



# IRF WORLD ROAD MEETING 2017

/ 14-17 NOVEMBER / DELHI / INDIA /



## CROSS/ ROADS\

"Safe Roads and Smart Mobility : The Engines of Economic Growth"

### SPECIAL SESSION

#### ITS IN INDIA

**14<sup>th</sup> November – 14:30-16:00**

#### OBJECTIVE

Indian cities are facing serious challenges in the realm of traffic congestion, road safety, and parking. Many of these challenges can be cost-effectively dealt using ITS and the data that these technologies and systems gather. Cooperative ITS, the digital connectivity between vehicle and infrastructure, and vehicle to vehicle offer road authorities, for example; the ability to manage traffic more effectively than was previously possible, and to enforce traffic rules across the entire city. The backbone of these systems, however, is the communication technologies that make all this possible. While recent developments such as the Internet of Things (IoT), mobile communications, Machine to Machine (M2M) communication, etc. are seeing rapid growth, and the Transport and Automotive sectors are important and large user of these technologies, there is no dedicated frequency allocated to meet the current and future needs of the Transport and/ or Automotive sectors! Thus, it is time for the government to recognise the potential benefits of, and the cost-effectiveness of ITS solutions in addressing the transport and mobility problems facing India and Indian cities, and taking steps to facilitate the widespread deployment of ITS in India.

Given the scale and seriousness of traffic problems, it is somewhat surprising that ITS has not seen wider application in India; ITS applications offer some of the most cost-effective, easy and quick to implement solutions to address traffic problems. This session will explore the reasons for why ITS has not had a greater impact on addressing traffic problems in India, and ways for overcoming the barriers that have impeded the adoption of ITS in India.

#### SESSION STRUCTURE

##### Panel Discussion

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| Moderator | Balraj Bhanot, Chairman, BIS-TEDC                         |
| Panelists | Thomas Schwerdtfeger, Managing Director (MENA), PTV Group |
|           | Morten Sondergaard,, Managing Director, Swarco Tech       |
|           | Vinod Pandey, General Manager, BMW India                  |
|           | Sonal Ahuja, Regional Director, PVT Group                 |