

**Way  
Towards  
Safer Roads**



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**TRAX S.SOCIETY**  
*Annual Report*  
*April 2020- March 2021*





## Highlights

### Messages from

- Shri Anurag Kulshrestha, honourable President TRAX S. Society
- Sh.V.K. Sonakia, Honourable Additional Transport Commissioner, Road Safety, Uttar Pradesh.
- Sh. Ravishankar Vidyarthi, Honorable Joint Transport Commissioner (Road Safety), Government of Jharkhand.
- Mr.Paul Clark, Honourable former Transport Minister & Special Advisor, TRAX
- Sh. S.D Banga, Honourable Formerly Secretary, Supreme Court Committee for Road Safety

### Mission and Vision

### Strategy

### TRAX Interventions

- Helmet India Coaliton
- Rectification of Black Spot at-Hero Honda Chowk Gurugram
- Road Safety Audits
- Safe School Zone
- 180 Degree Visibility
- Capacity Building Programs of Officers, Teachers, and for Youth
- Media Content regulatory Program
- Ride to Safety Campaign
- Road Safety Rangers 2.0

### Observance of Day/Week/Month

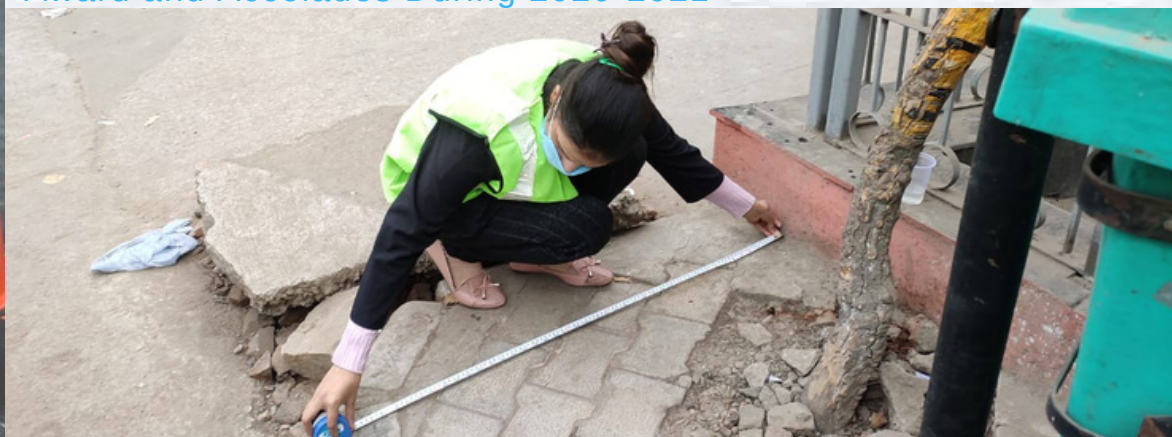
- National Road Safety Month
- Road Safety Month Uttar Pradesh
- World Day of Remembrance-WDoR

### Support in Pandemic and Amphan Cyclone

- Distribution of Ration Kits and Sanitizers
- Sanitization Drive for Frontline Warriors
- Distribution of Ration & Relief Kits
- TRAX Advocacy Through Media

### Award and Accolades During 2020-2021

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## **Anurag Kulshrestha**

Founder President TRAX S. Society

Director HECSS Safety and Research Private Limited

The years that passed have been full of events. Events that taught us so many things. Amongst all these, the best thing which emerged on the fore was the Humanitarian approach by all the concerned. Governments, Communities, and even Individuals, all put forward their best efforts to save human lives.

It's been a testing time for all Road Safety Advocates as well. The 2020 Data issued by NCRB, is even a matter of more concern in respect of Road Safety practices and plannings for the country. As per data, after the lockdown with less traffic on roads, the numbers of crashes and fatalities have not gone down as it was expected.

As a Road Safety Organization, we also emphasized putting more effort on the real ground issues which are actually UNCONSIDERED and OVERLOOKED obstacles to the Road Safety Action plan for the country. Being on top ranking in road traffic crashes, it is need of the hour that the Governments, Road Safety Advocates and concerned Stakeholders must re-evaluate the planned strategy for reducing the road crash burden.

Although the Ministry of Road Transport and Highways is constantly striving hard to improve the condition and has taken some landmark decisions, many State Governments are coming forward with new practices but still, the increasing number of crashes and fatalities are a big concern.

We need to have more expertise in the different Fields/Pillars of Road Safety. We also need full heart participation by all the related Stakeholders as well. The Annual Plan/Strategy with some expected indicators will also be needed with a practical approach.

I hope that the current year will witness lesser road crashes and casualties.

I extend my heartfelt gratitude towards all concerned stakeholders and our partners for their support and belief in Team TRAX. Our team will continue to deliver its best endeavors and contribution towards improvisation in Road Safety and saving precious lives.

**Anurag Kulshrestha**





Additional Transport Commissioner  
(Road Safety)  
Transport Department  
Uttar Pradesh

### Message

Road crashes are the 8th major cause of death globally and a major health concern. Our country too is badly affected with road traffic crashes and death and suffers 3% annual GDP loss due to emergency care, hospitalization, post-crash treatment and loss of productivity.

I welcome the gazette notification "Helmet for Riders of Two Wheeler Motor Vehicles (Quality Control) Order, 2020" brought by the Ministry of Road Transport and Highways on 26th November, 2020 with reference to the safety of MTV riders. This notification will definitely be useful to discourage the manufacturing, sale and stocking of fake and substandard helmets in India.

I appreciate TRAX for the creation of the 'Helmet India Coalition- Mission 30%by2023' along with its fellow NGOs for bringing two-wheeler riders, Biker Groups, NGOs, individuals and experts across the country on its platform. I believe that your efforts will definitely help to reduce the death numbers of two-wheeler riders under Helmet India Coalition's mission 30% by 2023. As well as a congratulation for your great efforts in improving the road safety scenario over the last 13 years under all the pillars of Road Safety and rectifying major blackspots identified by the Ministry.

I congratulate TRAX and extend my well wishes for publishing their annual report for 2020-2021. All the best.

Date: 09 Sep-2021

Place: Lucknow

(V.K. Sonakia)

Addl Transport Commissioner (Road Safety)  
Uttar Pradesh.



रविशंकर विद्यार्थी  
Ravishankar Vidyarthi



Joint Transport Commissioner (Road safety)  
Department of Transport,  
Government of Jharkhand.

### MESSAGE

I would like to express my appreciation & gratitude to TRAX, NGO for their major concern and all efforts on road safety issues which led to save lives.

Actually we all are road users, so we all are the stakeholders. We all suffer of these issues while driving, travelling or even walking on roads. It is not about campaigning, counseling and administering these issues but living of these issues. Its all about the behavioural change of every citizen of the country. So we have to take these issues at personal and emotional level. Everyone should respect others while driving or walking on the road and take care of their safety.

*Wishing every Road Users for blissful Journey of life.*

*All the best for your future endeavours.*

*Date: 27<sup>th</sup> July 2021*

*Place: Ranchi, Jharkhand.*

*Ravishankar Vidyarthi*



Mr. Paul Clark

Former Transport Minister, United Kingdom  
Director, Gateway Associates, U.K.



## Message

The past year has been challenging for all of us. Family members, loved ones and friends have faced heart ache as the global pandemic took its toll across the globe – and of course, you know too well that has affected India.

Whilst COVID-19 has restricted severely international travel and my visits to India, the work of TRAX and the campaign to make our roads safer for all users has continued. I have been privileged to continue as Special Advisor to the NGO and to use all technology open to us to meet and work together over this past year.

In particular, I would like to commend the commitment of the staff and TRAX during the pandemic when lorry drivers were stranded away from home and with limited food and water resources. TRAX met that challenge with determination to ensure that support got through to help those who earn their living on the roads.

Secondly, TRAX has continued to work with the authorities and the Safer Roads Foundation on seeking the remodelling of the dangerous junction of Suraj Kund Badkhal Road with Pali Road, Faridabad. Through determination to make a difference, I am pleased that TRAX, together with CRRRI and others have agreed a remodelling with a plan that work should start very soon. This outcome has been made even more difficult to achieve with the pandemic diverting key staff and attention on more immediate matters.

In addition to this I know that work has continued on a number of other road safety aspects, together with planning future programmes once we all return to 'normal'.

I just want to express my thanks to TRAX and the team for all the work they undertake and wish you every success in the coming year.



**Paul Clark**







**(Formerly Secretary,  
Supreme Court Committee on Road Safety)  
Chief Advisor, Indian Alliance of NGO for Road Safety**

## **MESSAGE**

Being former Secretary to the 'Supreme Court Committee on Road Safety', I have closely observed the activities of TRAX S. Society and it is indeed a matter of immense pleasure to witness their growth in improving road safety in India for the last more than 14 years.

In India, we lose more than 150,000 human lives each year due to road accidents. Besides, around 500,000 people are also injured. As a result, we also lose 3% of GDP every year which makes a considerable dent in the economy of our country. Improving road safety, therefore, requires lot of attention from all the stakeholders including Central and State Governments, not only for saving human lives, but for improving economy of the country as well.

Contribution of TRAX S. Society for improving road safety and saving human lives during the year 2020-21 has been remarkable in spite of adverse circumstances created due to the spread of Covid-19. During this period, they have given their best in all pillars of road safety viz. Road Safety Management and 4 Es i.e. Enforcement, Engineering (both road engineering & vehicle engineering), Education and Emergency care.

With their in-depth knowledge of the subject and positive approach towards varied issues of road safety, TRAX S. Society has been able to get the new Helmet regime implemented throughout the country. Their Media Content Regulation Program (MCRP) is another example of their sharp understanding of Road Safety issues. With their consistent efforts and foresightedness, they have been able to expose the role of the media in promoting wrong road traffic behaviour in public and get it checked to a large extent.

I am also very happy to note that during this period, TRAX S. Society has gone beyond its mandate of improving road safety and carried out a number of relief programmes for various sections of the Society during Covid-19 pandemic.

I really appreciate the honesty, enthusiasm and conviction of the TRAX S. Society with which they are engaged in their mission of improving road safety and saving precious human lives in the country. I do hope that they will continue to deliver more and more in the coming years to enable India to reduce road accident deaths and injuries by 50% by 2030 – a target fixed in the Stockholm Declaration in February, 2020 and endorsed by the UN General Assembly in August, 2020.

My best wishes to them for their future endeavours.

**(SD Banga)**

कृष्ण कुमार, दानिक्स  
KRISHAN KUMAR, DANICS



उप मण्डलीय दण्डाधिकारी ( अलीपुर )  
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SUB DIVISIONAL MAGISTRATE (ALIPUR)  
GOVT. OF NCT OF DELHI  
G.T. KARNAL ROAD, ALIPUR, DELHI-110036  
Phone : 27203773

D.O. No.SDM/ALP/Appreciation/2020/25

Dated: .....15/9/2020.....

Dear *Anurag Kulshrestha*,

*This is to place on record that during this Pandemic Covid-19, I would like to convey my deepest appreciation for outstanding work done for distributing of cooked food to the needy people in Sub Division, Alipur in North District of Delhi. As a matter of fact, in the hour of need, you and your organization have displayed highest level of motivation and outstanding sense of planning in execution of this humanitarian work & operations in a systematic manner.*

*I would like to express sincere gratitude to you for your contribution in support of a noble cause and wishes you all the best for your future endeavors.*

*K/K*  
*15/9/2020*  
(KRISHAN KUMAR)  
SDM (ALIPUR)  
DISTRICT NORTH

*Sh. Anurag Kulshrestha,*  
President, TRAX





# OUR WORK



## Mission

### Reduced Road Crash Injuries and Mortality Rate in India

Every human life lost in a crash has socio-economic implications for both family and the nation. India bears a 3% GDP loss every year due to road traffic crashes and deaths. Taking considerate and focused preventive measures in implementation can save this huge loss and this money can be used in the welfare of society at large.



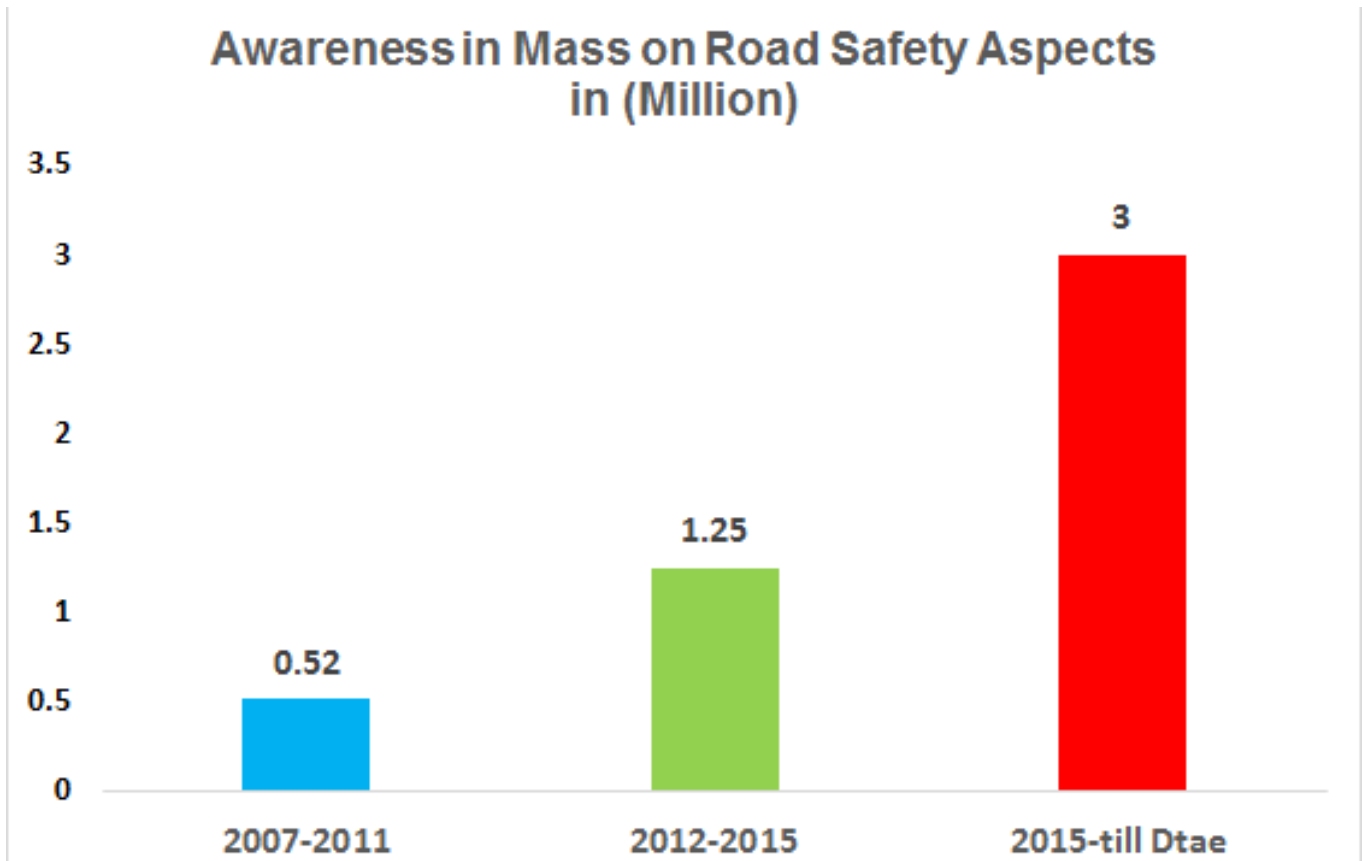
TRAX, since its inception in 2007 is vehemently working to safeguard society and the Nation from this huge loss and committed to reducing road crash burden by promoting road safety values in road users and advocating the issue with concerned stakeholders throughout the country.

Through our various interventions and advocacy programs, we have reached more millions of road users across the country. Media is the most effective medium, helped in increase our reach comprehensively. TRAX has successfully executed its different road safety projects in the states of Punjab, Haryana, West Bengal, Maharashtra, Delhi, Uttar Pradesh, Andhra Pradesh, Odisha, Karnataka, Telangana, Sikkim, and Gujarat with tremendous support from all concerned stakeholders in these states.

Multi Stakeholders involvement is always a priority for TRAX and in our all Projects, we have the support and association of different Government Departments for better implementation and accountability. Interventions of TRAX are adherent 5 pillars of 'UN Decade of Action for Road Safety which are Road Safety Management, Infrastructure, Safe Vehicles, Road Users Behaviour and Post- Crash Care. TRAX is very much engaged in Research work, training of teachers, Drivers Training, students/youth/employees, and community engagement as a whole on Road Safety.

# STRATEGY

Sensitization of maximum numbers of road users on various road safety issues has always been a top priority of TRAX. To achieve this, we use various modes of communication which include e-mail communication, TV Debates, Speeches, and Interactive Sessions, Newspaper Articles, Interviews, Training programs, Youth Engagement, Publication of case studies in iRAP (International Publication), On Ground Activities and use of Social as well as Conventional Media.



## Looking Back at 2020-2021...

### OUTREACH



Through Emails



REACHED 18 STATES IN INDIA



More than 45 online Training Programs

### YOUTH ENGAGEMENT



Internships & RoundTable Meets at TRAX



Helmet India Coalition

### AWARENESS



Social Media



Campaigns



ARTICLES AND INTERVIEWS IN PRINT & ELECTRONIC MEDIA



# PILLAR NO. 1 -

## ROAD SAFETY MANAGEMENT



The issue of road safety came to the forefront with the launch of the 1999 World Disaster Report, which showed that collisions were the leading cause of death for humanitarian workers. Since then the whole world is working together to reduce the number of road crashes.



In view of the above, TRAX works in close association and with the support of different stakeholders having a role in the context of road safety. Ministry of Road Transport and Highways, State Transport Departments, Civil and Traffic Police, Bureau of Indian Standard (BIS), Civic Agencies, and Corporate World are such concerned important stakeholders. Working in their close togetherness helps us executing our projects, activities, and interventions in a smooth and refined manner.

**Team TRAX with Shri Yogendra Singh Yadav  
Paramveer Chakra Awardee for Action In  
Kargil**



**Road Safety Presentation by TRAX under DM Chairmanship in Central Delhi**











TRAX has been doing advocacy on various Road Safety issues for more than 13 years with the goal to enhance the Road Safety scenario across the country. Our Helmet Safety and Media Contents Regulatory Programs (MCRP) are our two such advocacy programs.

## OBJECTIVES HELMET INDIA

- Standardized Helmets For MTW Riders and Pillion Riders
- Ban on the manufacturing and Sale of Sub-Standard and Fake Helmets in India
- Advocacy for Child Helmet
- Implementation of Section 138(4)(f) –(Provision of providing two Helmets with every sale of a Motorized Two Wheeler by its manufacturer)
- Inclusion of Helmets in the mandatory item list of BIS
- To bring GST on Helmets in 0 to 5% slab



## Activities To Achieve The Goal Followed and Implemented

-  Online Petition
-  Media Advocacy under Media Content Regulatory Program
-  Reaching to Influencers
-  Free Helmet Distribution Drives on regular intervals in association with Transport and Traffic authorities and Education Department
-  Association with Corporate for Helmet Awareness Drives
-  Advocacy with Ministry of Road Transport and Highways, Bureau of Indian Standards, Honourable Supreme Court Committee on Road Safety, Helmet and Motorised Two Wheeler Manufacturers and State Governments





## Success Stories of Helmet India Campaign

*“Our first breakthrough came with a letter from the Ministry of Road Transport and Highways wherein the ministry asked Bureau of Indian Standard (BIS) to include the Helmet in its mandatory items list which saw the positive response and BIS included helmet in its mandatory items list”.*

*After bringing Protective Helmet under BIS Mandatory List, the ministry, through a notification, on 30th July, 2020, invited suggestions from general masses, experts and stakeholders for its review so that it could be listed for gazette notification.*

*To support this notification, we ran a “Signature Campaign” amongst road safety expert and road safety fraternity seeking suggestions from them regarding keeping helmets under BIS ambit. This effort got tremendous support on both national and international level. Community came forward and supported this campaign.*





## Helmet India Coalition

## #Mission30%2023

Initiated by TRAX, **Helmet India Coalition** is a countrywide group of NGOs, Road Safety Experts, professional riders that has come forward with the #Mission30%by2023, aiming at reducing the number of deaths of MTW riders by 30% caused due to non-use of HELMET. Under this campaign, the coalition conducted Impact Test Activity on Substandard Helmets of general two-wheeler riders to sensitize them about the vulnerability of fake substandard helmets in case of an accident. They were given a live demo by breaking their fake substandard helmet and were given an ISI-marked standardized helmet instead. Such activities were conducted in seven cities namely Noida, Delhi, Ghaziabad, Dehradun, Mumbai, Ranchi, and Mathura.





## Helmet India Coalition



## Central Academy for Police Training National Conference

Central Academy for Police Training has conducted a National conference. The inaugural address was delivered by Mr. S D Banga, Ex-Sec, Supreme Court Committee on Road Safety, and Chief Secretary Indian Alliance of NGO for Road Safety.

Mr. Anurag Kulshrestha, President TRAX has delivered a session on Helmet Safety and the role of Police in stopping the manufacturing and sale of Fake and Sub-standard Helmet. The session was attended by over 150 officers.



# National Seminar- Safer Road that Save Lives



Transport Department has conducted National Seminar on Road Safety: Safer Road that Save Lives on 17th February 2021 at Ranchi ,Jharkhand during the National Road Safety Month.

Mr. Anurag Kulshrestha, President - TRAX has presented the Case Study on the Safe and Standardised Helmets and also demonstrated manual Helmet Impact Test. all his presentation he has also highlighted #Pillar2 #Infrastructure “ Road Design and Road Safety Audit”.



We appreciate efforts taken by the **Government of Jharkhand** In order to prevent MTW rider's death rate and for issuing an order on 21st June 2021 for implementing strict laws in Ranchi against the manufacturing & selling of fake & Non-ISI approved sub-standard helmets.

## Milestones achieved by Helmet india Coalition

1- Issuance of notification by 6 Indian States namely; Jharkhand, Andhra Pradesh, Odisha, Kerala, Rajasthan and Haryana and Union Territory Jammu & Kashmir have for stringent action against the manufacturers of fake and Substandard Helmets.

2- Issuance of Notification on section 138 (4) (f) of Central Motor Vehicle Rule- 1989

4 Indian states namely, Odisha, Jharkhand, Madhya Pradesh and Rajasthan have issued notification for the stringent implementation of section 138 (4) (f) of Central Motor Vehicle Rule- 1989.

2 other Indian States namely Kerala and Tamilnadu have already issued guidelines in the same context.





- Presentations before District Road Safety Committee, Central Delhi, and Faridabad on Road Safety Audit / Group Assessment during National Road Safety Month January 2021. Officials from PWD, MCD, NHAI, CATS Ambulance and Transport Department were present during this presentation.
- Conducted Capacity Building Programs for Teachers, Traffic and Civil Police on Road Safety in Gautam Budh Nagar, Uttar Pradesh with Noida Traffic Police.
- An awareness rally on '**Road Safety**' Conducted by the DM office Central District, where a '**Helmet Impact Test Activity**' on substandard Helmets of two-wheeler riders wherein their substandard helmets were broken with a hammer to make them understand the vulnerability of their substandard helmets.





In different District Road Safety Committee's since many years in many states, TRAX has been addressing various Road Safety issues and also providing effective Solutions for improving Road Safety.

TRAX strongly working to improve Road Safety Scenario across the country.



**Presentation by Team TRAX on Road Safety Committee, North Delhi**



**Presentation by Team TRAX on Road Safety Committee, Noida ,Uttar Pradesh**





## PILLAR NO. 2 -

### SAFE ROAD INFRASTRUCTURE

- Rectification of Black Spot - Hero Honda Chowk, Gurugram, Haryana
- Road Safety Audit at Rani Jhansi Roundabout, Paharganj
- Slow Down- It's School Zone- An Initiative To Promote Safe School Zones In India
- Advocacy for Rani Jhansi Roundabout Median Action Taken by TRAX for violation of NGT Section (8) of "Delhi prevention of trees act 1994" by Department
- 180 Degree Visibility



Hero Honda Intersection , Gurugram -Identified as most vulnerable Black Spot by MoRTH



## Rectification of Black Spot at Hero Honda Chowk Gurugram, Haryana

TRAX took up this project as an implementation partner in association with concerned stakeholders and successfully 'Rectified' a major 'Black Spot' identified by the Ministry of Road Transport and Highways.



Before



After



Before the resizing of island



After the resizing of island

## Road Safety Audit at Rani Jhansi Roundabout -Paharganj

TRAX conducted a Joint Road Safety Audit along with PWD and Traffic Police at Rani Jhansi Road Roundabout and found the following errors in road design:

- Blocked Zebra Crossings at all 4 legs by median
- Encroached Footpaths and missing Marking at the Gore area.

This report was submitted to both the stakeholders who ensured to take corrective measures to address the issue.





## Slow Down- It's a School Zone

### An initiative to Promote 'Safe School Zones' in India

'Slow Down- It's a School Zone' is an intervention initiated during 4th UN Global Road Safety Week observed in 2017 with the objective to convert vulnerable school zones into a safe school zone.

TRAX has initiated the Slow Down - Its Safe School Zone Initiative in 2017 and worked on different stretches in Delhi, Gurugram, Faridabad and continue in Mumbai.

We have also associated with iRAP India for related initiatives, as mentioned in our Annual Report 2019-20.

Similarly, We took up the entire Chitragupta Road, Near Paharganj Police Station after

the audit done by the Road Safety Advocated while using iRAP Star Rating For School Tool.

This area consists six schools such as Nutan Marathi School, Sarvodaya Kanya Vidyalaya-Government Senior Secondary School, DAV Senior Secondary School, Ramjas Senior Secondary School, Saraswati Shishu Mandir School, Sh. Guruteg Bahadur, Khalsa Boys Senior Secondary School.

The constant follow up with the authorities by TRAX has finally ensured the safe movement for students. Road making zebra crossings, speed breakers, rumble strips, and tabletops, etc.have been properly placed by the authorities.



TRAX's 'Safe School Zone Development' Case Study has been given SR4S rating (Star Rating for Schools) by 'International Road Safety Assessment Program (iRAP) and shared in their first, News Letter (India Chapter).



## 180 Degree Visibility

The advocacy is continued and this year we addressed the issue at the Rani Jhansi Road, New Delhi.

The project aims is improving Visibility on roads that are obstructed by unmanaged Vegetation on Medians/crossing and footpaths, Encroached the Footpath with utilities(Trees, Dustbins, poles, and inappropriate Roadside Advertisement(Hoarding, Visual Advertisement).To improve 180 Degree Visibility on Roads and also for improving the judgment/ Reaction time.



**TRAX took up the the matter with the concerned departments. Now the development work is going on and the authorities have ensued for the best compliance of the act.**

**Intervention for Rani Jhansi Road Median Action Taken by TRAX for violation of NGT Section (8) of “Delhi prevention of trees act 1994”**

## Commit TO Act

TRAX is advocating to improve 180 Degree Visibility for many years. We have come along with the full report this year and raised the concern with the authorities during the launch of the #CommitToAct Campaign which was fully supporting our demands. With The Same Demands of Safe Engineering and Clear Visibility on Roads in Delhi, TEAM TRAX is moving ahead.



**Solidarity with the 'Commit To Act' Campaign of the Global Alliance of NGOs for Road Safety**



## Research work commissioned under the guidance of Mr. Anurag Kulshrestha, President TRAX S. Society:

- Research conducted by the Interns from IIT Delhi on inappropriate vegetation on the Median and Sidewalk that create obstacles in a clear vision of road users.
- 'On Road Audit, done in Delhi NCR by our technical team and found that 'Inappropriate Vegetation' is a major cause of blocking the clear vision of road users and resulting in increased probabilities of road crashes.
- The case study along with the audit report has already been submitted to the Supreme Court Committee on Road Safety, PWD, MCD, NDMC, and District Road Safety Committees for further action.
- Recently, a huge tree hampering the clear visibility of road users in the Nagpur city of Maharashtra, India was uprooted and again planted in a jungle area with the intervention of our advisor Mr. Chandrashekhar .





## PILLAR NO. 3

### SAFE DESIGN OF VEHICLE

Safety of Two Wheeler (Riders) in India, it is focused on considering few factors e.g. Helmet Wearing, provision of ABS system, Hand Grip, Saari Guard, and Rear View Mirrors only while there are other major factors which need immediate attention. If these provisions would have been (so) effective, we must have been witnessing a reduced rate of two-wheeler riders' death.

**TRAX is addressing all these issues through ground level work along with the advocacy with concerned stakeholders from different platforms since a decade.**



Consistent dissemination of Road Safety amongst general masses on a wider scale not in bits and pieces manner along with informing general masses regarding all punitive actions. A two-wheeler, by its design, is an unsafe vehicle hence utmost care is needed while making any policy guideline for the safety of two-wheeler riders. There are other guidelines for the safety of pillions but if we analyze them closely, flaws will be clearly visible:

- Design of the Seat- The current design of Bike Seats, especially of higher CC one, have 'Sloping' designs wherein pillion's side part is little higher. Isn't it such designs poses great threat to the safety of Pillions in case of a head on collision or crashing with a static object?. In such situation, the pillion who is sitting on a little higher position is pushed ahead with a force due to the impact of the crash which may result into severe injuries or even death?? A great Matter of concern, research and implementation.
- Rear View Mirrors- Part of Standard Equipment but in most of the cases users, especially youngsters remove them for a false aesthetic appeal or styling purposes, while it's vital equipment to judge the traffic coming from behind. The July 2021 direction of the Madras High Court is worth mentioning here wherein it directed the concerned authorities to take strict action against two-wheeler riders riding their vehicle without rearview mirrors. The court also suggested that the warranty of such vehicle should be terminated saying "If necessary, vehicle manufacturers and dealers may be directed to incorporate a clause to such effect in the terms of the warranty."
- Provision of Hand Grip in Motorized Two Wheelers: There are clear-cut guidelines for the provision of the handgrip for pillions which clearly mention that a handgrip should either be just behind the drivers' seat or in the sides. This guideline is not strictly enforced upon two-wheelers manufacturers. In most of the two-wheelers or bikes the grip has been given behind the pillion's seat which is not only unsafe but defiance of the related law as well.



# PILLAR NO. 4

## Safe Road User Behavior



### Awareness on Risk Factors

- Schools and Colleges based Campaigns
- Community Mobilization Activities
- Stakeholders Engagement

### Road Safety Ambassador Program

- Training of Drivers & School Teachers
- Youth Capacity Building Programs
- Internship and Volunteer Program

### Advocacy with Media & for Media Content

- Advocacy of Risk Factors and Pillars through Media
- Advocacy to stop portrayals in Visual & Print Media that are in defiance of Motor Vehicle Act- 1988



# MEDIA CONTENT REGULATIONS PROGRAM

'Media Content Regulation Program-MCRP' was initiated in 2014 with an objective to advocate to stop depiction of those scenes in Movies, TV Serials, TVC's, Print, Social Media Platforms, and Songs, etc. which defy provisions of Motor Vehicle Act- 1988 and Road Safety Norms. The program highlights the psychological impacts of such portrayals on the human mindset. The program emphasizes the constitution of an Autonomous Body/Tribunal with legislative powers to Scan, Censor, and Ban these contents independently.



## Why it is needed?

All of us get a number of informations through TV, Movies, Newspapers, Social Media and Radio etc.. in our everyday life that leave a profound impact on our mindset. These informations are responsible for crafting our views and acts in a particular manner. We watch the news and form our opinion on which party to vote for. We see an ad and form our opinion about buying a product seen in the ad. We watch our favorite actor's film and try to be like him. The psychological impact of these visuals is such that many of us tend to try to copy the same style or act in our real lives. The same logic is applicable in the context of impacting our psychology as road users.

We are a movie freak country, a 4th largest economy and a big market for the entire world. India produces the highest number of movies. Likewise, for brand promotions, a number of TV Commercials are produced. In both of these mediums, we often see scenes defying road traffic rules. As strong communication mediums, both TV and Cinema induce wrong traffic behavior in Road Users who try to ape these acts in their real lives and become a victim of a road crash or create danger for other road users while on roads.

We keep a constant watch on TV and Movies and take necessary steps to stop broadcasting of such portrayals in these mediums. We have intervened in this matter and succeeded in stopping the telecast of many such advertisements through ASCI.

## Participation in a Series of Road Safety Webinars

TRAX participated in series of webinars that were organized by the Indian Alliance of NGOs, in association with the Federation of Community Radio Stations- FCRS. All 5 pillars of road safety i.e. Road Safety Management, Infrastructure, Safe Vehicle, Road Users Behaviour, and Post-Crash Response were amongst the main topics of the series.

Mr. Anurag Kulshrestha, president of TRAX participated in the series as a guest speaker and shared his views on designated topics. Each session ended up with a Key Impact Solution. Recommendations derived out of these sessions were shared with the Supreme Court Committee on Road Safety, Ministry of Road Transport and Highways, and other concerned stakeholders for necessary action.



## Safe Road Users Initiative

Safe Road Users Behaviour was a joint initiative of Eicher Group Foundation and TRAX S. Society with support of the Kolkata Traffic Police with the aim to promote ISI marked Standardized Helmet (IS 4151:20165) and increase its wearing rate. TRAX with the support of the Kolkata Traffic Police conducted the following activities:

Helmet Safety Seminars in Kolkata based colleges was organized and Road Safety Ambassadors were selected from each college for community mobilization for Helmet Safety.

Special Awareness Drive for Two Wheeler Riders during 'Road Safety Week' and Facilitation of 'Frontline Corona Warriors'

Approx 3000 ISI Quality Standardized Helmets were distributed in the entire campaign duration.





# Activities during Uttar Pradesh Road Safety Month- (November)



November is the road safety month for Uttar Pradesh Traffic Police Department. TRAX has been associated with with Noida Traffic Police for Road Safety for years and this year also contributed during the Road Safety Month. TRAX have remained active in different activities related to Road safety.



During the month TRAX has organised different interaction programs For Teachers and for Traffic Police Officers.





## Ride to Safety Campaign

'Ride to Safety' is another important campaign by TRAX which is running for the last 7 years (2014-2021) in a row. The campaign is initiated by ICICI Lombard General Insurance Co. Ltd. with special objectives to promote Child/Adults Helmets and Road Safety ethics among school students, teachers and parents through training sessions on helmet safety and other road safety-related issues.

For Helmet Safety, our commitment is such that we continued the campaign's activities even during the Covid Pandemic by abiding with pandemic-related guidelines through Online Training Sessions. Till now, we have reached thousands of students in Delhi, Noida, Bangalore, Chennai, and Ahmadabad cities and distributed approx 40,000 ISI marked good quality helmets amongst them. TRAx has been associated with Ride To Safety Campaign since its inception.



## World Day of Remembrance

The 'World Day of Remembrance for Road Traffic Victims aka WDoR' is observed globally every year on the 3rd Sunday in the Month of November. TRAX has been observing WDoR for road traffic victims for the last seven years.

TRAX commemorated WDoR 2020 in association with Gautam Budh Nagar Traffic Police at The Great India Place, Sec-18 Noida.

On the occasion, candles were lit in the memory of Road Traffic Victims who died in the district in 2019. The program witnessed the presence of some prominent citizens including retired wing commander Mr. B. S Bakshi, Sh. Ganesh Prasad Saha, DCP, Traffic, Mr. Anurag Kulshrestha, and Ms. Gandhi, President and General Secretary of TRAX respectively along with locals. The gathering was addressed by the prominent guests who urged and encouraged the gathering to be a Safe and Smart Road User. Parents, Teachers, and Traffic Police Personnel were also appealed to be Role Models for their children and the society at large.





## Road Safety Rangers 2.0 Campaign (Converting Vulnerable Schools Zones in to Safe School Zones in Mumbai)



The campaign is initiated in association with Universal Sompo General Insurance Co. Ltd., and Sompo Japan Nipponkoa Welfare Foundation. Road Safety Ranger 2.0, is part of the Road Safety Ranger 1.0 campaign conducted during 2019-20. Whereas Road Safety Ranger- 1.0 had objective of Community Mobilization on various Road Safety related issues by engaging College Students, Professors and Road Safety Volunteers, Road Safety Rangers 2.0 had objective to convert vulnerable schools zones in to a Safe School Zones to ensure students safety as road users. The Project is continued.





# Activities during National Road Safety Month- 17th Jan'21 to 18th Feb'21

## a) Talk with Youth- Online Interactive Sessions with College Students

As per the UN, Road traffic injuries are the 8th leading cause of death for young people globally and cause a huge socio-economic burden on their family and nation in terms of Pre and Post Crash Treatment and loss of productivity of the victims as well as their caretakers who take off from their offices for their care.

Youth can play an important role in saving themselves from such tragedies by practicing Safe Road Behavior while on roads. The need is to educate and sensitize them about Safe Road Practices and Road Safety Ethics.

Recognizing this fact, TRAX organized 'Online Educational and Training Sessions' for the students of Amity Institute of Social Sciences, Gautam Budh Nagar, Uttar Pradesh and VTS Vellore, Tamil Nadu. The sessions covered subjects like Helmet Safety, Overspeeding, Drunk Driving and Psychological Impacts of Media on Road User's Behavior, etc. Approx 150 students participated in these sessions conducted by Mr. Anurag Kulshrestha, President-TRAX.





## **b) Bike Rally on Road Safety Awareness**

A Bike Rally was organized by the SDM Central Delhi to increase awareness on Road Safety. The rally was organized in association with TRAX. The SDM flagged off the Rally from Shahidi Park, Near Firoz Shah Kotla Fort which via Rajghat Intersection and Shanti Van, ended up at SDM Office. Before the rally, a Helmet Crash Test Activity was also conducted at the rally opening point to sensitize Motorized Two Wheeler Riders about the gruesome and negative effects of wearing Non-Standardized Fake Helmets.

During the activity, the helmets of participants were checked by the SDM Central Delhi himself and Ms. Rajni Gandhi, General Secretary-TRAX. During the activity, poor quality helmets were smashed with the hammer in front of the bikers to make them understand that such helmets are dangerous to wear and of no use in an unfortunate event of a road accident. Bikers whose substandard helmets were broken were given free ISI Marked Standardized Helmets. Understanding the ill effects of wearing a Non-Standardized Fake Helmet, all bikers pledged to wear a good quality Standard Helmet from then onward and further sensitize their friends and near ones on the same as well.





## PILLAR NO. 5-

### POST CRASH CARE



Post-Crash Care is series of processes that included pre-hospital, in-hospital, and post-crash care and rehabilitation of the road traffic victim. In all these stages, the role of Bystanders, Good Samaritans, Doctors, and Family Members has utmost importance. Timely action can help in reducing the rate of morbidity, fatality, and disability. Simultaneously, proper Post-Crash Investigation, Financial Support to the Victim/ Victim's family, Fast Track Hearing in the Court of Road Crash Cases, System of Mandatory Training of First Respondent, and Awareness of Good Samaritan, etc. are essential components in handling the situation.

Post-Crash Investigation and Mandatory First Respondent Training Program are the issues of utmost priority for TRAX. Considering the seriousness of the issue. We are reaching in society to every group to sensitize and conducting capacity-building programs for Enforcers, Teachers, Drivers, Corporate drivers and society whenever thers is an opportunity.





## EFFORTS OF TRAX DURING CORONA PANDEMIC

Apart from being engaged in Road Safety Advocacy and Awareness, TRAX is also well aware of its responsibilities to support and help its community members in their tough times through other ways and means as well. Due to the ongoing Covid-19 Pandemic, our fellow citizens are facing a really tough time in the context of their health and socio-economic matters. Judging the situation, Team TRAX decided to carry out the following relief work for Community Members, Front-Line Warriors and Stranded Truck Drivers in Delhi and Kolkata during the tough times due to Covid and Amphon cyclone in Kolkata.





# Distribution of Ration Kits and Sanitization Work

## 1

### DISTRIBUTION OF RATION KITS AND SANITIZERS-

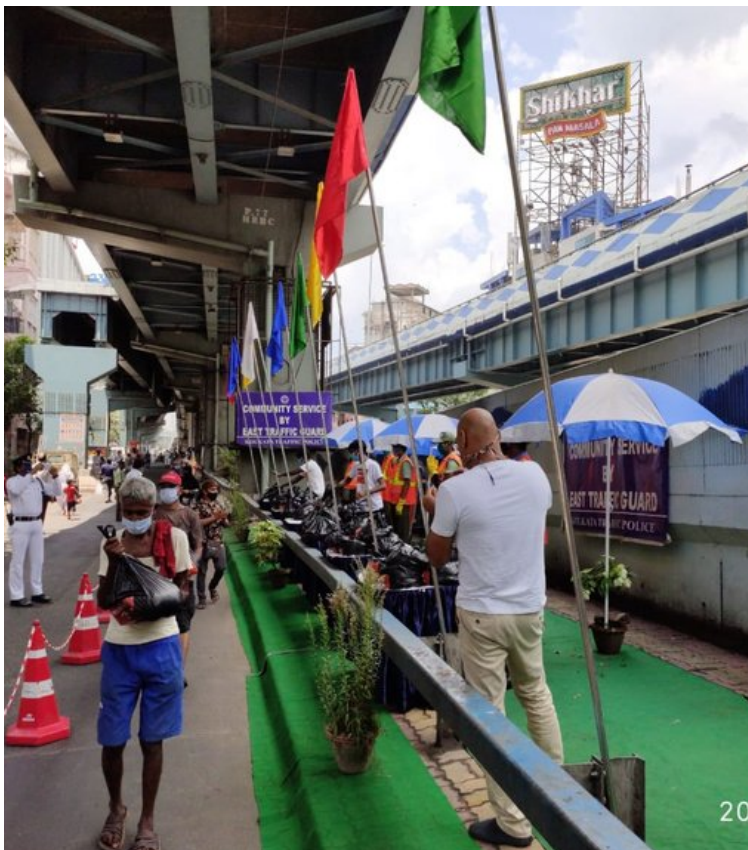
Team TRAX distributed Ration Kits consisting of essential edibles with other items amongst Stranded Truck Drivers and Local Community Members at Sanjay Gandhi Transport Nagar, Delhi. Besides, Sanitizers and Face Masks were also distributed amongst police personnel deployed at different police booths ranging from Central Delhi to Alipur.



### SANITIZATION DRIVE FOR POLICE PERSONNEL AND FRONTLINE CORONA WARRIORS

## 2

To help out the Frontline Corona Warriors and Police Personnel, Team TRAX conducted a special drive #defeatcorona with the support of Delhi Police. Under this drive, frontline Corona Warriors were provided with hand sanitizers and face masks. Besides, disinfection work was also done in Paharganj Police Station, Karol Bagh Police Station, Kamla Market Police Station, and Ambedkar Bhawan. Police personnel deployed at various booths and barricades within the jurisdiction of the above police stations were also provided with Hand Sanitizers and Face Masks.





# 3

## DISTRIBUTION OF RATION AND RELIEF KITS

In the times when West Bengal was simultaneously battling with Amphan Cyclone and Corona Pandemic, Our local Team, in association with ICICI Lombard started its relief work with the support of the Kolkata Police. The team distributed Face Masks and Sanitizers amongst Frontline Corona Warriors and also distributed Ration Kits comprising Food Items, Face Masks, Sanitizers, and other essentials amongst 8000 families affected by Amphan Cyclone. Besides, Machines with Sanitizing Liquid were also handed over to Kolkata Police for further distribution through different Police Stations.



**Approximately 20,000 community members and 8,000 families were benefitted from these efforts. The SDM Central/North and Kolkata Traffic Police wholeheartedly applauded our efforts.**







# Awards and Accolades During 2020-2021

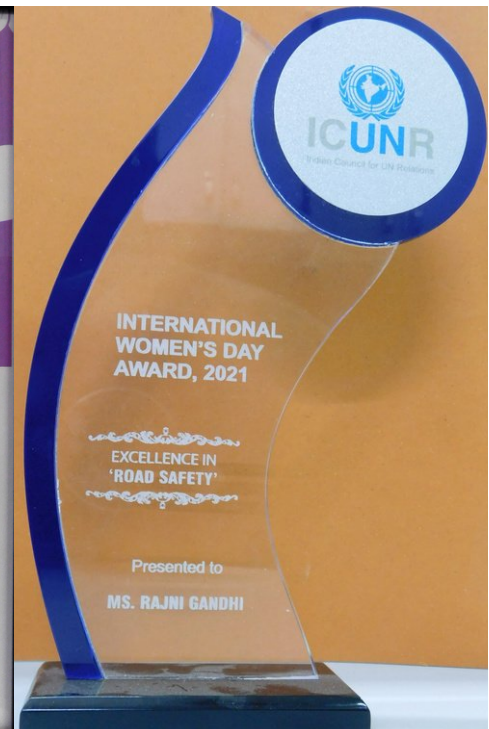
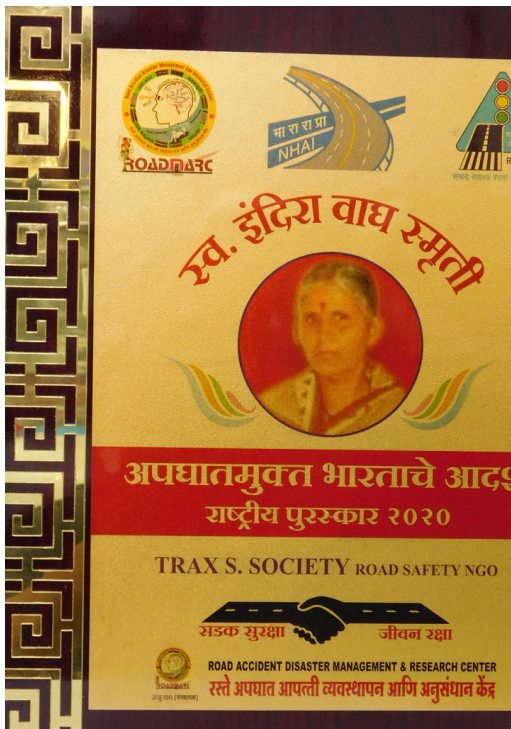


RIDE TO SAFETY APPRECIATION AWARD  
TO TRAX FOR OUR CONTRIBUTION  
TOWARDS  
**#RIDETOSAFETY INITIATIVE**

- Road Safety Award from Honourable Transport Minister
- SIAM CSR Award 2020 for 'Road Safety and Juniors' in partnership with MG Motor India, Pvt. Ltd for our exemplary work in the area of "SAFETY"
- Ms. Rajni Gandhi -Founder, Secretary TRAX Awarded by IC-UN Relation Excellence Award for Road Safety
- Appreciation Award by ICICI Lombard for Ride To Safety Campaign



**Ms. Rajni Gandhi  
Founder  
Secretary General  
TRAX S. SOCIETY**





# Worked With in Past







**"Team TRAX thanks to All our friends on Social Media, Volunteers, Supporters, Friends from Media, Corporate, Other NGO friends, Officers from Enforcement Department, Department of Education, Department of Health and all Road Owning Authorities. We urge for long partnership to make our Road more Safer for all! "**

**Mr.Shivam - Social Media Manager**

**Ms.Rani - HR and Manager, TRAX**

**Ms. Sunita - Data Analyst & Project Manager**

**Mr.Vijay Nand- Communication Head**

**Ms. Jeetali - Advocacy/Project Director**

**Mr. Samir - Project Head, Maharashtra**

**Mr.Arun - UP Chapter Head & Advisor**

**Ms.Mamta - PR Advisor**

**Mr. Chandrashekhar - National Advocacy Advisor**

**Dr. Anjum - Psychology Advisor**

**Mr. Prem - Vice President**

**Mr.Ali - Executive Member - TRAX**

**Ms.Rajni - General Secretary**

**Mr.Anurag - President**

**Other Executive Members/ Chapter Heads/ Associates from Ahmedabad, Hyderabad, Chennai, Bangalore, and Other Regions**