



Organization Profile 2015



ORGANIZATION PROFILE

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MISSION STATEMENT

IFROS mission is to make all road users aware of the dangers of Road Traffic Accidents and to develop a new Road Safety Culture in India among the road users and by means of this IFROS' VISION 2020 is made possible.





INDIAN FEDERATION OF ROAD SAFETY

Indian Federation of Road Safety (IFROS) is a pan-India Non Profit and Non-Governmental Organization established for association and development of the nationwide initiatives taken in the field of Road Safety and to exchange knowledge, views and ideas that are successfully practiced around the Nation.

On the supplementary sustainability IFROS with the mission in bringing awareness about the dangers of Road Traffic Accidents by practicing a new Road Safety culture among road users and to encourage and promote governments in development and maintenance of better, safer roads and road safety measures. Working together with its members and associates, IFROS promotes social and economic benefits to the community that flow from well-planned and technically sound road safety networks. It helps put in place technological solutions and management practices that provide maximum social returns from national road safety road investments.

The IFROS has a major role to play in all aspects of road policy and development in India.

- For governments and financial institutions, the IFROS provides a wide base of expertise for planning road development and road safety strategies and policies.
- For its members and associates IFROS is a service sector organization providing a link to institutions and agencies, such as the WHO, United Nations Organization and State & Central Government Agencies, and a service card of introduction to government officials and decision makers.
- For the community of road professionals, IFROS is a source of support and information for NGOs, NPOs, CSOs, National Road Associations, Advocacy Groups, Companies and Institutions dedicated to the enlargement of Road Safety culture and development of Road Infrastructure.

In examination of the apprehension expressed by Mother NGOs of Individual States in India, on the epidemic of road accidents in the Country resulting in loss of life, serious injuries and loss of material goods, IFROS undertook the task of preparing an advanced initiative to set in motion a series of measures by various stake holding State and Central Government Agencies to improve Road Safety. The emphasis of the initiative is on instantaneous mandatory measures, which are preventive in nature and do not cost much to the exchequer.

It is proposed to prepare a comprehensive policy delineating the medium and long term measures and the financial support that is required to improve Road Safety with the following goals.

- To bring down the increasing number of accidents. To earmark separate funds for Road Safety programmes.
- To draw up specific programmes to improve major roads for safe travel, to protect vulnerable road users and to improve driver training, licensing and monitoring procedures.
- To obtain better co-ordination between various government departments and NGOs.
- To create information system on accidents and to suggest post-accident relief and other remedial measures.

As an immediate measure, it is also proposed to run an awareness campaign which not only involves the education and sensitization of the stakeholders like students, drivers, vehicle owners and the pedestrians but also involving the government departments and public representatives to undertake immediate ameliorative steps.



INDIAN ROAD SAFETY AN OUTLINE

India has the terrible distinction of being the country with the largest number of people killed in road accidents - in excess of 5000 people daily. Victims most often being reckless or drunk drivers, who ignore speed limit signs. Unfortunately pedestrians or passengers in public transport, inmates of vehicles involved in collisions, motorcyclists crashed into and possibly most tragically the homeless people are becoming fatalities, who are killed by reckless or drunk drivers as they sleep at night on the foot paths. Nowhere in the world is civilian life as cheap as it is on India's roads!

The cacophony of horns and abuses hurled, speeding and overtaking vehicles, drivers ignoring traffic signals, pedestrians running amuck midst traffic or jumping off moving buses, is a brief description of the chaos and bustle of street life. In the last two or three decades, with the alteration of banking facilities and availability of finances, the middle-class Indians have been able to afford vehicles – two or four wheelers, thereby increasing the density of road traffic tremendously.

This unprecedented growth of density of motor vehicles has taken the government by surprise, and no amount of planning has been able to resolve the traffic crisis. Apart from pathetic road conditions and improper roads, rules are often not adhered to by motorists and pedestrians alike on such a vast scale that it is now taken for granted as the said way of life! The practice continues till the time fatality strikes within their own coterie.

Awareness and watchfulness on the part of drivers and pedestrians like facilities, regulations and strict enforcement on the part of authorities and provision of better roads is the solution to this public menace.

We at Indian Federation of Road Safety attempt in our own small way to contribute curbing of road accidents. Our attempts are stated briefly is as follows :-

- Drawing specific programmes to improve the quality of roads thereby creating safer travel zones.
- Creating programmes for driver's training - involving fundamentals of traffic rules, safe driving techniques, first-aid training before obtaining a driver's license.
- Organizing awareness programmes for trained drivers on adhering to traffic rules laid down ensuring that the traffic rules for safety are strictly followed.
- Organization of road safety programmes for the road users.





PARTNERS IN THE MISSION



With our ROAD SAFETY PARTNERSHIP SYNERGY IMPACT MODEL we accomplish our mission by engaging in Road Safety-centered partnerships with indigenous organizations that spread the Road Safety Education by building the India, transforming communities, empowering road users, and educating to children



THE TEAM 2015

IFROS' founders and stakeholders are arresting dynamic Indian Civil Society leaders and its associates and representatives are aristocratic administrators and practitioners in the field of Non-profit, NGO Management, Program Designing, project Management, Road Safety assessment and building, Traffic Management, Eco Restoration, Law & Enforcement, Networking, and Information Management.



VINOD KUMAR KANUMALA
Founder & Chief Functionary



AHSAN PASHA
Director Personnel & Public Relations



CLN GANDHI
Chairman Policy & Planning
Commission



MUNGUNDA GOPALA KRISHNA
Director – Department of Road Safety
Education



DILIP PATRO
Chairman – Project Execution
Committee



SHIRIDISH RAJ GOLLAPALLY
Information & Communication
Technology Head



GHANSHAM OJHA
Chairman Joint Road Safety
Committee



DHEERENDRA SAMINENI
Executive Member



PATTI VISHNUVARDHAN REDDY
Legal Head & Compliance



ALTAF HASSAN
Cultural Advisor



Dr. KUMAR MOLUGARAM
Advisor
Consortium on Road Safety
Analytics



DR. VASANTH KUMAR GONU
Advisor
Joint Road Safety & Traffic management
Committee

We the team of Indian Federation of Road Safety believe in making our Indian roads safer,
and we are sure you do too.

So here is chance to tell the every Indian
that we should stand by this cause.

WE ARE AIMED AT ROAD SAFETY



EXECUTIVE FUNCTION



As a Founder and Chief Functionary of Indian Federation of Road Safety (IFOS), he works closely with community stakeholders and partners such as road safety professionals, road transport authorities, traffic police, community volunteers, school board, municipal representatives, corporate and electronic & print media. He works collaboratively on developing, executing, and evaluating road safety programs and projects of varying size and complexity behalf of IFROS.

He is responsible for campaign and project budgets and allocating funds to effectively promote and support road safety initiatives. He is also a primary point of contact for media and community stakeholders on loss prevention and road safety programs and initiatives within the India.

He is competent at conducting large scale presentations to enhance awareness of road safety with the help of my associates and loss prevention issues to various stakeholders and acts as a technical resource on loss prevention and road safety programs and products.

He upholds a degree in printing technology and diploma in business management with a focus on entrepreneurial and marketing management and use to be a public-spirited unpaid helper in the collegiate days.

He started his career at Crisolight Media Services since 2000 in the Printing and designing segment and has quickly lunched unto the market as a young entrepreneur encountering many challenges and successfully stood facing the adroit and aggressive market. In the year 1999 a great grief fractured his heart, because one among his bosom friends, who lost his life in a terrible road accident! Wherefore, from that day he decided to bring attentiveness and encouragement about Road Safety in his community, and in the year 2004 he actively started participating in SAFAR (A Road Safety Initiative of Govt. of Andhra Pradesh). Later in the year 2009 he incorporated IFROS under central Act and started promoting Road Safety in India.

Statically, India is ranking with the largest incidences of road accidents which occur due to damaged roads, over-speeding, inadequate use of helmets and seat-belts and ignorance of precautionary measures laid down for safety, these figures also states that “Drunken driving” contribute to over 90% of this menace in the society.

With the mounting rate of accidents all over India; IFROS aims in spreading awareness among the people not just upon safe driving techniques and drunken driving but also to educate our people on the value and the importance of human life.

Advocacy: IFROS’ strong point is Advocacy i.e., to support communities in bringing down the increasing rate of road traffic accidents and road traffic injuries, thus inculcate safe road culture among its users.

Research: Researching Road Safety tribulations and subject matter speculations and specializations is fundamental vocation of IFROS. In its commission an assortment of research projects from attitudinal surveys to evaluation studies are taken into contemplation.

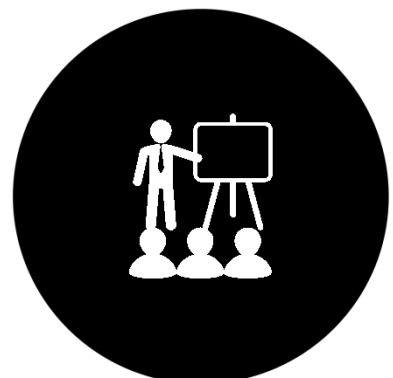
Training: To set-up across the country training centres for creating awareness about Road Safety and to provide assistance and knowledge in procurement of driving licenses, fitness certification, suraksha certificates, calibration and Pollution Under Control certification.



ADVOCACY



RESEARCH



TRAINING



ATTAINMENTS 2009-2015

Indian Federation of Road Safety have been involved in the expansion and deliverance of awareness programmes in road safety and traffic psychology for both collegiate and corporate people and did research into road user behaviour since 2009. IFROS conducted an appraisal of existing laws and regulations within the Government of India's Motor Vehicles Act, with a particular focus on drink-driving and motorcycle helmet wearing. Two proposed legislative amendments have been stalled in Parliament – one an amendment to the Motor Vehicles Act which proposes to increase fines for road traffic violations as well as address post-crash care, and the other to set up a lead agency for road safety. In a view that, IFROS activities shall focus largely on advocacy for action on road safety with an assumption that every citizen in India should sense the significance of ROAD SAFETY.



IFROS has been a lead research associates examining a range of road user behaviour issues including:

- Drink driving.
- Speeding.
- Driver licensing.
- Driver education.
- Traffic law enforcement.
- Delivery Mechanism.



Brain Childs of IFROS;

- Student Assimilation Programme on Road Safety (SAPROS).
- Road Emergencies & Calamity Governance (RECAGO).
- National Youth Movement on Road Safety (NYMROS).
- Road Safety Corps.
- Road Safety Pledge.
- Road Safety Reporter.



Major Projects Completed;

- Walk for Road Safety Campaigns.
- Do not Drink & Drive Campaigns.
- World Day of Remembrance for Road Traffic Victims.
- Road Safety Workshops in Colleges.
- National Road Safety Weeks,
- Road Safety Promotions.
- Road Safety Sticker Campaigns.
- School Bus Driver Training Programmes.
- Road Safety Training Programmes for School Management.
- Training for Road Safety Professionals.
- Street Shows.
- Windows to Road Safety.



ROAD SAFETY FOR DEVELOPMENT

India has the terrible distinction of being the country with the largest number of people killed in road accidents - in excess of 5000 people daily, a further 30 to 40 thousand people sustain life changing injuries that cause physical, emotional and economic impact to the injured their families and communities. Victims most often being reckless or drunk drivers, who ignore speed limit signs. Unfortunately pedestrians or passengers in public transport, inmates of vehicles involved in collisions, motorcyclists crashed into and possibly most tragically the homeless people are becoming fatalities, who are killed by reckless or drunk drivers as they sleep at night on the foot paths.

Road traffic crashes are the leading cause of death for young people aged 15-30 years. Today, they are the third leading cause of death in India, particularly with the rapid increase in motorization, without significant intervention, road crash deaths are on track to becoming the first leading cause of death by 2030.

In social terms, the impact of road crash death and injury to families is devastating. In economic terms, particularly to struggling economies like India, it is equally so. Families are faced with medical bills and lost wages. A greater burden is placed on scarce and already stretched medical facilities within communities, and on a national level, the cost is estimated at between 1 and 2% of gross national product.

143
Thousands
Road traffic deaths every year.

3,54,515
are injured last year.



3RD *leading cause of death in* **INDIA**



Leading cause of death for those aged...

15-30 Years

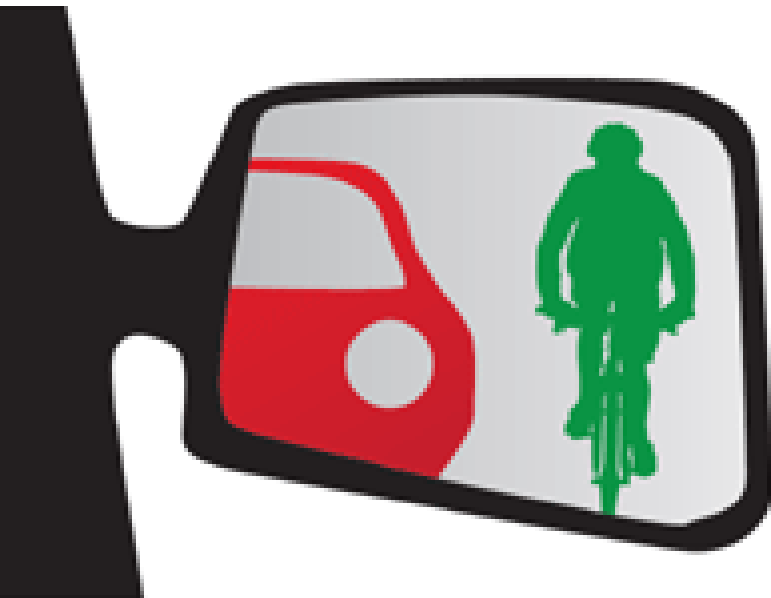


50%
of all road traffic deaths among pedestrians, cyclists or motor cycle riders.

ROAD SAFETY + CONCERN = CHANGE



RESPONSIBILITIES



- Promoting international cooperation in the field of the Road Safety and recommending appropriate policies.
 - Monitoring the status of the National Road Safety Issues and gathering and disseminating the information.
 - Catalyzing Road Safety awareness and action to address major Road Safety calamities among local governments, private sector and civil society.
 - Facilitating the coordination of Union Government activities on matters concerned with the Road Safety, and ensuring, through cooperation, liaison and participation, that their activities take Road Safety considerations into account.
-
- Developing regional programmes for Road safety sustainability.
 - Helping central ministries, councils and other authorities which are particular about Road Safety issues in India to formulate and implement Road Safety policies.
 - Providing block-level Road Safety capacity building and technology support.
 - Helping to develop National Road safety Enforcement, and providing expert advice on the development and use of Road Safety concepts and instruments.





PRIORITIES

- ⦿ Conducting Road Accident Crash Investigation.
- ⦿ Identification of black spots and treatment thereof.
- ⦿ Implementation of Road Accident Data Management System.
- ⦿ Enforcement of use of seat belt in cars & ISI helmet by two-wheelers.
- ⦿ Obligatory training before issuance of permanent driving licence for commercial vehicle drivers

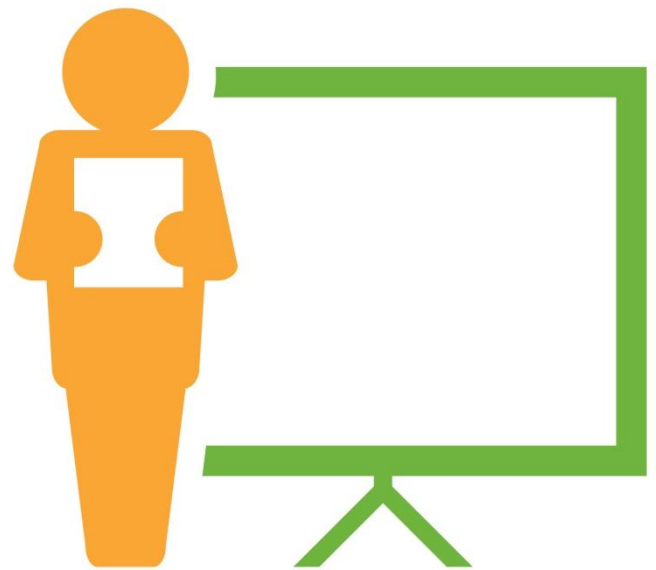


***India leads the world in Road accident deaths. *Number of people killed in India = 1,42,485/year. *One fatal accident every 3.7 minutes = 16 people die every hour in India which equals to 390 deaths happening every day. *One accident every minute. Causes: Speed, Drunken Driving, Low use of helmets, Seat belts, child restraints, lack of enforcement, bad roads. *Trucks and Two wheelers contribute for 40% of these fatal accidents.**

Some people believe that no one can change their destiny and everyone has to die one day and in a manner predestined by God. We also try to convince ourselves that besides accidents so many other dangers are lurking in our lives. It is a lame and irrational excuse to cover up our risk taking behaviour. It is up to us to mould our destiny. It is our attitude towards life that largely determines our fate.

At the end, please realize that it is the attitude which is important to prevent road accidents and make our roads safe. Let us take a pledge to make our cities safe and more liveable.

>> IFROS <<



Impact Model

We identify high-impact, indigenous Organizations working on Road Safety issues and partner with them in accountable, trusting partnerships to advance Road Safety advocacy in the India. We believe in accountability without control and are committed to what we call “Road Safety Partnership.”

Sustained Capacity Building

We go far beyond providing just technical resources. We focus on capacity building through focused training and equipping, leadership development, strategic planning, and ongoing counsel that helps our partners become successful, sustainable organizations that are transforming their communities for Road safety.

Holistic Road Safety-Centered Approach

Our key strategy to reach and impact lives is holistic witness, which means reaching out to the “whole” person. We address Road Safety Issues to every denizen of India with due diligence and with the message of hope.

Nationwide Leverage

Over our 8 years of history, Indian Federation of Road safety has established a domestic Partnership Alliance made up of affiliate offices and office of representatives. Together we work in major municipalities in India with more than 60 native Road Safety Professionals. We share a common commitment to capacity building of indigenous organizations and a common goal to establish and grow Road Safety culture in India.



ASSESSMENT

Road Safety Assessment is a critical on-site valuation of the shortcomings in the various elements of the road and traffic control system that lead to unsafe conditions. Based upon this assessment, suitable measures are suggested to facilitate safe, smooth, comfortable and efficient movement of traffic.

Level 1 - IFROS Standard Inspection

Examination of: Driver's License, Driver's Daily Log, Driver and Vehicle Inspection Report, Coupling devices, Medical card, Seat belt, Brakes, Exhaust system, Frame, Fuel system, Turn signals, Brake lamps, Tail lamps, Headlamps, Lamps on projecting loads, Safe loading, Steering mechanism, Suspension, Tires, Trailer bodies, Wheels and rims, Windshield wipers, Hazmat requirements.

Level II - Walk-Around Driver and Vehicle Inspection

Examination of: Everything in Level I that does not involve physically getting under the vehicle

Level III - Driver-Only Inspection

Examination of: Driver's License, Medical card, Driver's daily log, Seat belt, Driver and Vehicle Inspection Report, Hazmat requirements

Level IV - Special Inspections

One time inspection of a specific item

Level V - Vehicle-Only Inspection

Examination of: Everything in Level I regarding just the vehicle without a driver present



Control speed



Reduce drinking and driving



Use helmets for bicyclists and motorcyclists



Restrain children in vehicles



Improve children's ability to see and be seen



Enhance road infrastructure



Adapt vehicle design



Implement graduated driver licensing



Provide appropriate care for injured children



Supervise children around roads

IFROS participated in the 4th Global Meeting of NGOs and played key role in advising and advocating for Road Safety and Road Victims Held on 13-14 March 2015 in Marrakech, Morocco.

MORE THAN 170 DELEGATES FROM OVER 52 COUNTRIES GATHER TO COORDINATE EFFORTS AND DEMAND ACTION ON EPIDEMIC OF ROAD INJURIES WORLDWIDE



The Global Meeting was organized by the Global Alliance of NGOs for Road Safety. The meeting was hosted by the Moroccan National Committee for Prevention of Road Accidents and was sponsored by FedEx, the Road Safety Fund, the World Bank's Global Road Safety Facility, and Allianz.

Dignitaries from the Moroccan Government including Mr Aziz Rabbah, Minister of Transport, Equipment and Logistics, Morocco, Dr Mohamed Najib Boulif Minister Delegate to the Minister of Logistics, Equipment and logistics in charge of transport, Morocco, Dr. Ahmed Boudak, Director of Hospitals and Outpatient Care, Ministry of Health, Morocco welcomed delegates including Dr. Etienne Krug, Director of the Department for Management of Non communicable Diseases, Disability and Injury Prevention at the World Health Organization, Mr. Marc Shotten, Senior Transport Specialist at Global Road Safety Facility, World bank, Mr. Shane O'Connor, Communications Advisor, FedEx, and Dr. Kate Allen, Health Systems Manager, Johns Hopkins Bloomberg School of Public Health

After attending Global Meeting on Road Safety, IFROS incorporated its innovative programme SAPROS (Student Advocacy Programme on Road Safety) on 3rd UN Global Road Safety Week 2015, 4th May, 2015

PROJECTS & METHODOLOGIES



- **ROAD EMERGENCIES & CALAMITY GOVERNANCE (RECAGO)**
- **NATIONAL YOUTH MOVEMENT ON ROAD SAFETY (NYMROS)**
- **ROAD SAFETY CORPS**
- **ROAD SAFETY REPORTER**
- **STUDENT ADVOCACY PROGRAMME ON ROAD SAFETY (SAPROS)**
- **ROAD SAFETY PLEDGE**

Methodological approaches towards Road safety.

1. Road Shows.
2. Outdoor Media. (Hoardings, Scrolling Ad Displays, Standees, Banners, Cinema Slides)
3. Electronic Media. (TV Channels, Radio FM)
4. Print Media. (News paper Ads and News Articles)
5. Orientation program by eminent personalities and Govt officials.
6. Mass E-Mailers.
7. Conducting continuous Campaigns in High rate of accidents districts in AP.
8. Educating School children/ College students/ Professionals about road safety and traffic discipline.
9. Breath analyzer ,seat belt convincer and blur goggles etc., for effective understanding of road safety measures.
10. Updating rules & regulations of RTA & Traffic police for road users.
11. Concentration on health & safety of vehicle riders including LMV, HMV drivers by regular conducting of medical camps.
12. Camper Van
13. Burra Katha
14. E-Mailers in Corporates.
15. Street plays by college girls.
16. Leaflets Distribution.
17. Signature Campaign.



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indian federation of road safety

INDIAN FEDERATION OF ROAD SAFETY

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🌐 facebook.com/ifros.org 🐦 twitter.com/roadsafetyindia

Road crashes are not road accidents. They are avoidable and need to be stopped.

IFROS works to stop road deaths and provides awareness, help and support among road users.

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