

**GOVERNMENT OF INDIA
SURFACE TRANSPORT
LOK SABHA**

UNSTARRED QUESTION NO:6522

ANSWERED ON:08.05.2000

INTRODUCTION OF PUBLICITY MEASURES ON ROAD SAFETY

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Will the Minister of SURFACE TRANSPORT be pleased to state:

(a) whether the Union Government have decided to introduce publicity measures on road safety;

(b) if so, the details thereof;

(c) whether the Planning Commission have provided any funds for the purpose;

(d) if so, the details thereof;

(e) the details of the main schemes monitored by his Ministry for publicity measures on road safety alongwith the amount to be spent thereon;

(f) the extent to which this publicity has helped the road safety measures; (g) whether the Union Government have decided to supply publicity materials on road safety as well to the State Governments; (h) if so, whether the Government are also considering to give State Road Transport Corporation awards for having minimum percentage of accidents; (i) if so, the total amount paid to each SRTC's during the last two years and current year so far; and (j) the total awards provided so far in all the States particularly in Andhra Pradesh?

Answer

MINISTER OF STATE IN THE MINISTRY OF SURFACE TRANSPORT

(DR. DEBENDRA PRADHAN)

(a)&(b) Yes, Sir. Publicity is by :-

i) Advertisements.

ii) Organising of Road Safety Week in the first week of January every year.

iii) Organising All India Essay Competitions on Road Safety through Central Board and Secondary Education and United Schools Organisation, New Delhi.

iv) Telecasting of video spot `Unmanned Railway level Crossing` of this Ministry alongwith the TV serial titled `Road Watch` on Metro channel of Doordarshan.

v) Telecasting of Road Safety Serial titled `Hello Motorist` on Doordarshan by Automobile Association of Upper India, New Delhi.

vi) National Award on Road Safety to be awarded to a Non Governmental Organisation for creating awareness about road safety among the road users.

(c) Yes, Sir.

(d) During the current financial year 2000-2001, a sum of Rs.3.00 crores have been given.

(e) The details of the main schemes monitored by the Ministry and the amount spent thereon during 1999-2000

1999-2000

1. Transport Minister`s Trophy Rs.5,14,580/-

2. Publicity through DAVP for under- Rs.45,00,000/-
taking various publicity campaigns

3. Organisation of All India Essay Rs.48,875/-
Competition on road safety

4. Telecasting of video spot on Rs.9,30,000/-
`Unmanned Railway level
Crossing` alongwith serial titled
`Road Watch`

5. Printing of Publicity materials Rs.39,99,580/-

(f) Publicity undertaken by this Ministry has helped create an awareness about road safety among the public thus it has helped road safety.

(g) Yes, Sir.

(h) Yes, Sir.

(i) It comprises of cash amount of Rs.5.00 lakhs and a trophy and the 1st award has been given to Karnataka State Road Transport Corporation in February, 2000.

(j) Only one award has been provided so far to Karnataka State Road Transport Corporation and no award has been given to Andhra Pradesh.