

**GOVERNMENT OF INDIA  
ROAD TRANSPORT AND HIGHWAYS  
LOK SABHA**

UNSTARRED QUESTION NO:5207  
ANSWERED ON:27.04.2010  
ROAD SAFETY EDUCATION  
Gowda Shri D.B. Chandre

**Will the Minister of ROAD TRANSPORT AND HIGHWAYS be pleased to state:**

- (a) whether a demand has been made by the Road Safety Forums to develop a plan for road safety education;
- (b) if so, the details thereof;
- (c) whether the Union Government has made any efforts in this regard and to participate in road safety education meetings/conferences outside Delhi;
- (d) if so, the details thereof;
- (e) if not, the reasons therefor; and
- (f) the steps taken/proposed to be taken to increase awareness of road safety among the masses at the grassroot level?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF ROAD TRANSPORT AND HIGHWAYS(SHRI MAHADEO SINGH KHANDELA)

(a) and (b) No concrete proposal has been received from Road Safety Forum to develop a plan for road safety education. However, they have sent a letter dated 6th April 2010 inviting road safety experts from the Ministry and NHAI to participate in meetings being held by noted organizations in coastal Andhra Pradesh. They have also suggested that officials should visit distant areas which are plagued with road accidents and help the public and other organizations in their road safety activities.

(c) to (e) The officers of this Ministry usually participate in various activities relating to road safety as and when invited by various prominent organisations throughout the country.

(f) With a view to educate the general masses about road safety matters, the Government have been undertaking various publicity measures through Print and Electronic Media in the form of telecast /broadcast of TV spots/Radio jingles, display of cinema slides , hoardings, organizing road safety week, seminars, exhibitions, All India Essay competition on Road Safety, printing of handbills/stickers, posters, road safety games, calendars depicting road safety messages, etc. for various segment of road users viz. pedestrians, cyclists, school children, heavy vehicle drivers etc.

In addition to above, National Highway Authority of India (NHAI) has also undertaken a road safety Public Education /awareness campaign at grassroot level on Golden Quadrilateral (GQ) of about 5864 Km that links the main metropolitan centres of Delhi, Kolkata, Chennai and Mumbai. The main objectives of the programme were :

- (i) Make community residents aware that road safety is a major community concern;
- (ii) Encourage community residents to identify the specific road safety problems faced by the community as well as remedial measures;
- (iii) Strengthen local Non Government Organizations (NGOs) and Community Based Organizations (CBO) and their linkage to external institutions with a role in road safety; and
- (iv) Educate community residents and road users in the safe use of the road and actions to be taken in the even of an accident.