



ANNUAL REPORT 2022-2023



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Est.2007

TRAX S.Society
www.trafficzam.com



MESSAGE FROM PRESIDENT



India is witnessing an unprecedented rate of motorization that includes both commercial and personal vehicles. The unprecedented rate of motorization and growing urbanization fueled by high rate of economic growth have also compounded the problem related to Road Traffic Crashes and Fatalities. Commensurating the demand, road infrastructure is also being developed accordingly. It's a good sign for rapid economic development though but the question is whom are we developing our road infrastructure for? In the context of road fatalities, our Road Infrastructure; both existing and new, must be responsive to reduce road crashes and fatalities.

Every year, approximately 1.5 lakh people dies on Indian roads, which on an average translate to 1130 accidents and 422 deaths every day or 47 accidents and 18 deaths every hour. According to 2021 Road Accident Report of MoRTH, Total 412434 accident took place in the country claiming 153972 deaths. Motorized Two-Wheeler Riders with a share of 45.1% (69385) and Pedestrians with 18.9% (29100) registered the largest number of road accident deaths. The majority of accidents happen on both rural and urban roads. The Road design plays a key role in influencing Road Users' behavior in favor of reduced crash and fatality rate. From this angle, much is needed to be done in our current road infrastructure. Let's take example of a Road Junction; they're lacking in designated Halt & Go spaces, Vendor Management, Pedestrians' Safe Way, 180-degree Visibility etc.

Thus, the time is to priorities the needful actions and setting the targets accordingly and this is where the need for Safe and Forgiving Road Infrastructure arises. The present road infrastructure of the country must have the implementation of Standard Safety Codes, whereas the IRC Codes for roads are comfortably ignored which showcases the apathy of Road Designing Agencies and the concerned department about the safety of Road Users.

Self-Explaining and Forgiving Roads supported by Stringent Enforcement and Sensitization of Road Users can play an instrumental role to turn Vision Zero into a reality because all these elements are interrelated and support each other.

By applying designated IRC codes in the current and upcoming road infrastructure designs, we can bring the number of road accident fatality to a significantly low level. It is simply a matter of better space management, utilization of existing resources and implementing set IRC standards with a view of Road Users' Safety and accountability.

Anurag Kulshrestha
President- TRAX S. Society (Road Safety NGO)

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MESSAGE FROM GENERAL SECRETARY



We are in the era of fast transformations where all the sectors have crucial role to play, so that in Road Safety as well to ensure *safe mobility* of people on roads.

During last years, we have got many opportunities to work with different States of the country and added many new friends for Road Safety.

For the safer mobility, we urge the governments to 'Rethink Mobility' in its true sense that is 'safety of Road Users' and stressed upon safe infrastructure for the Pedestrians, Cyclists, Two-Wheeler Riders and other vehicle owner including public transport sectors while providing dedicated space on different stretches and intersections etc.

We have also continued with our Helmet Advocacy and added more new states and UTs. We extend our sincere thanks and gratitude to all concerned stakeholders in the state of Sikkim, Mizoram, Meghalaya and Punjab, and the UTs of Chandigarh, Dadra & Nagar Haveli and Daman & Diu for issuing new notifications on the Rule 138 (4) (f) of CMVR and taking the tally of States and UTs to 20.

Concurrently, we continued our efforts to serve Commercial Drivers through various CSR interventions.

On behalf of TRAX, I express our thankfulness and gratitude to all our Corporate Partners who supported us in our different interventions and provided us an opportunity to be a part of their interventions as well.

Rajni Gandhi
General Secretary
TRAX S. Society (Road Safety NGO)

2023

MESSAGE FROM THE TRANSPORT SECRETARY GOVERNMENT OF SIKKIM



TRANSPORT DEPARTMENT
GOVERNMENT OF SIKKIM
YATAYAT BHAWAN, GANGTOK – 737101
Email: secy-transport-skm@sikkim.gov.in
Ph. No. 03592-202483(O)

No: GOS/SECY/TD/2023/52

Dated: 22.08.2023

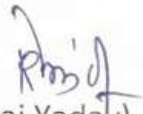
ACKNOWLEDGEMENT

The unprecedented growth of vehicular population and rapid growth in urbanization has posed a serious question mark on the safety aspect of road users across the country. In India, it's a prime concern area and Sikkim as a state is working assiduously to mitigate the numbers of road traffic crashes and fatalities in the country.

Motorized Two wheeler riders and pedestrians are the worst hit segment in the context of number of fatalities. The efforts of NGO's working to address this situation in the country must be appreciated.

The department came to know that TRAX S. Society, which is a renowned Road Safety NGO and working for Helmet Safety pan India, is coming out with their Annual Report 2022-23.

The department of Transport, Government of Sikkim wish them all the best for the Report and wish them great success in the future as well.


(Raj Yadav), IAS

Secretary
Transport Department
Government of Sikkim

MESSAGE FROM ADDITIONAL TRANSPORT COMMISSIONER- UTTAR PRADESH

पी०एस०सत्यार्थी,
P.S.Satyarthi,



अपर परिवहन आयुक्त
(सड़क सुरक्षा),
परिवहन विभाग,
उत्तर प्रदेश।

Add. Transport Commissioner
(Road Safety),
Transport Department,
Uttar Pradesh.

Message

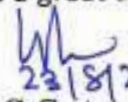
"Road Accidents are a major concern area for the governments across the world. A considerable number of citizens in the economically most productive age bracket of 18-45 yrs. lose their lives in road accidents every year which is a potential loss of human resources to the country along with 3% annual GDP loss due to road accidents.

Under the WHO framework; emergency care for injury is at the core of the post-crash response. Effective care of the injured requires a series of time-sensitive actions, beginning with activation of the emergency care system, and continuing with care at the scene, transport, and facility-based emergency care. In addition, early and long-term rehabilitation are essential to limit the physical and psychological impact of injuries, and to maximize

In this context, measures related to the road safety like Road Engineering, Enforcement, Education and Emergency care are priority of the Government. The Trauma and Post-Crash Care to ensure timely response to the road crash victims are being taken by promptly and actively by State Government. Under this, state and district level authorities have been involved in ensuring timely transportation of a road crash victim to a healthcare facility and post-crash care.

I appreciate the role Road Safety NGOs are plying in this context and it is indeed a pleasure to know that the Non-Governmental Road Safety Organization TRAX (Traffic Reforms and Advocacy Experts) is coming out with its annual report 2022-2023.

I wish team TRAX all the best for the hard work and positive approach and also have a great success in their future endeavors".


23/8/2023
(P.S.Satyarthi)

Date-23rd August, 2023

Place- Lucknow

TRANSPORT DEPARTMENT

MESSAGE

Road Traffic Crashes are a significant Global issue with far-reaching social, economic and public health consequences, Road crashes result in a considerable loss of life, and property damage, imposing a substantial burden on individuals, families, communities, and societies as a whole.


The Efforts to reduce the burden of road crashes typically involve combination of strategies, including enforcing traffic laws, improving road infrastructure, promoting safe driving behaviors, enhancing emergency medical services, and raising public awareness about road safety.

The Collaborative Approach and of Stakeholders are very essential in every sector especially Corporate and Non-Government organizations (NGOs) also come forward in addressing and mitigating various issues, related to road crashes. Their involvement in road safety initiatives contributes to raising awareness, implementing safety programs, and getting sustainable results.

I appreciate the endeavor of TRAX Society and Hyundai Motor India Foundation to initiate "Mission Chennai" in Tamil Nadu for creating Road Safety Awareness and enhancing Road Safety Values in Corporate Employees and MTC drivers along with conducting health check-up camps for Commercial drivers in different districts to Tamil Nadu.

I wish TRAX Society, all best wishes for your future Endeavors!!!

Place: Chennai-78
Date: 08.09.2023


Joint Transport Commissioner,
Chennai (South Zone),
Chennai-78.

HISTORY

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



Ms. Rajni Gandhi
General Secretary TRAX

At UN High Level Meeting- UN Head Quarter
United States

As the Founder and General Secretary of the Organization, I am glad to introduce TRAX. We are a Non-Governmental Organization, a Road Safety NGO, dedicated to efforts to reduce the number of deaths related to Road Traffic Crashes, using a psychological and solution-oriented approach for more than 15 years. Besides our presence on National Front, we have Global Footprint as well in terms of Membership of the Global Alliance of NGOs for Road Safety and Three Star Coalition. We are also a member of *the BIS committee for Transport and Logistics, Youth Coalition for Road Safety*, etc. We fully support the SDGs of the United Nations and Decade of Action-2030 Plan for Road Safety.



Dissemination of Road Safety Through Different Platforms

Reach Through Different Interventions



EVER INCREASING ROAD USERS' BASE



Road Safety Awareness is one of the major components in sensitizing general public about the risk factors associated with their safety as a road user. This is also an important tool to prepare their mindset and start a thinking process in road users' mind.

In order to reach the road users in maximum numbers, TRAX has established a connect with them through various communication channels and made them a part of our various projects and interventions in a direct or indirect way.

It's been our constant endeavor to connect all concerned and establish a dialogue with them and we shall continue this practice in the years to come.



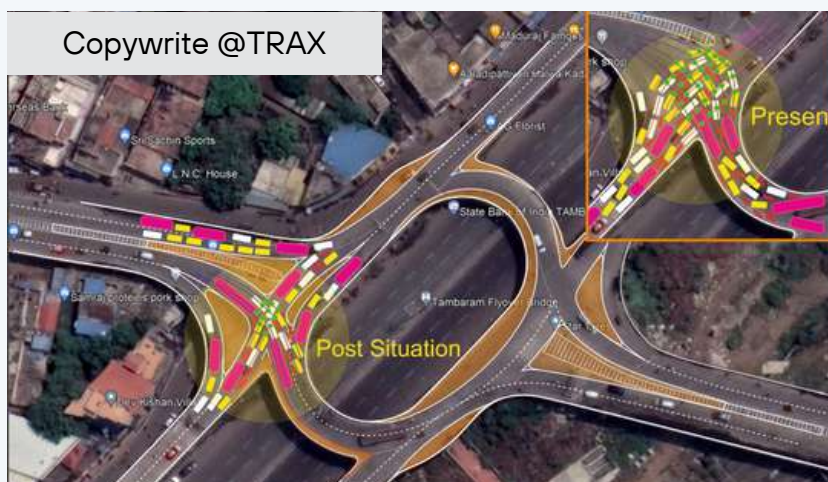
YEAR IN RETROSPECT



Safe Road Infrastructure: The Most Economical, Relevant and Result Specific Interventions in Today's Time

TRAXs Vision on 'Safe and Forgiving Road Infrastructure'

The first and foremost rule that TRAX believes in about Safe Road Infrastructure is that the Safety of Road Users must begin from Arterial/City Roads they use to travel from their home to the city roads or to the highways. This is where the need of Safe and Forgiving Road Infrastructure arises. Still the present road infrastructure of the country requires to match with the standard guidelines even in most cases, IRC Codes for roads must be implied on mandatory level.



During the year 2022-2023, we intensified our work on the next level for the promotion of 'Safe Road Infrastructure Designs' in India through various platforms. We pushed it through the District Road Safety Committees for the Vulnerable Roads under their jurisdictional areas, and also moved the Corporate Houses, Government Authorities to consider Safe Road Design Interventions. This exercise consists of Road Audit of the road crash prone locations, finding the gap areas in the context of missing preventive elements in the present infrastructure, preparation of the Safe Design and submission of the same to the concerned stakeholders.



KEY COMPONENTS

Self Explaining &
Forgiving Road
Designs

Capacity Building of
Concerned
Stakeholders

Policy Implementation
and Enforcement

Awareness &
Sensitization

Our Work





Road Safety Management

Road Safety Management is a wider term in context of ensuring safety of road users. It means a shift in focus in road safety management from crash prevention to death and serious injury prevention since all humans make mistakes and crashes are inevitable. Intervention to improve speed management, the intrinsic safety of vehicles, the road infrastructure, and the efficiency of the emergency medical system, all have a major role to play in addressing this new Safe System focus.

Preventing death and serious injury in road crashes requires a systematic, planned response, led by an appropriately resourced and accountable government leadership. In India, on the direction of the Supreme Court Committee on Road Safety, a national level system comprising Districts and States have been established to identify and address Road Safety situations in their jurisdictions to achieve sustainable results in terms of reduced rate of crashes and fatalities.

Contribution of TRAX

- **Constant thrust on**
 - Traffic Channelization
 - Space Management on Intersections
 - Better Pedestrians' Safety
 - Safety of Motorized Two-Wheeler Riders
 - 180- degree Visibility

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.



Safe Infrastructure

Safe Road Infrastructure is an integral part of 'Global Plan of Action' under the Decade of Action for Road Safety- 2021-2030 which aims to reduce Road Fatalities at least by 50% by the end of the decade. The Global Plan has been developed by the WHO and UN Regional Commissions in cooperation with partners in the United Nations Road Safety Collaboration and other stakeholders. The plan is grounded in the 'Safe System Approach' which is a guiding document to achieve the target of the Decade of Action 2021-2030.

One of the major components of the Safe System Approach is 'Multimodal Transport and Land Use Planning'. Hence, safer mobility of Road Users through Safe Road Infrastructure Designs consisting of Self Speaking and Forgiving Road Designs is also an integral part of Road Safety Management. These designs not only ensure the Safe Road User Behavior but also minimize the Impact of a Crash.

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*

Efforts & Stakeholders Engagement under Pillar 2

Audits , Engagement, Presentation Implementation of Safe Designs

Satabdi Chowk-Nagpur

- Safe Road Infrastructure Design of Shatabdi Chowk Nagpur, Maharashtra
- The audit Report along with the Safe Design of Shatabdi Chowk has already been submitted to the concerned authorities.
- The budget for the implementation of the Proposed Safe Design to be Converted in a Permanent Structure has also been sanctioned.
- Construction Work to Start Soon



Ajmer Entry Gate, Rajasthan

Presented the Safe Design of 'Ajmer Gate' in Rajasthan to the Authorities. The Design Has Been Approved by the concerned Authority. Construction Work to Start Soon



Trial Run at Bata Chowk

Bata Chowk in Faridabad is a most vulnerable accident spot. Being a member of the District Road Safety Committee, TRAX conducted a Road Safety Observation of the location and submitted the report along with its Safe Design to the committee. The pics above are of the 'Trial Run' of the recommendations suggested in the audit.



Audits, Presentation and Submission of Designs to the competent authorities in Various States

Youth Engagement in Road Safety Audit



A Road Safety audit has been conducted by TRAX and J.H University Delhi T-Intersection in Tughlakabad with support of Traffic Police Sangam Vihar. The enthusiasm of students and help from the traffic police was really appreciable.

Initiatives by TRAX Under Pillar- 4



- 01 Promotion of 'Safe Road Designs' through various platforms on District, State and National Level- 300 Approx.
- 02 Capacity Building Programs for Engineering Students- 90 Approx.
- 03 Project 'Dhyan Do' under Mission Gurugram- A CSR Initiatives of Hyundai Motor India Foundation- 11000 Approx.
- 04 'Mission Chennai', an extension of Project 'Dhyan Do' by Hyundai Motor India Foundation-5000 Approx.
- 05 Ride to Safety Program- A Helmet Safety Intervention under CSR Initiative by ICICI Lombard General Insurance Co. Ltd.- 19000 Approx.
- 06 College based Students' sensitization programs- 200 Approx.
- 07 Community Mobilization Program
- 08 Teachers' Training and Capacity Building Programs- 100 Approx.
- 09 Stakeholders' Capacity Building Programs- 400 Approx. (Transport Deptt. Traffic Police, Engineering Students, Teachers etc.)

- 10 Drivers' Training Program- 585 Approx.
- 11 Road Safety Interactive Sessions for Corporate Employees- 1000 Approx.
- 12 Webinars, Seminars, Panel Discussion on TV Channels, Articles in Print Media, Dissemination of Road Safety through social media- 10,00,000 Approx.
- 13 Observance of WDoR, Road Safety Weeks, Months with Stakeholders- 5000 Approx.

Advocacy Programs

- 1 Media Content and Regulation Program
- 2 Helmet India Coalition Program
- 3 Safe Road Infrastructure

Number of Beneficiaries By Activities

- Promotion of Safe Road Designs to the Authorities- 300
- Capacity Building, Sensitization and Training Programs- 2400
- Ride to Safety, Project 'Dhyan Do' & Mission Chennai- 35000
- Electronic, Print and Online Platforms- 10,000,00 (Approx.)
- Observance of Special Days- 5000
- Advocacy Programs- 2000

10,39,700
Beneficiaries
Approx.

'Mission Chennai' A CSR Initiative By Hyundai Motor India Foundation



'Mission Chennai' is a yearlong, ongoing CSR initiative of the Hyundai Motor India Foundation. TRAX is the implementation partner for the project. The project is fully supported by the Transport Department-Tamilnadu. The project aims to reduce the likelihood of road traffic crashes in Chennai, Thiruvallur and Kanchipuram Districts of Tamilnadu.

The project was duly launched in Chennai with an 'Opening Ceremony' by Hon'ble Transport Minister Thiru S.S. Sivasankar on 1st December' 2022. During the opening ceremony, a delegation of the top officials from Hyundai Motor India Foundation was also present.

The major activities of the project are:

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





Health Checkup and Training of MTC Drivers and Training of Corporate Employees





'Ride to Safety'

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



'Ride to Safety ' is one of the oldest and sustainable campaigns currently with TRAX as an implementation partner to the Project which in Hyderabad, Kolkata and Agartala which is continuously running since last 9 year in a row. The main objective of the campaign is to promote 'Helmet Safety' amongst Parents, Students and Teachers through Awareness Sessions on Helmet Safety and other Road Safety related issues. Apart from Awareness Sessions, Students and Parents who ride a two-wheeler, are also being provided with an IS4151:2015 BIS Standardized Helmet. In December 14, 2022 the campaign opened its new chapter in the Agartala city of Tripura.

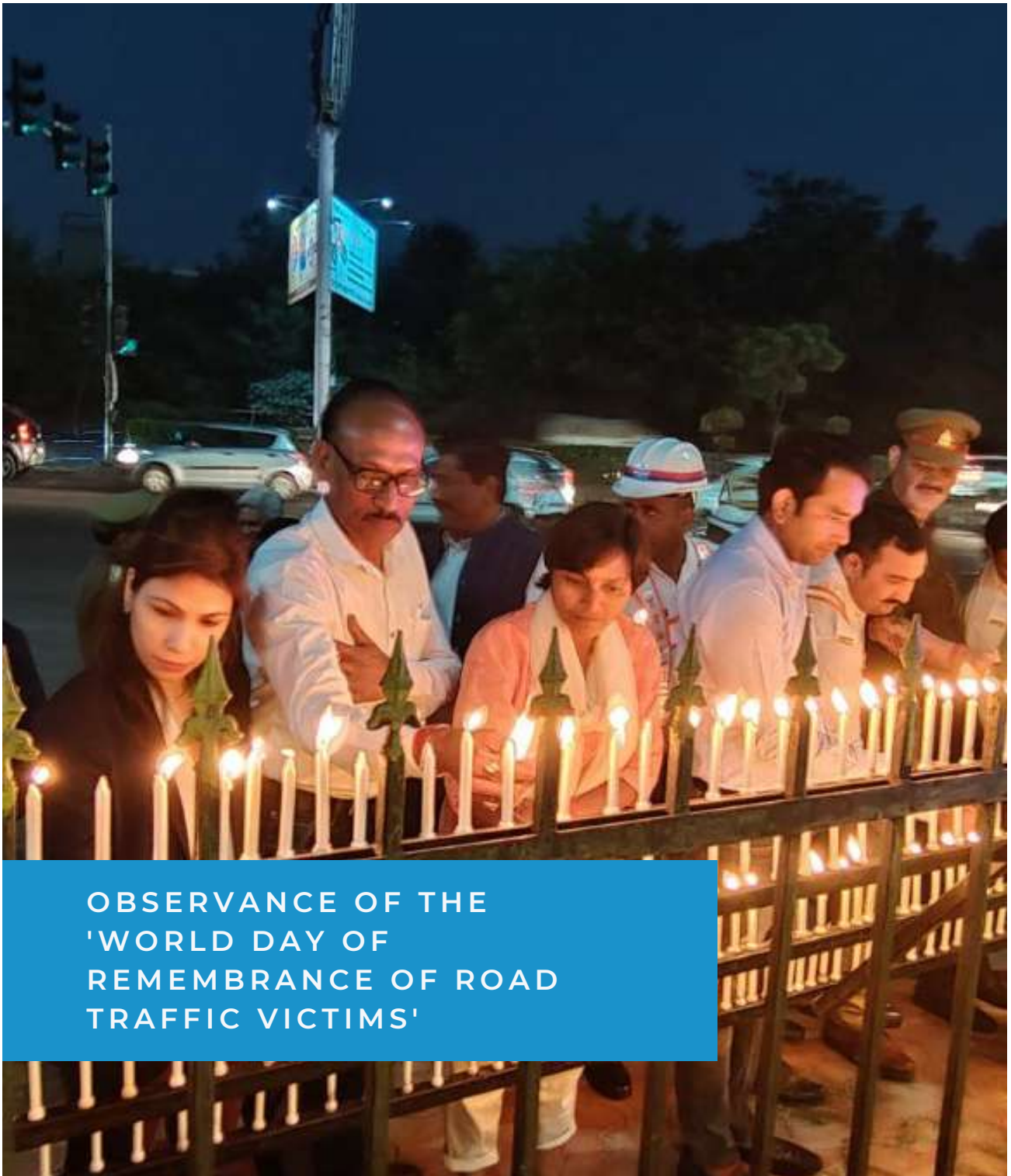


'Ride to Safety'



'In Agartala, the campaign was inaugurated by Sh. Ratan Lal Nath, the hon'ble education minister of the government of Tripura. Since its inception, the campaign has disseminated its reach to the cities like Delhi, Noida, Bengaluru, Chennai and Ahmadabad in past and presently in Agartala, the capital city of Tripura.

Apart from reaching to thousands of Students, Teachers and Parents; Helmets have been distributed under campaigns' activity. TRAX has been associated with this campaign since its inception.



OBSERVANCE OF THE 'WORLD DAY OF REMEMBRANCE OF ROAD TRAFFIC VICTIMS'

The 'World Day of Remembrance for Road Traffic Victims' or WDoR is a day of special significance in remembering the Road Users who lost their lives in Road Traffic Crashes worldwide. It is also a day of showing strong support with the members of victims' families in their traumatic conditions.

The WDoR is observed globally on 3rd Sunday in the month of November every year. Like last year, TRAX commemorated WDoR in association with the Traffic Police of district Noida which is a satellite town of New Delhi. The senior police officials, members of the fellow NGOs and prominent society members prayed for the departed souls and shown solidarity with family members of the victims.

Observance of the 'National Road Safety Week- 11.01.2023-17.01.2023'



MVN Chowk



NHPC Chowk



JCB Chowk, Sec-58, Ballabhgarh

Road Safety Awareness Program

Pasting of Reflective Tapes to Improve the Visibility of Commercial Vehicles

During National Road Safety Week with Faridabad Traffic Police From 11.01.2023 to 17.01.2023



Badarpur Toll



DC Office mini secretariat-Faridabad

PARTICIPATION IN NATIONAL AND INTERNATIONAL PROGRAMS AND PLATFORMS



Ms. Rajni Gandhi
General Secretary TRAX, attended UN
High Level Meeting on Global Road
Safety in New York during 30th June'22
to 31st July'2023



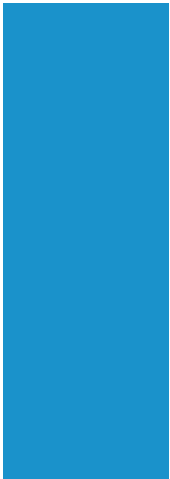
Eight Global Meeting on Road Safety at EL Salvador,
March'2023



Ms. Rajni Gandhi
General Secretary TRAX,
during Eight Global Meeting at EL Salvador



Sh. Anurag
Kulshrestha,
President-
TRAX
Participated in
Zee Auto
Awards- 2022
as a Panelist



Ms. Rajni Gandhi, Gen. Secy. TRAX Participated in 2nd Vision and Road Safety Conference as a Panelist



Mr. Anurag Kulshrestha, President TRAX, highlighting the role of media and Road Owning Agencies during "Safer and Sustainable Mobility with Innovations and Technology" meet by ASSOCHAM



The Indian Road Congress invited Mr. Anurag as a speaker at their 81st Annual Session of Indian Road Congress.

MEDIA CONTENT REGULATORY PROGRAM (MCRP)

A Media Advocacy Program

Media content has an immense potential to impact human psychology; both negatively and positively. In today's TRP-based media; contents that could create a buzz and attract more eyeballs are preferred. It's good, but only when if it is not harmful or promoting unsafe practices in society from different perspectives. Unfortunately, this practice doesn't exist in today's cut-throat competitive environment.

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 that highway. Similarly, when we see a TV Commercial promoting an automobile brand, the vehicle and the character in the TV Commercial are often shown in situations which promote wrong habits in road users.

In most of the cases, the same is applicable to other TVCs as well where a vehicle is a part of the TVC. Such portrayals ultimately prove to be a contributory factor in terms of increased numbers of road traffic crashes.

As the name suggests, this program advocates for banning such media contents in print, electronic and social media that defy road safety norms and impacts road users' psychology in negative way.

Under this program, we closely observe such contents and take necessary steps to prevent them from broadcasting by intervening with the concerned authorities/bodies.

We do appreciate the content used in TVCs where 'Road Safety' has been followed and have showcased right message.

Helmet India

The overall vehicular population of India is approx. *32.60 Cr., 70% (22.82 Cr.) of which is constituted by the motorized two wheelers. As per 2021 Road Accident Report by MoRTH, the country witness 412432 road crashes which claimed 153972 lives out of which the share of MTW Riders were 45.1% (69441) of which 46,593 persons were killed due to non-wearing of helmet (or wearing a poor-quality substandard helmet?). These MTWs riders largely belongs to 18-45 age group which is the most productive age group. This underscores major implication on economic cost of road crashes, apart from their emotional and psychological impacts. (Source: MoRTH 2021 Road Accident Report)

Under Helmet India , Helmet India Coalition is a pan-India Helmet Safety program of TRAX which nationwide promotes Helmet Safety amongst MTW riders especially students, parents and youths through advocacy with the concerned stakeholders in States and UTs. Till now, we have been successful in getting notification on Rule 138 (4) (f) of CMVR issued from 21 States including 3 UTs and Standardized Helmet Regulation in 11 States through our constant Advocacy for Standardized helmets.



Activities Helmet India Coalition across the Country



Promotion of Standardized Helmets in Dehradun

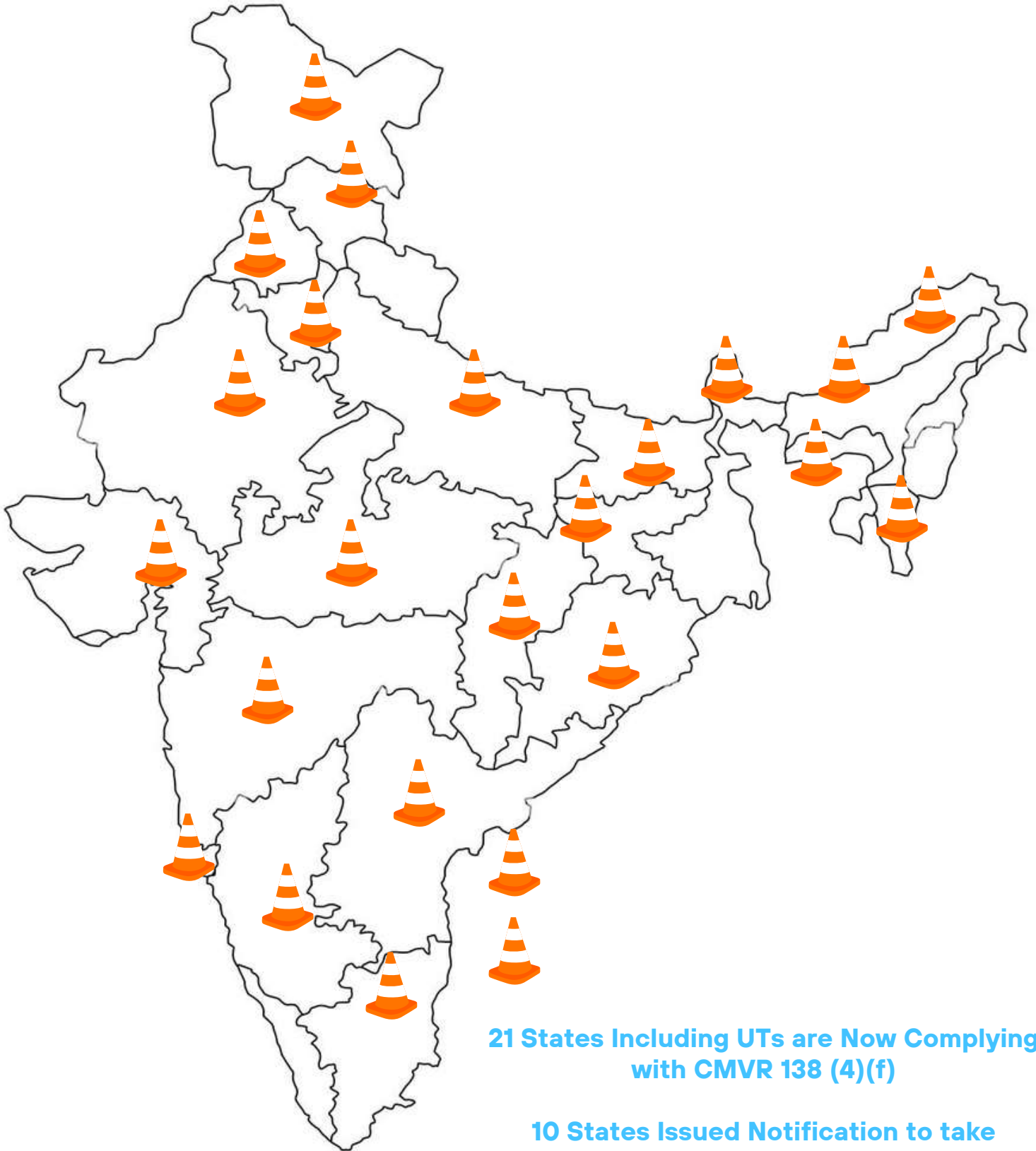


Stakeholders' Engagement: Lucknow TPT Department



Promotion of Standardized Helmets in Mathura

Impact of Helmet Advocacy



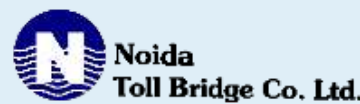
21 States Including UTs are Now Complying with CMVR 138 (4)(f)

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

Media Presence- Electronic & Online



Our Partners in Our Journey of 1.5 Decade



District Administration, Gurugram

District Administration, Faridabad

Transport Department, Uttar Pradesh

Traffic Police, Madhya Pradesh

Traffic Police, Delhi

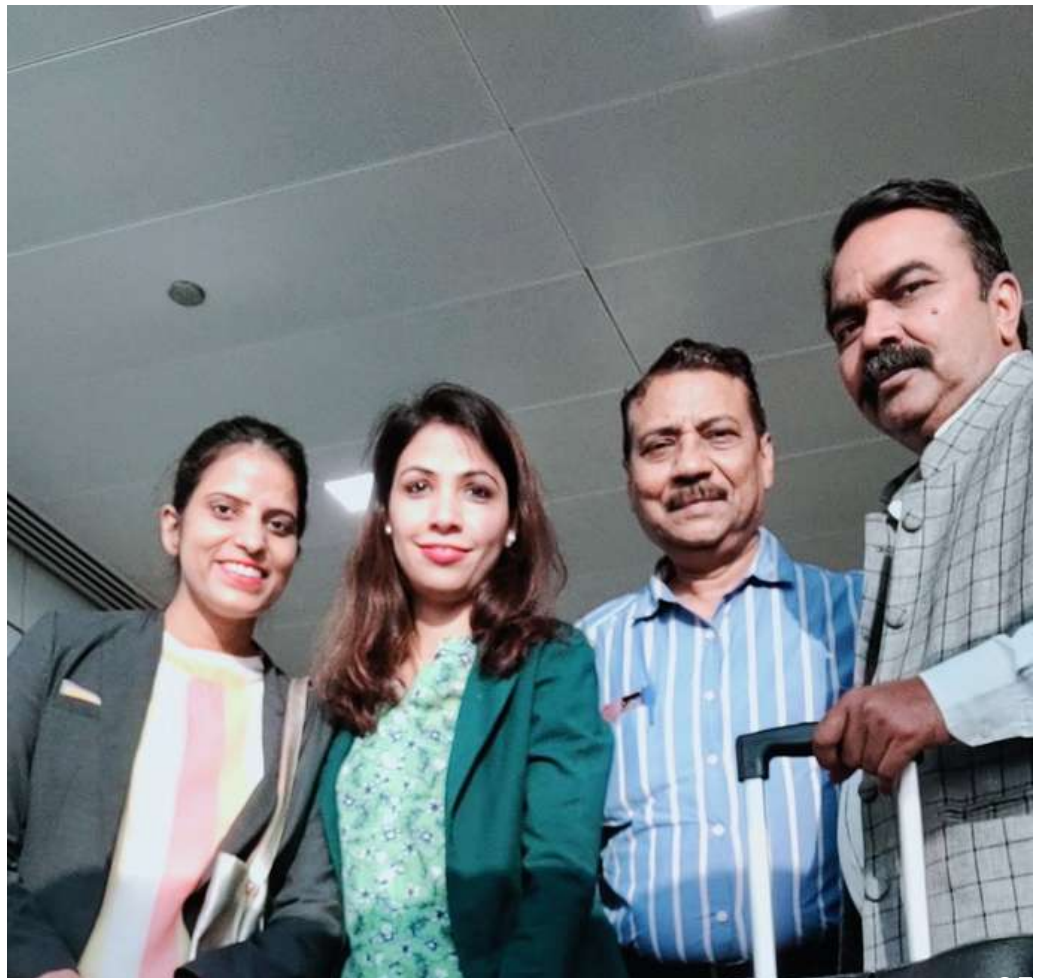
Transport Department, Tamil Nadu

Transport Department, Punjab

and many others...

"Team TRAX extends heartfelt thanks to all our friends on Social Media, Volunteers, Supporters, Friends from Media and Corporate Fraternity, other NGO Friends, Officials from Department of Education, Enforcement, Health and all Road Owning Agencies".

'Let's Together Make Our Roads More Safer For All'



**For Details, Please Visit
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