TRAX S. SOCIETY Estb: 2007 Road Safety NGO



Annual Report 2018-19

Always Remember
Helmet is a
"Life Saver"



TRAX's Interventions: Under Different Pillars

I. Pillar (1): Road Safety Management

II. Pillar (2): Safe Road Infrastructure

- 180 Degree Visibility
- Safe School Zone

III. Pillar (3): Safe Vehicles

 Safe Riding Initiative Dedicated to Safety of motorized Two Wheeler Riders and Pillion Riders

IV. Pillar (4): Road User Behaviour

- Media Content Regulation Program
- Helmet India Advocacy & Awareness
 - a. Safe Road Users Initiative
 - b. National Bike Rider on a mission
 - c. Ride to Safety
- Youth Engagement Program for Road Safety
- a. A.F.S. Survey
- b. Youth Road Safety Program
- World Day of Remembrance for Road Traffic Victims
- Road Safety and Juniors Program
- Development of School Road Safety Track
- Global week of Action for SDG's

V. Pillar (5):Post Crash Care

 Awareness about Good Samaritan ,Training on Role of Bystanders and First Respondent

TRAX's Global Participations

- Asian Alliance Training Program
- International Conference on Belt and Road Initiative, Nepal
- Team TRAX With Japanese Delegations

TRAX Participation in National Conference and Seminars

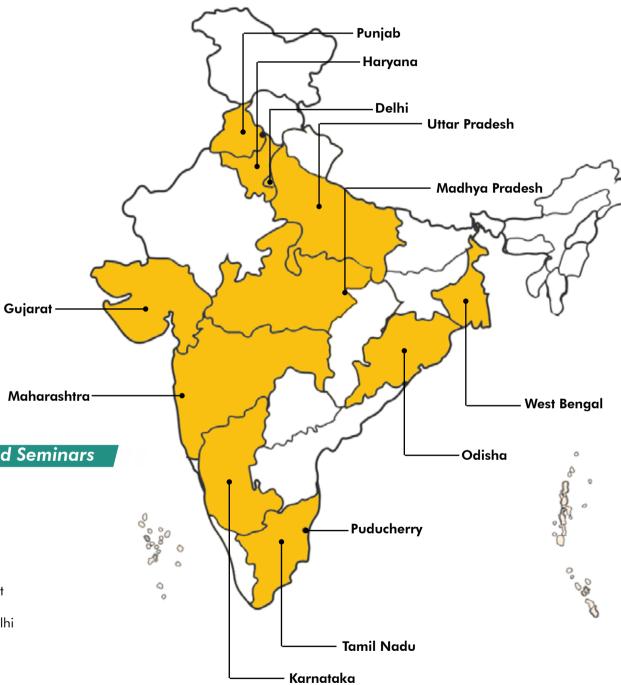
- Safe Riding Initiative, Roundtable meet ,Punjab
- WHO Legal Development Program , Delhi
- Global New Car Assessment Program Conference ,Delhi
- Safe School Zone Conference ,Odisha
- Inter School Road Safety Painting Competition , Delhi
- Inter School Road Safety Competition ,Delhi
- WHO Parliamentary Roundtable on Road Safety , Delhi
- State Road Safety Conference held in Ahmedabad, Gujarat
- Road Safety Program in Air force Station , Delhi
- 4th ASSOCHAM Conference on 'Safe Road Safe Life', Delhi
 National Conference on Road Safety(HOAI), Delhi

And many more

And many more

TRAX Decade of Road Safety

TRAX Advocacy through Media



TRAX Footprint

About TRAX

TRAX - A Road Safety NGO, has completed more than a decade of efforts on Road Safety and also well known for its contribution in the field of Road Safety. All the interventions of TRAX have been derived from 'Decade of Action for Road Safety' five pillars by World Health Organization such as:

- Pillar-1 Road Safety Management
- Pillar-2 Safe Road Infrastructure
- Pillar-3 Safe Vehicles
- Pillar-4 Road User Behaviour and
- Pillar-5 Post Crash Care.

TRAX is a specialized Road Safety NGO with Psychological & Innovative approach to the Road Safety cause. We are working closely with different stakeholders in different States of India. We are well connected and member of International organizations like The Global Alliance of NGOs for Road Safety, Three Star Coalition and IRF- India Chapter.

TRAX also supports UN Sustainable Development My World 2030 Program.

Our Mission

Reduced Road Crash Injuries and Accident Mortality rate.

Our Vision

Safer Roads- Safe Road Users

Annual Report 2018-19 ■ 2 Annual Report 2018-19 ■ 3



Message from President

"Your Level of Success is only pre-determined by your level of effort. Be Sure!"-Anonymous

In India Road Safety is spreading it's wings and TRAX has been witnessing the same for last many years. The new policies have been introduced by the Central and State Governments to strengthen the Road Safety in India. TRAX has also submitted several recommendations under all Road Safety Pillars in context of India.

The last year was full of challenges and opportunities for the Team, where all the Team Members have played so well together and worked towards the solutions for big results. First of all, I am thankful to all the Stakeholders especially the Department of Transport, Department of Education -Government of Haryana for their great support for the long year Campaign and active Participation. We are also thankful to the Transport Department, Uttar Pradesh, Gujarat, Punjab and Traffic Police Department of Gautam Buddh Nagar, Chennai and Kolkata Police.

I, thank on behalf of Team TRAX to our CSR associates MG Motor India Pvt. Ltd., ICICI Lombard General Insurance Company Ltd., Eicher Group Foundation, Universal Sompo General Insurance Co. Ltd. and all for their support and belief to make the campaigns more meaningful and Sustainable.

I am also grateful to our International allies The Global Alliance of NGOs for Road Safety , Gateway Associates, U.K. and iRap (International Road Assessment Program)-Star Rating for School.

Last but not the least, I urge for the Implementation of the Road Safety policies of Central and State Governments. I also urge the corporate world to be a role model for Road Safety through their Advertising pattern as many are practicing and helping to spread Road Safety across India. As a Communicator it is most important to enforce the Rule to him/herself first to be a Role model either it's a Police Personnel, Politician or even NGO.

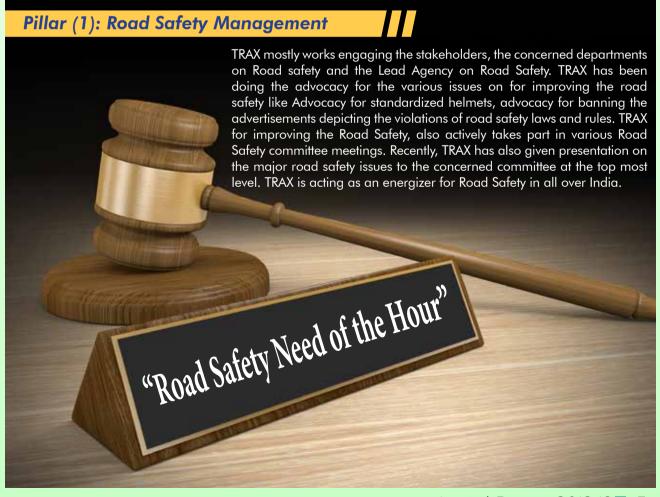
Road Safety is Our Responsibility.

Jai Hind!

Mr.Anurag Kulshrestha, President TRAX S. Society Road Safety NGO



TRAX's INTERVENTIONS: Under Different Pillars



TRAX - Road Safety NGO TRAX - Road Safety NGO

Pillar (2): Safe Road Infrastructure



•180 Degree Visibility

Seeing and being seen are fundamental prerequisites for the safety of all road users. Inadequate visibility is an important factor that influences the risk of a road crash among all types of road user .Team TRAX with concerned authorities took up the issue like SHO – I P State, Engineer – in – Chief, PWD to resolve the issues. After repeated follow ups TRAX got success to bring down length of plantation on divider in accordance to IRC code. TRAX have been advocating for improving visibility especially at intersections.

Safe School Zone

TRAX is actively advocating for Safe School Zone from last 2 years in Delhi, Gurugram and Faridabad. Under ongoing Project "Road Safety and Juniors" an initiative by Government of Haryana, MG Motors & TRAX, we are converting the selected School Zones to Safe School Zone, by iRAP SR4S on the basis of the recommendations. TRAX has converted Government Boys Sr. Secondary School, Gurugram into Safe School Zone. For the same, TRAX has also started working for the schools of Faridabad.



Audit to establish safe school zone: By iRap SR4S & TRAX

for school experts in their report for developing safer road environment around school for the safety of school Children.



Impact of Key Infrastructure Changes

After developing fencing at the edge of footpath and redesigning the side walk at the passenger side, the encroachment by local Vendors has been removed and children can use the path now. Government Boys senior Secondary school Converted from two star rating into 3 star with 16.5 score, in only 10 days during Road Safety week with the support of the Government and other stakeholders. The Process is still in continuation to provide our students safe crossings.

Pillar (3): Safe Vehicles

• Safe Riding Initiative

Dedicated To Safety of Two Wheeler Riders and Pillion Riders

TRAX and Central Road Research Institute Jointly organized two days conference on "Safe Riding Initiative" under the auspices of Ministry of Road Transport and Highways dedicated for the safety of Motorized Two Wheeler Riders and Pillion Riders on April 12-13, 2018.



The conference was attended by about 150 delegates from different regions of the country and witness the participation of 20 NGOs from 15 states and in addition, foreign delegates form United Kingdom, Bangladesh, Malaysia, Iran, Australia, Japan and Nepal have attended the conference and given their expert view on the subject. Highlighted Points in the conference focused on:-

- Honorable Prime Minister of the country shall be made the Brand Ambassador to address road safety and hence shall be requested to assume the position of Chairman of National Road Safety Program for issuing policy decisions.
 - Advocating for Maintenance of Roads Especially Potholes
 - Scientific Design of Motorized Two Wheelers
 - To Promote use of standardized Helmets
 - Helmet usage for all ages
 - Advertising Policy and Role of the nmunicators

Team found many infrastructure discrepancies like Zebra Crossing not Present, Footpath Encroached by Vendors, No Traffic Claiming Devices, No school warning sign ages etc. around Government Senior Secondary School Civil Lines Gurugram. These changes were suggested by iRAP SR4S star rating

Annual Report 2018-19 ■ 6 Annual Report 2018-19 ■ 7

Pillar (4): Road User Behaviour

1. MCRP (Media Content Regulation Program)

To promote 'Correct Road Traffic Behaviour' on roads it is mandatory that TV Commercials from all Industries including automobile industry should be made responsible in promoting 'Safety Aspect' amongst road users. Advertisements must showcase 'Safe Driving Behaviour' rather than depicting Negligent/Dangerous Driving and over speeding with a 'FUN' element. TRAX have been working on the issue since 2015 and the fight still continues. Initially TRAX faced many hurdles to present the idea of imposing a Ban on TV Commercials, Scenes in Movies & TV Serials and raised the road safety issue across India as a major safety concern with Ministry of Road Transport and Highways-Government of India, Road Safety Committee-Supreme Court of India, Advertising Standard Committee, Council of India,

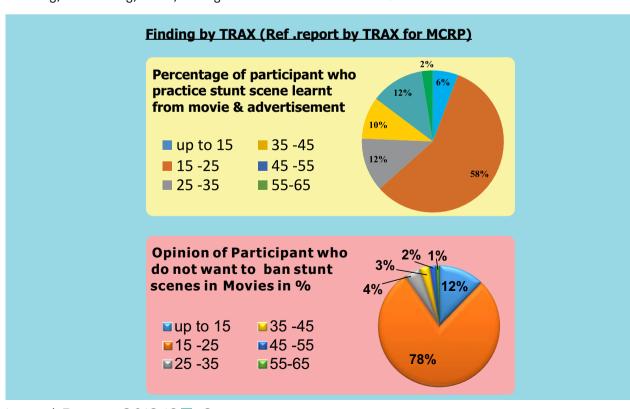


Censor Board, SIAM and Other stakeholders. We organized 'Pehal' Advocacy Seminar held at 'Press Club', Luck now with Media on 'Role of Media' in promotion of Road Safety and Allied Issues' where U.P. Transport Commissioner: Mr. K Ravindra Naik has already issued a notice to ban such content. Later the issue has been discussed at several platforms.

Advocacy Impact:

Through its continuous intervention, TRAX has been instrumental in approaching Supreme Court committee on Road Safety. The Honorable committee has taken up the issue with concerned stakeholders.

Government of Uttar Pradesh already banned the exhibition of such TV commercials which include negligent driving, rash driving, stunts, driving without helmet and seat belt.



2. Helmet India Advocacy & Awareness

Safe Road User Initiative

National Bike Rider on a Mission

Ride to Safety

Safe Road Users Initiative

Eicher Group Foundation and TRAX have come together for the project "Safe Road Users Initiative" With support of Kolkata Traffic Department, with an aim to encourage young people to use the Standardized Helmets. As part of global and local social welfare commitments to support regional improvement of social welfare activities on a group-wide basis, we have come together to raise awareness on the importance of standardized helmets. During Kolkata Road Safety week, from 11th to 17th March,2019, Kolkata Police with TRAX carried out the activity under "Safe Road User Initiative", wherein team targeted defaulter MTW Riders and Pillion Riders who were violating Helmet rules, and Distributed standardized Helmet to them. The Project is continued.



National Bike Rider on a Mission

TRAX's Volunteer- Ms. Pooja Yadav , Solo biker took an initiated for 15
Days Motorcycle Ride from Sunday 19th November 2018 onwards
, for the 'MISSION – HELMET' across seven states. She got the
support of the family, Police officers, Transport Officers,
and NGOs across the country ever since of the Ride and
completed a 10,000 km Motorcycle Journey to 15 stated
and 42 Cities across India .During her mission she had
ensure that every Rider should wear ISI marked Standardized
Helmets especially women Riders and Pillion Riders. Along the
way, she met decision makers including enforcement agencies
and gathered commitments from the officials like Principal Secretary,
Transport Commissioner, and Senior Superintendent of Police, Additional
Director General of Police, District Magistrate and Politicians. Initiative was
connected with NGOs and got overwhelming support by NGOs and number
of Biker's Group's across India and Generated Plenty of media attention for the

Ride to Safety

ICICI Lombard General Insurance Co. Ltd. initiated a campaign 'Ride To Safety Initiative'. We Congratulate ICICI Lombard and Entire Ride to Safety Team for creating a Guinness World Record made with 4999 Children wearing standardized Helmets on January 2019. TRAX is proud to be part of Ride to Safety Campaign from it's inception. TRAX has also been shouldering the responsibility of it's execution in different cities in India.



Annual Report 2018-19■ 8 Annual Report 2018-19■ 9

TRAX - Road Safety NGO TRAX - Road Safety NGO

3. Youth Engagement Program for Road Safety Drive Safe, Walk Safe cause every life count a) Road Safety CORD SAFETY RE **Ranaers** Sompo Japan Nipponkoa Welfare Foundation and Universal Sompo General Insurance Company Ltd. with TRAX has come together for the project "Road Safety Rangers" which aims to impart and invoke local resources to c)Youth Road Safety Probe the Social Ambassadors of extending

knowledge, training, research and

b) A.F.S. Surveyed Pedestrian facilities

> Team TRAX and Volunteers from cause of 'Road Safety' among A.F.S. surveyed the Pedestrian their social circle and facilities at Pahargani, New fellow students. Delhi. During this survey volunteers have observed the problem faced by the students especially due to lack of proper facilities near their school. Senior citizens also shared their problems as pedestrians. Volunteers had interacted with Traffic Cops also.

group activities pertaining to the Youth Road Safety Program

(Capacity Building Program and Internships on Road Safety) in 2018

- i. Students from IIT- Delhi
- ii. Students from ARF- Delhi
- iii. Students of JDS University- Japan





4. Global Week of Action

Global week of Action was observed on 25th September 2018, with the Goal- 'Good Health and Well Being' and 'Sustainable Cities and Communities' .A Road Safety Track in Bal Bharati School, Pusa Road, New Delhi was developed under 'Safer Road Safer India Campaign with Youth Services America. The track is especially designed focusing the behavior pattern of children under age of 10. A special thanks to Central Road Research Institute for their support.





5. World Day of Remembrance for Road **Traffic Victim, November 2018**

TRAX has been observing WDR- World Day of Remembrance for Road Crash Victims from last six years in different State and with Transport Department like Punjab, Delhi and Uttar Pradesh. TRAX's Volunteer –Ms. Pooja Yadav , women Bike rider Started her Journey on World Day of Remembrance for 15 days across all 15 states and 42 cities for the 'MISSION-HELMET'. During her mission she ensured that every Rider should wear ISI marked Standardized Helmet.



6. Road Safety and Juniors Program

Launch of Road Safety and Juniors Program by MG Motor, Government of Haryana & TRAX.

The programmed entitled 'Road Safety and Juniors' focuses on spreading road safety awareness among school students to make Indian Roads safe and secure for them and their loved ones. Supporting by senior officials and dignitaries from various Government Departments from Transport, Roads & Traffic Police attended the event held on 14th November, 2018 on Children's Day at the Senior Government Secondary School in Chakkarpur, Gurugram, Haryana. The Chief Guest were Mr. Dhanpat Singh, Honourable ACS - Transport Department, Haryana, Addressing the students on this occasion

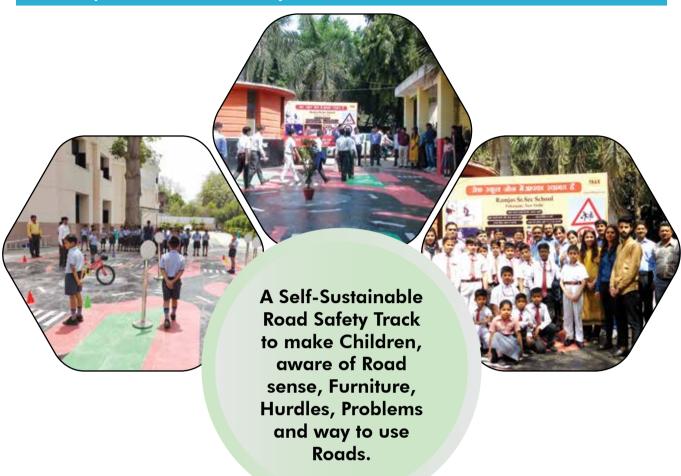
Road Safety and Juniors is a long year Project which is continued and several Activities like:-

bystanders First Respondent.



Annual Report 2018-19 ■ 10 Annual Report 2018-19 ■ 11

7. Development of School Road Safety Track



Pillar (5): Post Crash Care

A) Awareness about Good Samaritan ,Training on Role of Bystanders and First Respondent

Under the ongoing Project 'Road Safety & Juniors Initiative' First Respondent Training by Specialist Doctor / Paramedic from AllMS (All India Institute of Medical Sciences). Approx. 300 Teachers have been Trained.



B) Advocating for Pillar 5 Post Crash Care with the Concerned Authorities & Stakeholders

TRAX's Global Participations

• Asian Alliance Training Program

In November 2018, Global Alliance of NGOs initiated Asian Alliance Training Program. Ms. Sunita from TRAX had gone through the training and represented TRAX. With this another flag, TRAX has two Global Alliance Advocates, Ms. Rajni Gandhi (2016, Memphis, U.S.A) and Ms. Sunita (Delhi, 2018). Ms. Rajni Gandhi was the part of the core team.



• International Conference on Belt and Road Initiative



BRITA & NASA foundation organized 2 days International Conference from 26th to 27th February 2019 on Belt and Road Initiative that was held in Nepal . Ms Rajni Gandhi , General Secretary of TRAX Road Safety NGO , India attended the conference and discussed on the topic of Regional Collaboration For Safer & Sustainable Mobility and raised the view point on how to sustain the initiative.

• Team TRAX With Japanese Delegation For Better Infrastructure in Delhi &NCR

On November 2018 in Presence of Japanese delegation & TRAX Team. Nittoo launched the app which named an app is related to Solution for Pothole free Roads in India.



Annual Report 2018-19 ■ 12 Annual Report 2018-19 ■ 13

TRAX Participation in National Conference and Seminars

Safe Riding Initiative, Roundtable meet

Mr. Anurag Khulshrestha and Ms. Rajni Gandhi Presented the issues related to safety of Two – Wheeler Riders and Pillion Riders, during the Round Table Stakeholders Meet at Chandigarh-Punjab on August 27th, 2018.



Global New Car Assessment Programme

Mr. Anurag Kulshrestha, Founder & President TRAX had given a presentation on the 'Safety of Motorized Two Wheeler Riders' Organized by Global New Car Assessment Programme (GNCAP) and IRTE in September,2018 in Faridabad, India.



Inter School Road Safety Painting Competition

TRAX encouraged school students by awarding to the winners of the competition during Smt. Krishna Pathak Fourteenth Inter - School Painting and Craft Competition held on 27 th Nov 2018 at M. M. Public School , Delhi.

• WHO Legal Development Program

The Road Safety experts for their participation in WHO Legal Development Programs in India. Anurag Kulshrestha , President -TRAX is one of the member of this leadership programs and contributing his best. The focus of WHO Legal Development Programme is to change how traffic safety is viewed by the Government, the media, the courts and by the common man. Under this project, aims to create a pool of highly skilled and motivated professionals specializing in road safety and motor vehicle policy on August 2018.



Safe School Zone Conference

Mr. Anural Kulshrestha President, TRAX shared the case study on Safe School Zone at the Safe School Zone Conference organized by Forum for Prevention of Road crash, Odisha. TRAX has been working on this issue and have adopted best practices.





WHO Parliamentary Roundtable on Road Safety

Mr. Anurag Kulshrestha, President, and Ms. Rajni Gandhi General Secretary TRAX attended conference .The Panel broadly discussed various points related to road safety Such as:-

- Global Road Safety Performance Targets
- Pillars on Road Safety
- Vulnerable road users,
- Separate tracks for cycles and motorcycles. The concerns with the MVA Bill which has been not yet passed in Parliament, Mentioned about road safety, all these major concern had been discussed and TRAX Road safety NGO also given their view point regarding Road Safety which was



State Road Safety Conference, Ahmedabad, Gujarat

Mr. Anurag Khulshrestha was invited as a speaker in this Conference.

Mr.Anurag Kulshrestha, Founder President TRAX presented the work done by TRAX and raised voice on the safety of Motorized Two Wheeler Riders in State Road Safety conference in Ahmedabad, February 2019. Ms.Saluja &, Ms.Yadav also Participated in the Conference.



Inter School Road Safety Competition

5Th inter school competition held on 8th December 2018 at Gyan Mandir Public school, New Delhi. TRAX were invited as a judge for the competition which has been covered various issues facing by road users, drivers and also give message for save life. Students gave a message regarding major risk factors like:-

- wearing of seatbelt
- wearing of standardized helmet
- follow traffic signal, lane driving
- Don't drink and drive
- Prohibited use of mobile phone while driving



Road Safety Program, Air force Station

Air Force Station , New Delhi celebrates National Road Safety week every year on February 2019 TRAX was invited as speaker to share the views Road Safety with respected Air Warriors.

It was indeed an honour for us to participate and share the views on Road Safety. Ms. Deepali Srivastava, from TRAX shared.



Annual Report 2018-19■ 14 Annual Report 2018-19■ 15

TRAX - Road Safety NGO TRAX - Road Safety NGO

• 4th ASSOCHAM Conference on 'Safe Road - Safe Life'

In February 2019,ASSOCHAM organized 4th Conference on 'Safe Road - Safe Life' with an objective to promote awareness about the Best Practices in Road Safety and discuss on Road Engineering Measures, Vehicle Engineering Measures, Education and Enforcement Measures, Emergency Care Measures .TRAX has been Participating in this conference for last 2-3 years Ms. Rajni Gandhi, TRAX Presented the work of TRAX and also raised concern on pending guidelines on Manufacturing and use of substandard Helmets.



National Conference on Road Safety (HOAI)

National Conference on Road Safety was organized by Ministry Of Road Transport and Highways (MoRTH) and Highway Operator's Association of India (HOAI) on 12th March 2019 in Delhi. In which Ms. Rajni Gandhi was invited as a panelist.



TRAX Decade of Road Safety





TRAX Road Safety NGO Completed its Eleven Years of efforts for Road Safety. TRAX touches new heights by passing each and every Year through its innovative and sustainable Projects to make Indian Roads Safer for its Users. We Congratulate all the team members and are thankful to all friends for encouragement and the support.

Certification

- Mr. Anurag Kulshrestha Completed the Online Road Safety Legislation by WHO & John Hopkin Course in 2018.
- Ms. Rajni Gandhi Completed Post Graduation in Road Safety Course from Delft University The Netherlands.
- Ms Sunita Tripathi completed Alliance **Empowerment Program Advocate** Training in November 2018, New Delhi, India.

TRAX Advocacy through Media





चालकों की गलती सड़क हादसों की मुख्य वजह

दिल्ली में संपन्न सम्मेलन में सामने आए तथ्य

परिवहन और राजमार्ग मंत्रालय (मोर्थ) की हाल ही की विल्ली में संपन्न हो गया। सम्मेलन का उद्देश्य दोपहिय एक रिपोर्ट के अनुसार वर्ष 2016 के दौरान देश में 84 वाहन चालकों के लिए माँत और चोटों को कम करने प्रतिशत सड़क टर्घटनाओं में 80 प्रतिशत लोगों की मौत के लिए प्रयास करना है। सम्मेलन में बताया गया कि हुई जबकि 84 प्रतिशत जख्मी हुए। रिपोर्ट के अनुसार वर्ष 2005 के बाद से घातक दुर्घटनाओं की संख्या में इन हादसों के पीछे चालकों की गलती को मुख्य कारक लगातार वृद्धि देखी गई है तथा प्रति 100 सड़क माना गया गया है।

सड़क अनुसंधान संस्थालन), नई दिल्ली और ट्रैक्स एस सोसाइटी (रोड सेफ्टी एनजीओ) के सहयोग के अंतर्गत सरक्षित यात्रा पहल पर दो-दिवसीय अंतर्राष्टीय

दुर्घटनाओं में मारे गए व्यक्तियों की दृष्टि से दुर्घटनाए सहाता गया गया है। सङ्क परिवहन और राजमार्ग मंत्रालय (मोर्थ) के "मंभर होती जा रही हैं, जो 2015 में 29.1 से बढ़कर तत्वावधान में सीएसआईआर-सीआरआरआई (केंद्रीय 2016 में 3.1.4 हो गई । इससे भी महत्वपूर्ण बात यह है दुर्घटनाओं की कुल संख्या में दो पहिया वाहनों की

सर्वाधिक हिस्सेदारी (33.8 प्रतिशत) थी

महिलाओं के लिए हेलमेट की आवश्यकता को लेकर जागरूकता अभियान पर निकली पूजा यादव जोश के साथ लोगों से कर रही हैं हेलमेट की अपील

Noida remembers victims of traffic accidents

Woman biker shows the road to safety

आइएसआइ मार्क हेलमेट पहनने पर जोर

जासं, दक्षिणी दिल्ली: मोटरसाइकिल चालकों, साइकिल सवारों व पैदल यात्रियों की सुरक्षा के महेनजर केंद्रीय सड़क अनुसंधान परिषद में दो दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन किया गया। सम्मेलन का आयोजन रोड सेपटी एनजीओ ट्रैक्स एस सोसायटी की ओर से किया गया। विशेषज्ञों ने कहा कि सड़क परिवहन और राजमार्ग मंत्रालय की ओर से जारी रिपोर्ट में पाया गया है कि भारत में सड़क हादसों में 47 प्रतिशत मौत साडकिल सवार, बाइक सवार व राहगीरों की होती हैं।



Annual Report 2018-19 ■ 16 Annual Report 2018-19 ■ 17

Project Road Map of Road Safety & Juniors Initiative – Showcasing progress Achievement and way forward



Under the Road Safety and Juniors Project TRAX & MG Motor India Covers all 5 Pillars.

Our Association





















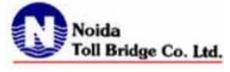
परिवहन विभाग उत्तर प्रदेश











































Bharat Petroleum Corporation Ltd.

Year in Prospects April 2019- March 2020

World Day of Remembrance for Road Traffic Victim- November'2019

Road Safety and Juniors Continued...

Helmet Advocacy Project Continued..

MCRP Advocacy Project Continued...

Safe School Zone Advocacy Continued...

Safe Riding Initiative Project Continued..

Find out More: For more Information about our work and for our most upto-date news, Please visit Website at



www.trafficzam.com



Email us at-

president_tss@trafficzam.com trafficzam08@gmail.com

Follow us on social media:

- www.facebook.com/trafficzam.com
 - Trafficzam_DEL
 - noad-safety-ngo-india-7ab50a15

TRAX S. Society

Address A-309/303,R.G. City Centre
D.B. Gupta Road , New Delhi-110055
Contact No.(+91)011-43755206,23548367
Mob. No. : 9811424725