



Press Note

World Day of Remembrance for Road Traffic Victims

GVK EMRI commemorates World Day of Remembrance for Road Traffic Victims on 21st November (Sunday) across all 23 Districts of Andhra Pradesh

Over 3000 people served by 108 services during Road Traffic Accidents (RTA) to light a candle along with other 10000 people in remembrance for RTA victims

GVK EMRI commemorates World Day of Remembrance for Road Traffic Victims on 21st November throughout 23 districts of Andhra Pradesh. On this day, around 3,000 eLites (people served by 108 services), who were saved by 108 ambulances during road traffic accidents will be participating in these events at head quarters of all the 23 districts to light a candle in remembrance of road traffic accident victims and to create awareness on road safety. Over 10,000 people are expected to participate in these events across the state.

3rd Sunday of November is commemorated as World Day of Remembrance for Road Traffic Victims worldwide. UN General Assembly passed a resolution for this day. On this day, people from all walks of life gather to remember the road traffic accident victims and the loss caused by road accidents to their family and friends.

Every year, 1.2 Million people are killed in road traffic accidents leaving behind shattered families and communities. Most of them are young in the prime of their lives. Every day, over 3400 men, women and children are killed on world's roads while walking, cycling or driving. Another 40-50 million are injured every year. According to World Health Organization (WHO), road traffic accident is the 2nd most important cause of deaths for the young people.

India leads the world in road traffic accidents deaths. Although India has only 1.3 % of the world's motor vehicles, but it accounts for 10% of the total global RTA deaths. Daily, more than 300 die and around 1200 get injured due to road traffic accidents in India.

According to National Crime Records Bureau (NCRB) report, Andhra Pradesh leads in India, accounting 12% of all the deaths occurring due to road traffic accidents.





On an average, around 40 people die every day in road traffic accidents in Andhra Pradesh.

108 services, since its inception in August 2005, has attended 6,52,017 RTA cases in the entire state. District wise numbers of all the RTA cases served by 108 ambulances since inception are as given below:

District	Aug '05 - Oct '10	District	Aug '05 - Oct '10
HYDERABAD	61488	MEDAK	28489
KRISHNA	38014	NALGONDA	33077
CHITTOOR	35543	PRAKASAM	20889
RANGAREDDY	40120	WARANGAL	26759
KADAPA	20268	KURNOOL	21611
WEST GODAVARI	30109	ADILABAD	19531
GUNTUR	35912	SRIKAKULAM	11908
EAST GODAVARI	32794	KARIM NAGAR	32995
NIZAMABAD	19014	MAHABUB NAGAR	20278
ANANTAPUR	23099	VISHAKAPATNAM	41255
NELLORE	21138	VIZIANAGARAM	13526
KHAMMAM	24200		

On this day, 108 services is making an attempt to create awareness about road safety. 108 services request all the people of Andhra Pradesh to take pledge that “ **I will drive safe, I will drive wearing helmet or seat belt, I will never drink and drive and in case of any road traffic accident I will help the victim and call 108**” and be a part of solution in reducing road traffic accidents, (As per WHO statistics)

- 5% cut in average speed can reduce fatal accident by almost 30%
- Wearing helmet can reduce fatalities by 40% and severe injuries by 70%
- Wearing seat belts can reduce fatalities by 40%





On this day, we request our press and media friends to highlight road safety, importance of following traffic rules and the efforts 108 services is putting in saving lives in road traffic accidents.

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About GVK EMRI

GVK Emergency Management and Research Institute (GVK EMRI), a non-profit organization, is India's largest, professional, integrated emergency management, research and training institute. Through a single toll – free emergency number **1-0- 8**, any individual, in any emergency situation be it Medical, Police and Fire emergency can call and get help in an average of 20 minutes. The 108 Emergency Response Services is dedicated to help save lives in an emergency.

GVK EMRI has received global recognition and awards for its unwavering commitment and leadership in Emergency Care. Among the several awards bestowed, GVK EMRI has received 'The Presidential NENA Awards-2007', 'Microsoft Citizenship Partner of the Year Award, 2007', 'Nasscom – CNBC IT User Award, 2008' and the HEAL award for 'Demonstrating Leadership in Emergency Care – 2009'.

In PPP framework, GVK EMRI has its footprint across India and its operations span the states of Andhra Pradesh, Gujarat, Uttarakhand, Tamil Nadu, Karnataka, Goa, Assam, Meghalaya and Madhya Pradesh and soon in Chhattisgarh and Himachal Pradesh.

Fact File As On 31st Oct

National

- 2,600 ambulances
- 400 million population covered in 9 states
- 285,115+ lives saved so far
- 16,058+ employees
- Responded to 9.6 million+ emergencies

State (Andhra Pradesh)

- 752 Ambulances
- 85 million population covered in AP
- 72195+ lives saved so far
- 4354+ employees
- Responded to 4.9 million+ emergencies

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