

TRAX S. SOCIETY

Annual Report

2023-2024

www.trafficzam.com

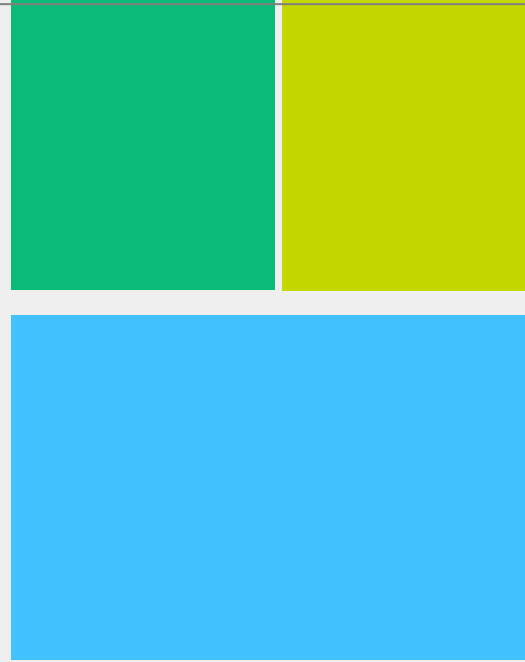


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Mr. Anurag Kulshrestha
President- TRAX

From Presidents' Desk

India's road safety crisis persists despite numerous efforts, calling for a comprehensive and holistic approach. The complexity of the issue lies in the intersection of several key factors: current and future mobility trends, the quality of road infrastructure, and the behavior and mindset of Indian road users. Among these, the psychology of road users and the quality of infrastructure are particularly critical, with the attitudes and commitment of key stakeholders playing a vital role in shaping the road safety landscape.

India's vehicular composition is distinct, with 70% of vehicles being motorized two-wheelers, primarily operated by individuals aged 18 to 45. This economically productive age group represents about 30% of all fatalities in road accidents, with two-wheeler riders being particularly vulnerable. Despite the existence of helmet safety laws mandating helmet use for riders and pillion passengers, enforcement has been weak. Current efforts, primarily limited to issuing fines or 'challans,' have proven insufficient in improving compliance or reducing fatalities.

This situation calls for stronger enforcement mechanisms that go beyond penalties and focus on influencing behavioral change. The failure of helmet safety laws to curb fatalities highlights the need for a deeper understanding of the psychological and cultural factors that affect compliance. It is essential to recognize that road safety cannot be achieved solely by imposing regulations—it requires creating an environment where road users are not only educated but also motivated to prioritize safety.

Moreover, the involvement of key stakeholders, including government bodies, law enforcement agencies, and civil society, is crucial in driving systemic change. Road safety in India requires a multifaceted approach that integrates robust infrastructure improvements, stronger law enforcement, and a shift in public mindset toward road safety. Only through this comprehensive approach can the country hope to reduce fatalities and improve the overall safety of its roads.



clicked by NEESHU

PUNEET KUMAR PATEL, DANICS

Additional District Magistrate (East)



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D.O. No.: ADM(EAST)/MISC/2024
Date.: 30-08-2024

Dear Team TRAX

I extend my heartfelt congratulations to the TRAX team for the publication of the Annual Report for FY 2023-24. I deeply appreciate your unwavering commitment and consistent efforts in promoting road safety. Your dedication to saving lives through key interventions aligns perfectly with the Road Safety Pillars and the Decade of Action. Your work is truly making a difference, and I commend you for your remarkable achievements.

As a valued member of the District Road Safety Committee, TRAX has made significant contributions to enhancing road safety both in the district and across the country. Your team's involvement in various activities, such as conducting Training of Teachers (TOT), Capacity Building of the Youth, and Mobilizing Communities, is highly commendable.

I would like to specifically acknowledge and appreciate TRAX for its instrumental efforts in providing the conceptual design and organizing the trial run in front of the District Administration Office. This was an important agenda for the district committee as well as accepted by all concerned members, and your contributions were remarkable. The attitudinal behavior change in the routine road users here is quite evident.

Congratulations once again on a successful year. I look forward to seeing that TRAX will continue its efforts to lead and innovate safe road practices and safer roads.

With Regards,

PUNEET KUMAR PATEL
ADM EAST DELHI



Message

It gives me immense pleasure to comment the exceptional work TRAX has accomplished in the year 2023-24. Your innovative approach coupled with a focus on crucial issues such as Standardized Helmets, Improved Visibility, and Safer Infrastructure has set a benchmark in the field of Road Safety Advocacy.

As you prepare the annual report for 2023-24, I wish to extend my sincere best wishes to all members of TRAX NGO. This year has been characterized by remarkable achievement and steadfast dedication to the mission of Road Safety.

The commitment and professionalism demonstrated by each team member has significantly contributed to progress, enabling to create a lasting impact on those we serve. Your efforts in executing programs and initiatives reflect not only hard work but also a deep respect for the communities we serve.

Your impact is evident in the impressive reach of over 2 million people across India, achieved through your campaigns, social media engagements, and media interactions.

As you continue to pave the way for a safer future, I extend my heartfelt congratulations to the entire TRAX team for your extraordinary achievements. Your work is not only vital but also inspiring, and I am confident that TRAX will continue to lead the change in making India's road safer for all.

With warm regards

A handwritten signature in black ink, appearing to read 'Neelima Chakrabarty', with a horizontal line underneath.

Dr. Neelima Chakrabarty Retd. Chief
Scientist (CSIR-CRRI) & Advisor-
TRAX

MISSION

Reduced Road Crash Injuries and Mortality rate in India

VISION

Safer Roads- Safe Road Users

CORE VALUES

Dedication for Road Safety with the aim to deliver sustainable results with integrity and transparency



TRAX has been the driving force behind India's road safety revolution, pioneering life-saving innovations and shaping national policies across the country. As a Non-Governmental, Non-profit organization with over 17 years of dedicated service for road safety, TRAX has established itself as a pivotal force in shaping road safety policies and practices. Our mission is to significantly reduce road fatalities and injuries by promoting safe road practices, influencing policy decisions, and fostering a culture of responsible road use across the nation.

Our approach is a unique blend of psychological insights and innovative methodologies. This distinctive strategy enables us to address critical issues such as standardized helmet use, safe road designs, and road user behaviour with unprecedented effectiveness. Our comprehensive scope of work encompasses policy advocacy, road safety audits, behaviour change programs, and post-crash care initiatives, all aligned with the UN's five pillars of road safety.

Our vision of a world where every journey is safe drives us to design sustainable, long-lasting projects that resonate at the grassroots level. Through capacity building, training programs, and community mobilization, TRAX empowers stakeholders at all levels to become catalyst in road safety.

Our efforts span 21 states and 6 union territories, where we collaborate closely with government bodies, communities, as well as many renowned road safety organizations Nationally and Internationally.

Team TRAX have road safety experts and advisors from National and International level who is passionate road safety enthusiasts guided by our core values of dedication, integrity, and transparency. As we continue to evolve and adapt to new challenges, TRAX remains steadfast in its mission to transform India's roads into safe spaces for all, setting new benchmarks in road safety excellence and inspiring similar movements across the globe.



Dissemination of Road Safety Through Different Platforms



States

TRAX work Nationwide and Presense in 23 States



Internship

More than 150 Students enrolled for Internship



Campaign and interventions

TRAX is known for its Innovative and Sustainable Approach and doing many successful advocacy , intervention and etc.



Associations and Collaboration

TRAX is Working on Road Safety with both National and International Association



Coalition

TRAX believes in collective Approach and initiated Helmet India Coalition



Online/Offline Training & Capacity Building Programs and Webinars



Articles, Interviews, Panel Discussions, Coverages in Print and Electronic Media

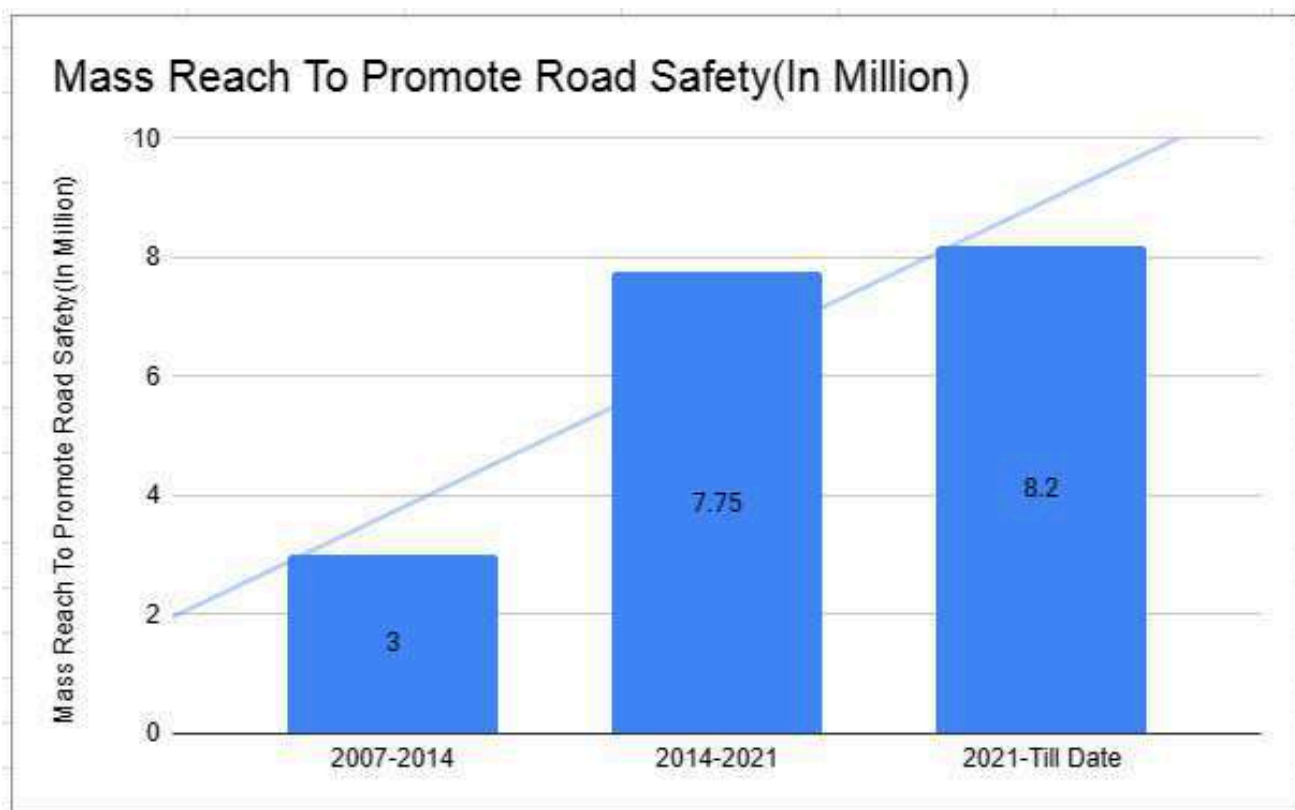


Mailers and E-Mailers



Our Ever Increasing Road Users' Base

Road Safety Awareness is a crucial component in educating the public about the inherent risks they face as road users. It serves not only to inform but also to shape mindsets, encouraging individuals to engage in proactive thinking about their safety. At TRAX, we strive to connect with the maximum number of road users through diverse communication channels, actively involving them in our various projects and initiatives. Our advocacy programs reach out to key departments and officials nationwide, fostering collaboration and encouraging effective policy interventions. By creating awareness and promoting safe road practices, we empower individuals to take responsibility for their safety and the safety of others. Our commitment to building a safer road environment remains steadfast, and we will continue to engage, educate, and advocate for change in the years to come.



Year in Retrospect

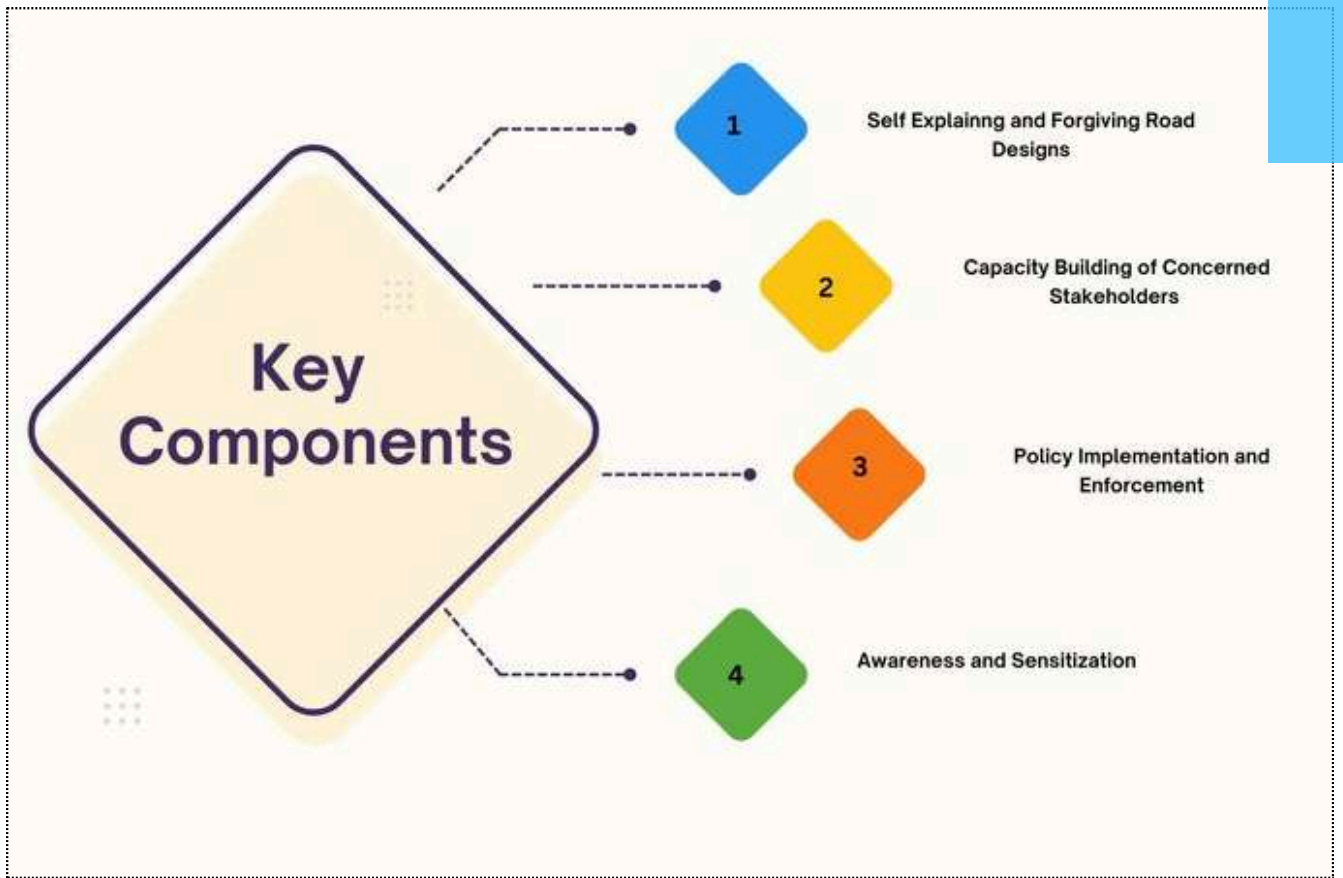
In the past year, our dedicated efforts have focused on advancing Safe Road Infrastructure and promoting comprehensive Road Safety Audits across multiple states. We have actively engaged in Safe Design Preparation and Trial Runs to ensure the implementation of road systems that prioritize safety for all users, with a strong emphasis on Safe Urban Commuting and Multimodal Transport solutions. Our interventions have addressed critical aspects such as Pedestrian Safety and Helmet Safety, fostering a safer environment for vulnerable road users.

Through our ongoing engagement with 21 state governments, we have promoted the Promotion of Safe Road Practices at both policy and grassroots levels. Our approach has included robust Media Advocacy, amplifying key road safety messages and fostering public awareness on the importance of safety measures. Our work extends beyond advocacy, encompassing active Stakeholder Engagement to drive accountability and sustained improvements in road safety infrastructure and behavior.

Youth engagement has been a cornerstone of our initiatives, empowering the next generation to become ambassadors of road safety. We have implemented targeted programs that encourage active participation from young people, reinforcing safe road behavior and enhancing community-based approaches.

Our commitment remains strong in addressing systemic challenges, ensuring that road users, especially pedestrians and two-wheeler riders, benefit from safer commuting environments. By aligning with stakeholders and government bodies, we continue to drive meaningful, life-saving changes on Indian roads.





Our Work





Road Safety Management Road Safety-Pillar 1

Constant thrust on

- Traffic Channelization
- Space Management on Intersections
- Better Pedestrians' Safety
- Safety of Motorized Two-Wheeler Riders
- 180- degree Visibility
- Media Content Regulatory Program

Contribution of TRAX

India's road safety management has undergone a transformative evolution, prioritizing the prevention of deaths and serious injuries over merely reducing crashes. This shift aligns with the Safe System framework, acknowledging that while human errors leading to accidents are inevitable, their consequences can be significantly mitigated through systematic interventions. Under the guidance of the Supreme Court Committee on Road Safety, a robust national-level system has been established, operating effectively at district and state levels to identify and address road safety challenges across jurisdictions. Key components of effective road safety management in India include strong leadership and governance, holistic partnerships and collaboration, capacity building, and public awareness and engagement, alongside rigorous monitoring and evaluation. By embracing a Safe System approach and implementing these strategies, India is poised to achieve substantial progress in road safety outcomes, ensuring a sustainable and safer environment for all road users across the nation.



TRAX being a member/invitee of various Districts and State level Road Safety Committees, playing an instrumental role in solving road safety related issues in their respective jurisdictions.

Road Safety-Pillar 1

Road Safety Management



- Participated in the State Road Safety Committee of Uttar Pradesh, chaired by the Honorable Chief Minister Shree Yogi Aditya Nath
- A webinar was conducted to build the capacity of the Transport Department of Mizoram, emphasizing the effective implementation of Rule 138 (4) (f) of CMVR. This includes mandatory ISI helmet usage and strict actions against manufacturers, dealers, and distributors of sub-standard helmets.
- Team TRAX was honored to be invited by the esteemed Parliament to provide expert insights on unresolved road safety issues and to propose strategies for enhancing road safety across India.





Safe road infrastructure is a vital component of the Global Plan of Action outlined in the Decade of Action for Road Safety 2021-2030, which aims to cut road fatalities by at least 50% by the decade's end. Developed by the WHO and UN Regional Commissions, in collaboration with partners in the United Nations Road Safety Collaboration, this plan is anchored in the Safe System Approach, serving as a roadmap to achieve the initiative's ambitious goals. A key element of this approach is multimodal transport and land use planning, which promotes safer mobility for road users through designs that are both self-explanatory and forgiving. These designs not only foster safe road user behavior but also reduce the impact of crashes. Equally critical is the enforcement of traffic laws and regulations, which reinforces safe infrastructure by deterring unsafe behaviors and ensuring adherence to safety standards. Together, effective infrastructure and stringent enforcement form a comprehensive strategy to significantly reduce road traffic injuries and fatalities.

Approach By TRAX

- *Top level Stakeholder engagement on Districts and State Level Committees*
- *Providing solutions in correctional road design measures for accident-prone intersections and vulnerable locations*
- *Pushing Safe Road Designs to Corporates*

Examples

- *Shatabdi Chowk (Nagpur)*
- *Ajmer Gate (Rajasthan)*
- *Bata Chowk (Faridabad, Haryana)*
- *5 locations each in Lucknow and Noida, (yet to be finalized)*
- *Safe Design for the Round About near DM, East Delhi office and*
- *Ghazipur Round About in East Delhi*
- *Audit of the most vulnerable road stretches, intersections, Black-Spots on Pan India level*
- *Successful Trial Run in front of DM office East Delhi*
- *Development of Safe School Zone in Agartala, Tripura*

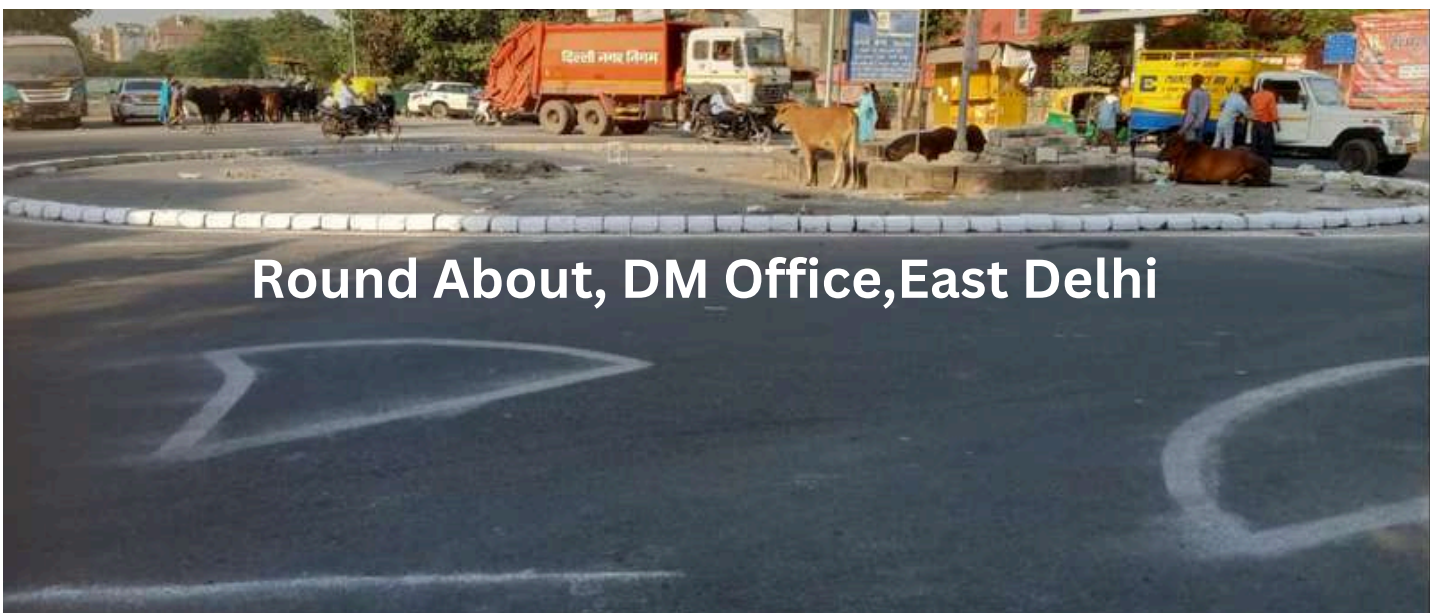
Successful Trial Run at DM East Delhi Roundabout

The roundabout outside the DM (East Delhi) Office is a bustling junction where traffic converges from five directions: Pushta Road, Pushta Service Road, Shastri Nagar Naala Road, and ITO-Noida Road. In addition to the daily visitors to the DM office, the presence of roadside vendors and nearby shops heightens the risk of road crashes in this area.

Reasons behind wrong road user behavior

- No Traffic Channelization
- No Directional Marking
- No Road Declination
- No Refuse Area for Pedestrians' Safe movement
- Absence of Road Calming Measures
- Absence of Road Signs
- Poor Traffic Management

TRAX submitted 'Safe Design' of the location in a meeting held on 04.07.2023 which was Chaired by ADM- East Delhi District. The Design was approved by the committee members and Survey and Audit of the location was also done on the same date.



Trial Run Images



ENFORCEMENT BY TRAFFIC POLICE

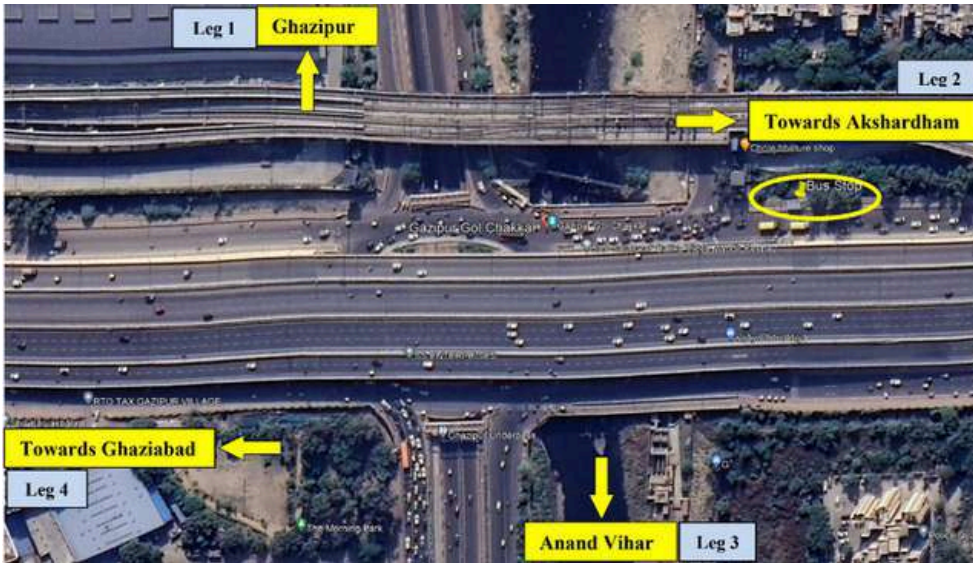


FEEDBACK BY A REGULAR PEDESTRIAN



"My name is Sahil. I would like to thank the District Magistrate Office for this arrangement. I can now cross the road with safety and ease. It really benefited me as a routine pedestrian".

"During the meeting, it was submitted by the Traffic police authorities that they will submit their report on the trial run. post that, in a week's time, the semi permanent structure created @ DM office round about will be converted into a permanent Structure"



Road Safety Audit at Ghazipur Roundabout a Blackspot at East Delhi

Ghazipur roundabout having is a Four-legged Rotary geometrics connecting Delhi to Uttar Pradesh Under Delhi -Meerut Expressway, Ghazipur. This Rotary acts as the major connector from Akshardham to Ghaziabad and Ghazipur to Anand Vihar. Three lanes are approaching from each side. The Rotary compounded with poor road geometrics, improper channelization, Poor Pedestrian Facilities, improper lane marking, no designated halt and go space, hence creating congestion and unsafe/confused pedestrian movement. Bus stop located near the Rotary towards Akshardham caters to large proportion of pedestrian making them commute by primarily DTC buses as well as by private cars and auto/e-rickshaw which create traffic jam situation at Rotary. Even all other bus stops towards Akshardham located on this stretch are designed very unsafe by providing a front ramp with 1:2 towards road, hence making pedestrian on highest risk while boarding and de-boarding the bus.

Objectives

The objectives of the study are given as under:

- To conduct the road safety audit at the candidate Rotary for about 50m on each of the approaches.
- To evolve geometric improvement plan for the candidate Rotary based on the physical survey plan which can be implemented on ground, if necessary, then with prior trial run.



Visit at Intersection by concerned stakeholders under the chairmanship Additional District Magistrate, Project Director, NHAI, and TRAX



Road Safety Audit at Becharaji, Gujarat

TRAX conducted a comprehensive road safety audit of the Chilla Border and Mamura Chowk. The conceptual designs submitted to the RTO Noida, PWD and Noida Authority, were accepted by these authorities for appropriate action.



Road Safety Audit of Amity Round about

A road safety audit was conducted by Amity University at a roundabout in Noida, and the report was submitted to the Noida Traffic Police. The audit revealed that the intersection at the Amity University Roundabout lacked clear signage indicating the right-of-way, which could lead to confusion and potential accidents. The audit team recommended installing prominent yield signs and road markings to clarify traffic flow on priorities.



Youth Engagement in Road Safety Audit



Blocked zebra crossing

Safe School Zone Development at Sri Krishna Mission School in Agartala Tripura

India's road infrastructure and traffic conditions pose a serious threat to the safety of school-going children. Daily activities such as walking to school, being dropped off, or using public transport expose children to significant risks, making it clear that more needs to be done to protect them. This highlights the urgent need to prioritize the safety of school children by creating safer travel environments around educational institutions.

Safe School Zones (SSZs) are a vital step in this direction. They are essential for reducing the risk of road crashes involving children, regulating traffic flow, and encouraging responsible road behavior among drivers and pedestrians. By focusing on safety measures around schools, SSZs not only protect children but also promote a community-driven approach to road safety. These zones act as a buffer, creating a safer environment where children can travel to and from school without the fear of road-related accidents.

TRAX, through its road safety initiatives, is actively working to promote Safe School Zones in cities across India. We have already converted 13 schools in major cities like Delhi (6), Mumbai (3), Faridabad (2), and Gurugram (2) into Safe School Zones, significantly reducing the risks for thousands of children.

In 2023-24, we extended our efforts to the North-Eastern state in Tripura, where Sri Krishna Mission School in Agartala City was successfully transformed into a Safe Zone. The implemented measures, including upgraded signage, improved crosswalks, and traffic calming devices, have successfully addressed key safety concerns. Collaborative efforts with local authorities and stakeholders have ensured that the new infrastructure meets the highest standards of safety and functionality.

These efforts underscore our commitment to ensuring the safety of schoolchildren and fostering a safer, more responsible road environment. By expanding the reach of SSZs across India, we aim to safeguard young lives and promote a culture of road safety that benefits communities nationwide.





Road Safety-Pillar -4

Safe Road User Behaviour

Initiatives by TRAX under Pillar-4

- Promotion of 'Safe Road Designs' through various platforms on District, State and National Level- 300 Approx.
- Capacity Building Programs for Engineering Students- 400 Approx.
- *Two-Wheeler Road Safety campaign*, a CSR Initiative of L&T Finance Limited with implementing partner TRAX, a National Road Safety NGO.
- The Safe Riders Seminar and Helmet Distribution Program a CSR initiative by Meyer Organics Ltd with implementing partner TRAX.
- 'Mission Chennai', an extension of Project 'Dhyan Do' by Hyundai Motor India Foundation-5000 Approx.
- Ride to Safety Program- A Helmet Safety Intervention under CSR Initiative by ICICI Lombard General Insurance Co. Ltd.- 19000 Approx.
- College based Students' sensitization programs- 400 Approx.
- Community Mobilization Program
- Teachers' Training and Capacity Building Programs- 100 Approx.
- Stakeholders' Capacity Building Programs- 400 Approx. (Transport Deptt. Traffic Police, Engineering Students, Teachers etc.)
- Drivers' Training Program- 585 Approx.
- Road Safety Interactive Sessions for Corporate Employees- 12000 Approx.
- Webinars, Seminars, Panel Discussion on TV Channels, Articles in Print Media, Dissemination of Road Safety through social media- 20,00,000 Approx.
- Observance of WDoR, Road Safety Weeks, Months with Stakeholders- 5000 Approx.

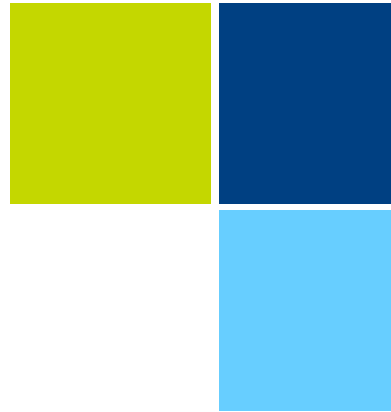
Advocacy Programs

- Media Content and Regulation Program
- Helmet India Coalition Program
- Safe Road Infrastructure
- 180 Degree Visibility

Number of Beneficiaries By Initiatives

- Promotion of Safe Road Designs to the Authorities- 300
- Capacity Building, Sensitization and Training Programs- 12000
- Ride to Safety, Project 'Dhyan Do' & Mission Chennai- 35000
- Safe Riders Seminar and Helmet Distribution Program- 1000
- *Two-Wheeler Road Safety campaign*- 23,565
- Electronic, Print and Online Platforms- 13,00,00 (Approx.)
- Observance of Special Days- 5000
- Advocacy Programs- 4000

13,80,865 Beneficiaries Approx.



'Mission Chennai' A CSR Initiative By Hyundai Motor Foundation

'Mission Chennai' was a significant CSR initiative led by the Hyundai Motor India Foundation, with TRAX as its implementation partner, and received strong support from the Tamil Nadu Transport Department. The primary aim of this initiative was to reduce road traffic crashes and promote safe road behavior in Chennai, Thiruvallur, and Kanchipuram Districts. The project was officially inaugurated on December 1, 2022, during an opening ceremony conducted by the Hon'ble Transport Minister, Thiru S.S. Sivasankar. The event was attended by a delegation of senior officials from the Hyundai Motor India Foundation, marking a vital step towards enhancing road safety in the region.

The key activities of the project are:

- Free Health Checkup + a Free First Aid Kit to all commercial drivers
- Sessions covering Road Safety, Risk Behavior Analysis through Counselling, and Stress Management Techniques for MTC Drivers.
- Training cum Interactive Sessions for Corporate Employees and Corporate Chauffeurs
- Free distribution of Water Containers for Roadways and City Buses to provide the drivers with Clean and Safe Water during their rides.
- To counsel the MTC Drivers and all Commercial Drivers during Van Health Checkups.



Visit of Korean Delegation



Visit by MVI

Health Check-up



Water Cool Jug Distribution



Ride to Safety Campaign

A CSR Initiative By ICICI Lombard General Insurance Co. Ltd.

Ride to Safety is a robust and sustainable campaign that has seen TRAX as the implementation partner in Hyderabad, Kolkata, and Agartala for the past decade. Its primary objective is to promote helmet safety among parents, students, and teachers through comprehensive awareness sessions on helmet usage and broader road safety issues. Additionally, students and parents who ride two-wheelers are provided with IS4151:2015 BIS standardized helmets, ensuring they are equipped with the necessary protection. This campaign has become a vital initiative in fostering a culture of safety on the roads.



Approx. 1,24,000 students and parents were benefited through RTS Campaign.





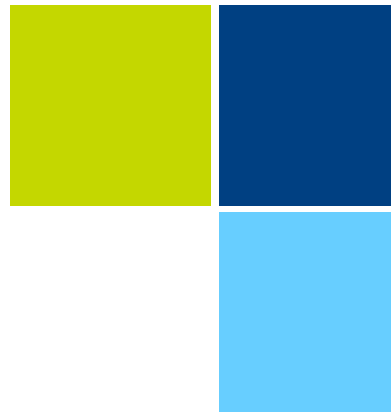
Community Awareness Program With Traffic Police Officials -Agartala

Community mobilization played a crucial role in fostering a culture of road safety, ultimately aimed at reducing road crashes and saving lives. In September 2024, a community mobilization activity was conducted at various intersections in Agartala, attended by esteemed guests including the SPs of West, Khowai, and Gomati, along with representatives from the Tripura Traffic Police, ICICI Lombard, and TRAX. During this initiative, commuters were sensitized to road safety issues, particularly the importance of wearing helmets. Helmets were also distributed to ensure that individuals riding two-wheelers had access to proper safety gear. This collaborative effort highlighted a strong commitment to enhancing road safety practices within the community.



Approx. 200 commuters were sensitized and benefited through RTS Campaign.





Special Program With Traffic Police Officials

An interaction session was held, during which helmets were distributed to traffic police personnel and their children. The students actively engaged in the discussion, demonstrating enthusiasm for understanding road safety as a vital issue.



Image of the Interaction and helmet distribution program at Town Hall Agartala in March'2024.

An interaction session was conducted in Kolkata, during which helmets were distributed to traffic police guards and their children. Traffic police officers and road safety experts addressed the students, sharing important messages about road safety.

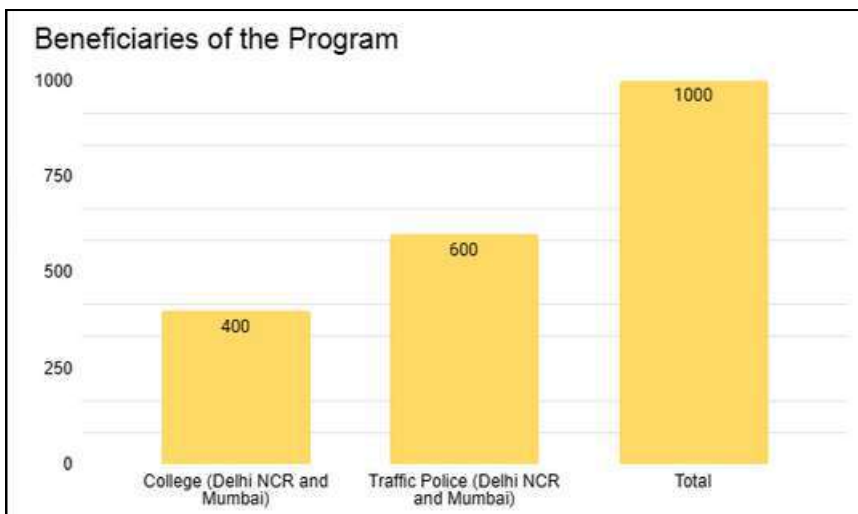


Safe Riders' Seminar and Helmet Distribution Program with Colleges and Traffic Police Personnel

The Safe Riders' Seminar and Helmet Distribution Program was a CSR initiative by Meyer Organics Ltd., with TRAX serving as the implementing partner alongside the support of the Traffic Department and college administration. As the youngest nation in the world, India boasts a vibrant youth population of over 808 million individuals, accounting for approximately 66 percent of the overall population. In 2022, young adults aged 18 to 45 represented about 67.6 percent of road traffic victims, highlighting their status as the most vulnerable road users. Recognizing this need, the project aimed to educate and empower youth in road safety by raising awareness, providing ISI Mark quality helmets, and fostering engagement, ultimately enhancing their safety on the roads.

In addition, this project aimed to engage with road safety enforcers, who played a pivotal role in promoting effective road safety management. Recognizing their crucial importance, ensuring their safety was paramount. This initiative became particularly significant as it involved our dedicated enforcers, enhancing the professionalism and impact of the program.

Through this initiative 1000 helmets were distributed to students and enforcers



Enforcers Participation in Helmet Safety Activities in Delhi NCR and Mumbai



Program Activities at Jt. CP (Traffic) Office
- Mumbai (Maharashtra)



Helmet Safety Sensitization and Free
Helmet Distribution among Students

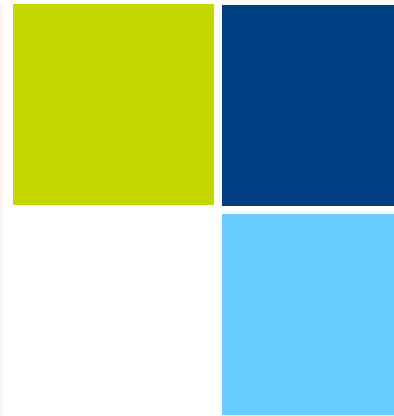


Program Activities at DCP Traffic Office
- Sec- 14 A, Noida- UP



Community Mobilization at DCP Traffic Office
- Sec- 14 A, Noida- UP





Two Wheeler Road Safety Campaign

the 'Two-Wheeler Road Safety campaign' was a CSR Initiative of L&T Finance Limited (Formally Known as L&T Finance Holdings Limited) having TRAX as a strategy and implementation partner .

The project was initiated to achieve the following objectives:

- To explore the Possibilities of Associations with the Stakeholders for Road Safety Awareness
- To engage LTFS dealerships

To organize Activities at RTOs



Session at RTO



Behavior Gazing Activity

Key Activities

- Conspicuity Tape Pasting
- Street Plays
- Sessions at RTOs
- Sessions at Dealerships
- Customer Interaction
- Drunk Buster Activity (Innovation)



Conspicuity Tape Pasting

Through 'Two Wheeler Road Safety Campaign'
23,565 road users were sensitized



Train the Trainer

Train the Teacher was a collaborative initiative between the East Delhi District Administration and TRAX aimed at instilling road safety as a core value among school students through comprehensive teacher training and sensitization in an interactive format to achieve sustainable results.

The Road Safety Training Sessions were meticulously designed to ensure the active participation of trainee teachers. The fundamental objective was to foster a positive and constructive mindset about road safety, enhancing their capacity to address the subject effectively. This knowledge empowered the teachers to promote road safety as a value within their schools.

As a result of this initiative, 100 teachers received training on road safety, equipping them to instill essential road safety values in their students.

Key Activities

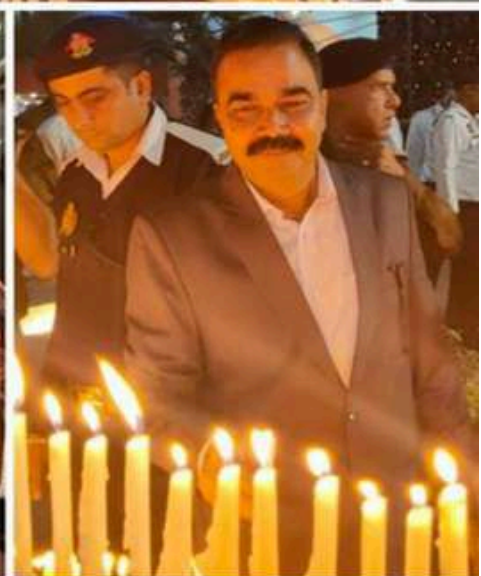


Teachers shared positive feedback about the Training Session conducted by TRAX. The Hon'ble ADM Puneet Ji Praised TRAX for its dedication and expertise in Road Safety Domain saying 'Yahi TRAX NGO ki Safalta Hai'





**Observance of the 'World Day of Remembrance of Road Traffic Victims'.
GIP Noida and Community park CP Delhi with Traffic Police.**



Other Activities

Road Safety Month -Uttar Pradesh



Mr. Vijay Nand, Project Director and Communication Head- TRAX Addressing the Audience and delivering Road Safety Message during Uttar Pradesh Road Safety Month in Nodia during Traffic Department Program.



Technical Session on the Safe Road Infrastructure in Uttar Pradesh with the Transport Department



Interaction and Sensitization in the Schools of Noida

Under Noida Traffic Police Initiative "Mission Pratibhag"-Community Awareness Program was conducted at many schools of Noida. Road Safety Interaction and real time behavioral changing activities were conducted to promote safety measures in youth. Many school students were part of the interaction and given impactful feedback to be a responsible drivers.

Team TRAX is grateful to be the part of initiative





7th UN Global Road Safety Week



Youth Consultation Program by YOURS-Online Campaign

Participation in Different Programs and Platforms



Ms. Rajni Gandhi- General Secretary TRAX, as the Guest of Honor at CSIR-CRRI event 'One Week One Lab'



IIT Roorkee invited Mr. Anurag Kulshrestha, founder President- TRAX as an Expert to speak on 'Safe Infrastructure Interventions'



Road Safety Alliance for Safer Roads at PVR with IRF as the Partner initiated a great program. Ms. Rajni Gandhi , On behalf of TRAX, participated in the launching program

International Delegation Visit in India

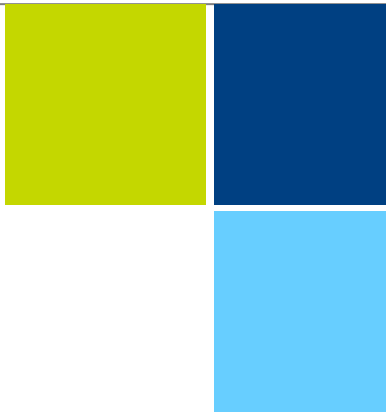


Meeting With Dr. Etienne Krug During India Visit

Visit of UN Special Envoy for Road Safety in India- Jean Todt



European Transport Planning Officials during India Visit



Media Content Regulatory Program (MCRP)

Many television commercials promoting automobile brands often depict vehicles and characters in scenarios that encourage unsafe road user behaviors. This trend is not limited to automotive advertisements; numerous TV commercials featuring vehicles contribute similarly to this issue. Such portrayals can significantly influence viewers, ultimately contributing to the rising incidence of road traffic crashes.

In response to this concern, our program advocates for a ban on media content—across print, electronic, and social platforms—that violates road safety norms and adversely affects road users' psychology. We actively monitor and analyze such content, intervening with the relevant authorities and organizations to prevent these harmful advertisements from being broadcasted.

By addressing these negative influences in media, we aim to promote safer road practices and contribute to a culture of road safety awareness among the public.

It's true that media content wields significant influence over human psychology, capable of both positive and negative impacts. In today's media landscape, where viewer ratings and attention often dictate content choices, there's a clear preference for sensationalism that can generate buzz. This can be beneficial as long as it doesn't promote harmful behaviors or unsafe practices.

However, the competitive nature of media today often prioritizes attention-grabbing content over its potential consequences. This imbalance raises concerns about the societal impact of what's being broadcast or published. To address these issues more effectively, it's crucial for media outlets to strike a balance between engaging content and responsible journalism. This entails considering the broader impacts on mental health, social norms, and public discourse.

For example, when it comes to reporting about a new highway or expressway, most of the reporting content is about promoting speeding and time saving rather than safety of road users on highway.

Helmet India- An Advocacy by TRAX Since 2014

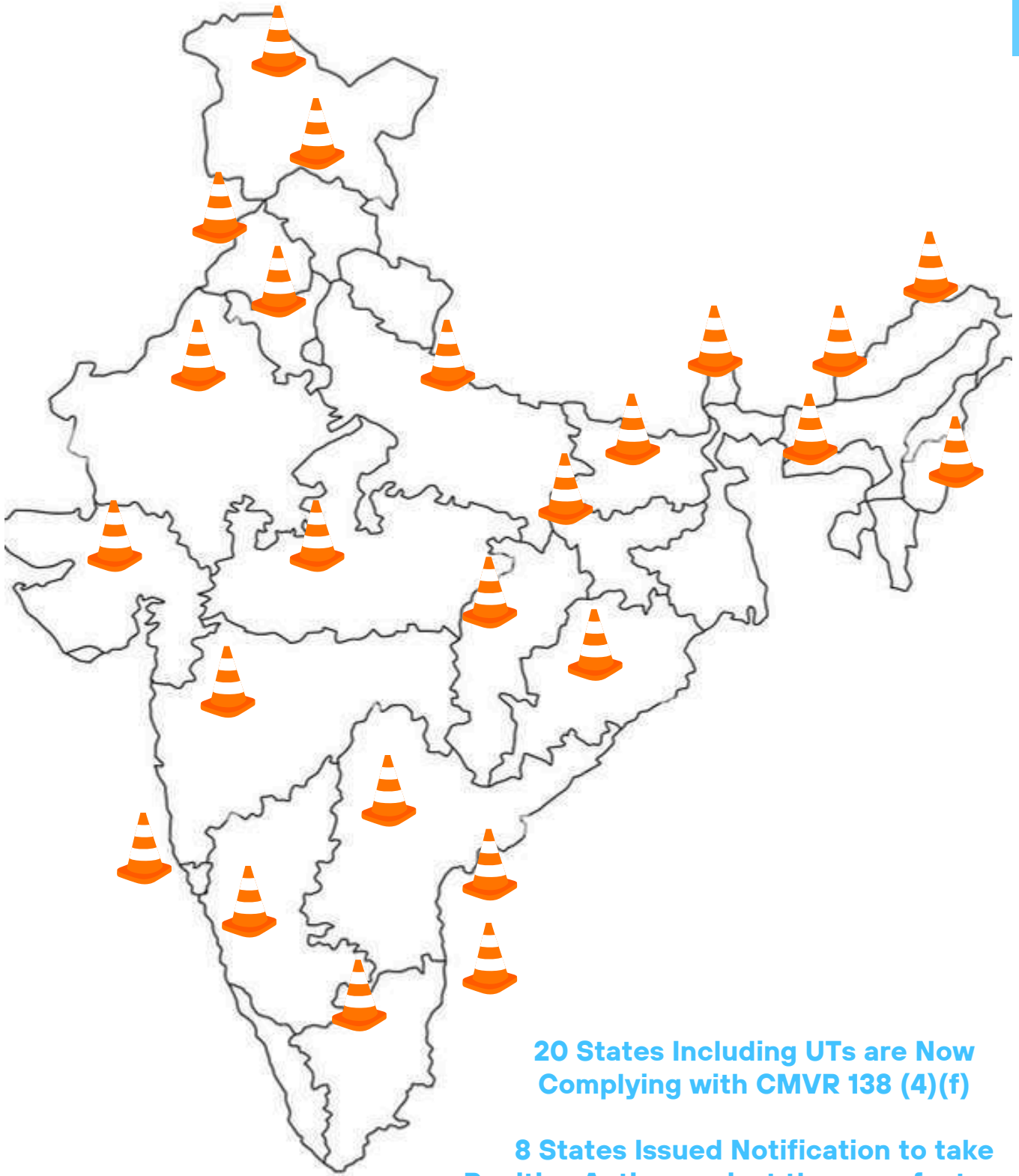
In India, motorized two-wheelers (MTWs) play a crucial role in daily transportation, with over 70% of road users relying on them. According to the 2022 Road Accident Report by the Ministry of Road Transport and Highways (MoRTH), the country experienced 461,312 road crashes, resulting in 16,849 fatalities. Notably, MTW riders accounted for 41.5% of these deaths, with 50,029 fatalities attributed to the non-wearing or use of substandard helmets. The majority of these victims fall within the 18-45 age group, the most productive segment of the population, underscoring the grave economic, emotional, and psychological consequences of these preventable tragedies.

In response, TRAX, through its pan-India helmet safety initiative, the Helmet India Coalition, is committed to promoting helmet safety among MTW riders. The program primarily focuses on educating and advocating for helmet use among students, parents, and youth, leveraging the power of key stakeholders to drive legislative and regulatory change. Through consistent advocacy efforts across states and union territories, the coalition has successfully advanced the adoption of helmet safety measures and standards.

As of now, TRAX's Helmet India Coalition has led to the issuance of notifications on Rule 138 (4) (f) of the Central Motor Vehicles Rules (CMVR) in 14 states, including 6 union territories. Additionally, standardized helmet regulations have been established in 11 states, significantly enhancing helmet safety enforcement. These accomplishments mark a critical step toward reducing fatalities and injuries related to MTW accidents, reaffirming TRAX's commitment to safeguarding lives and promoting a culture of road safety across India.



Impact of Helmet Advocacy



20 States Including UTs are Now Complying with CMVR 138 (4)(f)

8 States Issued Notification to take Punitive Action against the manufacturers, Dealers and Vendors of Fake and Substandard Helmets

Advocacy Through Media



Special thanks to part of our Journey For Road Safety



District Administration, Gurugram District Administration, Faridabad Transport Department, Uttar Pradesh Traffic Police, Madhya Pradesh Traffic Police, Delhi Transport Department, Tamil Nadu Transport Department, Punjab and many others...



THANK YOU

"Team TRAX extends sincere thanks to our social media friends, volunteers, supporters, media and corporate partners, fellow NGOs, and officials from education, enforcement, health, and road agencies.

Together, let's make our roads safer for everyone."