

# TRAX S. SOCIETY



## ANNUAL REPORT 2021-2022

Hero Honda Chowk

From A Road Accident Black Spot  
To A 'Zero Fatality Zone'

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## **ANURAG KULSHRESHTHA, FOUNDER PRESIDENT, TRAX S. SOCIETY**

Every year, 2.1 million die in the world in road accidents. It is a great matter of concern Globally. Unfortunately, India has a maximum share of these deaths and it leads the in road crashes deaths.

The reduction in crashes on roads is possible only when the sense as well as the related measures are also implemented strongly with a clear road map.

It's not that difficult. For example, Road Safety on our existing Road Network is the simplest task that can be addressed with a practical and technical approach.

# Message from The President

As per the World health Organization, 'Minimum technical infrastructure standards are required to cover the safety of pedestrians, cyclists motorcyclists, vehicle occupants, public transport users, freight operators, and other mobility users'.

Based on the same philosophy, basic characteristics like Safe Crossing Way, Pedestrian Movement, Pick-up and Dropping Islands are major we consider while converting an unsafe Traffic Intersection into a safer one.

Here, the role of the stakeholders, corporate bodies, and NGOs becomes crucial in terms of the implementation of policies and dissemination of Road Safety Awareness.

As a dedicated Road Safety NGO, we are doing our bit. This annual report showcase the Road Safety Interventions we undertook during 2021-2022. Besides our ongoing programs, this report also highlights some major achievements we, as an NGO undertook in India.

In the end, I would like to thank all the Concerned Stakeholders, Corporate Bodies, Associates, Volunteers, Friends, the Road Safety Fraternity, and especially all team members to help us keep going.



## **Message**

Increasing road crashes every day are alarming at global level, there is an increasing trend of unsafe driving that leads to road crashes in which many people die, undergo serious injuries, or permanent disability. Many of these crashes occur due to various reasons like poor infrastructure, poor driving skills, non-adherence to road safety precautions, lack of awareness, violation of traffic rules, behavior on-road, and many more.

By developing and re-designing existing infrastructure into safer zone, road crashes can be reduced. Such measures are to be implemented at vulnerable intersection which restricts violators to violate traffic laws.

I appreciate the passion of Team TRAX to develop a safer road environment and converting unsafe intersections into a Zero fatality Zone. I also admire TRAX for engaging youth in many cities to build their capacity on Road audits and developing safe Designs.

I believe TRAX's contribution to promoting Road safety will bring a remarkable change in the future.

Thank You

A handwritten signature in blue ink that reads "C. N. Mohite". The signature is written in a cursive style and is underlined with a single horizontal line.

**Dr. Chandrashekhar Narayan Mohite**

Member- Parliamentarian Road Safety Committee, Nagpur  
National Advocacy Advisor, TRAX S. Society, New Delhi



O/o Deputy Commissioner, Faridabad

Mini Secretariat, Sector-12, Faridabad.

Office Phone:- 0129-2227936, 2226604, Mail Id-dcfbd@hry.nic.in



**MESSAGE**

Today, Road Traffic Crashes are a major concern for governments across the world. The role of an individual as a road user and safe road behavior can play a decisive role in avoiding these road traffic crashes. People, as road users, are needed to be sensitized on this subject so that they adopt safe habits while on road.

The only way forward to reduce road crash fatalities is to take appropriate Road Safety measures. Right from the common man to the concerned stakeholders, it is a shared responsibility of all of us. The District Administration, Faridabad along with other concerned departments is working hard to address this situation in its jurisdictional area.

I hope that the 'Safe Road Design Intervention' at the Surajkund-Pali 'Y' Intersection, which is currently going on in association with TRAX, will surely be helpful in reducing Road Accident Fatalities at this tri-junction. I appreciate their remarkable efforts for the improvement of Road Safety in the Faridabad district. It shows their commitment and dedication to improving the Road Safety situation in the country.

I am really happy to be associated with TRAX for the Hyundai Motor India Foundations' ongoing project 'Dhyan Do' wherein a number of commercial drivers have got a Free Health Checkup Facility.

I appreciate and congratulate the entire team of TRAX for their efforts. Further, I congratulate TRAX and extend my best wishes for publication of their Annual Report 2021-2022.

All the best for your future endeavors.

*Jitender*

**Jitender Yadav, IAS**  
**Deputy Commissioner, Faridabad**



D.O. Letter No. 4463.....

Deputy Commissioner of Police,  
Traffic, Gurugram, Haryana - 122001

पुलिस उपायुक्त,

यातायात, गुरुग्राम, हरियाणा -122001

Off. : 0124 -2572659

Date 30.06.2022.....

Sub: Appreciation for the remarkable Safe Road Design Intervention at the Hero Honda Chowk and Rajeev Chowk in Gurugram

Dear Anurag Ji,

This letter is being sent to you in the recognition of your valuable contribution in the context of Safe Road Design Interventions at Hero Honda Chowk and converting it from a Road Accident Black Spot to a Zero Fatality Zone and Safe Road Design Intervention at Rajeev Chowk, we extend our wholehearted gratitude to the team TRAX and appreciate the Road Safety Measures adopted at both the intersections.

Road Safety is the need of the hour today. Every life matters and cannot be lost in a road traffic crash. The dedication and commitment shown by you and your teammates is remarkable and proved to be very helpful in enhancing our efforts in mitigating the number of road traffic crashes in the district.

We wish you good luck for your future Road Safety Endeavors and would certainly look forward to be associated with you in more such interventions.

*With regards.*

With Regards

(Ravinder Singh Tomar)

To,

Shri Anurag Kulshresth  
President- TRAX S. Society, Road Safety NGO (India)  
A- 309, RG City Centre  
Deshbandhu Gupta Road  
New Delhi

# About TRAX



Picture@TRAX

## History

We are a Non- Governmental Organization, a Road Safety NGO, dedicated to reducing the number of deaths related to Road Traffic Crashes, using a psychological and solution- oriented approach for more than 14 years. Besides our presence on National front, we have Global Footprint. We are also a member of the following bodies on Road Safety; Three Start Coalition, the WHO LDP Program, the BIS committee for Transport and Logistics, Youth Coalition for Road Safety, The Global Alliance of NGOs for Road Safety International and National, etc. We fully support the SDGs of the United Nations and Decade of Action - 2030 Plan for Road Safety.

## Mission

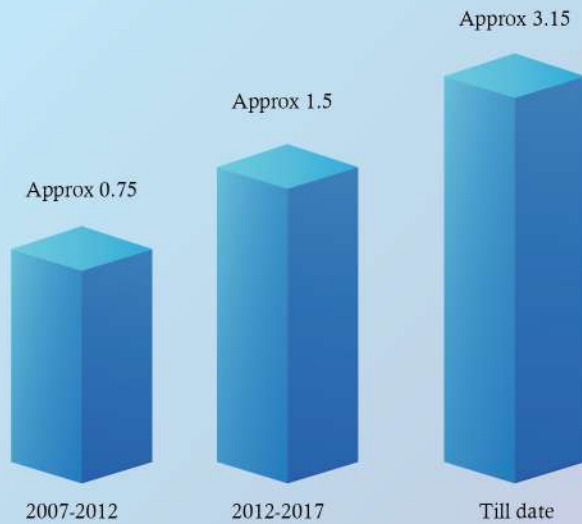
Reduced Road Crash Injuries and Mortality rate in India.

## Vision

Safer Roads - Safe Road Users

# Reach Through Intervention

**Awareness in Mass Through Different Intervention (in Million)**



## Road Safety Dissemination

- Ground level Activities and Interventions
- School and College Base Activities
- Capacity Building Programs for Stakeholders
- Training Programs for Different Road Users
- Webinars with Stakeholders and Target Groups
- Teachers, Students, and Parents' Engagement
- Website
- Social Media Handles e.g. Twitter, Instagram, Facebook
- Participation in Panel Discussion on TV
- News Articles/ Interviews in Print and Electronic Media
- Stakeholders' Engagement in National and International Levels
- Participation in High End Meetings, Seminars



# Year in Retrospect

The year 2021-2022 has been a positive one, based on our past interventions, challenges from them. When the world was precarious and almost standstill during Covid-19 Pandemic, our passion for Road Safety kept us going steadily.

During this period, we focused on 'Safe Design Interventions' along with sensitization and dissemination of Road Safety aspects through online Capacity Building Workshops, Training, and Youth Engagement Programs, and Safe Infrastructural Interventions.



We partnered with the Hyundai Motor India Foundation's prestigious year-long projects 'Dhyan Do' to be executed in the Gurugram and Faridabad districts of Haryana.



TRAX completed its prestigious project 'Road Safety Rangers 2.0' with Universal Sompo General Insurance in Mumbai wherein 3 Mumbai based schools were converted into Safe School Zones. We also trained School teachers on the various aspects of Road Safety, engaged the students through various activities, and provided Training Material as well.

Project 'SATARK' with Bridgestone Motor India Pvt. Ltd. was also initiated with the aim to propagate a Road Safety Culture through Education, Deliberation, and Action among young minds in Schools and Colleges located in the city of Hyderabad through conducting activities and actions by students by engaging the Stakeholders and Community members.



Hero Honda Chowk - Gurugram (Haryana)- This intersection was an identified 'Road Accident Black Spot' by the Ministry of Road Transport and Highways- Govt. of India. TRAX undertook the Safe Road Design Intervention at this Intersection. Involving the concerned stakeholders, we began the work with the Road Audit, identified the flaws in its infrastructural design, implemented the remedial measures, and achieved the goal of converting this intersection into a 'Zero Fatality Zone'.



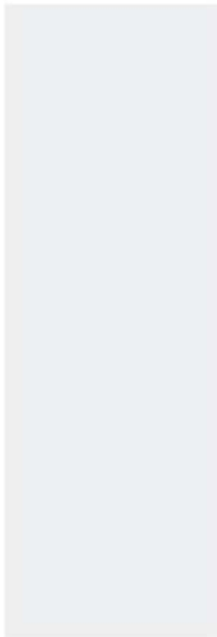
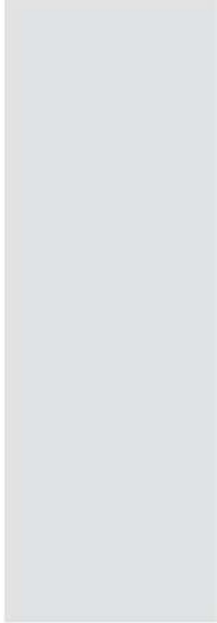
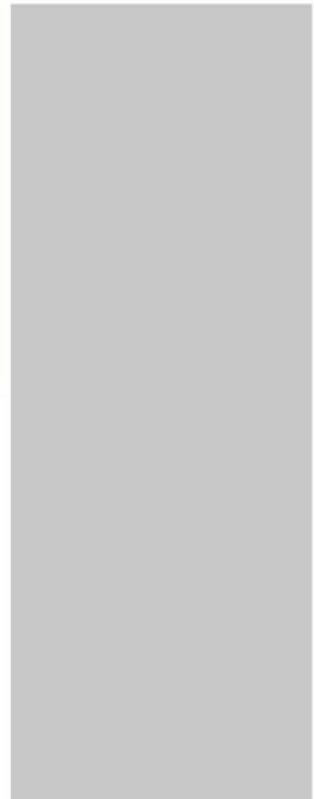
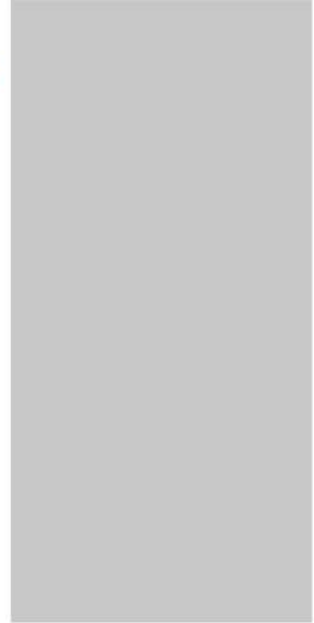
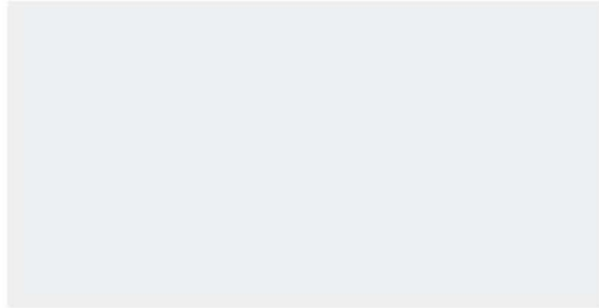


[www.trafficzam.com](http://www.trafficzam.com)

# Inteventions By TRAX

## Under Pillars on Road Safety

# 2021 & 2022



# Pillar 1 - Road Safety Management

The Decade of Action 2021-2030 recognizes that road transport is a complex system and places safety at its core. It also recognizes that humans, vehicles, and the road infrastructure must interact in a way that ensures a high level of safety.

We, while devising our projects, advocacy programs, or ground activation, use government mechanisms by engaging all concerned stakeholders, collecting and analyzing the data derived from the particular action, and following a proper reporting system.

TRAX is working in accordance with the Road safety Pillars devised in the Decade of Action 2021-2030. In all our endeavors, we ensure to address such issues where human-to-human interaction could be safer and a reduced rate of road crashes and fatalities could be achieved as end result.



Picture@TRAX

We have initiated our 'Safe Road Design' intervention program wherein we have successfully converted the Hero Honda (intersection) in Gurugram-Haryana from a Road Accident Black Spot into 'Safe School Zones' by implementing the desired measures.

Another such intervention is currently underway at the Rajeev Chowk, Gurugram Haryana wherein the Gurugram Administration, NHAI, GMDA, Traffic and Civil Police, and the Transport department are the major stakeholders.

We are the active participant in the meetings of District Road Safety Committees of different districts of Noida, Delhi and Gurugram and recommend and address the Road Safety Issues as per the Road Safety Pillars suggested under the Decade of Action 2021-2030.

Besides, we are working on the 'Behavioral Aspects' of the road users as well. We have a team of Counselors who, in their interactive sessions, interact with the Drivers, understand their psychological issues, and provide counseling accordingly.

# Pillar 2 - Safe Road Infrastructure

1. Rajeev Chowk - Gurugram
2. Hero Honda Intersection
3. Safe School Zones in Mumbai & Delhi
4. Rani Jhansi Road

*Safe road infrastructure is essential to reduce road trauma. Road infrastructure must be planned, designed, built, and operated to enable multimodal mobility, including shared/public transport, and walking and cycling. It must eliminate or minimize risks for all road users, not just drivers, starting with the most vulnerable.*

In accordance with the guidelines laid down under Pillar-5, TRAX identified Rajeev Chowk (Intersection) in Gurugram of Haryana to start its Safe Road Design intervention.

Rajeev Chowk is the Biggest and the Busiest intersection of the Gurugram. It is situated at the NH-48 and surrounded by important government offices, including the Mini Secretariat and Police Head Quarter. Besides, there are many residential and industrial establishment around this intersection. Given the current design of the intersection, it is not able to cope-up with the heavy and mixed traffic flow.

The problems identified at this intersection were: multi-lane traffic movement, messy parking of the vehicles due to non-availability of the designated parking area, diagonal approach from Sohna towards Mini Secretariat, lack of pedestrian facilities, absence of Traffic Lights, and confusion among the road users due to its two-sided diagonal approach and confusing U-Turns, etc.

TRAX submitted a 'Safe Road Design' of this intersection and presented it to the concerned stakeholders during the meeting of the District Road Safety Committee for their approval. After the design was approved, a trial run of the same started on 26.03.2022.

During the trial run, we reduced multi-lanes to 3-4 lanes with cones, bollards, crash barriers, etc. to ensure proper channelization of the traffic. The traffic movement from all directions was constantly reviewed and changes, as per the practical experience were made. Traffic Lights were also installed at the intersection.

The process to build a permanent structure along with the beautification of the intersection is in process and soon will be a reality.

Picture@TRAX



# Safe Road Design Intervention At Rajeev Chowk - Gurugram

PICTURES OF THE 'SAFE DESIGN INTERVENTION' BEING IMPLEMENTED DURING THE TRIAL RUN AT RAJEEV CHOWK



INTERSECTION OF THE TRIAL RUN OF THE 'SAFE ROAD DESIGN INTERVENTION' AT RAJEEV CHOWK, GURUGRAM (HARYANA) BY COMMISSIONER OF POLICE- GURUGRAM, DCP - TRAFFIC AND SECRETARY TO RTA GURUGRAM



Picture@TRAX

# Safe Road Design Intervention At Surajkund Pali Tri - Junction - Faridabad

The Surajkund Pali Tri- Junction intervention in Faridabad Haryana was initiated by TRAX in association with the Safe Road Foundation of the United Kingdom, CRRI, and iRap started in the year - 2019. At that time, a detailed report on the gruesome nature of the road crashes at the Tri Junction along with findings and corrective measures was prepared by TRAX and handed it over to the local administration along with a delegation comprising representatives from all mentioned above. The work is in progress.

## Pictures Before Safe Road Design Intervention At Surajkund-Pali-Junction



# Hero Honda Chowk - Gurugram

## From 'Road Accident Black-Spot' To 'Zero Fatality Zone'

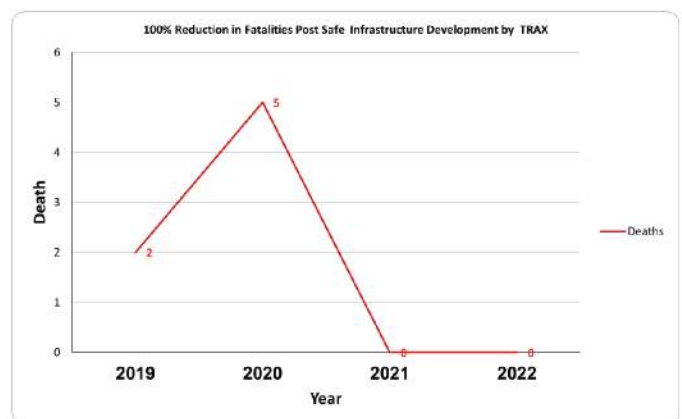
The Hero Honda Chowk in Gurugram District of Haryana is an identified 'Road Accident Black Spot' by the National Highway Authority of India. TRAX started its Safe Road Design Intervention at the Hero Honda Chowk in Sep'2020 with a road audit and identified the gap areas related to its design along with other factors. The Safe Road Design implementation work finished in March'22. To evaluate the impact, we cross-identified the road accidents data with the concerned stakeholders for the year 2019-2021.

The record shared by them, clearly showed that there's been zero deaths post 'safe road design intervention' (March'2021 till March'2022).

The Team TRAX has successfully created the safe design of this intersection. It was his in-depth knowledge and involvement in the project that resulted in a success story.

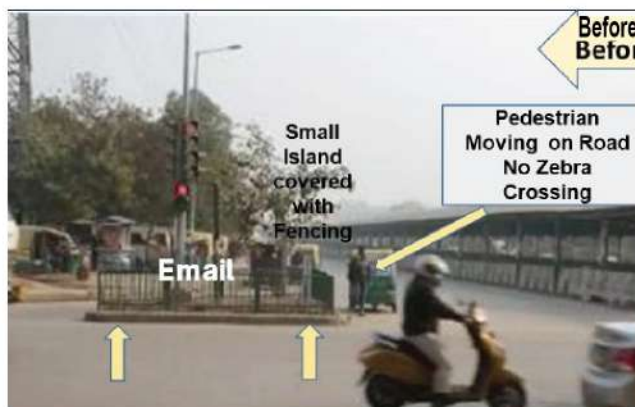
We thankful to National Highway Authorities of India, 'Safer Roads for Gurugram Initiative, and DC Gurugram and their support engagement.

100% Reduction in Fatalities Post Safe Infrastructure Development By TRAX			
Year	No. of Registered Cases	Injured	Deaths
2019	4	4	2
2020	6	5	5
2021	2	2	0
2022	0	0	0



Submission Report to Mr. D. K. Bharadwaj, DCP(T), Gurugram

Submission Report to Mr. Sanjeev Balhara, ACP(T), Gurugram



# Road Safety Rangers 2.0 - Developing Safe School Zones From 'Road Accident Black-Spot' To 'Zero Fatality Zone'

## A Success Story of Reducing Road Fatalities by 100%

The Road Safety Rangers 2.0 is a CSR initiative of Universal Sampo General Insurance Co. Ltd., and Sampo Japan Nipponkoa Welfare Foundation with the objective to convert Accident Prone School Zones into a Safe School Zones to endure students' safety as road users.

Under this project, 3 schools in Mumbai city of Maharashtra (India) have been successfully converted into Safe School Zones by implementing the correctional and desired Road Safety Measures around them. Besides, teachers of all 3 schools were given Road Safety Training as well for further dissemination of Road Safety.

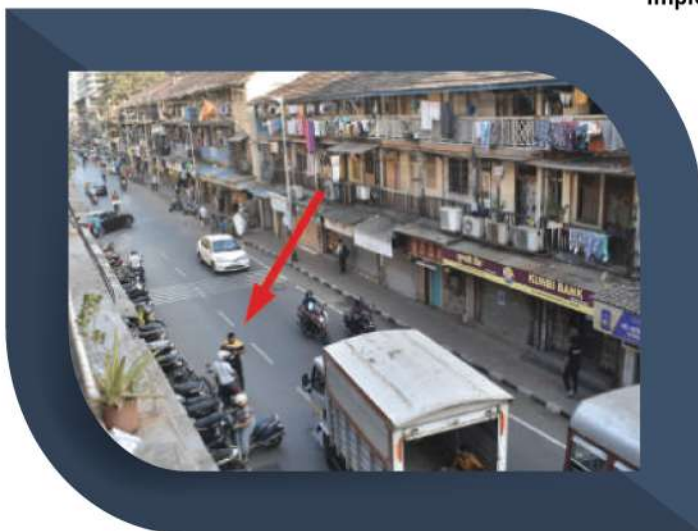
### GRKM School, Mumbai (Maharashtra)



Installation Of Cautionary School Sign  
And No Parking Board



Implementation Of Zebra Crossing Infront Of School Gate



Lane Marking



Implementation of Rumble Strips

# Road Safety Rangers 2.0 - Developing Safe School Zones From 'Road Accident Black-Spot' to 'Zero Fatality Zone'

## GMP School, Mumbai (Maharashtra)

**Increased Pedestrians' Safety With Zebra Crossing Painiting And Bollard Installation**



**Installation Of Cautionary School Sign Board**



**Construction of Speed Breaker as Speed Calming Measures In Front of School**



**Implementation of Zebra Crossing In Front of School Safer Crossway for Pedestrians**



**Construction of Ramp In Front of School for Safer Walk**

**Construction of Ramp for Smooth Walkability of Pedestrians**

## ANM School, Mumbai (Maharashtra)



# Pillar 4 - Safer Road Users

Pillar 4 emphasizes the need of developing Standard Training and Awareness Raising Methods, Drivers Authorization Methods and Develop an Enforcement Mechanism.

The safety of Road Users is much dependent on their Behaviour on Roads. The need is to understand the influencing factors' behind such behavior and devise the countermeasures to address this situation.

We are of the opinion that the Road Safety Education must start from the early years. It becomes more important in the case of India, which leads the world in Road Crashes with 11% global accident share.

TRAX devises its programs, projects, and activities in a way that helps to address this situation in a sustainable manner.

## Initiatives Under Pillar 4

Project 'Dhyan Do' under CSR initiatives of Hyundai Motor India Foundation

Project 'SATARK' under CSR initiatives of Bridgestone India Pvt. Ltd.

'Ride to Safety Campaign' under CSR initiative of ICICI Lombard

School and College Based Program

Community Mobilization Programs

Capacity Building Programs for Teachers

Teachers Training Programs

Capacity Building Programs for Stakeholders

Drivers Training Programs

Programs on Awareness and Risk Factors

Webinar with Stakeholders, Teachers and Students



## Initiatives Under Pillar 4

Motor Content and Regulation - MCRP

Helmet India Coalition



# Project 'Dhyan Do' Under CSR Initiative Of Hyundai Motor India Foundation

Project 'Dhyan Do' is a yearlong, ongoing CSR initiative of Hyundai Motor India Foundation. TRAX is the implementation partner for the project. The project is fully supported by the district administrations of Gurugram and Faridabad - Haryana. The project aims to achieve a reduced rate of road traffic crashes by making the drivers' fraternity Vigilant, Alert, and Reactive about the road hazards while driving and report the same to the concerned authorities. To uplift drivers' lifestyle and make them feel that they're being taken care of, Free Health Checkup (BP, Eye and Sugar) + a Free Safety Kit is also being provided under projects' activities. Road Safety Training, Risk Behaviour Profiling through counselling sessions for Commercial Drivers and Chauffeurs is also a major part of the project activities





The Project was duly launched in an ‘Opening Ceremony’ by the additional commissioner of Gurugram, Sh. Vishram Kumar Meena and Hyundai Foundation on 26.11.2021. During the opening ceremony, a delegation of the top officials from Hyundai was also present.



Under the project ‘Dhyan Do’ the target in both the districts is to cover approx 34000 drives out of which 11000+ drivers have already been covered under this project. The project activities are currently going on in both districts.

# Activities Under Project 'Dhyan Do'

## Picture of the Location Health Checkup Activity Picture Courtesy@ TRAX

Corporate Training Session



Actual Picture of the Location During Health Checkup Activity

# Project 'Satark' Under CSR Initiative Of Bridgestone India Private Limited

Project 'SATARK' aims to propagate a Road Safety Culture through Education, Deleberations, and action among young minds in School and colleges located in the city of Hyderabad and Indore through conducting activities and actions by students by engaging the Stakeholders and Community members which will potentially improve the sense of being a responsible and sensible road user amongst Teacher/Lecture, Students, and Community Members.

Students have the capabilities to ideate and act as a catalyst for development. Bridgestone India Pvt. Ltd. and TRAX S Society realised the scope of supporting and encouraging schools and college students in spreading Road Safety Awareness amongst them and community members through sanitization and various activities which well evolve in establihsing Road Safety as a sustainable practice. Students are the change bearers and future of any society.

Project 'SATARK' is a CSR initiative of Bridgestone India Pvt. Ltd., wherein TRAX is a Strategy an Implementation Partner. The project is supported by Hyderabad, Cyberabad, and Indore Traffic Department.

## Pics of Project Launch Ceremony in Indore.



Pics of Project Launch Ceremony in Hyderabad.



Picture@TRAX

# Activities Under Project 'SATARK'

Drivers Training and First Aid Kit Distribution. The Students of SAGE University, indore, conducted Online training for driver on the role of drivers in Road Safety.



Free distribution of 'Rose and Helmet' by the SAGE University.



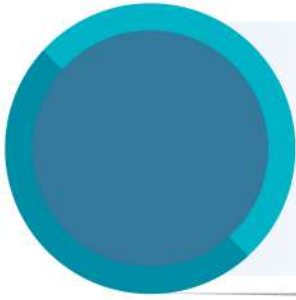
Road Safety Audit and Retro Tape Pasting at Sayaji Chowk.



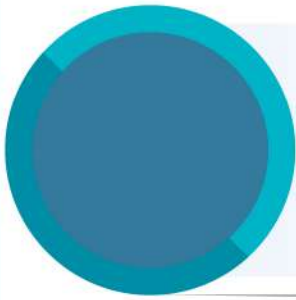
Picture@TRAX

# LARGE PHOTO FOR SATARK DIRECT REACH

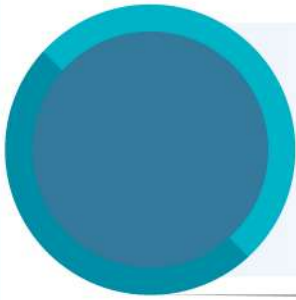
# Highlights Of Project 'Satark'



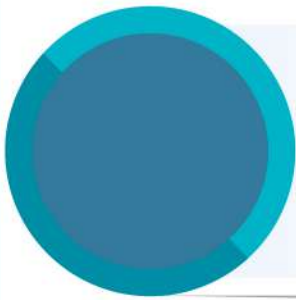
41 Intesection Designs were approved by Authorities for Implemented which were designed by 89 Trained Students.



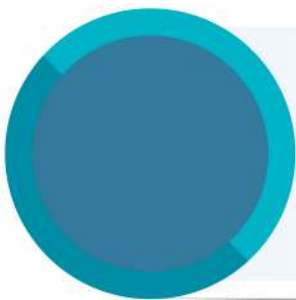
Vulnerable Vehicle visibility have been improved.



Lacs of Road Users were were sensitized through Social Media, Newspaper, FM Radio.



Promotion of Safe School Zones, students were sensitized on Road Safety.



Awarenessb and Role of Bystanders.

# 'Ride To Safety' Campaign Under Csr Initiative Of ICICI Lombard General Insurance Co. Ltd.

'Ride to Safety' is the most sustainable campaign which is running for the last 8 years (2014-2022) 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 helmets safety and other road safety-related issues. For Helmets Safety, our commitment is such that we continued the campaign's activities even during the Covid Pandemic by abiding with pandemic-related guidelines through Onling Training Sessions. Till now, we have reached thousands of students in Delhi, Noida, Bangalore, Chennai, and Ahmedabad cities and distributed approx 50000 ISI marked good quality helmets amongst them. TRAX has been associated with Ride To Safety Campaign since its inception.

Picture@TRAX



## ACTIVITIES UNDER 'RIDE TO SAFETY' CAMPAIGN



Helmet Sensitization At Adarsh Balika Shikshayatan - Kolkata



Helmet Sensitization At Hyderabad Based School

# Testimonial And Feedback

Wearing helmets is necessarily for two wheeler riders and pillion riders as it gives them some amount of safety during accidents, It keeps the head safe from injuries when accidents take place.

Cathedral Mission High School (HM - Mr. Samson Molla)

Wearing helmets is mandatory. It applies not only to the driver but also to the pillion riders. We appreciate to TRAX NGO and ICICI Lombard for sensitize the students and their parents about the importance of Helmets.

Barish Girls (HM - Ms Kaberi Ghosal)

We all must follow the Traffic rules and wearing helmets as citizen of India. If we survive then will protect our family. Wear the helmet yourself and wear it your children. Your child head is worth as much as your head.

Uchcha Balika Vidhyala (HM - Ms. Nilanjana Maitra)

Helmets are very important to protect from severe injuries as students and their parents were sensitized during the workshop. Very important session through this Ride to Safety Initiative. Students were very happy while getting their helmets and now must say they are understanding the importance of helmets. Very fruitful initiative thanks ICICI Lombard for initiating such a wonderful initiative in our school. A big thanks to tam TRAX for a wonderful eye opening session.

Ms. Sraboni Biswas, Principal  
Duff High School, Kolkata

Messages from the workshop are very important and helpful to us, now my family is more cautious for their safety on the road and wearing helmets while driving and riding. My son always reminds me to wear a helmet. Thank You for this wonderful initiative.

Md. Siddique  
Father, Johan Hossain  
Taki Boys School

Remarkable initiative by ICICI Lombard and appreciated by parents and students, they are using these helmets on regular basis.

Mrs. Saswati Adhikary, Principal  
Bethune Collegiate School

Ride to Safety is a great initiative, very helpful for me and my child as well as family. The special part of this initiative is providing helmets to children also for their safety on the road. It's really a special activity.

Dinesh Bahera  
Father, Disha Bahera  
Uchcha Balika Vidyamandir

Great initiative by ICICI Lombard and TRAX, my child is very happy to receive a helmet she wears at the market and even nearby places.

Thank you

# Testimonial And Feedback

"A very good initiative by ICICI lombard increasing safety on Road for 'Students as well as presents. It is really good to see students and parents wearing helmets while coming to school."

Ms. Sushmita, Principal  
Red Cross Government High School

"Ride to Safety is a very wonderful and helpful initiative by ICICI Lombard. Very essential road safety messages were given through the workshop. Parents and students all were happy and satisfied. Most importantly providing standard helmets increased the beauty of this project more,"

Ms. Shameem Begum, Principal  
Progress High School

This is really helpful initiative by ICICI Lombard for saving lives, as during the workshop everyone sensitized how two-wheelers are vulnerable and their safety is very important. Keeping the same in view and for improving their safety this campaign is really helpful. My best wishes are for this initiative.

Thank you,

Ms. Vijitha Reddy, Principal  
Madapati Hunumantha Roa Girls High School

I would like to thank ICICI Lombard and Trax for organising this wonderful campaign of helmet distribution for children and parents, I would also like to thank you for organising an eye check up campaign for children. This is very much beneficial to our school children's health and safety.

Thank you,  
Ms. Nagarama, Principal  
Maharishi Vidya Niketan, Hyderabad

## Media Content Regulation Program - MCRP

In view of the potential impacts of media content on human psychology, the program insists on the need to make policies to regulate those media depictions in Movies and Television Commercial that defy Road Traffic Rules laid down in the Motor Vehicle Act - 1988.

India being the largest producer of Movies and the second-largest consumer market in the world, is a hub of the commercial activities of national and international brands. Brands mainly rely on their aggressive advertising strategies. Advertisements are for sure helpful in creating an image for brands in consumers' minds but we observed that these brands often defy Road Traffic Rules with ease as there are neither strict policies to curb such depictions nor there's any government body with legislative powers that monitor and regulate such depictions.

Basis this, TRAX submitted its recommendation to the 'Supreme Court Committee on Road Safety' constituted in 2014. Supreme Court Committee on Road Safety called a meeting to discuss the matter to take some concrete action in this regard wherein Advertising Standard Council of India (ASCI), Society of Indian Automobile Manufacturers (SIAM), Ministry of Road Transport & Highways (MoRTH), Censor Board, PIB, and this esteemed Ministry (Min. of I&B) were invited as the main Stakeholders.

The Supreme Court Committee on Road Safety directed the SIAM ASCI to make guidelines ensuring the safety of Road Users. ASCI introduced its guidelines on Road Safety. These guidelines had loopholes as ASCI didn't specify related sections of the Motor Vehicle Act-1988 and punishment associated with them.

We've been closely observing and monitoring cases, where despite ASCI's stopping the broadcasting of the concerned TVC/Movie Scene, such TVC's/Movie Scenes are being broadcasted openly. We have put up this matter with the Ministry of Information & Broadcasting, MoRTH, and Censor Board of India constantly pursuing with them.

Meanwhile, we've intervened with the ASCI for a number of TVCs which we found defying the Road Traffic Rules and have been successful in stopping their further broadcast.

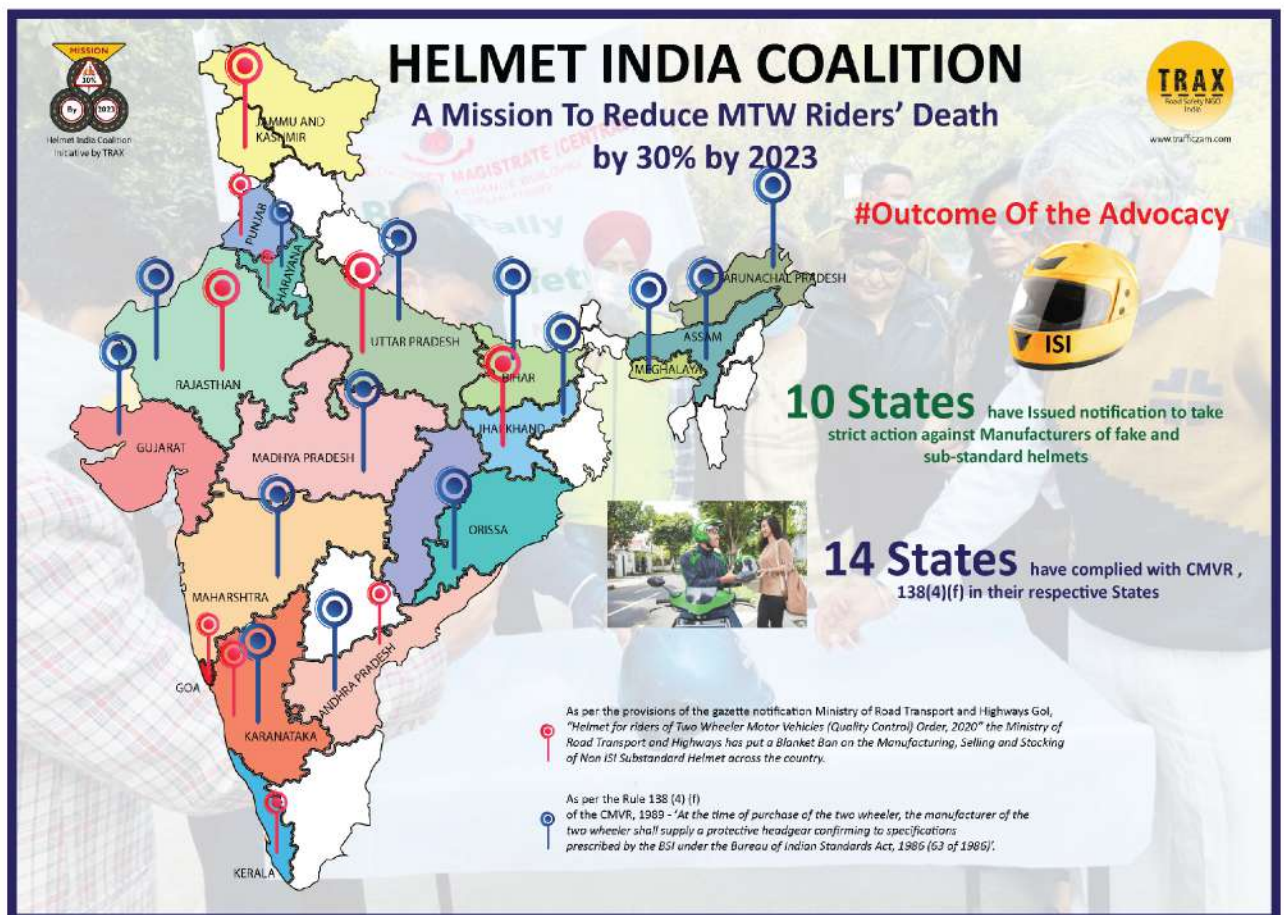
Till the time, there's any concrete policy is made in this regard, our effort will be continued.

## Helmet India Coalition

India contributes around 11% of the world's road accidents, through it has only 1% vehicular population of the world. This costs India approx 3% annual GDP loss. The most affected age group is 18-45 years having 70% of total road accident deaths. Out of total road accident deaths, the motorized two-wheeler riders are the worst affected category. Most of the deaths in this category happen due to the non-wearing of helmets or a poor quality helmet.

During 2021-2022, we have successfully added up 16 states and on UT (J&K) under our Helmet Advocacy Program. We are determined to promote the 'Safe Helmet Wearing' as a 'Safe Habit' and will surely reach more Stakeholders in the rest of the States and UTs this year.

### Achievement of Helmets India Campaign so far;



# Advocacy Campaigns By Trax During 2021-2022

## Activities Under Helmet India Campaign



# Engaging Stakeholders During 2021-2022



**Mr. Anurag Kulshreshtha - President TRAX And  
Ms. Rajni Gandhi - Gen. Sec.**  
- TRAX With The Transport Minister Of Haryana (India)



**Mr. Anurag Kulshreshtha - President TRAX  
And Ms. Rajni Gandhi - Gen. Sec.**  
- TRAX With The Member Of Legislative Assembly,  
Indore - Madhya Pradesh (India)



**National Advocacy Advisor- TRAX,  
Mr. Mohite with Nitin Gadkari,  
Minister of Road Transport and Highways  
- Government of India**



**Ms. Rajni Gandhi - Gen. Sec. - TRAX with the Joint  
Commissioner of Police - Kolkata (India)**



**Mr. Anurag Kulshreshtha - President TRAX  
and Mr. Arun Srivastava - Advisor - TRAX  
With the Transport Minister of Uttar Pradesh (India)**



**परिवर्तन** एनएचआई और जीएमडीए मिलकर चौक को बनाएंगे मॉडल, डेढ़ महीने बाद बदल जाएगी सूरत

## राजीव चौक पर जल्द लागू होगी नई यातायात व्यवस्था

पर में में ला ही न्य क हय एवं पूर्व हद में की नन रुर, ह,

संवाद न्यूज एंजंसी

**गुमरागम।** राजीव चौक पर करीब एक महीने से यातायात के बदलाव का ट्रायल डेढ़ महीने बाद मूल रूप लेगा। यहां जून के मध्य में यातायात के नए बदलाव लागू होंगे। उपायुक्त निशांत यादव ने राजीव चौक पर ट्रैफिक व्यवस्था को सुचारु करने की समीक्षा बैठक में भारतीय राष्ट्रीय राजमार्ग प्राधिकरण (एनएचआई) तथा गुमरागम महानगर विकास प्राधिकरण (जीएमडीए) के अधिकारियों के साथ बैठक कर इसकी



अधिकारियों के साथ बैठक करते उपायुक्त निशांत कुमार यादव। -संवाद

समय सीमा तय कर दी।

बैठक में ट्रैक्स एनजीओ के निदेशक अनुराग कुलश्रेष्ठ ने अधिकारियों के सामने चर्चापत्र

प्रस्तुत करते हुए बताया कि पैदल यात्रियों के लिए पहले की अपेक्षा और अधिक सुविधाजनक बनाने के लिए नई ट्रैफिक व्यवस्था का फायदा

दिखाइन तैयार है। चौक पर बस बप् शेल्टर, ट्रैफिक सिग्नल लाइट, ऑटो व टैक्सि के लिए पिक एंड ड्रॉप स्टैंड की व्यवस्था होगी। उन्होंने बताया कि नया डिजाइन ट्रैफिक पुलिस, रोड सेफ्टी विंग तथा जिला प्रशासन की ओर से गठित कमिटी के सदस्यों व अधिकारियों के सुझावों व सर्वे के आधार पर तैयार किया गया है।

उपायुक्त निशांत यादव ने एनएचआई को पूरे चौक पर कर्वस्टोन लगाने, बस टैक्सि के लिए अलग-अलग स्टैंड बनाने, पैदल यात्रियों के लिए अलग से लेन और

जेब्रा क्रॉसिंग बनाने, फ्लॉडओवर के नीचे घास और टाइल्स लगाने के निर्देश दिए। जबकि जीएमडीए चौक पर सिग्नल लाइट लगाने की जिम्मेदारी संभालेगा। नगर निगम को चौक के सौंदर्यकरण का कार्य सौंपा गया है। अनुराग ने बताया कि राजीव चौक को शहर के मॉडल चौक के रूप में विकसित किया जा रहा है। बैठक में क्षेत्रीय यातायात प्राधिकरण के सचिव रविंद्र यादव व डीएमपी ट्रैफिक रिवैंड लेबर सहाय जीएमडीए और एनएचआई के अधिकारी भी मौजूद थे।



राजधानी में पैदल चलने वालों और फुटपाथ के लिए अब तक नहीं

### फुटपाथ तो हैं पर नहीं आते

अधिकारियों के विचार

राजधानी में पैदल चलने वालों और फुटपाथ के लिए अब तक नहीं आते। अधिकारियों के विचार... फुटपाथ तो हैं पर नहीं आते। अधिकारियों के विचार...

दि

### पैदल राहगीरों की राह में बाधक है

दिल्ली में सड़कें, फुटपाथ और पताईओवर बनाते समय पैदल यात्रियों का

दिल्ली में सड़कें, फुटपाथ और पताईओवर बनाते समय पैदल यात्रियों का... पैदल राहगीरों की राह में बाधक है। दिल्ली में सड़कें, फुटपाथ और पताईओवर बनाते समय पैदल यात्रियों का...

### सड़क हादसे रोकने के प्रयास

पि

सड़क हादसे रोकने के प्रयास... पि... सड़क हादसे रोकने के प्रयास...

### हादसों में जान गंवाने वाले लोगों की श्रद्धांजलि

हादसों में जान गंवाने वाले लोगों की श्रद्धांजलि... हादसों में जान गंवाने वाले लोगों की श्रद्धांजलि...

# Our Journey From 2007-2022



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