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TRAX

Non Governmental Organization

XIth Annual Report

2017-18



'Practical Approach is the key of any solution of any big problem and we need that approach to fight against road crashes in India.'

Anurag Kulshrestha
President, TRAX



Road Safety - Together we stand

Content

Media Content Regulation Program

Slow Down—It's a School Zone Campaign

Road Infrastructure and Advocacy

Train the Trainers

Walk Safe Campaign

IL Ride To Safety Campaign

Safe Riding Initiatives

5th Global Road Safety Meeting 2017

Asian Global Road Safety Partnership Conference

"EVERY JOURNEY, EVERY CHILD" Conference

IRF World Road Meeting

ASSOCHAM 3rd Conference on Safe Road Safe Life,

Safer Mobility: A Road to Safer India

National Motorcycle Riding Conference, Nepal

Global Festival of Action for Sustainable Development

TRAX is a registered Road Safety National NGO engaged in Awareness and Sensitization of general masses and advocacy with concerned stakeholders since last decade. It is a 12-A, 80-G and FCRA certified NGO, having membership with International Organizations like Global Alliance of NGOs for Road Safety, International Road Federation- India Chapter, Three Star Coalition. Trax is also Member with Indian Alliance of NGOs for Road Safety and Federation of Motors Sports Club of India. The stakeholders vary from State Transport Department, Traffic Police, Indian Railways & Public Sector Undertakings, etc.

TRAX is a specialized "Road Safety NGO" with psychological and innovative approach to the cause. TRAX thinking is based upon the fact that "Driving is not a Fun and Adventure". It's a serious job.

All the interventions now adherent to TRAX, have been derived from 'Decade of Action for Road Safety' such as Road Safety Management, Infrastructure, Safe Vehicles, Road User Behaviour and Post-Crash Care. We are also contributing strategically to lead the way toward the SDG Road Safety Targets.

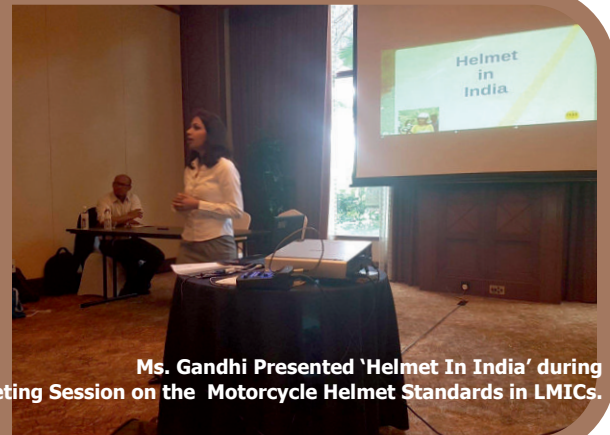
5th Global Road Safety Meeting 2017

By The Global Alliance of NGOs for Road Safety

TRAX has been participating in Global meet since 2013. In addition to this in 2017, TRAX participated in 5th Global Meet (3rd – 6th April) along with representatives of 80 other countries in Malaysia. Ms. Rajni Gandhi, General Secretary - TRAX presented the presentation on “Helmets in India” and stressed upon the attention required on increasing fatalities of Motorized Two Wheeler Riders. On 7th April 2017, TRAX also participated in Regional Workshop on Motorcycle Helmet organized by UNECE in Malaysia.



Mr. Anurag and Ms. Gandhi from TRAX with other delegations during Regional Workshop on Motorcycle Helmet



Ms. Gandhi Presented 'Helmet In India' during Pre-Meeting Session on the Motorcycle Helmet Standards in LMICs.



4th UN Global Road Safety week 8th May'2017-14th May'2017

During Fourth UN Global Road Safety week, TRAX, initiated a campaign – 'Slow Down – It's a School Zone' to promote Safer School Zone, in New Delhi at Mandir Marg (Stretch) which houses seven schools. Base Line Survey, Stakeholder Meetings, Community Mobilization and advocacy for assigned speed limits are the major activities with a goal 'To

convert this stretch into Safe School Zone'. The outcomes are:

- Installation of New Traffic Signals
- Installation of New Blinkers
- Repainting of Zebra Crossings

2- Meetings/Follow –ups with Government Authorities: To implement suggestions required to make Project – 'Safer School Zone' – A Success. (June – September 2017)

One to one communication done with Government officials like District Magistrate – Central Delhi, DCP (Traffic) Central Zone, Chief – Engineer – NDMC, Section In- charge etc.

Extended Activities After UNGRS Week



NDMC School Survey: 15 Schools in NDMC area Delhi were Surveyed (August – September 2017) Base line Survey , Meetings with School Principals/School Representatives like Bhartiya Vidya Bhavan, St. Columba's, Bal Sahyog Middle School, Ramjas School etc; in order to know what problems school children facing daily on their way to school and back to home. Most of the schools facing common problems like :

- The absence of crosswalks / Zebra Crossings
- The absence of Stop-line
- Excess Speed Limit around the school zones
- Visibility of the sign boards
- Speed Breakers near Schools to reduce the speed limit
- Encroached footpath/unavailability of Footpaths



http://roadsafetyngos.org/sh_events/auditing-infrastructure-in-new-delhi-india

Road and Rail Commuters Safety Program

Indian Railways (NR) initiated campaign to promote – “Good safety Habits as Railway Commuters and Road Users”.

Under guidance of Railways Team TRAX sensitize daily Road Users and Rail commuters about developing good Safety Habits in the rural and urban areas of Haryana, Rajasthan, Punjab, Uttar Pradesh and Delhi. Apart from Railway Platforms and Level Crossings, other important locations like Villages, Schools, colleges, Traffic Intersections, Unmanned and Railway Crossings.



During this camping TRAX organized activity like, distribution of educational pamphlets, interaction with users and street plays in urban & rural areas during International Level Crossing Week also.

Asian Global Road Safety Partnership Conference

Manila, Philippines (22nd – 23rd August 2017)

Forty-four road safety advocates from five countries in Asia (Philippines, India, Thailand, Vietnam and China) convened at the Heritage Hotel, Manila on 21 August 2017 as part of the Annual GRSP Asia Seminar Grantee Workshop.

The objective of the workshop were to identify and share effective advocacy strategies that may be used across the region, taking into consideration context in each country, and be initiate discussion on a regional road safety community of practice. TRAX attended Asian Global Road Safety Partnership Conference in Philippines, organized by GRSP and iRAP.



Ms. Gandhi met Mr. Rob McInerney, CEO, iRAP

Train the Trainers – Traffic Safety and First Aid Training

An Initiative of Transport Department, Government of Punjab Government and TRAX S. Society) – 6th September 2017 onwards

Train The Trainers Campaign is to train the Teachers of various schools on Road Safety and to promote "Safe School Zone" and "Role of Bystanders". The project started on 6th September 2017 as a pilot project in Mohali, Punjab. This project aims to reach to all maximum schools of all cities of Punjab. This is an on - going project and till 31st March 2018 we have trained 220 school teachers from 220 schools.



Teachers Training Program in Mohali, Punjab

"EVERY JOURNEY, EVERY CHILD"

(4th – 5th October 2017, London, U.K.)



The Child Health Initiative and the FIA Foundation convened the 'Every Journey, Every Child' conference. This initiative aims to have safer roads and safer environment for children. The conference focused on the public health priorities of tackling air pollution and road danger, with a specific focus on the impact of these man-made epidemics on children. Ms. Rajni Gandhi, General Secretary-TRAX attended the Conference organised by FIA Foundation in London, U.K.

Observed Road Safety Month,

Uttar Pradesh, November 2017

The Noida Traffic Police observes 'Traffic Safety Month' in the month of November every year. During This month Noida Traffic Police hosts a set of activities and drives on all major city roads. Since 2009 TRAX has been assisting and partnering with Noida Traffic Police for the Road safety Campaigns in Noida.

In continuation, First event placed on November 1st 2017, at Noida Police Head Quarter. More than 100 Police Personnel's participated in the Rally. The rally was flagged off by Sh. Love Kumar, SSP Gautam Budh Nagar.

On 30th November NTP and TRAX have organized Valedictory event of Road Safety Month.



IRF World Road Meeting

14th – 17th November 2017

Road transport and mobility are the lifeline of a modern economy and contribute significantly to economic growth and to the overall life of people.

TRAX participated as Supportive Partner of the conference. TRAX articles were published in the souvenir of IRF World Road Meeting. During the meet', TRAX has presented papers on 'Media Content Regulation in Road Safety – The Role and effect of advertisements' on public.



World Day Of Remembrance

19th November 2017

The World Day of Remembrance for Road Traffic Victims (WDR) is commemorated on the third Sunday of November each year. TRAX have been observing WDR since 2013 in Uttar Pradesh and Delhi. We observed the day in 2015 with Transport Department, Uttar Pradesh and since then the entire state has been observing the day and organizing different activities. In 2017 we worked with Transport Department, Punjab. All cities of Punjab observed the day in entire state .



ASSOCHAM 3rd Conference on Safe Road Safe Life, 13th December, 2017



ASSOCHAM organized 3rd Conference on 'Safe Road - SafeLife' with an objective to promote awareness about the various aspects of road safety and discuss on meaningful role of different stakeholders.

TRAX - Partner to the conference. Ms. Rajni Gandhi, General Secretary TRAX Presented Paper on Road Safety "Is child a part of Road Safety Policy in India" – Ms. Gandhi stressed upon the Safety of Children on Roads and Role of Media/Advertisement in Road Safety.

Safer Mobility: A Road to Safer India

16th December, 2017

Conference organized by IIT Delhi in collaboration with Ministry of Road Transport and Highways and TRIPP, IIT Delhi. It is an annual conference organized with the vision to promote collaboration among the multiple stakeholders working across the domain to promote road-safety across India.

Mr. Anurag Kulshreshtha President TRAX participated as panellist, shared his view on Safe Infrastructure to prevent from Road crashes in India.



PIC-CIVIC: Towards a more responsible me

Amity International School, Saket, 27th December 2017

A social initiative taken by the students of Amity International School, New Delhi to improve CIVIC SENSE in and around school locality. Mr. Anurag Kulshreshtha President TRAX participated as panelists.



IL Ride To Safety Campaign

Kids are most vulnerable road users on Indian roads and especially when they are pillion riders on two wheelers. Kid's Helmet law is the demand of the time. Road Safety must start from Childhood to make it a lifestyle.

ICICI Lombard initiated 'Ride to Safety' campaign dedicated to safety of Children. The campaign is running in different states of country. Great efforts by ICICI Lombard. TRAX is proud to be associated with this campaign.



National Motorcycle Riding Conference

Kathmandu Nepal – 23rd Dec 2017

NASA Foundation, Nepal organized Two Days National Motorcycle Conference in Kathmandu. Ms. Rajni Gandhi, General Secretary TRAX attended the conference and raised the issue of Two Wheeler Riders' Safety on Roads in South Asian Countries.

Road traffic injuries kill approximately 316,000 people each year. These deaths account for 25% of the global total of road traffic deaths. Pedestrians, cyclists and motorcyclists ("vulnerable road users") make up 50% of road traffic deaths in the region.

We congratulate NASA Foundation for their initiative and wish them all the best for their future campaigns as well.



Let's Talk on Traffic

Step by Step School, Noida , 20th Feb 2018

A talk on Traffic Safety was organized at The Step By Step School, NOIDA. Ms. Deepali Srivstava, from Team TRAX, interacted with students and encouraged them to adopt Road Safety as Habit and be a role model as Road Safety Ambassador.

Awarded by Navy School

TRAX awarded for the 'SAFERS CHOOOL ZONE' activity organized during UN Global Road Safety Week by Respected Ms .Lamba at Navy School, New Delhi



Certificate of Appreciation

26th November 2017

TRAX has been awarded by Worlds of Wonder during Road Safety Month - 2017 for Excellency in Road Safety.



Road Safety Program At Air force Station

Jan'2018, New Delhi

Air Force Station Basant Nagar, New Delhi celebrates National Road Safety week every year. This year, TRAX was invited to share the views on the subject with respected Air Warriors, families and school children.

It was indeed an honour for us to participate and share the views on Road Safety. Mr. Anurag Kulshrestha, President - TRAX highlighted issues of Safety of Children on roads, Infrastructure issues and Role of Children as Road Safety Ambassadors.

Air Force officers presented skit with very beautiful message – 'Enjoy life but not at the cost of Life – Always Wear Helmet' and also taught how to help a road crash victim.



Safe Riding initiatives

A Project dedicated to Safety of Motorized Two Wheeler Riders and Pillion Riders as a road user

Regional Launching at
Bhubneshwar, Feb'2018



Press Meet at Bhubneshwar
on 9th March '2018

International Conference with Central Road Research Institute on 12th & 13th April, at CRRI, New Delhi

Talk with Engineering Students

at St. Andrews Institute of Technology,
Manesar, Haryana, 13th Feb 2018

Mr. Anurag Kulshrestha, President TRAX was invited by St. Andrews Institute of Technology, Manesar where he met 50 Civil Engineer Students and interacted them on the issue of Road Infrastructure. The students from the university enrolled for the internship with TRAX on road safety issues.



Global Festival of Action for Sustainable Development

World Conference Centre, Bonn, Germany, 21st – 23rd March 2018

The Global Festival of Action for Sustainable Development was a call to feature tracks on innovation & disruptive change, citizen engagement for the sustainable development.

Mr. Anurag, President - TRAX stressed upon the involvement of stakeholders more and more especially in Developing Countries. Mr. Anurag submitted his view on the Safety of Children on Roads during the session by FIA on 'Every Journey Every Child' during 'Global Festival of Action for sustainable development' at Bonn Germany.

TRAX Interventions and Results



1- Media Content Regulation Programme

Through its continuous intervention, TRAX has been instrumental in approaching Supreme Court committee on Road Safety. The result has been quite positive and then guidelines on the subject are being issued for the content of advertisements in electronic and print media.

2- Slow Down–It's a School Zone'Campaign

Promoting Safe School Zone has been one of the key areas for TRAX to come forward. Mandir Marg in New Delhi district accommodating seven schools in a stretch of 1 km was selected for initial programme. The prominent activities have been done like painting of Zebra crossing, lighting, banners, hoardings. Central Govt has also brought out a notification restricting the speed to 25 km/h in School Zones, Hospital, Market and other key areas which is helping to promote the campaign in a right direction.

3- Road Infrastructure and Advocacy.

In addition TRAX have also been advocating for good road infrastructure. During 2017-18 it has taken up as a sample – Mandir Marg and parliament Street, New Delhi. Govt department were mobilized to arrange correction of traffic light, zebra crossing and speed limit boards positioning wherever needed.



Year in Prospects April'2018- March'2019

- 1- International Conference - Safe Riding initiative
- 2- Development of School Road Safety Track for School Children in Delhi To promote Safe School Zone
- 3- First Aid Respondent Training Program in Delhi during National Road Safety Week
- 4- Road Safety Partner in 3rd Transport India Expo 2018
- 5- Global Week of Action
- 6- IL Ride To Safety Campaign ...continue
- 7- Safe Riding Initiative - Ahmedabad
- 8- Phase -II - Teachers Training Road Safety Campaign in Mohali, Punjab
- 9- Road Safety Month
- 10- World Day of Remembrance for Road Traffic Victims
- 11- Safe Riding Initiative Launch - Pondicherry

THANKS

Rajni Gandhi
Founder and General Secretary

Trax S. Society



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