



> Safety on Road

22nd Jul'2011 / Avijit Sasmal (Manager HSE), Vesuvius India limited

Road Accident in World

More than 3000 deaths each day

Each year nearly 1.3 million people die out of road traffic collision

20 to 50 million people sustain non fatal injuries on road

Fifth leading cause of death in the world



Road Accident in India

India has the highest number of road accidents in the world

Road accidents have earned India a dubious distinction. With over 130,000 deaths annually, our country has overtaken China and now has the worst road traffic accident rate worldwide

Every hour, more than 15 people die in road accident



Road Accident in India

Key reasons are:

- Drunk Driving
- Speeding
- Low use of Helmet
- Low use of seat belt
- Drivers on cell phone and other distractions
- Careless child restraints in vehicles
- Insufficient law enforcement



Defences in depth for Driving



Pillar 1 – Road Safety Management

- Traffic rule
- Standardized Signs and Signal
- Traffic movement management
- Responsible team / group
- Developing core work programme
- Set realistic short term and long term targets
- Strict monitoring and addressing deficiencies



Pillar 2 – Safe Roads and Mobility

- Good and safe road condition
- Special attention / support to high risk or accident prone zones
- Safe movement of Traffic – Preference for one way movement
- Separation of traffic and pedestrians
- Fail-safe design / layout – Turning, Curves, Crossing etc.
- Lighting and Visibility



Pillar 3 – Safer Roadworthy Vehicles

- Selection of Vehicle
- Tyres
- Seat Belt / Air Bag
- Dynamic Stability and Traction Control
- Side Impact Protection System
- Anti Locking Brakes
- Electronic Brake Distribution
- Lights, Indicators, Horn, Wiper etc.
- Reflective stripe



Pillar 4 – Safer Road Users

- Road Safety awareness as pedestrian, passenger and driver
- Training driver on defensive driving
 - Road signs (Mandatory, Cautionary & Informatory)
 - Road markings
 - Driving principles
 - Traffic rules
 - Class labels
 - Traffic Signals
 - Effective road sense
 - Speed limit / control



Pillar 5 – Post Crash Management

- Easy and quick reporting facility
- Pre-hospital care systems including extraction of victim from a vehicle after a crash
- Hospital trauma care system
- Provide early rehabilitation and support to the injured patients



Industry Best Practices

- Formal guideline / standard :
 - Road Safety / Road vehicle Safety
 - Alcohol and Drug Policy
 - Safe use of Cell Phone
- Fleet Management through GPS
- Avoiding night driving on Highways
- Specific road safety campaign
- Defensive driving training to all the drivers
- Periodic safety audit of vehicles



Industry Best Practices

- Display and good visibility in vehicle – Sticker, Dangler etc.
- Voice over support to alert the driver
- Providing high visibility vest / cross belt to access road in dark



Screening of Snippets -

1

2

3



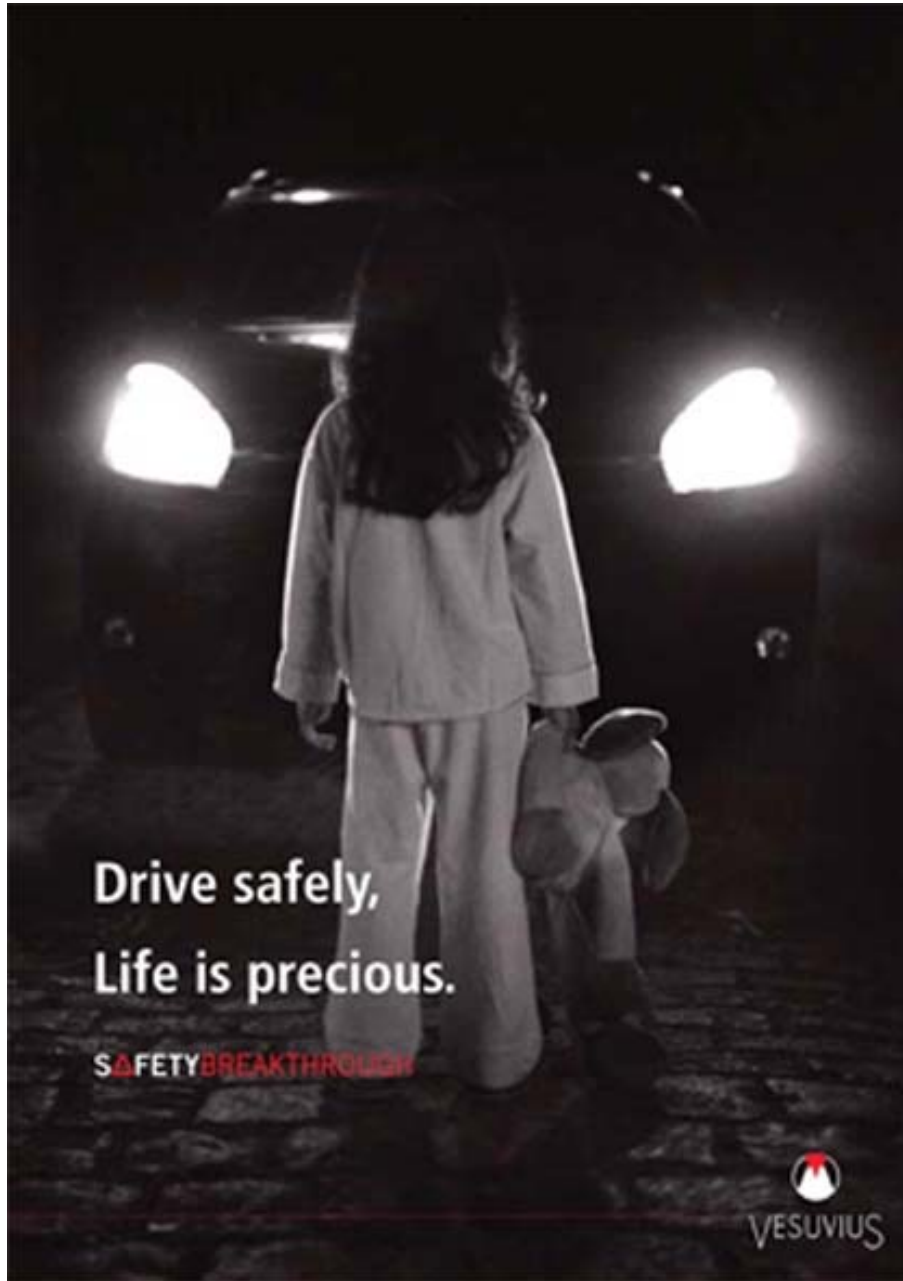
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Industry Best Practices

Promotion of Ten Golden Rules



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Drive safely,
Life is precious.

SAFETYBREAKTHROUGH



Thank You