

No. RT-25013/01/2022-RS (212341)
Government of India,
Ministry of Road Transport & Highways
(Road Safety Cell)
Transport Bhawan, 1, Parliament Street, New Delhi – 110001.

Date : 3rd July, 2023

To, ✓
The Principal,
(All CBSE Affiliated Schools)

Sub: Distribution of Road Safety Awareness Materials for Schools – reg...

Sir,

I am directed to say that today road traffic injuries are one of the leading causes of deaths, disabilities and hospitalizations with severe socioeconomic costs across the world. According to the World Health Organization, at least one out of 10 people killed on roads across the world is from India. Every year, approximately 1.5 lakh people die on Indian roads due to 4 lakh road accidents, which translate, on an average, into 1130 accidents and 422 deaths every day or 47 accidents and 18 deaths every hour, and the clock is ticking constantly. Unfortunately, the worst affected age group in road accidents is young adults of age group 18-45 years, which accounts for about 67 % of total accidental deaths. People of working age group of 18 to 60 years share more than 80% of the total road accident fatalities. The cost of road accidents is borne not only by the victims and their family, but by the economy as a whole in terms of untimely deaths, injuries, disabilities and loss of potential income. Road safety cannot be undermined if we want to achieve goals of sustainable development, prosperity and growth. Road Safety is imperative for a happy, healthy and prosperous life of an individual as well as that of the nation. The issue concerns all types of road users – pedestrians, motorcyclists, motorists etc. With rising motorization and expanding road network, travel risks and traffic exposure grow at a much faster rate.

2. It is indeed a matter of great concern and need of the time to involve every stakeholder in this endeavour. The Ministry has formulated a multi-pronged strategy to address the issue of road safety based on Education, Engineering (both of roads and vehicles), Enforcement and Emergency Care.

3. Violation of any traffic rule constitutes human error or driver's fault. As per report, 80% of the road accidents accounted for human error/driver's fault. Therefore, there is a dire need to create awareness among the road users. To create awareness among the road users, the Ministry has developed Road Safety Awareness Materials for free distribution as part of on-going efforts to promote road safety awareness among the road users. These materials have been designed to create awareness on road safety to become responsible and cautious road users.

4. The Road Safety Awareness Materials include Display Panels and Sign & Signage Booklets. The Display Panels are meant to be displayed prominently on the inside walls of rooms and corridors, where they can serve as constant reminders of road safety principles. Additionally, the recommended placing of the Sign & Signage Booklets is the library, making it easily accessible for students to read and comprehend the significance of traffic signs and signages. With this letter, the following Road Safety Awareness material is sent herewith through the India Posts:

- i. ✓ Display Panels; / (ii) Sign & Signage Booklets

5. It is requested that the road safety publicity materials may be disseminated properly to create awareness and inculcate good behavior on road safety among the children and other stakeholders.

Encl. As above

Yours faithfully,

Kiran

(Kiran Mala Kujur)
Under Secretary to the Government of India