



IRF WORLD ROAD MEETING 2017

/ 14-17 NOVEMBER / DELHI / INDIA /



CROSS/ ROADS\

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

SPECIAL SESSION

Drive Safe India

15th November – 12:00-13:30

OBJECTIVE

This session will focus on the problems of trucking and freight transport in India, the problems that have to be overcome to become trucking and freight transport safer, and the initiatives that are being undertaken under the IRF's Drive Safe Initiative.

DESCRIPTION

In India, more than 11% of all fatalities from traffic accidents, or **over 16,000 lives**, involve commercial vehicles! This loss of life and the accompanying damage to goods and property has a huge human and financial cost to society and business. There is an urgent need to reduce, and eventually eliminate this unnecessary loss of life.

Shell, Michelin and IRF Geneva have come together with a new initiative "Drive Safe India" (www.drivesafeindia.org) to improve all aspects of safety associated with transport of goods on India roads.

The goal of the Drive Safe India initiative is to develop a voluntary industry code to reduce traffic accidents and fatalities by transforming: 1) commercial vehicle standards, 2) driver care and training, 3) vehicle financing, 4) insurance, and 5) road haulage contracts. As part of this initiative, a database of "safe" drivers and haulage companies will be developed. The industry code will be monitored using real time and collected data. The impact of this initiative will be monitored using real time and collected data.

Once ready, the Drive Safe India Code will be adopted and used by the participating partners to improve care, training and safety of their drivers, goods and vehicles involved in transporting their goods. The Drive Safe India Code is expected to become an industry standards used by the majority, if not all, corporates, across all sectors of the Indian economy that uses road infrastructure to transport raw materials, intermediate and finished products. The adoption of this code is expected to lead to a large reduction in the number of truck accidents and associated fatalities.



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SESSION STRUCTURE

Panel Discussion

Moderator	Bernd Marx, Group General Manager, Road Safety, Shell
Panelists	Rahul Bharti, Vice President (Corp. Affairs), Maruti Suzuki
	Darren Lindsey, Direction des Affaires Publiques, Michelin
	Amit Saha, Sustainability Head, Coke India
	Dr. Mridul Bhasin, Managing Trustee, Muskaan Foundation