

Road Safety Awareness Programme

Road-crash deaths in India are among the highest in the world. As per the Ministry of Road Transport and Highways, in India about 80,000 people are killed in road crashes every year – that is 13 per cent of the total fatality all over the world. The ministry has emphasised that the person behind the wheel plays an important role in most crashes. In a majority of the cases, crashes occur either due to carelessness or due to lack of awareness about basic road-safety aspects.

There is no denying that much needs to be done in the field of road-safety management, not just in terms of road infrastructure, provision of safer vehicles and

enforcement of legislation, but also with regard to observance of rules and discipline by road users. To be able to achieve maximum safety on the roads, one of the most important factors is how aware, responsible and rule-abiding road users are – propagating these aspects is at the heart of Hero MotoCorp's CSR initiative called **Road Safety Awareness Programme (RSAP)**.

RSAP, through its various interrelated projects and activities, stresses upon the need to inculcate self-discipline among road users by way of regular reminders through road-safety trainings, awareness-generation sessions with regard to traffic rules and



153,329
People
engaged
in trainings

safe driving habits, and mass awareness campaigns. Through all of this, the focus remains on information dissemination on road safety. The programme team also works closely with the traffic police departments of various states to run road-safety campaigns for two-wheeler riders. Participants undergo a structured training module aided by world-class training facilities.

All of these efforts complement the objectives of state traffic police and Ministry of Road Transport and Highways, Government of India.

The larger objectives of Hero MotoCorp's programme include:

- ▶ Enabling knowledge dissemination and understanding of traffic rules and situations
- ▶ Inculcating safe riding skills through knowledge sharing and training
- ▶ Helping bring about attitude and behaviour change with regard to road safety, for oneself as well as others on road

Direct engagements with children – creating communities and clubs

Road safety is an extremely relevant subject in which to engage children and young people. It's a subject even the youngest ones know something about because everyone uses the roads, whether as pedestrians, passengers, cyclists or drivers. And it is never too early to introduce them to the basics of road safety – habits formed at an impressionable age tend to last a lifetime. Children are also known to help grown-ups in the family stay disciplined on the road.

Hero MotoCorp's Road Safety Clubs facilitate road-safety education for school children with the primary aim of equipping this vulnerable section of road users with knowledge, skills and positive attitudes and behaviour that will help them stay safe as well as keep others on roads safe. The project is run in association with state police as the nodal agency. The company's representatives or partners conduct regular activities as per the Road Safety Charter shared by the police.

