Performance Targets

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South East Asia (with 11 Nations) accounts for 30.4% (highest) of the World’s Road Deaths

Source: Data computed from Global Status Report on Road Safety 2015, WHO
Would You Agree?

Chart 10.1: Causes of Road Accidents: 2013

- Fault of Driver, 78.0
- Fault of Cyclist, 0.8
- Fault of Pedestrian, 2.0
- Defect in Condition of Motor Vehicle, 1.9
- Defect in Road Condition, 1.4
- Weather Condition, 1.0
- All Other Causes, 14.9
Scientific Means of Investigation:

• Factual Causes behind: Serious & fatal Crashes
• What are the issues/agents Catalyzing
• Road Traffic Violations/ hazardous situations
There is an almost vacuum in scientific recording and analysis of road crashes. Hence the real causes and consequences of a crash are never known.

Remedial measures are arbitrary. Data generated has no real value.
Road Safety is not a stand alone phenomenon
Roads are **unsafe** due to **deficiencies** in

- **Road & Traffic Engineering**
- **Crash Investigation & Post Crash Management**
- **Legislation**
- **Driver Training**
Road safety can be achieved by plugging the deficiencies, developing an effective coordination and supplementing these with education.
ROAD SAFETY CAMPAIGNS

Myths & Beliefs

- Road Safety Campaigns
- Painting Competition
- Road Safety Week Celebrations/Drives
- Banners, Posters, Newspaper Advertisements
- Introducing Road Safety in School Curriculum

?
A Busy Intersection : Melbourne, Australia
A busy Intersection: Kanpur, India
Confused Pyramid of Road Safety

Faulty Environment

Absence of Driver Training

Outdated Legislation

Poor Enforcement

Road Safety Awareness

Consultancies

Cut Paste Research

Support from Development Bank with no Capacity Building

Propaganda

Comities and Workshops

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Thank You