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TRAX S.SOCIETY ANNUAL REPORT

April 2019–March 2020

Towards Safer Roads and Safe Practices

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TRAX Interventions

TRAX is advocating all 5 Pillars of Road Safety and the Interventions are based on that.

- A) Road Safety Management
- B) Safe Infrastructure
- C) Safe Vehicle
- D) Safe Road Users Behavior
- E) Post Crash Care

TRAX's Participation in National and International

Conferences, Interaction with Media and Awards



Supports



The Road We Walked Together

Our journey would not have been possible without our valued volunteers, dedicated donors, and the many professionals who helped our cause. Together we have coordinated a number of events over the year, raised awareness in different parts of the country and raised donations to support the cause.

Anurag Kulshrestha
Founder President
TRAX S.Society
WHO LDP Member, India



And Yes, we need to evaluate the Last Decade 2011-2020, to understand our falls and rises!
The world is leading towards the new #2030 target with a recent Stockholm Declaration. The whole world of Road Safety was encouraged to take the Torch of Road Safety to the next levels and our leaders have ensured us for the same.

Unfortunately, the world has witnessed a Covid-19 pandemic and the attention of leaders have automatically diverted and that is the demand of time .

And, from this pandemic situation, we have observed the togetherness, straight forward decisions by the leaders and Governments to control the pandemic . The great power of the leaders and the activeness of all Departments have pushed to give a thought that yes, it is possible in our respective countries that all stakeholders can work together, just we need a leader, the leadership and combined efforts to achieve the goal!

Role of the media is even appreciable at this moment.

The Developing World has fantastically made a grip on the issue and fully need to control the spread of Covid-19.

In the same way, the Developing World can achieve the target of 2030 of Road Safety. The leaders need to know high affected road users and prioritize them and their safety.

Wearing a standardized helmet - Can actually play a major role in many countries. Simultaneously planning of Roads with current available resources and by adopting best Traffic Management Practices, can lead to many success stories.

I, urge the leaders from respected countries to involve NGOs, Corporate with an annual target to achieve the goal of the next Decade. My sincere thanks to all the Stakeholders, Corporate volunteers and friends who have associated with TRAX in this journey.

Let's walk Together!

Anurag Kulshrestha

नितिन गडकरी
NITIN GADKARI



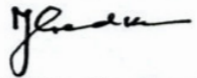
मंत्री
सड़क परिवहन एवं राजमार्ग;
सूक्ष्म, लघु एवं मध्यम उद्यम
भारत सरकार
Minister
Road Transport and Highways;
Micro, Small and Medium Enterprises
Government of India

MESSAGE

I am happy to learn that TRAX (Traffic Reforms and Advocacy Experts), a non-government organisation working in the field of Road Safety is coming out with its annual report for the year 2019-20.

Road accidents have become a major concern to one and all and in this direction our Government has taken various steps to curb every kind of disaster on the roads and to save precious lives.

I appreciate and congratulate the entire team of TRAX for their efforts in bringing awareness about road safety for the public at large. I wish them all the very best in their future endeavours.


(Nitin Gadkari)

Date: 29th June, 2020
Place: New Delhi

जनरल (डा.) विजय कुमार सिंह

पीवीएसएम, एवीएसएम, वाईएसएम (से.नि.)

GEN. (DR) VIJAY KUMAR SINGH

PVSM, AVSM, YSM (Retd)



राज्य मंत्री
सड़क परिवहन एवं राजमार्ग मंत्रालय
भारत सरकार, नई दिल्ली

Minister of State for
Road Transport & Highways
Government of India, New Delhi



MESSAGE

It is great to share that, Now Road Safety has been a recognized issue in current scenario in spite has become an important matter to discuss these days in India. Road Traffic Crashes which are a non-communicable disease and prominent cause of death and injuries across the world. As per the Global Status Report on Road Safety 2018, more than 1.35 million people were killed globally due to road traffic crashes. Its India's misfortunate that globally India alone accounts 11 % road crash by having 2 % vehicles volume.

According to Road Traffic Crashes report 2018, around 1, 51, 417 people lose their lives because of Road Traffic deaths in India resulting in 3 % GDP loss each year. It is a real matter of great concern that rather than the continual endeavours of the Government in this matter and our commitments to halve deaths by 2020 in the Brasilia Declaration is way behind from the goal.

In order to improve road traffic crashes son August, 2019 Honourable Government of India has taken remarkable decision by making amendment sin MVAV 2019. This amendments will surely help to improve road safety culture amongst the road users especially in youth in future. Additionally the Ministry of Road Transport and Highways has been taking multiple initiatives including those related to vehicular and road engineering as well as educational measures for raising awareness in the field of Road safety.

NGOs play a vital role in National's welfare and establishing a connection between public and concerned government officials. NGOs give their valuable contribution in developing society, improving communities, and promoting citizen participating through various active efforts.

I appreciate and congratulate the endeavous done by TRAX.S. Society which is dedicated in advocacy of Road Safety in India and also working dedicatedly on every Road Safety aspects for more than a decade, advocating on the various road safety issues across the country. The most prominent thing to involve maximum youth by them for building awareness in community.

Wishing you all the team members for the hard work and positive approach and also have great success in your future endeavors.

Thank you all!

[General (Dr.) V. K. Singh]



Mr. Paul Clark
Former Transport Minister, U.K.
Special Consultant to TRAX

Another year has passed, and the work has continued to make our roads safer, helping to save lives and people from serious injuries.

The work in TRAX has pushed ahead at an even greater rate in the past year with many significant initiatives. I have been honoured to be the Special Consultant to TRAX, supporting in whatever way possible to further our collective crusade of reducing deaths on our roads.

I wish to highlight two particular initiatives that reflect on the TRAX commitment to road safety.

Firstly, the excellent programme which is centred on building the youth capacity on the road safety platform. With the support of, Eicher Group Foundation and Sampo Japan Insurance – to whom we are extremely grateful – 104 Road Safety Youth Ambassadors have been trained in Mumbai and Kolkata. Those ambassadors have gone on to educate approx 4300 youngsters and their friends about safety on the roads. We want to see this programme expand further as we need to be speaking today with the drivers of tomorrow.

The second initiative is again to do with young people but centred around their schools. Wherever we live in the world, schools are particularly sensitive areas when it comes to traffic mixing with human beings. Young minds are often not alert to the dangers of vehicles and their minds can often be elsewhere; this is why the Safe School Zone work is so important.

I am pleased to be involved in some of this work centred in Faridabad; bringing together TRAX and the Safer Roads Foundation so that we are working on the remodelling of the road network at the junction of Suraj Kund Badkhal Road with Pali Road. I visited the site again in November last year and working with CRRRI and IRAP we have been able to submit plans and meet with the District Commissioner. Progress on the testing of a solution has been held up due to the coronavirus, but I am hopeful that we will push ahead soon on this project.

Together with the remodelling of the junction there will be four Safe School Zones developed ensuring road crossings are safe, appropriate signage is in place and that site lines are clear for drivers and pedestrians.

Of course, there has been other work undertaken which all adds to the TRAX reach on road safety issues. Getting the word out about road safety is not an easy task but I am grateful to India Ahead the media house in Hyderabad who hosted and broadcast a four-hour programme on different aspects of road safety. I was delighted to join the TRAX team and to partake in a number of the panel sessions.

Finally, may I compliment the TRAX team led by my good friends Anurag Kulshrestha and Rajni Gandhi for the work they have all undertaken when emergencies arise at this moment also. The cyclone that severely affected West Bengal has seen the TRAX team lead on the delivery of 8000 food packages to 8000 families and have become a part of such an initiative as well; and of course, the coronavirus saw truck drivers stranded at different locations. TRAX was able to assist.

May I take this opportunity to thank everyone who has helped on the road safety campaigns and whilst the coronavirus has directed our attention elsewhere, the demand for safer roads, safer pedestrians and safer drivers has not gone away or been diminished. We need to keep working and saving lives. I look forward to doing that with you over the coming year.

Good Luck and Best Wishes.
Saphalata kee shubhakaamanaen.

Paul Clark



Floor Lieshout
Founder / Executive Director
Youth For Road Safety

Dear Young fellows, thank you so much for your commitment to road safety. Opportunities come with responsibilities and you have stepped up to the plate. Congratulations for a year full of action with TEAM TRAX. We often judge ourselves on our good intentions, and we judge others on their actions. I strongly believe that change starts with the person in the mirror. By reflecting and holding ourselves to a higher standard we can lead others moving to a healthier and brighter world. We all have a role to play and I count on your leadership for the years to come!

Warm regards,
Floor Lieshout





Rajeev Chaba
M.D. MG Motor, India

TRAX is very passionately driven NGO.

We collaborated with TRAX even before introducing our vehicles to the market, for the “MG Junior Road Safety Programme” to educate the school students on Road Safety through trained teachers across schools in the Delhi-NCR region. Under the umbrella of MG Sewa (MG India’s Community Service arm) we collaborated with TRAX to disinfect and sanitize the police booths and barricades across Central Delhi.

MG Motor India’s core foundation is built on the four pillars of community, innovation, experiences & diversity.” Community “ is one OF the key Brand Pillars. We are quite driven and focused on contributing and giving back to the community. Through such initiatives, we continue to reinforce our commitment towards the betterment of the society”. We feel that TRAX is a great partner who can execute our Vision into reality on ground.

We look forward for a long lasting association and many more inspirational campaigns and programs with TRAX in future.”



"I recall, with regret, the long years I spent after a road accident that left me broken... physically, financially, and emotionally. The life almost seemed purposeless. And that was when a friend introduced me to a non-profit organisation that worked on road safety India. Suddenly the days were full of purpose, with participation in seminars, roadshows, and a lot more that I could relate myself with.

I remember being addressed as an accident victim. After my association with TRAX, I introduce myself as a fighter , and not a victim.

Thanks a lot to Trax for giving me a sense of living. Kindly keep up the good work of bringing happiness and purpose to many more lives."

Sanjiv

"Can you imagine, I had experience Nine Road Crashes in an year and with God Grace, with Grace of those Good Samaritan and the Doctors, I am fine today and stand on my feet.

That experience had a bad impact on me and I was not able to concentrate on my personal and professional life especially. I know Mr. Anurag since a long time and after a meeting I have decided to rather work for that cause who has put fear in me and I am unable to concentrate on my regular life. Due to road crashes I had different experience and I discussed all with my colleagues at TRAX and we started putting them on paper and tried to find out the one of the important issue. It was indeed good the things which make you fearful, you go and fight with the same.

I worked on different issues with TEAM and have reached to different stakeholders. Yes, Helmet is a life Saver and I mean it that People shouldn't ignore this Safety Gadget as it can actually save you. Even few days back only Anurag has helped me for one my relative who had a fatal crash.

I am Happy to be part of TRAX force!"

Vijay

"I have been attached with TRAX for more than a year and Happy to be part of this TEAM. I have gone through a struggleful time due to Road Crash.

Due to Road Crash, I had a regular problem in my leg and due to some economical reasons , I wasn't able to go for the Treatment. Thanks to Sunita Mam from TRAX, who has helped me to reach to the Orthopedics and I have got the Treatment. I am better now and Happy to serve the Society."

Vikas



OUR WORK

TRAX's Mission and way forward...

Reduced Road Crash Injuries and Mortality rate in India

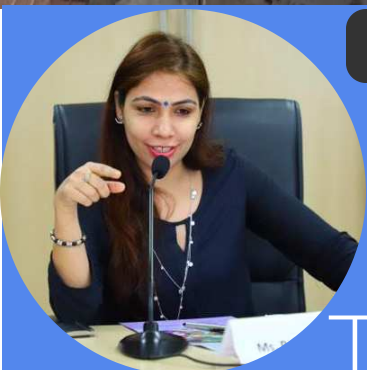
Team TRAX feels proud to serve the Nations and We are glad that since 12 years we have almost sensitised more than 2 million people about Road Safety and encouraged them to be good citizens in order to achieve our common mission through our different campaigns, social media and Media Engagement.

TRAX has worked / working in the state of Punjab, Haryana, West Bengal, Maharashtra, Delhi, Uttar Pradesh, Andhra Pradesh, Odisha, Karnataka, Telangana, Sikkim and Gujarat on different Road Safety projects.

We have respected Advisors from Central Road Research Institute, Mr.Paul Clark - Ex Transport Minister - United Kingdom - Special Consultant to TRAX and Mr.Arun Srivastava - Advisor to TRAX.

Multi Stakeholders involvement is always a priority for TRAX and in our all Projects , we have support and association of different Government Departments for the 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.



★ Rajni Gandhi
Founder General Secretary, TRAX



TRAX over the Years has become a Brand in Road Safety Arena. Our Team is the Valuable Asset we possess.

★★★★★

➔ P.K.Amar
Vice President, TRAX

Thankful

to our Supporters, Volunteers,

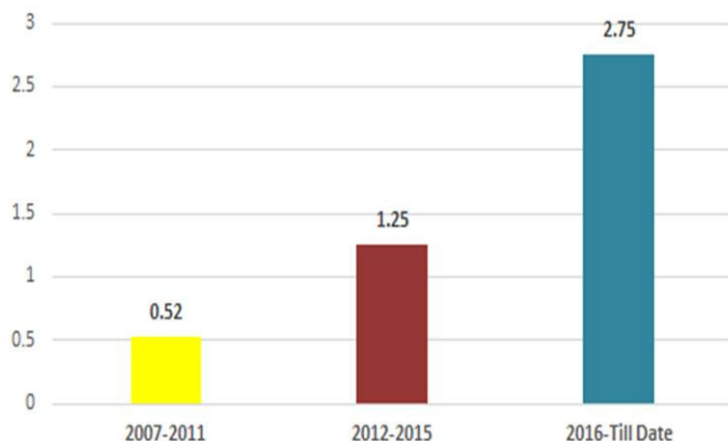
Stakeholders from all the Government Departments from Central and States! I am also thankful to the Road Crash Fighters who have come forward and joined hands to work with TRAX. And Bravo Team TRAX, keep on the good work!



STRATEGY

AWARENESS,
ADVOCACY,
SUPPORT TO
COMMUNITY
AND GRANT

Awareness in Mass on Road Safety Aspects
(Million)



Looking Back at 2019-2020...

OUTREACH



Through
EMAILS

YOUTH ENGAGEMENT



APPROX.
3420

AWARENESS



SOCIAL
MEDIA



REACHED IN
13 STATES IN INDIA



Internships &
RoundTable
Meets at TRAX



ARTICLES AND
INTERVIEWS IN PRINT
& ELECTRONIC
MEDIA



33 SPEECHES &
Interaction Sessions



1 GREAT
ANNUAL
CONFERENCE



CAMPAIGNS

More than 24 Training
programs



FINANCE

TRAX HAS MANAGED TO REACH TO DIFFERENT DONORS ..

Sources of Funding...



Thanks To All the Partners and Supporters

Additional Remarks

EVENTS

- Planning fundraiser events
- Community gatherings
- Sporting Events

CONFERENCES

Attending conferences as guest or speaker to raise awareness.

DIGITAL MARKETING

We are working to create a digital roadmap to building our online following and generating impactful engagement.



Year In Retrospect

TRAX INITIATED THREE NEW PROJECTS IN 2019-2020, AND CONTINUED PREVIOUS PROJECTS AS WELL AS ADVOCACY

NEW ASSOCIATIONS AND PROJECTS

TRAX initiated three new Projects in 2019-2020. This year our donor list grew by approx 10% ! We have been able to reach new State Governments and Authorities. **We welcome Safe Road Foundation,U.K. and DFCCIL.**

TRAX has also extended it's Team for new Initiatives in new States and the Advisory Panel. The Board of TRAX has been engaged in different Projects along with new Young Volunteers in different cities and States.



- ✓ Youth Capacity Building Program
- ✓ Developed 4 New Safe School Zones
- ✓ Support to Road Crash Victims
- ✓ Audit Tri-Junction Delhi, Gurugram, Faridabad
- ✓ Implementation of Section 138(4)(f) for standardized helmets in States of India
- ✓ Advocacy for Post Crash Investigation and Safe Two Wheeler Design
- ✓ Advocacy for the Role of Advertising Pattern on Road Users (MCRP)





Pillar 1-

Road Safety Management

The developed World has a System for the management of road safety which has developed over the last few decades. Today, the Safe System approach is seen as the most relevant approach in guiding the management of road safety.


TRAX has been working with different stakeholders and also keep trying to get them together in it's different projects by engaging the respective stakeholders, concerned departments on Road Safety and Lead Agency on Road Safety.

TRAX has been doing advocacy on various Road Safety issues since more than 12 years with the goal to enhance the Road Safety scenario across the country.

TRAX has been engaged in planning of National Road Safety Week and has been a part of its preparations meetings with Ministry of Road Transport and Highways as well as with other Stakeholders. TRAX has been part of District Road Safety Committee Meetings also in different Districts and have advocated the concerned issues.

Along with stakeholder TRAX has been engaged with other NGO colleagues from different parts of country and delighted to work in collaborations and advocate the issues like Safer Vehicles, Safe Infrastructure and Management for Post Crash Care in India and etc...



 TRAX with other NGO Colleagues and Road Safety Advocates presented the cases to the Honourable Supreme Court Committee on Road Safety. Thanks to all NGOs from different parts of India for coming together.



TRAX has been advocating for standardised helmets for last 6 years ,to reach its goal.We are functioning through many interventions in different modules by considering all age group, gender and different tropical and geographical conditions.To achieve our goal and objectives we have adopted a 360 degree approach and have got success at different levels.



Objectives

Standardised Helmets For MTW Riders and Pillion Riders

Implementation of Section 138(4)(f) – Two Helmets with a Motorised Two Wheeler by manufacturer

Ban Sales of Non Standardised helmets

Inclusion of Helmets in BIS Standard List

Removal of 18% TAX on Helmet



Activities To Achieve The Goal followed and implemented



Online Petition



Media Advocacy



Reaching to Influencers



On intervals Free Helmet Distribution Drives in association with Transport Authorities and Traffic Police



Association with Corporate for Helmet Awareness Drives



Advocacy with Ministry of Road Transport and Highways, Bureau of Standards of India, Honourable Supreme Court Committee on Road Safety, Helmet and Motorised Two Wheeler manufacturers and State Governments



Success in Standardised Helmets' Advocacy in India

States are implementing Section 138(f)(4) . The existing guideline is to provide Two Helmets with a New Motorised Two Wheeler.

Recommended Child Helmet for New Motor Vehicle Amendment Act

Submitted Requests for TAX removal to Ministry of Finance

Submitted requests for Inclusion of Helmet in BIS Mandatory List to different stakeholders and work is in process at the level of Government.



Female Rider Pooja Yadav -spreading Road Safety message throughout the country



www.trafficcam.com

मथुरा की पूजा यादव हिमाचल में दैगी सड़क सुरक्षा का संदेश

सड़क पर सस्पर कर स्कूल और कॉलेजों के विद्यार्थियों को करैनी जगसक



Pooja Yadav from TRAX has been spreading Road Safety awareness throughout various states of India. Till now, she has covered more than 41 cities on bike, and has taken signatures from various departments as a commitment to Road Safety



Ride from October 21, 2019 to November 2, 2019
 Locations covered – Mathura, New Delhi, Chandigarh, Solan, Kalka, Shimla, Kufri, Theog, Chhaila, Narkanda, Baghi
 Kilometers Covered- 2000 +



With Keshar Chandra, Assistant Commissioner Himachal Pradesh

Road safety woman biker's mission

रोड सेफ्टी के मिशन पर सवना हुई पूजा

जागरूक

पुलिस में कर चुकी है।

मैंने वे सड़क दुर्घटनाओं को लो से अवरुधत करी इसलिए की है दुर्घटनाओं को न हो सके।

इसके दौरान सड़क पर जाकर लोगों को जागरूक कर दिया है। हाल ही में इनकी कौशल को बढ़ावा दिया गया जिससे जोड़क व सड़क दुर्घटनाओं को कम कर दिया गया है।

शिमला, 21 अक्टूबर - हिमाचल प्रदेश में सड़क सुरक्षा के लिए जागरूकता बढ़ाने के लिए एक महिला राइडर ने शिमला में एक कार्यक्रम आयोजित किया। कार्यक्रम में राइडर ने सड़क सुरक्षा के लिए जागरूकता बढ़ाने के लिए एक महिला राइडर ने शिमला में एक कार्यक्रम आयोजित किया।



National Bike Rider on a Mission

Ms. Pooja Yadav, Solo biker TRAX's Volunteer to continuance of 'MISSION – HELMET' initiative which started on 19th November (on the moment of WDR) with unforgettable 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 .Likewise with the same objective to carry forward this mission at the next level she spread awareness in Uttarakhand and Himachal and also met decision makers including enforcement agencies and gathered commitments from the officials like Principal Secretary, Transport Commissioner, to ensure that Rider have to wear ISI marked Standardized helmets.

Helmet Distributions to Kavadiya

A joint initiative of steel birds , Ghaziabad Police and TRAX. Keeping in mind safety of the two-wheeler the objective to begin this initiative to distributed Helmets and spreading awareness on road safety to the Kavadiyas who travelling on bike. The activity carried out at different locations in Uttar Pradesh. Almost 1000 of Kavadiyas facilitated by helmet were travelling without helmet.



PILLAR 2-

SAFE ROAD INFRASTRUCTURE

180 Degree Visibility, Slow Down - Its' School Zone Project, Road & Vegetation have been three major Initiatives of TRAX under the Pillar 2.

Last year, we have associated with Safe Road Foundation, U.K. for Tri - Junction Project for (Delhi & NCR) India. Safe Road Foundation has initiated the project with TRAX to rectify the Tri - intersection. The Central Road Research Institute and iRAP are also associated for the Project and the project is continued. Mr.Paul Clark , Former Transport Minister, United Kingdom and Special Consultant to TRAX have been involved in the project from the inception of this initiative and he has also been part of the delegation who has submitted the report to the concerned Authorities.

TRAX being a part of the consortium, is thankful to all the Partners and associations for the significant initiative.

Dr.S.Velmurugan, Senior Scientist, CRRI, Mr.Paul Clark, Special Consultant, TRAX, Mr.Anurag Kulshrestha - President TRAX, Ms.Rajni, Mr.Sunil and Ms.Sunita from Team Trax during the Stakeholders Meet For the Project. The Consortium presented the Case to Mr. Dharmender Kumar , Additional Deputy Commissioner, Faridabad and To The Officers from other Departments



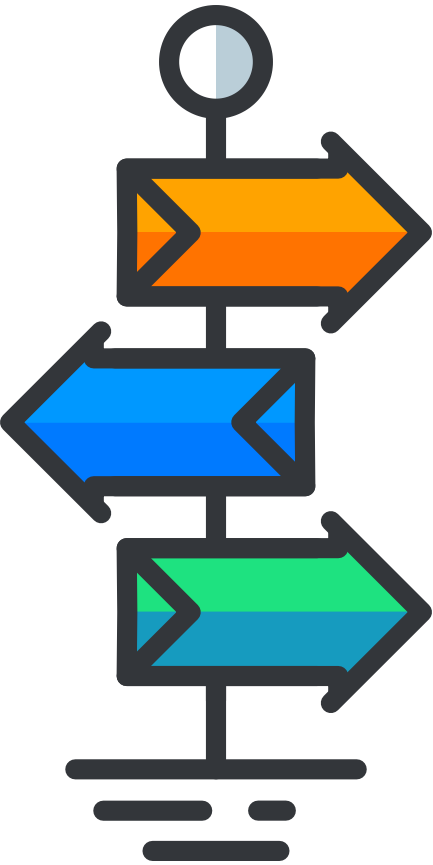
SAFE ROAD INFRASTRUCTURE

180 Degree Visibility

To improve visibility level at intersections, we are advocating for 180 degree visibility for the safety of road users especially at intersections. Poor visibility is a major factor which creates high risk to a road crash among all types of road user. Team TRAX with concerned authorities took up the issue and after regular endeavors, the visibility of level has increased at Pt. Deen Dayal Upadhaya Marg. The length of plantation on divider in accordance with IRC standard.

Additionally, along with advocacy, we are doing research on the same, students from IIT, Delhi have done some baseline research on vegetation under the guidance of Mr. Anurag.

Along with improper vegetation on Roads/dividers etc..., the LED advertising Boards and Hoarding also create a lot of disturbance. TRAX also initiated the research on the same which is continued.



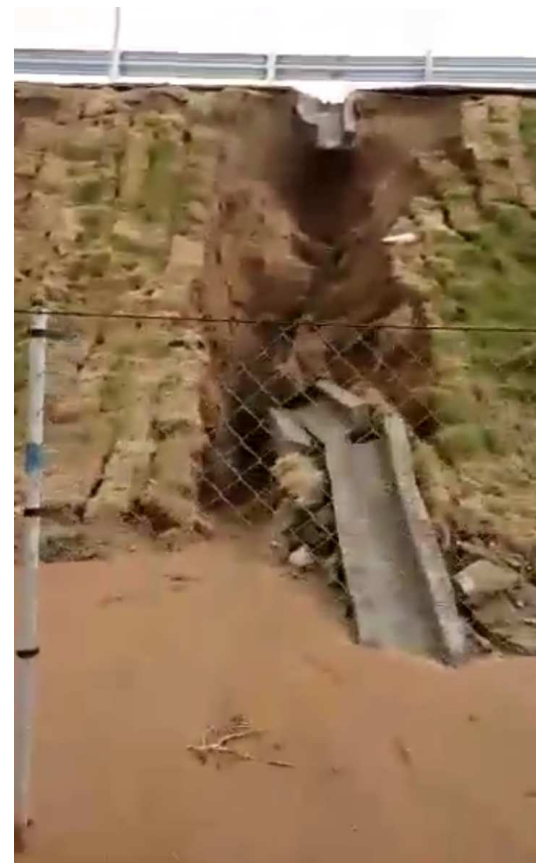
Need Based Intervention

Advocacy for Damage Bridge To Be Reconstructed

TRAX always believes in providing practical and effective solutions in order to improve road safety. In the process of providing safer infrastructure design, we have been working in this domain for a long time at many locations in India.

We try to keep an eye on the problem across the country and put our possible effort to resolve the issue. Unfortunately, we have seen an article published on 5th August'2019 regarding Ring Road, Jaipur in Rajasthan Patrika. Article reported that the stretch was in the worst conditions and required urgent attention by the authorities.

While Keeping in mind the risk of commuters at that stretch, we approached the concerned authorities to resolve the issue and suggestions were seriously considered by them. Resulting this, in return related authority has ensured to take necessary action. The development process is in process.





Slow Down - It's A School Zone

An Initiative to Promote Safe School Zones in India

TRAX has been working for promoting Safer school zones for the last 3 years in Delhi, Gurugram and Faridabad. Under Project "Road Safety and Juniors" an initiative by Government of Haryana, MG Motor, Government of Haryana & TRAX, have selected four most vulnerable schools which have already been converted into Safe School Zone.



MSS School, Faridabad

The Audit was done with iRAP, SR4S (Star Rating for Schools Tool).

Following the iRAP report and directions by the Authorities, we initiated the required infrastructure changes and developments. Along with that we Mobilised of schools students, teachers and other staff on the correct usage of the road and inculcate road safety values such as Safe School Zone, Speed Limit around schools and schools, Encouraging them to abide new motor vehicle amendment Act etc.



GBSS School, Gurugram

We also followed for another Safe School Zone i.e. Nutan Marathi, Paharganj, New Delhi. The school was selected during the Global Alliance advocate Training Program in November 2018. The concerned authorities have constructed speed calming device and markings have been painted.

In our forthcoming Project in Mumbai, we will convert Three More Vulnerable Schools into Safe School Zone under our campaign 'Road Safety Rangers 2.0' with SOMPO JAPAN.



Nutan Marathi School, New Delhi

TRAX has been advocating for Safe School Zones since 2017. The first stretch was Mandir Marg in Delhi which comprises 7 Schools in one kilometre. The initiate was taken during UN Road Safety Week and was supported by The Global Alliance of NGOs for Road Safety.

We have also reached to the authorities for another vulnerable stretch i.e. Pandit Deen Dyal Upadhyaya Marg, New Delhi which is a hub of Political Parties Headquarters now. This stretch also has number of schools and the major problem is Speed and unmanaged vegetation. We have worked with authorities for the trimming of the vegetation did by them. This stretch needs sustainable management as the school students are maximum pedestrians and they need more safe road infrastructure around their schools.



PILLAR 3-



Save Design of Vehicle

Rajni Gandhi (G. Secretary TRAX)

Motorised Two Wheeler Fleet is expanding its wings in India rapidly. On another hand India is also facing increasing Road Crashes and fatalities of MTW Riders and Pillion Riders. In 2017, the fatalities have increased by 13.52% i.e. in 2017 the number of fatalities was 48,746 and in 2018 it was increased and total number of fatalities was 55,336 Riders/Pillion Riders died in Road Crashes.



Paul Clark (Ex. Transport Minister U.K.)

India is losing Youth as well as Bread winners of their families in MTW Road Crashes. It has become more relevant to advocate for the safety of the MTW Riders and Pillion Riders. Safe Vehicles, Safe Infrastructure and Training are important areas to work to avoid/stop the road crashes. India's motorized two-wheeler fleet – which includes mopeds, scooters, and motorcycles as a private transport mode, are welcome because of their low costs, fuel economy, easy to maintain, good milage, easy to drive in narrow roads/traffic jams, and less parking problem.



Patanjali Dev Nayra (WHO Asia Head)

As TRAX has been advocating for Safe and Standardised Helmets for Riders and Pillion Riders, we have extended our Project to the Safety of Two Heeler Riders which includes Safe Design of Vehicle also.



Rajeev Chaba (M. D. MG Motor, India)

In view of the Follow -Up of **Safe Riding Initiative Conference**, dedicated To Safety of Two Wheeler Riders and Pillion Rider organised by TRAX and Central Road Research Institute under the auspices of Ministry of Road Transport and Highways on April 12-13, 2018. The conference was attended by about 150 delegates from different regions of the country and witnessed 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:-

- Honourable 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
- ABS in MTW
- To Promote use of standardized Helmets
- Helmet usage for all ages
- Advertising Policy and Role of the Communicators



Panelist (SRI)

Recommendations Submitted to Supreme Court Committee, MoRTH, Niti Aayog and other concerned Department . The advocacy continued in different forms of activities, workshops and advocacy.



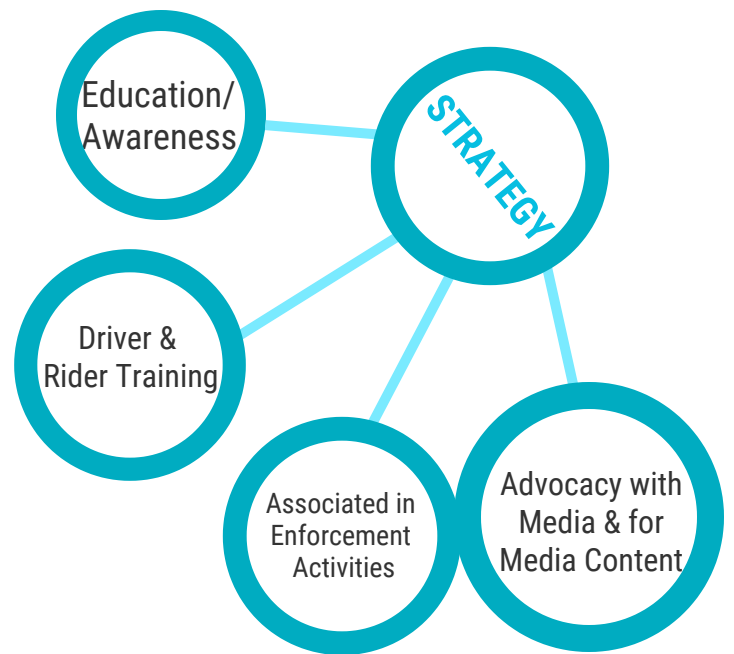
Pooja Yadav With Maharashtra Police

We are following up with the Governments and other Stakeholders on our submitted recommendations.



PILLAR 4-

SAFE ROAD USER BEHAVIOUR



TRAX since its inception has been advocating for Safe Road User Behaviour and have organised several activities and associated with numbers of Stakeholders during last Twelve Years.

TRAX is actively working in Education Programs, Training programs, Awareness through Enforcement drives and advocacy for correct media content.

We have reached to more than 2 Million People in India through our campaigns, Social Media Engagements and Through interviews at Channels and in Newspapers.

Additional Highlights

Awareness on Risk Factors

- Schools and Colleges based Campaigns
- Other Community Mobilisation Activities
- Stakeholders Engagement

Road Safety Ambassador program

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

Advocacy with Media & for Media Content

Advocacy of Risk factors and Pillars through Media

Advocacy for right content to be used in Visual & Print Advertising in Media.



SCHOOLS BASED CAMPAIGNS

Ride to Safety Campaign

ICICI Lombard General Insurance Co. Ltd. initiated a campaign 'Ride To Safety Initiative' a campaign dedicated to Child Helmet and Road Safety Awareness. TRAX is attached with Ride to Safety Campaign from its inception for last five years. TRAX has also been shouldering the responsibility of its execution in different cities in India including Delhi, Noida, Bangalore, Chennai and Ahmedabad,

In last five years we have reached to thousand of School Students and their parents in different cities. And also have distributed Child and Adult Quality Helmets to them free of cost.

The project is its continuation phase.

Approx 30,000 Free Helmet Distribution by TRAX under the Project.

Awareness session at Schools - On Safe School Zone

In the continuation mobilization of community Young Representatives of TRAX conducting awareness sessions in schools for School Authorities, Teachers and Students on Road Safety and especially on Safe School Zone explaining them about Zebra Crossing, Understanding Signages, Role of School Authorities and Teachers for Safe School Zone etc.. And also assisting them for their initiatives to promote SSZ.

"Road safety and Juniors"

The campaign initiated on 14th November on the occasion of children's day. As this project was jointly initiated by Government of Haryana, M.G Motor and TRAX. It was 18 Months Project, Under this project several activities were conducted including Teacher and Drivers Training on Road Safety and Role of Bystander, Development of Safe School Zone, etc. One of the important activity was "Just One Hour For Nation" conducted on 14th August, 2019.

The best part of the activity was a successful accomplishment where in approx 170 schools participated in the activity and passed various Road Safety messages to the community at the same time.



The Road Safety and Juniors Campaign has completed with the #OneHourForNation activity. Thousands of students and Hundred of schools have come together and raised the voice for Safe Roads in Gurugram ad Faridabad, Haryana.

Road Safety and Junior is an Initiative by MG Motor and TRAX S.Society, supported by Government of Haryana



YOUTH ENGAGEMENT PROGRAMS

GLIMPSE OF DIFFERENT INITIATIVES

INTERNSHIPS, VOLUNTEER-SHIP,
CAPACITY BUILDING PROGRAM



SAFE ROAD USERS INITIATIVE

An Initiative by Eicher Group Foundation and TRAX S.Society Supported By Kolkata Traffic Police

In the continuation of "Safe Road Users Initiative " a joint initiative by **Eicher Group Foundation and TRAX with support of Kolkata Traffic Department**, to achieve a goal by encouraging youth to use the Standardised Helmets.

Team TRAX is thankful each and every one who has been part of "Safe Riding Users Initiative" professors and volunteers and Kolkata Traffic Police for their active participation and support for the accomplishment of the initiative.

The Outcome of the project findings:

- Increased awareness in the mass of Kolkata
- Awareness of MVAV penalties 2019
- Increased number of sensitised and responsible youth towards Road Safety
- Increased Wearing of helmet within 2 km parameter by students
- Increased involvement of the youth in mobilisation of community for Road Safety
- Road Safety culture has been inculcated in the youth of Kolkata, making the initiative sustainable
- Almost 17 Colleges of students and thousands of bypassers (violators) have been sensitized through this initiative.

The initiative has been appreciated by different stakeholders involved through many positive feedbacks and Case studies.



College Students in Mumbai performing Street play to aware the community people on Road safety and the Role of Good Samaritan



ROAD SAFETY RANGERS

An Initiative by Sompō Japan Nipponkoa Welfare Foundation, Universal Sompō General Insurance Co. Ltd. and TRAX

Mr Sujeet Chavan , Professor VSIT

"In conclusion , I would like to say that Road Safety Rangers was very successful in making people aware and educating them about Road Safety as road signs make the road users conscious of hazardous conditions on the road beforehand."

Aahan Chaurasiya, Volunteer -Thakur College

"It was an amazing experience working with TRAX ,Road Safety NGO , the coordinators and team were easy to approach and helpful in all aspects.Have come to know fact and challenges about road safety that were previously unknown, thus it was very helpful campaign in order to sensitise society about Road Safety.We would definitely like to work with TRAX further."

Vipin Gupta-Volunteer VES College

"During the campaign we have learnt various skills such as time management, Organising skills , Team Work, and also we have developed ourself to educate people about road safety by conducting various activities during the Road Safety Rangers Program and public speaking."

Aniket -Volunteer VSIT College

"It was a immense pleasure to became the volunteer of Road Safety Rangers initiative,Through this initiative we have learnt several road safety aspects.Road Safety was an issue which was not taken seriously by people earlier.By volunteering in this programme we have learnt about road safety should be priority and being youth it's also our responsibility to sensitize community.Now our team is well aware about Road Safety and its consequences in India and educating society also on the same."



Internship with TRAX

IIT Delhi students have been doing internships with TRAX for many years on various aspects of Road Safety such as infrastructure, Road User behavior and Media Content Regulatory Programme. In this year Volunteers batch surveyed near intersection roads like 4-way junctions, T point junctions, also at some circles was done at Paharganj area.

All India seminar On Sustainable Solutions on Road Safety- in Lucknow

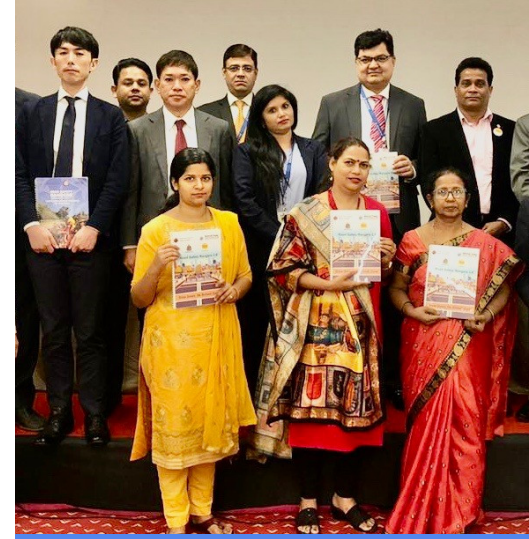
TRAX representatives Ms. Deepali and Ms. Jeetali presented on Road User Behaviour and Safe Infrastructure during All India seminar On "Sustainable Solutions on Road Safety" which was held in Lucknow, Uttar Pradesh on 4th & 5th May, 2019. Many eminent personalities presented their paper in this daily life relevant topic. Prof. D. S. Ray, Head, Department of Civil Engineering, BBD National Institute of Technology & Management, Lucknow presented his paper "Sustainable Solutions on Road Safety."



Youth Consultation Activities

SRC Conclave-Deen Dayal Upadhyaya College

The Social Responsibility cell of Deen Dayal Upadhyaya College organised a one day conclave for the student. The key objective to organise the conclave to provide internship opportunities to the students of Delhi University and other engineering colleges. Many reputed NGOs were invited including TRAX. The selection of the students was done on the basis of interview. Interns were very keen to learn and work on Road Safety. They worked very sincerely and dedicatedly such as writing articles on Road Safety, Sessions in schools with us, one major activity was survey on the People's survey commit to Act. for that team has reached more than 200 road users, road crash victims and families and successfully submitted the form online.



Road Safety Rangers 2.0

After the successful completion chapter One - Road Safety and Rangers in Mumbai where various colleges participated with the active involvement of professors, students, and volunteers. The project focused on youth engagement programs and community mobilization where students dedicatedly conducted various activities based on Road Safety which resulted in sensitization of different communities. **Universal Sampo General Insurance Co. Ltd. Sampo Japan Nipponkoa Welfare Foundation and TRAX decided to carry forward the initiative to the next level and this time with the title of Road Safety Rangers 2.0, the purpose is to convert vulnerable schools into Safe Schools as we believe every student deserves the safe journey.**



★
"FOR ME #WYA IS A TURNING POINT. I AM MORE POWERFUL AND FOCUSED FOR MY MISSION FOR ROAD SAFETY."

SAKSHI - VOLUNTEER
TRAX S. SOCITEY, New Delhi!!

#ClaimingOurSpace for safe mobility!



160+ young leaders, 74 countries, 1 Global Youth Statement for Road Safety

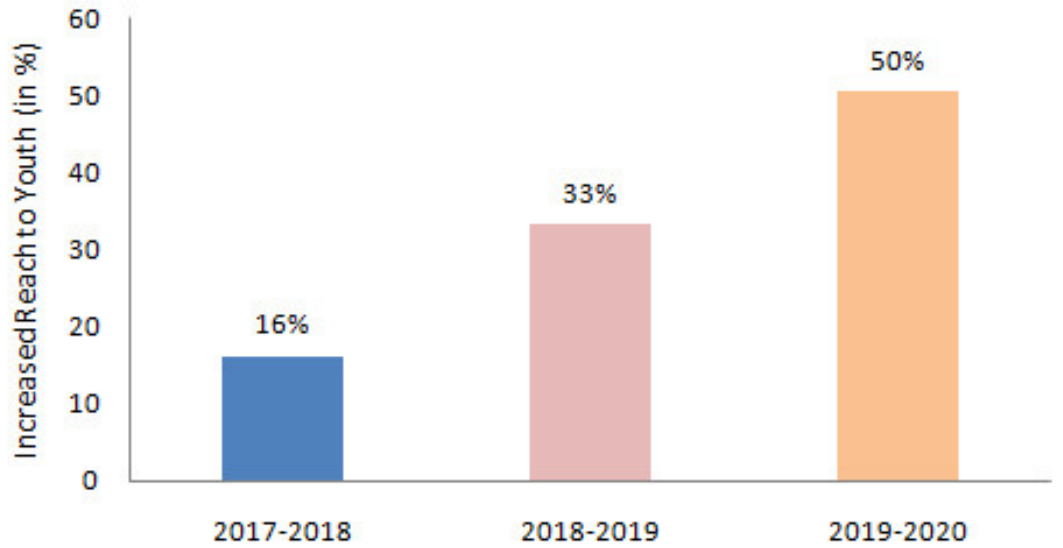


The 2nd World Youth Assembly for Road Safety took place on February 18, 2020 in Stockholm, Sweden. Young leaders from across the world gathered to take action on the biggest public health threat of their time; road traffic crashes. Together, we began the movement to start #ClaimingOurSpace for safer mobility and at the decision-making table!

The Youth Assembly was initiated by YOURS - Youth for Road Safety and co-sponsored by the World Health Organization (WHO). Ms.Sakshi, from TRAX participated in the Assembly as a Youth Ambassador!

Youth Engagement Throughout The Years (%)

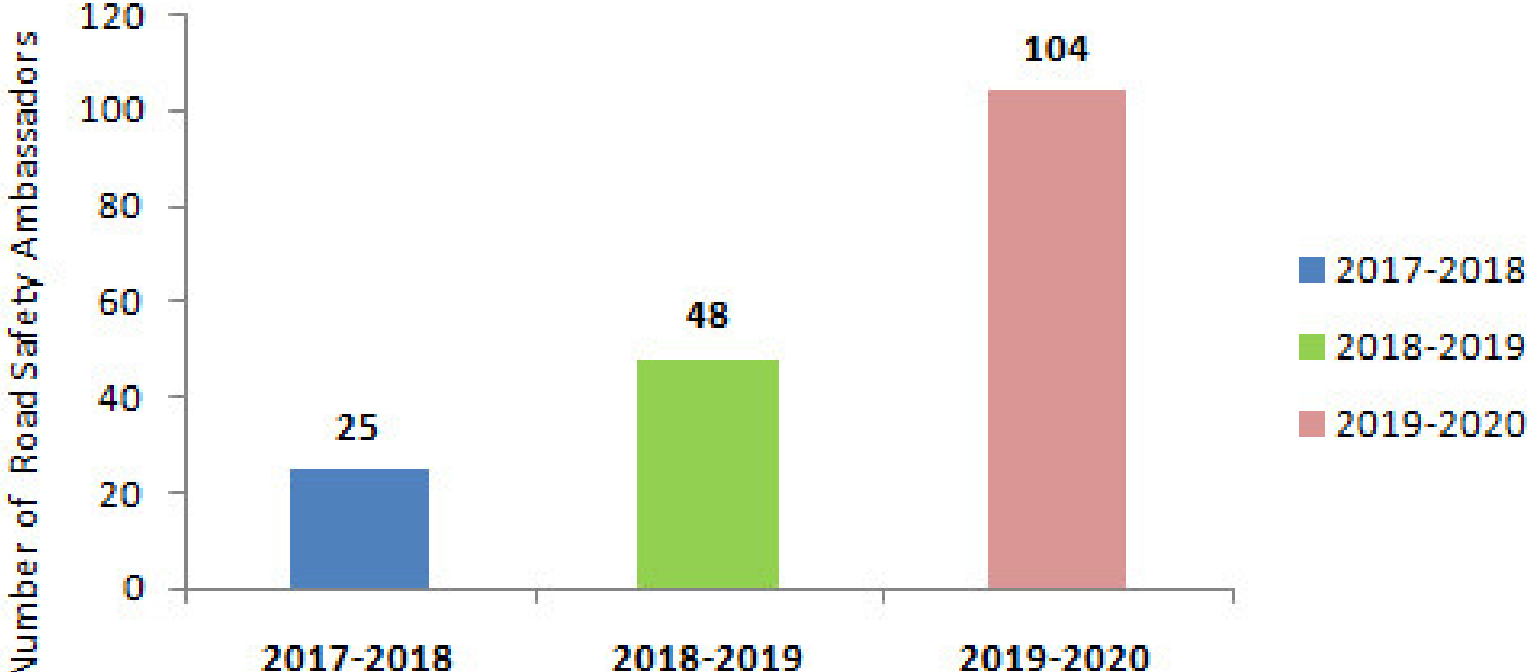
Through different campaigns, TRAX has reached to number of Youth Ambassadors for Road Safety. The Graph shows the growth in numbers of Participants/ Volunteers and Youth Ambassadors.



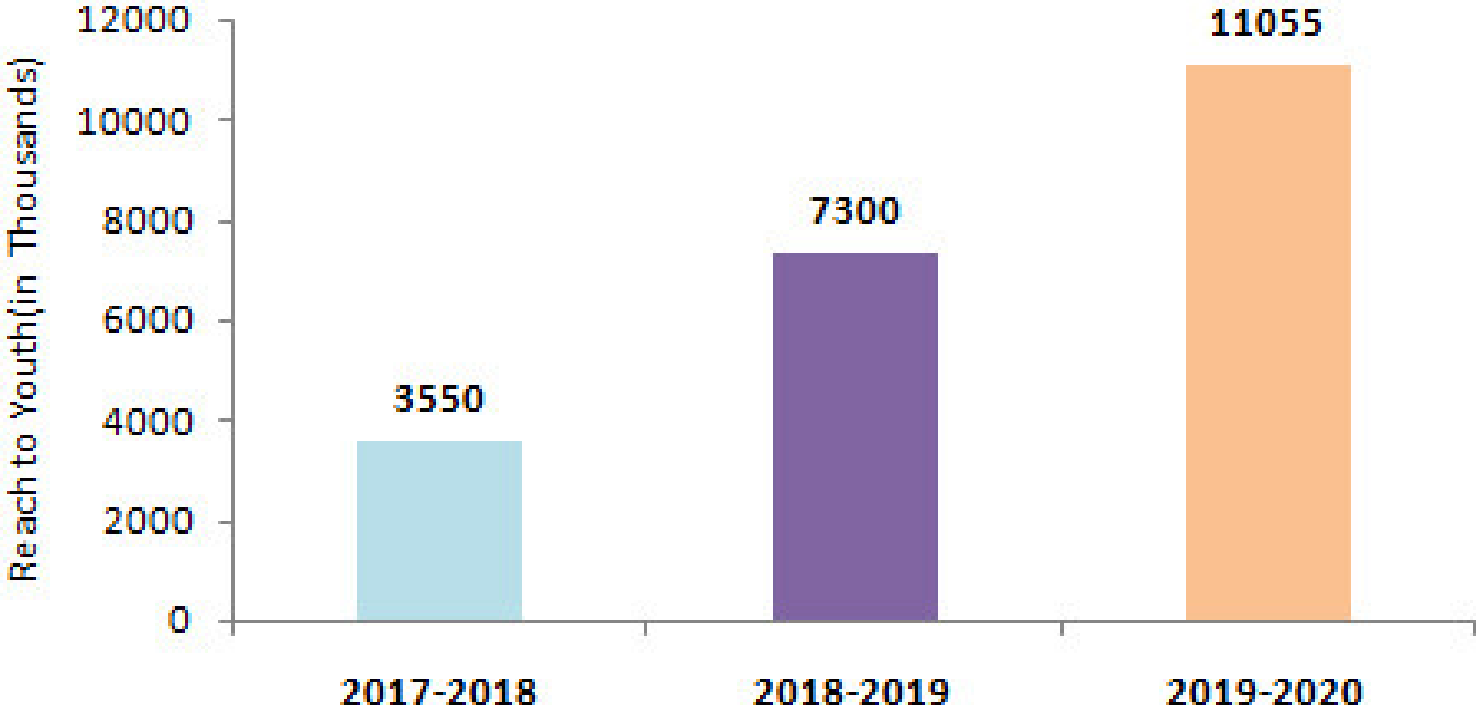
Pic: Road Safety Rangers 1.0



Direct Engagement of Youth Road Safety Ambassadors in Campaigns



Reach by Ambassadors to other Youth Fellows in Road Safety Campaigns



These are approximate numbers. The numbers may be little less or more as well.

Shri Puvvada Ajay Kumar,
Honourable Transport
Minister, Telangana

ADVOCACY WITH MEDIA

INDIA ROAD SAFETY CONCLAVE

The India Road Safety Conclave 2019 is a step forward towards Road Safety in Hyderabad. **The conclave was a joint initiative of TRAX and India Ahead News Channel, in association with Helmet Manufacturers Association and Indian Alliance of NGOs for Road Safety.**

The main objective of the conclave was to strategize towards the way forward for Road Safety in India for 2030. The conclave was telecasted live on India Ahead news channel.

The Chief Guest for the event was Shri Puvvada Ajay Kumar, Honourable Transport Minister, Telangana. The Dignitary guests Sh.T Krishna Prasad IPS DGP and Chairman Road Safety Authority Telangana, Transport Commissioner, Mr. Paul Clark, Special Consultant - Trax, Advisor Indian Alliance Of NGOs for Road Safety And Former Transport Minister -UK, Sh. Anjani Kumar, Police Commissioner, Hyderabad, Mr. Vishal Vij, Helmet Manufacturer Association, Mr.Vasu - VHEEDU, Mr.Adishankar from The RoadKraft were presented and shared their expert views on Road Safety in India.

The Conclave objectives were to focusing on various aspects of Road Safety and included three sessions on topics such as the Importance of Standardised Helmet for Motorised Two-Wheeler, Role of Media Towards Road Safety and Road Crashes - A Challenge to the Insurance Sector.

Sh.T Krishna Prasad IPS DGP
and Chairman Road Safety
Authority, Telangana



Transport Commissioner,
Telangana





Panelists from all the different sectors were invited as speakers namely including

Neurosurgeon - Apollo Hospital, RJ- Fever FM, Vijay Gopal-Social Media Influencer & Founder of Forum Against Corruption, Resident Editor - Deccan Chronicle, Founder & Director, Girgit Studios, Media Watcher, Development Officer LIC, Sanmaram Varanasi and Branch Manager, Religare Health Insurance were the respected Panelists..



Mr. Anurag Kulshrestha, Founder And President, TRAX Road Safety NGO, Mr. Saurabh from India Ahead News Channels with the Respected dignitaries during Lamp lighting





MEDIA CONTENT REGULATIONS PROGRAM

MEDIA is one of the medium to spread the message to the community. We appreciate the way Media is taking Road Safety as a serious concern.

On another hand, hence it has become more significant to showcase good practices through advertising content. We have observed and found there are several commercial advertisements are being telecasted on TV screen in which one can easily find several violations of traffic norms.

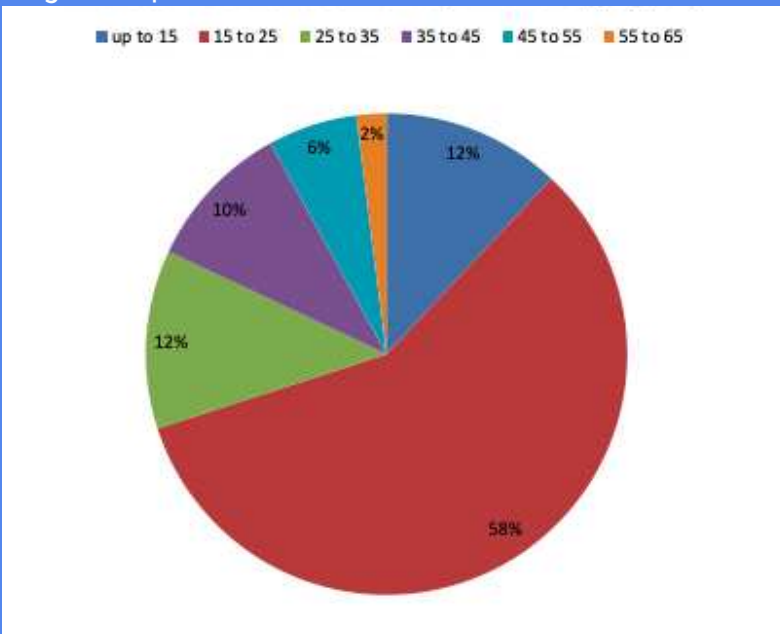
TRAX has been instrumental in approaching to the Honourable Supreme Court committee on Road Safety. The Honorable committee has taken up the issue with concerned stakeholders including Society of Indian Automobile, Advertising Council of India, Ministry of Road Transport and Highways and Censor Board of India.

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. ASCI has banned some of the advertisements on the complaints raised by different NGOs and Individuals.

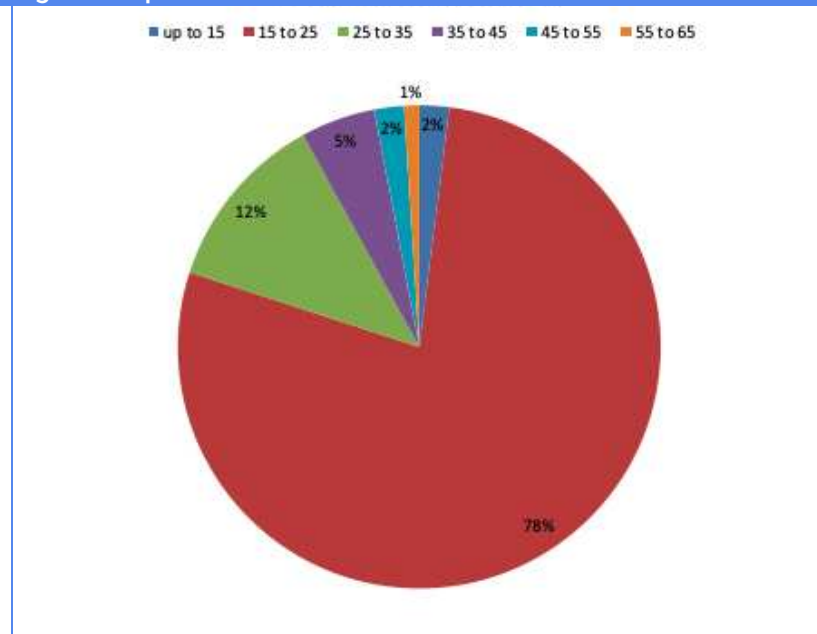
To analyze a user's behaviour or mental state of the public, we have done a survey involving all users' categories including age, profession, area and etc. Some of the important findings shown in the graphs.

TRAX has submitted few more suggestions to the concerned stakeholder and the dialogue is continued.

Affects of Movies and Advertisements on Different Age Groups



Opinions on Banning of Scenes and Movies by Different Age Groups



Community Mobilisation and Other Activities/ Campaigns

Road Safety a lifestyle Interaction –



Series initiated by TRAX during the occasion of National Road Safety Week 2020 .The goal of this initiative to reach different schools students. **Ms Sunita and Ms. Pooja** have lead the sessions and reached to different schools and colleges to interact with young champs.

The delightful part of the initiatives has been the volunteer-ship for taking these sessions to next levels by the champs to their families. The covered locations are Delhi ,Gurugram and Faridabad.

Games, Colors and Talks on Our Behaviours on Roads are the main features. This is an year long campaign which will remain continued.

Road Safety Week Gautam Budh Nagar



During Road Safety week Uttar Pradesh, observed from October 14-20,2019. Team TRAX taken a part in candle march for spreading Road Safety message to Public in Gautam Buddha Nagar, Uttar Pradesh.The Transport and Traffic department organised awareness programmes in schools, colleges, and other academic institutions and also conduct an intensive enforcement drive.

WDoR (World Day of Remembrance for Road Traffic Victims)



TRAX has been observing the WDoR (World Day of Remembrance for Road Traffic Victims) since the last 7 years in association with the Transport Department,Traffic Police and The Great India Place. Previous year WDoR observed on 17th November, 2019, dignitaries from various departments stressed up on the 'Casual approach' of ourselves towards our own safety and also urged for public participation for road safety on Roads.The important part was that many people who were participating as an audience, they not only listened to the speeches rather came forward and paid homage.

'Surakshit Safar' – Initiative by DFC



The project was dedicated to improve the community's safety including pedestrian and School students near the railway stations by spreading Road Safety messages by conducting various activities. Team Interaction and Street plays were done in schools in Districts of Uttar Pradesh. Through this campaign Team TRAX have spread the message to the commuters and school students.



Road Safety Month Uttar Pradesh.-

TRAX has been associated with Noida Traffic Police since years. We have been involved in various Road Safety Programs with them. This year during the Road Safety Month, TRAX ran the awareness campaign with Noida Traffic Police during the Road safety Month Uttar Pradesh. During the campaign various activities were conducted such as pasting retro-reflective stickers on the vehicles.

During the Inaugural ceremony, Ms.Gandhi initiated the Opening Speech, whereas SSP, has addressed he Police officers to be a Role Model for general Public.

A Rally was flagged off by SSP and SP Traffic, Noida.



Awareness Session - at Police Expo-

FICCI in association with Haryana Police ,Bureau of Police Research and Development (BPR&D), Ministry of Home Affairs, Government of India organised National-level Police Expo in Gurugram,Haryana on March 5-6, 2020. Wherein Team TRAX conducted a very interactive Road Safety Session by engaging the audience by conducting various activities such as to avoid distracted driving, Writing Road Safety Slogans and Quiz and rapid fire sessions and against that winners were facilitated with helmets .Ms.Sunita and Ms.Pooja had lead the program from Team TRAX.

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 views on Road Safety with respected Air Warriors.It was indeed an honour for us to participate and share the views on Road Safety. Ms.Sunita and Ms. Pooja , from TRAX delivered a session containing Road Safety and various measures for improving Road Safety and Risk factors.



PILLAR 5-

POST CRASH CARE

Post Crash Care is not a single-step process, but a chain of activities such as pre-hospital care, in-hospital trauma care, Trauma care systems and rehabilitation help to reduce morbidity, fatality and disability due to road crashes.

Simultaneously, it is also required proper Post Crash Investigation, Financial support to Victim/ Vicim's family, Fast Track Hearing in Court of Road Crash Cases, System of Mandatory Training of First respondent and Awareness of Good Samaritan etc...

TRAX has been advocating for Post Crash Investigation and Mandatory First respondent Training Program. We are also involved in First Respondent Training Programs.

In the continuation of 'Road Safety & Juniors' Initiative .Under Road Safety and Juniors program , 295 teachers from 257 schools teachers and 505 drivers have been trained from various schools of Gurugram and Faridabad on the Role of Bystanders and First Respondent. The training was done in association with the Specialist Doctor / Paramedic from AIIMS (All India Institute of Medical Sciences). Some other activities were organised time to time.

We recommend that, Government of India must adopt the First Respondent Training system to educate students, teachers, Volunteers, Commercial drivers, Private vehicle owners etc..



WHO LDP Program

MR.ANURAG KULSHRESTHA,
MEMBER WHO LDP while attending
the Regular Meets.



OUR PARTICIPATION

In National and International Conferences

MS.GANDHI AS A PANELIST - DISCUSSION ON NEW MOTOR VEHICLE AMENDMENT BILL AT FICCI with Mr. Taj Hasan -Special Commissioner of Police, Traffic Delhi, Mr.Kamal Soi - Member National road Safety Council and other respected Dignitaries.



MS.GANDHI AS A PANELIST - DISCUSSION ON ROLE OF NGOs AT World Health Organization LEGAL DEVELOPMENT PROGRAM.



MS.GANDHI AND MR.SUNIL AS A PANELIST - AT ROAD SAFETY PROGRAM ORGANIZED BY TRANSPORT DEPARTMENT, NOIDA



Sixth Global Meeting-Crete, Greece by Global Alliance of NGOs for Road Safety

The Sixth Global meeting, which was held in Crete , Greece. Mr. Anurag Kulshrestha, President & Ms Rajni Gandhi, General Secretary ,TRAX explained organisation's efforts during last decade and Presented Poster Presentation.

Glimpses of Other Activities & participation

Mr. Anurag Kulshrestha invited for the Road Safety Conference in Ranchi, Jharkhand. He has stressed upon the responsibility of the stakeholders and participation of the community for Road Safety. "Government, Police Officers, Bollywood Actresses, all communicators need to be the role model for Road Safety as it is their responsibility first.

Ms. Gandhi at the Road Safety Event organised by the Transport Department, Gautam Budh Nagar, U.P.

Mr. Anurag, while attending WHO Legal Development Program meet with other Experts.

3rd National Road Safety Week: Trauma Care - A National Mission organised by Ficci and IRF.

TRAX was awarded by the Institute of Engineering U.P. State for putting lime light on Road Users Behavior and Safe Infrastructure during All India seminar On "Sustainable Solutions on Road Safety" which took place in Lucknow, Uttar Pradesh on 4th & 5th May, 2019.

Welcoming Giuseppe Guccione, A Known road Safety Activist from Italy with his Wife at TRAX office.



3RD GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY

ACHIEVING
GLOBAL GOALS 2030
STOCKHOLM
19-20 FEB 2020



3rd Global Ministerial Conference on Road Safety Stockholm, Sweden

The 3rd Global Ministerial Conference on Road Safety was held in Stockholm, Sweden, on February 2020. Political leaders, Policy Makers, Road Safety Experts, Institutes and NGOs were part of the conference. From TRAX Mr. Anurag Kulshrestha, President & Ms Rajni Gandhi, General Secretary and Ms.Sakshi, Volunteer, TRAX attended the conference. Team TRAX has reached to Ministry of Health and Ministry of Road Transport Highways for the Participation at The Global Meet.

Pre Conference Meetings with Ministers and Authorities for their Participations in The Global Meet



Ms. Gandhi in discussion with Respected Dr. Harsh Vardhan, Minister of Health and Family Welfare, Government of India about the work of TRAX and The Global Meeting



Ms. Gandhi in discussion with Mr. Abhay Damle, Joint Secretary, Ministry of Road Transport and Highways, Government of India about the work of TRAX and The Global Meeting



Mr.Nitin Jairam Gadkari
Honourable Minister of Road Transport Highways,
India and



Dr Etienne Krug,
Director, WHO



Ms.Lotte Brondum
Executive Director,
Global Alliance of NGOs
For Road Safety



Team TRAX (L-R)
Rajni Gandhi
Anurag Kulshrestha
and Sakshi Grover

The Conference was an important platform to understand to know 'Where were we?, Where are we?, and How long we have to go? . No doubt that in past Decade #Road Safety has become an issue in Developing World also. The Participation of the World leaders in different Ministerial Road Safety Conference has made them more accountable for the cause. New practices for Road Safety , International Trainings and togetherness among the Road Safety Advocates have been brought in last Decade. With all positive Steps, NGOs have more expectations from the Global Road Safety Leaders and even we all have experienced the Demands of NGOs in the Conference during the launching ceremony. One of the Good features of the conference was the Youth Assembly. Ms.Sakshi from TRAX has also participated and one of the Youth Voice from India. This is a high time to encourage Youth for Road Safety. Apart from that, there was an opportunity to know best practices in different parts of the World moreover from European and American Countries. The need of the hour is to understand the needs of the Developing Countries and look for the Practical Solutions based on available resources.

Essentials to achieve the Road Safety Targets by 2030

Road Safety Management

- Focus on vegetation codes on roads as well as other related hurdles on roads (Reduced visibility)
- Focus on Traffic management based on existing system
- Focus on data collection process/ system (absence of investigating authorities)
- Deployment of adequate Qualified and Technical staffs in State Transport departments
- Focus on the capacity building of the officers active at ground level in all related stakeholders/ departments
- Strong coordination amongst all related stakeholders countries need to work on this with the in association with UN agencies like WHO.
- To ensure the involvement of Department of Education at all levels
- The existing Licence Holders to be under strict scrutiny

Safe Infrastructure

- Focus on the basic needs of developing countries in case of present/ existing infrastructure

Safer Vehicles

- We need safer cars so as SAFER MOTORBIKES

Safe Road Users Behaviour

- Focus on the type of advertising pattern in media by the corporate
- To focus on best practices adopted for change of mind set/ behavior of road users by developed countries during last 50-70 years
- Lets Focus on the causes behind the factors like speeding, use of helmet, (Including specification, its cost) seat belt and drinking and driving etc
- Focus on the image of communicators like image of politicians, police and celebrities
- Development of sustainable institutional framework in case of educational awareness to address the maximum as per the size of the country

Post Crash Care

- To provide well equipped Ambulance services in short distances on Highways with trained Paramedics in absence of Trauma centers



TRAX with Media for Road Safety Advocacy



THE PULSE
WHY WE RAGE ON ROADS?

कंज्यूमर अड्डा | कानून ना मानने की क्या है मजबूरी ?

ट्रैफिक नियम तोड़ने पर जुर्माना

अपराध नाबालिक से अपराध होने पर	अब मालिक/अभिभावक दोषी पहले कुछ नहीं
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सीट बेल्ट जरूर लगाएं

2018 में 24,400 मौत की वजह नो बेल्ट

हेस्सा बेचा • IL&FS में रिक्वरी प्रक्रिया ट्रैक पर, करीब 100% **92.9k 222.45 ▼9.35** AdPrt² 2.6m 365.00

6:07 PM NIFTY BANK 27131.80 ▼723.20

1 आवाज़



बाइक राइडिंग से सड़क सुरक्षा के प्रति बढ़ती रहूंगी जागरूकता

जिन्हें समाज के लिए कुछ कर गुजरना होता है वो लोग विरले ही होते हैं, पूजा यादव एक ऐसी शख्सियत हैं जो एक महिला बाइक राइडर हैं और लोगों को सड़क सुरक्षा के लिए जागरूक बना रही हैं। पूजा अब तक 50,000 से अधिक किलोमीटर तक राइडिंग कर चुकी हैं और यह यात्रा बचतव्य जारी है। पूजा यादव से माहौल संदेश के प्रधान संपादक रोहित कृष्ण नंदन को विशेष बातचीत...



पूजा ताज रॉयलस आगरा और ब्रज बोर्ड राइडर्स ग्लव्स क्लब के साथ-साथ सड़क सुरक्षा के लिए काम कर रहे टैक्स जातक एजजीओ से जुड़ी हुई हैं।

हाथस, उत्तर प्रदेश में जन्मी पूजा यादव ब्रज भूमि मधुरा में रह रही हैं क्या आप यह कल्पना कर सकते हैं जिस महिला को यमुना नदी के पुल से गुजरने में डर लगता है क्या वह अकेले 55000 किलोमीटर अकेले बाइक राइडिंग का सफर कर सकती है, इस सफर में न जाने कितने के मन में बचपन से ही समाज के लिए कुछ अलग करने की चाह थी, जब कॉलेज में प्रवेश लिया तो सपने बड़े होने लगे जब किसी चीज को पाने की चाह प्रबल हो तो सपने स्वतः ही पूर्ण होने की दिशा में अग्रसर होते हैं। पूजा ने बातचीत के दौरान बताया कि हमेशा मन में रहता था कि बिल्कुल अलग बनना है मेरा मानना है कि लड़कियाँ डॉन ट्राइप होनी चाहिए। जिंदगी में बड़ा बदलाव शारी के बाद आया जब पति ब्रजेश कुमार यादव ने हर कदम पर न केवल साथ दिया बल्कि हर सपना सच करने में अपना अहम योगदान दिया। पति को शुरूआती दिनों से बाइक राइड करने का बहुत शौक है कई बार वे मुझे अपने साथ भी लेकर गए, लंबी दूरी की यात्राएं कई बार कीं, फिर पति ने वर्ष 2015 में बाइक सिखाई और जब बाइक सीखी तो लगा कि मेहनत से जिंदगी को बाइक में बहुत कामयाब बनाया जा सकता है। महिला होने के नाते बाइक राइडिंग को प्रेरणा आगरा की ही रहने वाली फ्लॉरी फ्लोरियर से मिली तो कि अब दिल्ली रह रही हैं। आज जो बाइक राइडिंग इतनी आसानी से कर पा रही हूँ तो इसका सारा श्रेय परिवार को जाता है साथ ही मेरा बेटा अनिरुद्ध यादव जिन्होंने बेहद कम उम्र से ही मुझे सहयोग किया क्योंकि 12 वर्ष के बच्चे को यूँ अकेले छोड़कर राइड पर निकल जाना आसान नहीं होता।



TRAX thanks to Friends from Print & Electronic Media for Raising the issues related to Road Safety!



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Thanks To All The Government Departments and Corporate and Road Safety Organizations for Your Association and Support in last Decade



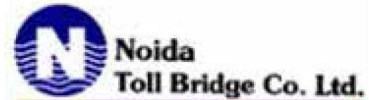
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Transport Department Haryana



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We are especially Thankful to Dr.Neelima Chakraborty - Senior Principal Scientist, CRRRI
& Dr. S.Velmurugan - Senior Principal Scientist, CRRRI

12th Anniversary of TRAX



"Team TRAX thanks to All our friends on Social Media, Volunteers, Supporters, Friends from Media, Other NGO friends, Officers from Enforcement Department, Department of Education, Department of Health and all Road Construction Authorities.

We urge for long partnership to make our Road more Safer for all! "

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