but we are even more desirous of having you with us in our various activities. I hope that you would participate with your ideas, suggestions and physical presence for taking our causes forward.*

With Regards & Best Wishes

**G. Sharan**

## Mr. A.K. Shrivastava takes over as Secretary, IRF – IC



Mr. A.K. Shrivastava, Former Additional Director General, Ministry of Road Transport & Highways (MoRT&H), has taken over on 24th December 2018, as the Honorary Secretary, IRF – IC.

Mr. Shrivastava graduated in Civil Engineering from the University of Roorkee and Post Graduate Diploma in Management from Delhi. He joined MoRT&H as an Assistant Executive Engineer in 1984 and served the Government of India in various capacities, rising over time to the position of Additional Director General.

His vast experience includes working as Road Specialist with the United Nations (I.L.O.) and National Highways Authority of India (NHAI) as a GM /C.G.M. (Tech). His working experience covers a wide range of activities, such as World Bank/ Asian Development Bank/ JICA Projects / Disaster Management Mitigation Measures/National Highways works - Char-dham/ Tunnelling & Specialised Bridge projects in hilly states like Uttarakhand, Himachal Pradesh and Jammu & Kashmir. He has contributed in preparation of MoRT&H Specifications and E.P.C. documents as well as codal provisions of many Indian Road Congress (IRC) codes as Convener / Member of IRC Technical Committees.

He is presently working as Technical Advisor to the NHAI.

IRF IC activities will be enriched by the vast experience and knowledge that Mr. Shrivastava brings to it with his presence..

## Welcoming New Members



**Final Mile Consultants Pvt. Ltd.**

Final Mile Consultants Pvt. Ltd. is one of the first firms in the world to adopt learning from the fields of Cognitive Neuroscience, Behavioural Economics and Design to understand explain, and influence decision-making for developing interventions to change human behavior. **This unique approach is called Behaviour Architecture™.**

Over the last ten years, Final Mile has used Behaviour Architecture TM to execute highly successful behaviour change projects across a wide variety of domains, covering Financial Services, Healthcare, Insurance, Social Behaviour, Retail, CPG and e-commerce amongst others. Final Mile has executed large behaviour change projects in India, France, UK, Zambia, Zimbabwe and USA.

We welcome Final Mile Consultants on board as an Honorable Member of IRF - IC and look forward to their active participation and support in our activities.

*“Open Road – Drive Safe to Avoid Dead End”*

### A. 5th Office Bearers Meeting - 08.01.2019

The 5th Meeting of the Office Bearers of IRF- IC was held on 8th January 2019. The meeting discussed various activities to be undertaken by IRF-IC during the year 2019 and the proposed activities during the Road Safety Week 2019. The Calendar of Activities of IRF-IC is being shared with all members shortly

The Chairman, IRF Geneva, who was present at the meeting, informed the members about the Film being made with CSR fund support of Maruti Suzuki India Ltd. The Film would clearly demonstrate the action that is required to be taken by bystanders, namely, the personnel manning various road side amenities and facilities, who by virtue of their presence close to various accident sites would be in a position to reach the accident victims at the earliest. IRF –IC acknowledges the tremendous support of Maruti Suzuki India, which has come forward to support IRF-IC for this Film and also for its support to its numerous activities.

The Chairman, IRF further mentioned that Larsen & Toubro has also agreed, in principle to provide CSR support for eFD Training of Bystanders in all their corridors. Nodal Officers from the Ministry of Health & Family Welfare (MoHFW), All India Institute of Medical Sciences (AIIMS) and World Health Organization (WHO), as well as volunteers from local institutions, would oversee the training.

### B. Conference on Trauma Care – a National Mission – 08.02.2019

IRF IC had been requested by Ministry of Road Transport & Highways (MoRT&H) to coordinate & organise a Conference on Emergency Care (Protection of Good Samaritans & First Responder Training) in consultation with WHO & NGOs during the 30<sup>th</sup> Road Safety Week 2019.

Accordingly, IRF IC organized a Conference on “Trauma Care – a National Mission” on 8th February 2019 at India Habitat Centre, New Delhi. The Conference was supported by the Ministry of Road Transport & Highways and was held in association with the Ministry of Health & Family Welfare, World Health Organisation (WHO), Asian Development Bank (ADB), AIIMS, FICCI, Assocham.

*“Life is short, don't make it shorter”*



*Inaugural Session ; L to R – Mr. A. K. Shrivastava, Secretary, IRF India, Mr. K. K. Kapila, Chairman, IRF, Ms. Leena Nandan, Additional Secretary, MoRTH, Ms. Payden, Deputy Chief of Mission, WHO & Mr. G. Sharan, Chairman, IRF India*



*Honouring the Chief Guest; Ms. Leena Nandan, Additional Secretary, MoRTH*

The Conference was sponsored by Maruti Suzuki as Principal Sponsor.

The Chief Guest at the Inaugural Session of the Conference was Ms. Leena Nandan, Addl. Secretary, MoRT&H. Dr. Payden, Dy. Head of WHO Country Office was Guest of Honour at the Inaugural session.

The Conference had eminent Panelists speaking at the 3 Technical Panel discussions;

- I. Inaugural
- II. Trauma Care Initiatives in India to Save Lives of Road Accident Victims – Challenges in the Nationwide Implementation
- III. Furthering Trauma Care – The Role of Corporates, NGOs and Start Ups
- IV. Firming up National Emergency Care Action Plan



*Panel 1 : L to R : Dr. Subroto Das, Dr. Amit Gupta, Col. (Dr.) Venkat Narayan, Dr. Anil Maniktala, Dr. Tullu Fikru, Dr. Tamorish Kole and Dr. Kritika Nanda*





Panel 2 : L to R – Ms. Tanya Pachauri, Mr. Amandeep Singh, Mr. Sanjay Karajgikar, Cmdr. Ranbir Talwar, Mr. Mahesh Rajoria, Mr. Amar Srivastava and Mr. Jagadish Vishwanatham



Panel 3 : L to R – Dr. Maneesh Singhal, Mr. K. K. Kapila, Col. (Dr.) Venkat Narayan, Dr. Subroto Das and Cmdr. Ranbir Talwar

The Conference was well attended and had a cross section of delegates from the Central and State Governments, Government Institutions / Academia, Industry and Private sector organizations, Chambers of Commerce, NGOs, Art of Living Foundation and other stakeholders.



Delegates in rapt attention

The Recommendations of the Conference have been forwarded to all the participants, IRF IC members, Government and Government Institutions, Members of the Medical Fraternity, Private Institutions and other stakeholders. and are available at

<http://www.indiairf.com/Conference%20Recommendations%20-%2016th%20February%202019.pdf>

**The Recommendations arising from the focused deliberations at the Conference are elaborated below:**

*"The International Road Federation in association with the Ministry of Road Transport and Highways, Ministry of Health and Family Welfare and World Health Organisation and with support of Maruti Suzuki, ADB, FICCI and ASSOCHAM had organised a one day Conference on Trauma Care – a National Mission, as part of the 30th Road Safety Week. The deliberations from the 2 panel discussions brought forth actionable and practical approaches to issues ranging from Policies to Funding, which have been collated as recommendations, set out below.*

#### **I. Legislation - Policies of GOI (both at centre and state)**

- Make first aid trauma training mandatory for all Heavy Motor vehicle drivers as part of the licensing and renewal of license stages through an amendment to the Motor Vehicle Rules. The renewal process for licensing should test the first aid skills alongwith the driving skills with a target to cover all HMV drivers in a maximum span of 2 years.

- Good Samaritan provisions - adoption by various states in the footsteps of Karnataka which is the only state to have enacted it as a Law. Its propagation and publicity through posters at vantage points/short films at cinemas, hospitals, trauma centres and other strategic public areas.
- Need for enacting an Emergency Medical Services Act in every state of the country, similar to the one in Gujarat enacted in 2007. The Act, once formulated will automatically include many of the recommendations listed out here.

## **II. Shouldering Responsibility and Strengthening Accountability**

- Creation of a Nodal Agency for Trauma Care and demarcation of Responsibilities between concerned agencies to avoid confusion and duplication in the chain of survival process.
- Medical Leadership at the Nodal Agency and Concessionaire levels as trauma care is an evidence based medical science and better managed by doctors, rather than engineers/supervisors.

## **III. Skilled Capacity Augmentation**

- Manpower issues related to care of victims: At site, at hospital and post hospital care.
- Training of paramedics and personnel with need to create a common data base for their suitable employment.
- Need to train doctors by a regular curriculum for trauma and emergency services.
- First-care provider course to be strengthened by a uniform educational material (as the one recently released by MoHFW) across the country and by inculcating available personnel (e.g. trained ex-servicemen) and involving all the concerned population (Shops at highways, School etc.)

## **IV. Supporting Infrastructure and Ecosystem at the Ground Level**

- Data collection and research are important to validate any policy intervention. Agency like ICMR can be engaged for data sourcing and analysis.
- Funding for research and data management has to be created.
- Trauma Care should be given a status of Public Health Issue in the country, given 1.5 lakh deaths in the age group of 15 to 45 years and 5 lakh injuries due to road accidents.
- Integration of Trauma Care with other Health Services is a necessity and not addressing it as a stand-alone issue. Integration of EMS and Trauma Care with other public health issues will also help optimise utilisation of resources.
- Strengthening triage/ Pre hospital arrival system in the country.

*“Drive safely, you may not get a second Chance”*

- *A universally accessible common number for early detection and early reporting.*
- *Development of suitable App which can address multiple concerns*
- *Need for trauma registry and surveillance system*
- *Having a separate vertical looking into Ambulance services – handled by an independent agency with experience of EMS – out of hospital care with competence in medical audits and not hospital based agency.*
- *Besides training of doctors/paramedics, another important aspect is with regard to provisioning of necessary medical equipment in various hospitals. While expensive machines and equipment's are brought in, there is often no trained manpower to run the machines. Therefore, the Purchase Order should include necessary training to handle the equipments as well as should include comprehensive maintenance package for at least 5-7 years for uninterrupted operations and proper utilization of the machines and to gain optimal returns on investment.*
- *Definitive guidelines as per the WHO Trauma Care Guidelines for developing nations to have medical centres graded as per injury status so that patients are taken to appropriate hospitals and not dumped in any medical facility.*

#### **V. Role of Corporates / Insurance Agencies**

- *Need for insurance companies to revisit trauma care to help the victims for ease of treatment.*
- *48 hours cashless treatment of victims.*
- *Private companies/ corporates already doing their bit on drivers training, prevention of RTI.*
- *Need to look at CSR for developing trauma care systems.*
- *Need for emphasis on rehabilitation and development of support group for families.*

#### **VI. PM's Ayushman Bharat Scheme**

*The Scheme – “Ayushman Bharat” - to be extended to cover the road accident victims. A sustained funding to support this could be derived from the following –*

- *Funds could be derived from one time tax on purchase of vehicles like trucks, buses, cars, etc.*
- *A 10% cess on petrol/diesel could be earmarked for this activity.*
- *In all estimates of road construction and up gradations, Rs. 600,000 per 100 km or Rs. 6,000 per km should be allocated for training the Bystanders on First Aid Trauma Care.*
- *Every BOT or Hybrid project, as part of the Concession Agreement should include the Concessionaire's commitment to train Bystanders along the road stretches under their project.*

#### **VII. Need for Integration at Multiple Areas and Wide Publicity**

- *Trauma care and Emergency care at all levels*
- *Policies of GOI with State Govt.*
- *Supporting Infrastructure such as Multiple ambulance services, Expensive Medical Equipment*
- *Training to build capacities for trauma care provision and operations.*

- *Need for penetration of Good Samaritan guidelines to the common public and major stakeholders like Police/Doctors.*
- *Use of Cinema Halls, Railway Stations, Metros for providing wide publicity to Good Samaritan guidelines.*
- *Between multiple stakeholders across sectors*
- *Funding for trauma care*
- *Various Govt. Depts. (such as for e.g. NCD and Trauma care at GOI; DME, DHS, NHM, DMS at the State level)."*

### **C. Release of WHO Module on Emergency & Trauma Care for First Responders**

A Committee of the Ministry of Health, WHO, AIIMS and IRF was set up to look at the formulation of a uniform eFD protocol for Emergency Care. The Committee met several times and worked out a uniform Module on Emergency & Trauma Care for First Responders.

The WHO Module has been formally released by the Minister of State (Health) during the Road Safety Week 2019. Use of the Module would ensure uniformity in handling road accident victims by First Responders.

### **D. eFD Training of Bystanders on Delhi-Meerut Expressway**

A Project proposal on the above had been prepared and submitted to MoRT&H for consideration of implementation during the Road Safety Week 2019. The Ministry has sanctioned the project.

The Project has two components:-

- a) Pre-survey for enrolling institutions, bystanders and identifying locations and training venues.
- b) The Training component

The Pre-survey has been conducted and completed from 13th February onwards. The Training component will be taken up in the near future.

### **E. CSR Support from Jindal Steel**

An agreement with JINDAL Steel Ltd. for CSR support to IRF IC activities in the areas of Bicycle Conspicuity, eFD Training to Bystanders and Road Safety Education in Schools is being signed shortly. The project would be executed over FY 2019-2020.

*“Divided Attention = Multiplied Trouble”*



## IRF – IC Members Initiatives



Mission Zero Accidents, Kerala | 3M India



### Setting a benchmark with India's first safe corridor project

KSTP is a project wing under the Kerala PWD that takes on road safety upgrade and maintenance activities in SH Kerala. They commissioned 3M Traffic Safety Systems to improve conditions, traffic flows and road safety on selected roads in Kerala with a focus on vulnerable road users.

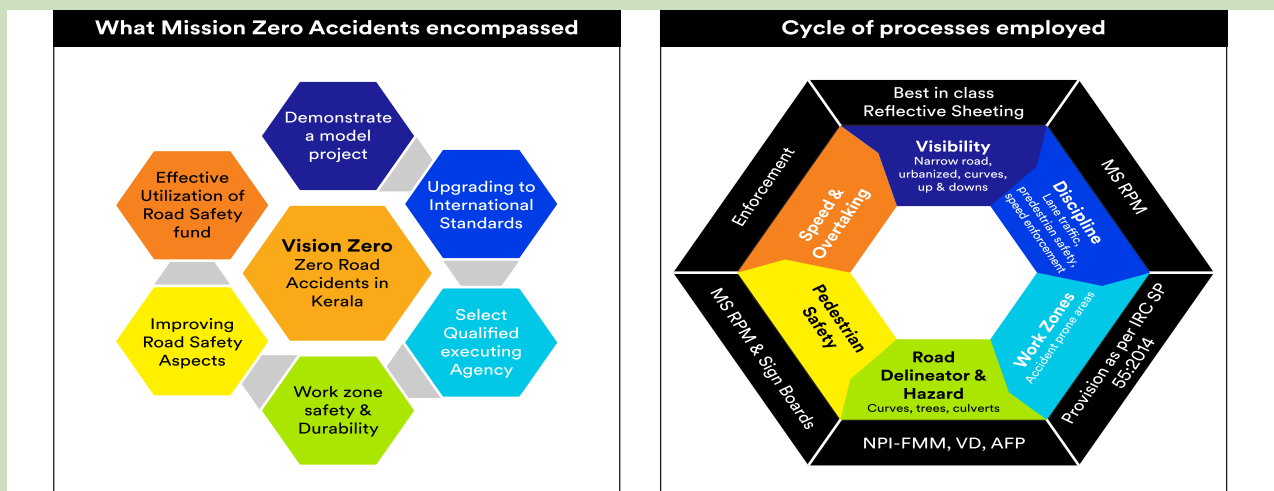
It was a massive undertaking that saw the entire project sectioned into 2 phases with the first phase having three components: road network upgrading and safety improvements, road safety management and institutional strengthening, and the second phase comprising upgrade packages to nine projects, an RMC project and the country's first Safe Corridor project.

### Road safety challenges

- High road and work zone accident rates in Kerala
- Narrow, undivided roads in an urbanised state
- Large vehicle population
- Motorists lack lane traffic discipline
- Undivided road

### Solutions offered

- A Safe Corridor model project was demonstrated by 3M India, setting a road safety benchmark based on international standards in the country
- Accident data was analysed for root causes and solution discovery
- Stakeholders were addressed with 3M solutions being applied to road safety pain points
- 3M India went the extra mile to provide door-step support to customers in areas such as tender evaluations



### Products Used

- Retroreflective Sign Sheeting
- Pavement Markings
  - Aluminum-backed Flexible Prismatic Sheeting
  - Raised Pavement Markers
  - Delineators

## Case study snapshots



Raised Pavement Markers to enhance night-time visibility of speed regulating strips.



The same set of speed regulating strips in the day.



Installation of 3M Flexible Median Markers onto road medians

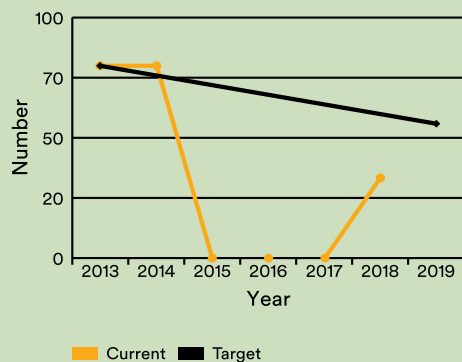


Utilising the highest grade reflective sheeting for the best visibility.

## Results

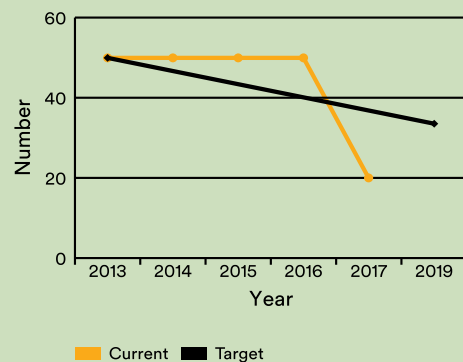
### Progress to Date

A REDUCTION IN ANNUAL FATALITY COUNT OF TOTAL AND VULNERABLE ROAD USERS ON DEMONSTRATION CORRIDOR (NO. OF FATALITIES/YEAR OF WHICH WOMEN)



### Progress to Date

REDUCTION IN NUMBER OF VULNERABLE FATALITIES/YEAR



Above: Progress in reduction of annual fatality counts by the World Bank.



Reduction in accident rates and head-on collisions



Kerala government planning 10 new similar projects



Nationwide media coverage on the program



Road safety specifications upgraded for the state



Enhanced pedestrian safety speed enforcement



Improved road safety visibility and lane discipline



Similar programs in the pipeline on the road to Vision Zero

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**CONTACT OUR EXPERTS**



3M Traffic Safety Systems Division, India  
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## Road Safety Week Campaign

Avery Dennison celebrated the Road Safety Week by organizing various activities and seminars to create awareness on road safety and encourage everyone to take the responsibility of contributing to the cause. These seminars were focused on ensuring the critical 3Es (Engineering, Enforcement and Education) of road safety are being adhered to by all the stakeholders.

The team conducted a conspicuity tape drive in Bangalore and applied the Avery Dennison conspicuity tape on police vehicles for better identification and night time visibility of these vehicles. The initiative was appreciated by the concerned police officials and more of such drives will be practiced in the near future.



Mr. Amandeep Singh (Business Head-ASEAN, South Asia & East Africa) presented at the IRF organized event- Trauma Care-A National Mission during the 30th Road Safety Week. He emphasized on the importance of post accident care and how corporates can contribute to promote trauma care through various CSR initiatives and integrating the first responder training in various learning and development programs within the organization.







### **TrafficJet™ Print System- A smarter solution for smart cities**

Avery Dennison's portfolio includes a revolutionary solution which enables printing of traffic signs in India. This system can print intricate designs, logos, watermarks and make these signage symbolic to the city by adding relevant pictures. These signage can also be used to track data by incorporating a QR/Bar code and the sign boards can be sequentially numbered.

This methodology also overcomes the long unresolved issue of peeling off of overlay or and reflective sheeting. It also comes with a longer life and warranty over the conventional methods to ensure the reflectivity of the signage of our smart cities is maintained for a longer duration.



*“The Safest risk is the one you don't take”*





Intercontinental Consultants and Technocrats Pvt. Ltd. (ICT) in joint venture with M/s. Soosung Engg. Co. Ltd., South Korea and in association with M/s. Full Bright Consultancy Pvt. Ltd., Kathmandu, Nepal provided Consultancy Services for “Road Safety Audit/ Study of Kathmandu-Naubise-Mugling and Narayanghat-Birgunj Corridor, Feasibility Study and Detailed Design for Improvement of Kathmandu (Nagdhunga)-Mugling Road and Bridges, and Construction Supervision of Improvement of Narayanghat-Mugling Road”. The Project funded by the World Bank, is being executed by the Government of Nepal under the programme “Nepal-India Regional Trade & Transport Project”.

Located in the Central Region of Nepal the 36 kms Narayanghat-Mugling Road is part of the Asian Highway 42 and the most important Trade Corridor of Nepal. The main route for transportation of goods from India and other countries to Kathmandu, the Project road connects the East-West and Tarai regions of Nepal with its capital city.

Running through difficult hilly terrain along the left bank of Trishuly River, the existing road has been upgraded from intermediate to two lane standards with paved shoulders on either side. The total length of 33.25 kms has been widened to a width of 9 mtrs for 19.653 km length and 11 mtrs for 13.6 km length. Its flexible pavement has been constructed in accordance with the stringent requirements of international technical standards.

Extensive slope protection measures against landslide hazards have been carried out using Rock Bolting, Rock Netting, Bio-Engineering works and construction of Retaining Structures with RCC, Stone Masonry, Plum Concrete and Gabions. The project with its difficult location has been executed in very challenging conditions and would not have been accomplished but for constant monitoring and effective management of the continuous high volume heavy vehicles movement on the existing road.

Completed in 2018, the Narayanghat-Mugling Road passes through the picturesque Chitwan National Park. The project has been hugely appreciated by road users and media houses of Nepal.

*“Drive, don't Fly”*

# ENCOURAGING SAFE BEHAVIOUR ON ROADS

A Behavioural Science Approach to Road Safety

**finalmile.**  
a fractal company



The Global status report on road safety published by the UN in 2013 indicates that worldwide the total number of road traffic deaths remain unacceptably high at 1.24 million per year. Road injuries now rank as the world's eighth leading cause of death and the number-one killer of young people from the ages of 15 to 24.

It is seen that drivers, despite being aware about safe driving practices, deviate and adhere to unsafe practices. This indicates that the problem does not lie in awareness, but rather on that awareness not translating into action causing an Awareness-Action Gap. Sometimes drivers express a strong intent to not indulge in risky behaviours such as drinking and driving, but are unable to follow through at the point of action. This constitutes an Intent-Action Gap.

**AWARENESS & INTENT-ACTION GAPS ARE THE BIGGEST CHALLENGES IN ADDRESSING ROAD SAFETY**



## THE BEHAVIOURAL CHALLENGE

Behavioural Science posits that high awareness does not translate to corresponding actions because behaviours are influenced by several non-conscious biases.

### LEARNINGS FROM BEHAVIOURAL SCIENCE



Behaviour is driven by non-conscious



All decisions are emotional



Heuristics are efficient shortcuts



Context alters human behaviour

## HEURISTICS



On the road, drivers are subject to various heuristics and biases that cause risky and unsafe driving behaviours on the road:

- private optimism
- risk unavailability
- risk compensation
- in attentional blindness
- goal incongruence

## NON - CONSCIOUS DESIGN

Final Mile looks at 'driving' through the lens of behavioural science and understands it as a non-conscious activity governed by inherent biases and heuristics in human decision making. The limitations in information processing of the human brain make the road users to adopt decisions and behaviours that are undesired at the point of action. **Therefore, interventions by Final Mile aim to evoke a non-deliberative positive response from the target audience; triggering behaviour change at a non-conscious level.** These methods work universally, thus overcoming demographic, region and language barriers in the road safety context.

## SAFETY PROJECTS

### Road Safety, India



Statistics show that there are about 413 lives lost in India everyday due to road accidents and 50 % of the total accidents take place on highways.

One of the major infrastructure companies approached Final Mile to study their roads and suggest strategies to bring down road fatalities without changing the initial road design.

Executed interventions on 13 stretches across 1400 kms in India, reducing fatalities upto 70% wherever implemented.

## OTHER NOTABLE BEHAVIOUR CHANGE PROJECTS BY FINAL MILE:



### Voluntary Medical Male Circumcision (VMMC), Africa

Final Mile was charged with creating a behavioural change towards voluntary medical circumcision among young males in Africa. This procedure had proven to reduce the risk of female-to-male HIV transmission by approximately 60%. The project was **awarded the Best Case History Award at ESOMAR**, a global marketing research body, in 2015.



### Red Alert, India

Final Mile tackled the problem of girl-child trafficking in India. We identified levers to change behaviour both on the supply side (impoverished parents in rural areas) as well as the demand side (male users in urban areas). The project was **awarded the Excellence Award for Best Paper at ESOMAR**, in 2015/16.



### Financial Inclusion (PMJDY), India

One of the largest exercises in financial inclusion, **Final Mile partnered with the Department of Financial services under the Ministry of Finance, Govt. of India**, to help improve engagement among the dormant account holders by addressing literacy channels and studying savings behaviour in low-income groups as well as enhancing the effectiveness of banking correspondent channels.

#### Featured in:



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<http://thefinalmile.com>

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**30th National Road Safety Week celebration on Delhi –  
Agra Road Project**

Delhi Agra Road Project of Larsen and Toubro (L&T) Celebrates Road Safety week every year as part of the Safety Culture in the organization. This year also Delhi Agra Road project has celebrated 30th Road Safety Week from 4th Feb to 10th Feb by organizing different competitions and campaigns for Road users to generate road safety awareness. Significant events conducted during the week are:



For creation of mass awareness on Road Safety, display and demonstration of safety devices and digital equipments, an L&T Road Safety Awareness Stall was installed, which was inaugurated by NHAI Team, Independent Engineer, Reliance Infra and Local Administration at two Locations - One at the starting point of the project in Faridabad, Haryana and the other at Agra, Uttar Pradesh. Road users and participants were delighted to see the innovative digital initiatives taken by L&T.

To make the campaign more prominent, distinguished people from society such as road safety experts, representatives from government departments and Police department were welcomed. They addressed the gathering giving their inputs on road safety and appreciated the initiatives.

To generate awareness, an eye-catching mobile audio visual display on Road Safety was organized using a van with an LED screen of 10feet x 8feet. The videos displayed focused on defensive driving, pedestrian safety and Road safety tips for children. The display aroused great interest in the road users.



**Other safety measures included**

- Demonstration of construction sign boards
- On-spot poster competition for kids followed by prize distribution in which a large number of School children participated.
- Motivation of road users for use of seat belts, helmets and following safety rules. This was done through distributing gifts to drivers using



the seat-belts and helmets and roses as a symbol of request to those who were not.

- Affixing of retro-reflective stickers with road safety slogans on vehicles.
- Distribution of 5000 pamphlets in Hindi on defensive driving and Road Safety rules.
- Road Safety rally's at Ballabhgarh inaugurated by SDM and also at Palwal town.
- Road Safety awareness sessions in Local Government Schools.
- Road Safety awareness programme for Drivers, in various road-side Dhaba's on Delhi – Agra road, at which drivers usually congregate.



## Zydex Industries

Water Resistant Durable Bituminous Pavements

Zydex vision is to 'conserve the limited resources through innovation for a sustainable world'. Zydex innovation enables to 'Construct Green Highways using local materials with substantially reduced consumption of limiting resources viz. aggregates and bitumen'.

Silane nanotechnology ensures extended pavement lifecycle and also enables reuse of aggregates and bitumen of existing deformed layers. This allows clients and key stake holders to build sustainable road assets by raising specifications.

## Silane Nanotechnology



The technology chemically modifies surfaces of aggregates and soils from water loving to waterproof, and increases longevity of the road infrastructure.

It enables the use of marginal & recycled aggregates and minimises the use of scarce aggregates & bitumen in construction of roads, at the CAPEX cost of 2-10 % with extended life of 2 – 7 times.

### **Silane Nanotechnology Bituminous Mixes**

- Doubles the life of bitumen layers
- Eliminates potholes
- Extends paving season and reduces fumes during paving
- Enables use of marginal & recycled aggregates with higher water absorption (>2%)
- Improves fatigue resistance to extend durability.

## **Upcoming Events**

### [WTC 2019](#)

**Beijing, China, 13 June 2019 - 16 June 2019**

More information coming soon

For more information, please contact the IRF Secretariat:

[info@irfnet.ch](mailto:info@irfnet.ch)



### [Southern African Transport Conference \(SATC 2019\)](#)

**Pretoria, South Africa, 08 July 2019 - 11 July 2019**

The International Road Federation is pleased to join hands with the South African Department of Transport and the American Transportation Research Board (TRB) to support the 38th annual Southern African Transport Conference (SATC 2019) to be held from 8 to 11 July 2019 at the CSIR International Convention Centre in Pretoria, South Africa.

For more information, please contact the IRF Secretariat:

[info@irfnet.ch](mailto:info@irfnet.ch)



## Membership

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

**Kindly note our changed office address, which is reproduced below.**

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IRF – IC Newsletter has a wide circulation not only in India but also globally. We seek to project & showcase the activities of all our honorable Members worldwide.

Your contributions in the form of brief reports of your activities, events, awards, brief articles and other accomplishments are invited.

