

PRESS RELEASE

CII IQ-SHELL INDIA INKS PACT TO LAUNCH SAFE FLEETS INITIATIVE TO REDUCE ACCIDENTS ON INDIAN ROADS

- *Every 6 seconds someone is killed or injured on the road*
- *Nearly 1.2 million lives are lost each year from road crash*
- *For every 20 deaths there are at least 20 serious injuries*
- *Road accidents claim more lives than AIDS, Malaria or TB...*

New Delhi 18th December: Sounds alarming... Yes it is a stark truth which town planners and transport experts across the globe are enormously concerned about, but have very little or literally nothing to offer to put a check on this mind shattering ‘reported’ accidents statistics. There are equally a big number of road accidents which go unrecorded.

What is more alarming is the fact that often the victims are healthy prior to their untimely deaths. Yet authorities concerned are not fully conversant on how untimely deaths due to road crash can be prevented by adopting simple road safety measures. Instead of addressing the issue which is a major cause for concern to authorities and masses alike has come to accept the road crash deaths as a price to pay for moving into the modern and sophisticated world.

To change this very perception, two global organizations –CII institute of Quality and Shell India today joined hands and signed an MOU today to launch a Road Safety Initiative, which tries to bring about drastic changes in the way the transport sector operates in India.

The first of the initiatives called Safe Fleets was flagged off at the 17th Quality Summit organized by CII-IQ. To begin with it is a project that encourages adoption of a **Voluntary Code of Conduct for Road Safety** under the **People Move People Project**. This aims at preventing deaths/injuries caused by road accidents by developing Road Transportation Safety Management Standards. Addressing industry captains Chairman of Shell Group of companies in India Vikram Mehta said that “Safe Fleets bring a structured thought process to corporates and make them aware of the importance of road safety in a systematic manner. Further adding he said that “Shell has the resources and experience while CII has the network and membership. Together we can create and extend the culture of road safety to the wider area of the corporate world.”

The Voluntary Code of Conduct covers all issues and practices relevant to Road Safety including development of Management Systems for businesses and transporters within their organizations. Advocating a four-pronged to ingrain the culture of road safety initiative Mr Mehta said Driver Management, Vehicle Management, Journey Management and Contractor Management are paramount for a corporate to reduce or completely eliminate the incidents of accidents. He said: “By pursuing the culture of road safety we will indirectly be infusing the element of social responsibility in an individual which on the long run will have a positive effect on the quality of life”.

Addressing the distinguished gathering City Connect Chief V Ravichander said that “politicians and bureaucrats who were ensconced in a cocoon are of late finding value in collaboration which is a good sign for civil society”.

Of late what is a major concern bothering planners is that road accident figures are expected to rise with the increased mobility that is accompanying the rapid growth of Indian economy. Transport experts opine that by implementing this initiative a wide range of intrinsic benefits can be achieved in just one shot. They say that not only does it promote safe driving practices but also help create more safe drivers on the roads; thereby preventing road crashes which results in often orphaning families.

Meanwhile, the voluntary code on Road Safety initiative is already being implemented in three companies and the objective is to touch base with 15 companies by the end of this year.

For more details please do get in touch with Rajesh Parim at 09845421327