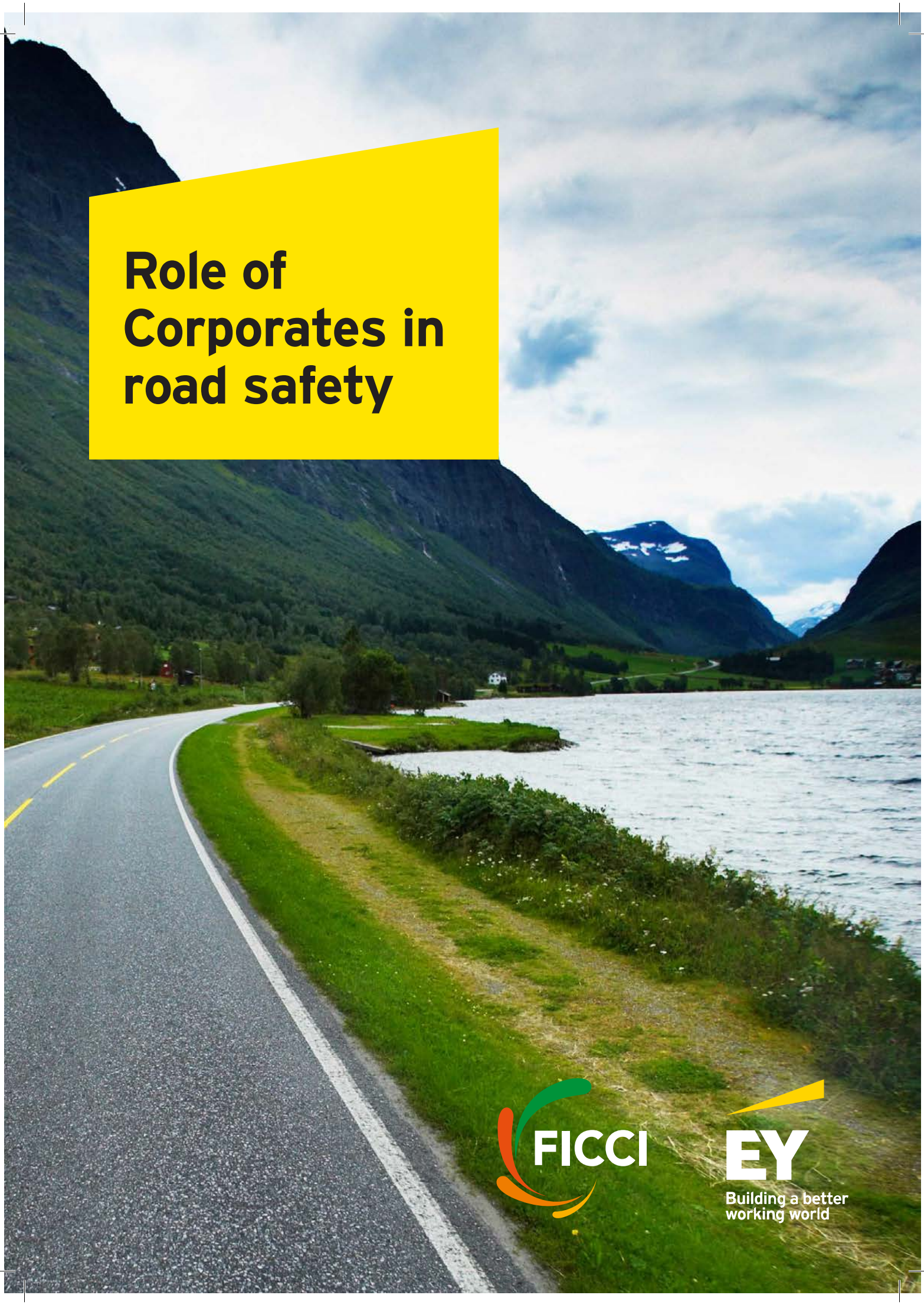
Role of Corporates in road safety



Contents

1	Executive summary	04
2	Introduction to road safety	05
2.1	Indian assessment	09
2.2	Key stakeholders	12
3	Role of corporate in road safety	16
3.1	Concerns of private sector	16
3.2	Initiatives undertaken by corporate entities in road safety	18
3.3	Suggestive intervention model for corporate entities	19
4	Way forward	24
5	References	25

List of tables

Table 1: Key industry segments and impact on road safety	17
Table 2: Initiatives undertaken by corporate entities in road safety	18
Table 3: Employee targeted road safety measures	20
Table 4: Corporate-level road safety measures	20
Table 5: third party related road safety measures	21

List of figures

Figure 1: Five pillars of Decade of Action for Road Safety, 2011-2020	05
Figure 2: Comparison of road fatalities in BRICS	08
Figure 3: Accidents and person killed, 2010- 2014	09
Figure 4: State-wise assessment of road accidents, 2014	10
Figure 5: Age-wise break up of accidents in India, 2014 by NCRB	10
Figure 6: Comparison of insured vehicles	11
Figure 7: Key stakeholders of road safety	12

Foreword



Government plays a vital role in addressing issues of road safety, however, private sector, involvement can further boost the efforts of the government. The United Nations has proclaimed 2011-20 as the Decade of Action on Road Safety, hence there is a need for collective action by the Government, Industry and Civil Society.

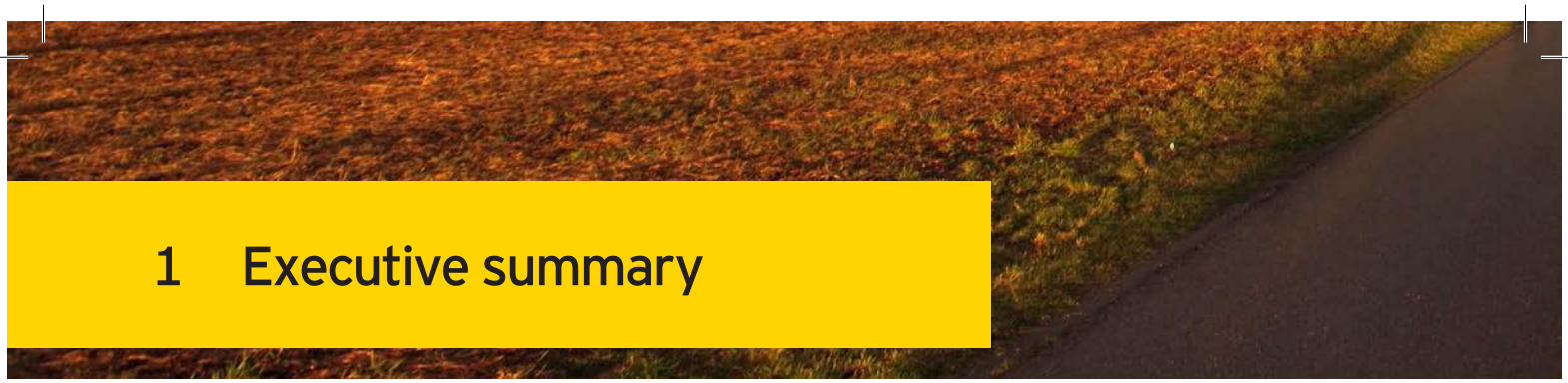
Work related road safety is a fundamental issue for many companies. Many occupations require road trips, which presently is of great risk to employees. It is estimated that Road Traffic Injuries are the leading cause of death among young people, aged between 15 and 29 years, and cost India approximately 3% of the GDP. Road safety issues directly impact growth of large corporations operating across sectors. The productivity of industry, transportation of goods, raw material and products; furnishing goods to market; and ensuring employee attendance is all dependent on a safe and efficient transport system. Due to casualties in road accidents, there is not only loss of human life, but has a greater impact in terms of loss of bread earner in a family, loss of an employee, loss to insurance companies and overall loss to the economy.

Introducing stronger policies and practices not only improves the safety of employees who drive for work, but also improves the safety of other road users. The costs and benefits of improving work-related road safety will vary from company to company, but will play a potentially vital support role for efforts within the wider community towards road safety.

This report provides a glimpse of the role corporates can play towards reducing road traffic injuries and fatalities. It outlines road safety measures that private sector companies can introduce in their respective organisations. I sincerely hope that this report will offer important and useful insights to all stakeholders.

A. Didar Singh

Secretary General, FICCI



1 Executive summary

In today's fast paced world, it has become an inevitable challenge to reach ones workplace on time. Many employees indulge in unsafe driving practices such as over speeding, crossing stop signs, multi-tasking while driving, using phone while driving and so on. The increased unsafe driving practices, not only render roads unsafe for the driver but also for the citizens around him/her.

According to the World Health Organization (WHO) report on Global Status Report on Road Safety 2015, more than 1.2 million people die each year on the roads, with millions more sustaining serious injuries and living with long-term adverse health consequences. Globally, road traffic crashes are a leading cause of death among young people, and the main cause of death among those aged 15–29 years.

The alarming rate of deaths per year on the road has led to many initiatives across the world by various stakeholders – government, corporate entities, media, NGOs, civil society and many other stakeholders are discussed in detail in the paper.

The road safety issues directly impact growth of multinational and large national corporations operating in various sectors. The productivity and supply chain such as transportation of goods, raw material and products, furnishing goods to market, and ensuring employee attendance is all dependent on safe and efficient transport.

The corporate entities can take up the road safety measures at three levels:

1. Employee targeted safety measures: programs, which are targeted directly towards the employees of corporate entities
2. Corporate-level safety measures: programs, which are undertaken at an improved scale and impact the society at large
3. Third-party related safety measures: programs targeted at third parties involved with the corporate in transportation of either goods/material or employees of the company

The initiatives and the roadmap for corporate organizations are discussed in detail in this paper. The seriousness of the issue requires efforts from corporate entities to educate their employees and prepare policies favoring road safety. The paper discusses these aspects in following sections.





2 Introduction to road safety

Roads have been part of human history much before the wheel was invented. From the dirt paths to stone paved roads to the asphalt and tar roads of modern times, roads have always played an important role in the growth of civilization. With the invention of wheel around 7,000 years ago, the stone paved roads were made to overcome the limitations of dirt paths. The earliest stone paved roads were built in around 4000 BC in the Indian subcontinent and Mesopotamia. Roads played important role in development of history of mankind.

In recent times, it is observed that the need to cater to increased requirements of market demands, swift product supply and increasing per capita GDP etc. have created a need for faster mode of mobility, thereby, creating an increasing demand for motorized vehicles. It is imperative that increased motorization and enhanced mobility have positive effects on individual lives and national GDP. However, the boon of road transport is turning into a major killer of the mankind with the evolution of motorized vehicles with increasing speed limits along with improving roads globally. Without appropriate strategies to reduce road accidents and deaths, it is becoming a serious worldwide crisis.

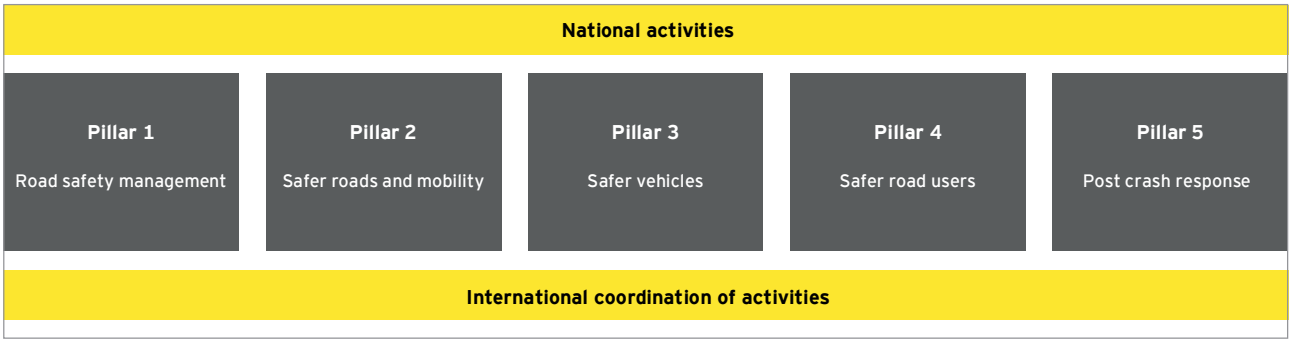
According to the World Health Organization (WHO) report on Global Status Report on Road Safety 2015, more than 1.2 million people die each year on the roads, with millions more sustaining serious injuries and living with long-term adverse health consequences. Globally, road traffic crashes are a leading cause of death among young people, and the main cause of death among those aged 15–29 years.

It is also mentioned that road traffic injuries are estimated to be the ninth leading cause of death across all age groups globally, and are predicted to become the seventh leading cause of death by 2030. Developing and underdeveloped countries account for a majority of road accidents, due to disparity in infrastructure development, policy advancements and vehicle usage.

The United Nations Road Safety Collaboration (UNRSC) was established as a follow up to General Assembly resolution 58/289 of April 2004, recognizing the need for the United Nations system to support efforts to address the global road safety crisis. The UN Road Safety Collaboration has developed a Global Plan for the Decade of Action for Road Safety 2011–2020 with input from many partners through an extensive consultation process through meetings and the internet. The Plan provides an overall framework for activities, which may take place in the context of the decade.

Activities over the decade should take place at local, national, regional and global levels, but the focus will primarily be on national and local level actions. Within the legal constructs of national and local governments, countries are encouraged to implement activities according to five pillars below.

Figure 1: Five pillars of Decade of Action for Road Safety, 2011-2020





Based on these pillars, WHO issued Global Status Report on Road Safety, 2015. BRICS (Brazil, Russia, India, China and South Africa) countries are compared based on some of the indicators to see the measures taken by these developing economies.

Indicator	Brazil	Russia	India	China	South Africa
Estimated GDP cost due to road traffic crashes[1]	1.2%	2.2%-2.6%	3%	___	7.8%
Road safety management					
Lead Agency	National Traffic Department (DENATRAN)	Road Safety Commission of Government of Russian Federation	Department of Road Safety, Ministry of Road Transport		
and Highways (MORTH)	Inter-ministerial Convention on Road Traffic Safety	Road Traffic Management Corporation			
Funded in national budget	Yes	Yes	Yes	Yes	Yes
National road safety strategy	Yes	Yes	Yes	Yes	Yes
Fatality reduction target	Reduce from 18 to 11 deaths per				
100,000 population (2004-2014)	8000 reduction by 2020 (2012-2020)	No	≤ 2.2 per 100,000 vehicles (2011-2015)	50% (2011-2015)	
Safer roads and mobility					
Formal audits required for new road construction projects	Yes	Yes	Yes		
	Yes	Yes			
Regular inspections of existing road infrastructure	Yes	Yes	No	Yes	Yes
Policies to promote walking or cycling	Yes	Sub national	Yes	Yes	No
Policies to separate road users and protect VRUs	Sub national	Sub national	Sub national	Yes	Yes

[1]Data for China is not available

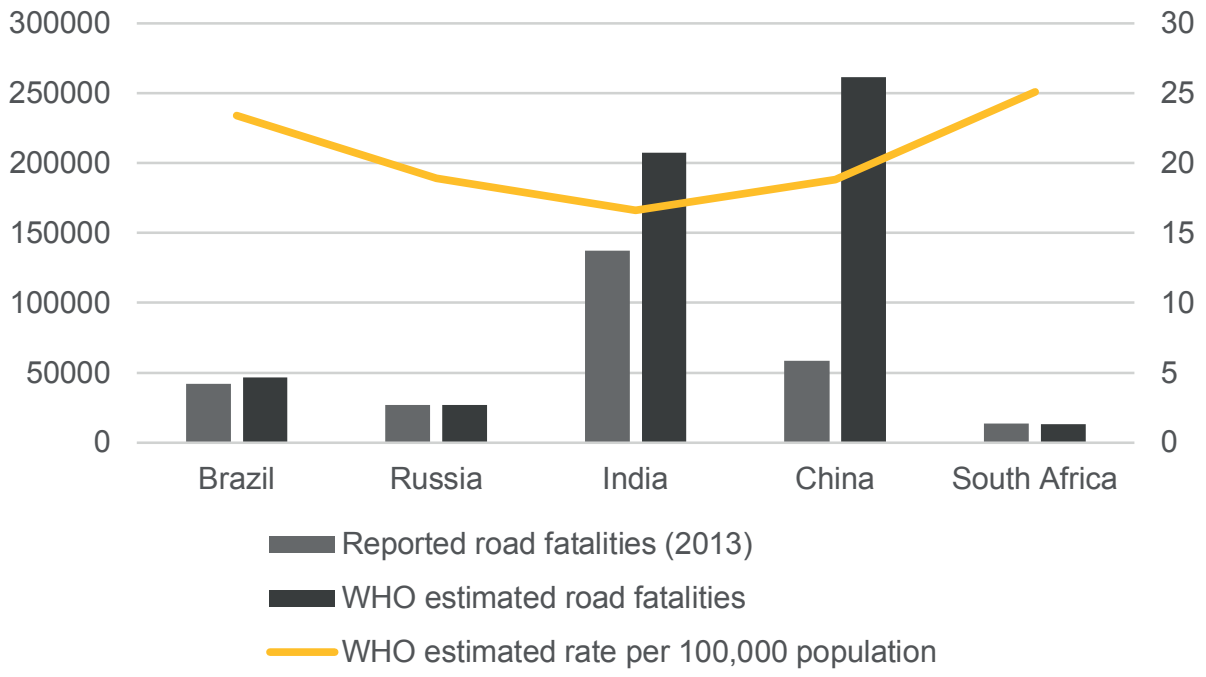


Indicator	Brazil	Russia	India	China	South Africa
Estimated GDP cost due to road traffic crashes	1.2%	2.2%–2.6%	3%	___	7.8%
Total registered vehicles for 2013	81,600,729	50,616,163	159,490,578	250,138,212	9,909,923
Frontal impact standard	Yes	Yes	No	Yes	No
Electronic stability control	No	Yes	No	No	Yes
Pedestrian protection	No	Yes	No	No	Yes
Safer road users					
National speed limit law and enforcement rating (out of 10)	Yes 7	Yes 8	Yes 3	Yes 8	Yes 3
National drink-driving law and enforcement rating (out of 10)	Yes 8	Yes 6	Yes 4	Yes 9	Yes 4
National motorcycle helmet law and enforcement rating (out of 10)	Yes 6	Yes 6	Yes 4	Yes 6	Yes 5
National seat-belt law and enforcement rating (out of 10)	Yes 7	Yes 7	Yes 4	Yes 8	Yes 2
National child restraint law and enforcement rating (out of 10)	Yes 6	Yes 6	No	No	No
Post-crash care					
Emergency room injury surveillance system	Yes	Yes	No	Yes	No
Emergency access telephone numbers	192	112	Multiple numbers	120	Multiple numbers



The comparison of road fatalities in these economies are compared below:`

Figure 2: Comparison of road fatalities in BRICS[1]



It is pertinent that other than the emotional loss to the family of victim, road accidents cost the country's economy in many respects. Following these accidents and deaths, government spends a major chunk in the following:

- Operational expenses: comprising health care services, first aid and other emergency support etc.
- Infrastructure expenses comprising renovation of infrastructure damaged due to accidents etc.
- Administrative expenses comprising providing ex-gratia to victims etc.

According to WHO findings, India spends approximately US$20 billion[3] every year due to the lack of road safety, which is equivalent to food provisions for 50% of the nation's malnourished children.

[2]Global Status Report on Road Safety 2015

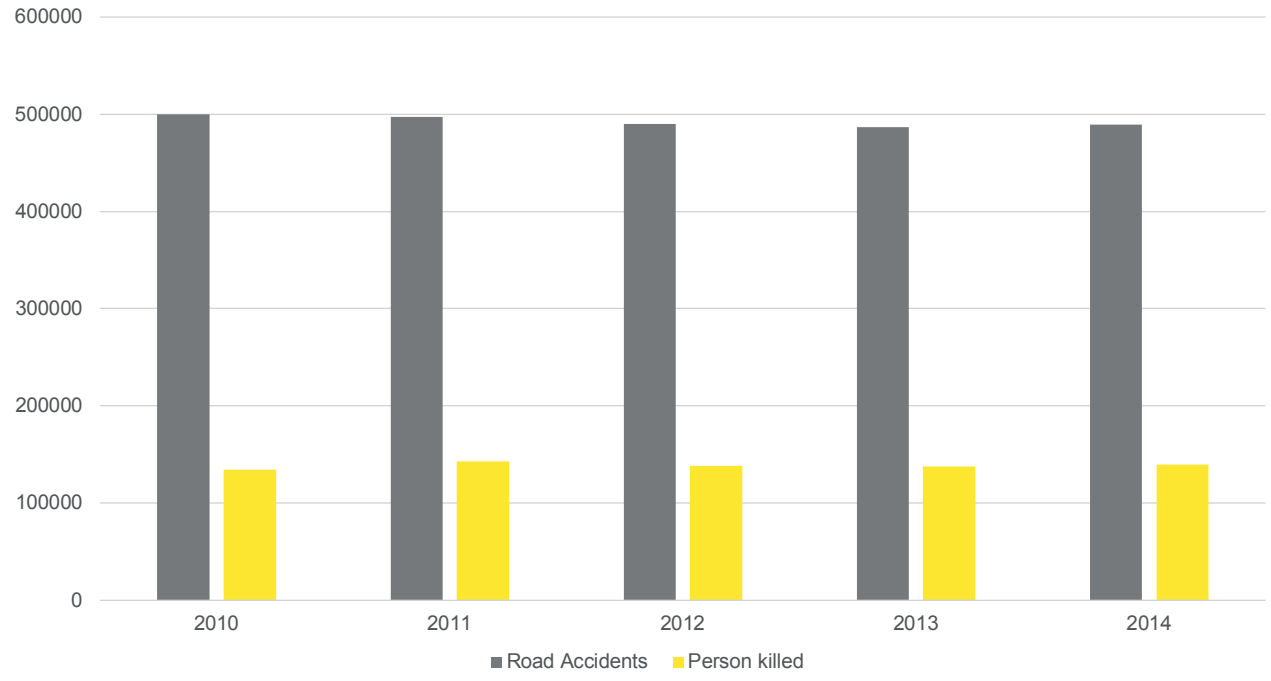
[3]Road Safety in India, India Transport Portal, 2012



2.1 Indian assessment

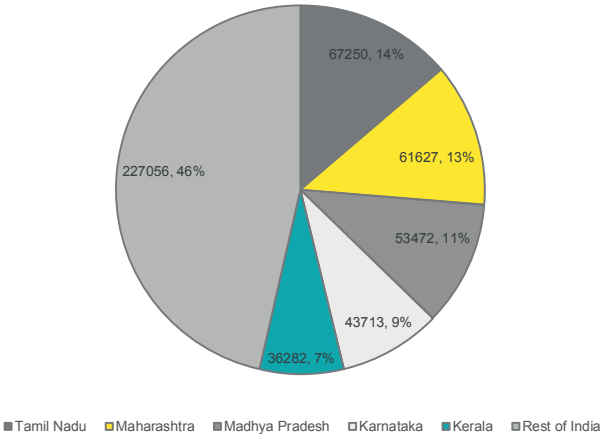
Closer home, the statistics are equally disturbing, wherein year 2014 accounted for 51[4] accidental deaths every hour. An increase of 2.9% in deaths due to road accidents was observed in the country in 2014 from 2013. The figure below represent growth of road accidents and number of deaths that happened in India during 2010-2014:

Figure 3: Accidents and person killed, 2010- 2014[5]



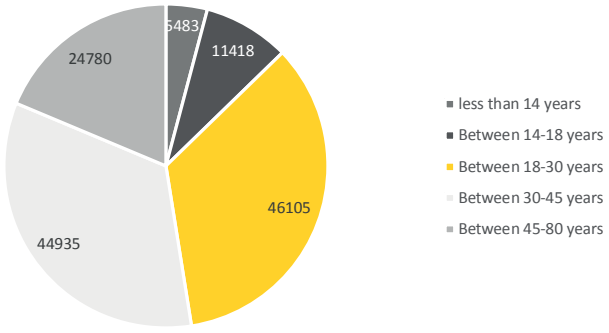
[4]Accidental Deaths and Suicides in India, 2014 by National Crime Records Bureau (NCRB) dated 08 July 2015
[5]Road accidents in India, 2014, Ministry of Road Transport and Highways

Figure 4: State-wise assessment of road accidents, 2014[6]



Tamil Nadu had reported 67,250 cases followed by Maharashtra with 61,627 and Karnataka with 53,472 cases. The graph below provides a comparison of top five states in this category:

Figure 5: Age-wise break up of accidents in India, 2014 by NCRB

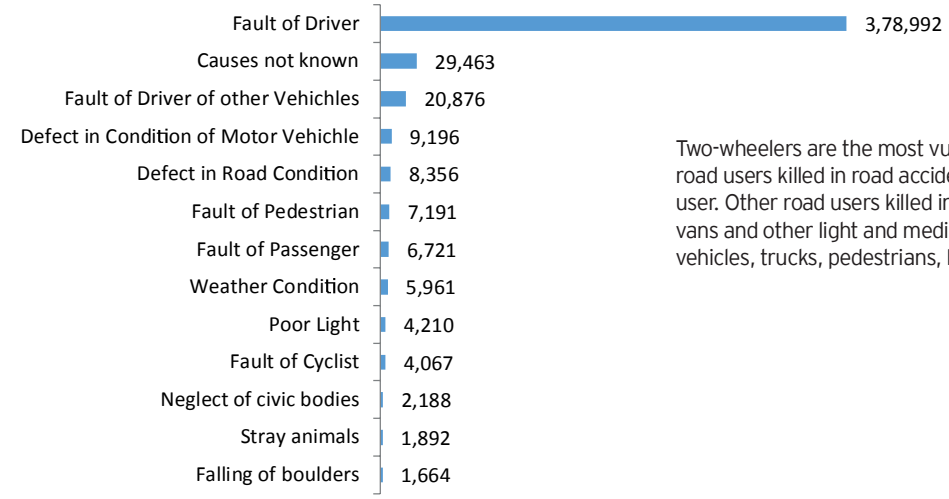


The chart below provides figures pertaining to road accidents in 2014 in India. It is evident from the graph that, age-group of between 18 to 45 accounts for a cumulative casualty of 69%, the casualties for remaining age groups are only 31%. The age group of 18 to 45 is the most vulnerable to road accidents and is also the group, which can be addressed by corporate houses.

An analysis of the cause of various road accidents carried out in the past infers that majority of road accidents occur due to drivers fault.

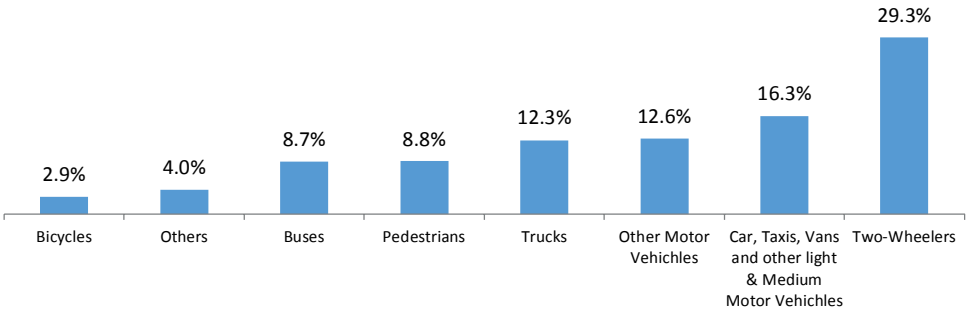
[6]Road accidents in India, 2014, Ministry of Road Transport and Highways
[7]Source: Report of MoRTH on Road Accidents in India: 2014

Accidents classified according to causes in 2014



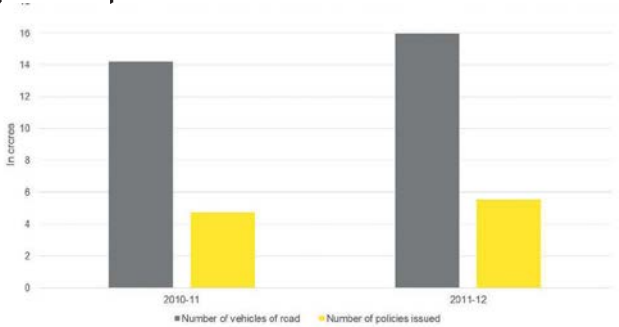
Two-wheelers are the most vulnerable and unprotected and most road users killed in road accidents in the country are two-wheeler user. Other road users killed in road accidents are cars, taxies, vans and other light and medium motor vehicles, other motor vehicles, trucks, pedestrians, buses, auto rickshaws and others.

Persons Killed in Road Accidents in Terms of Road User Categories in 2014[8]



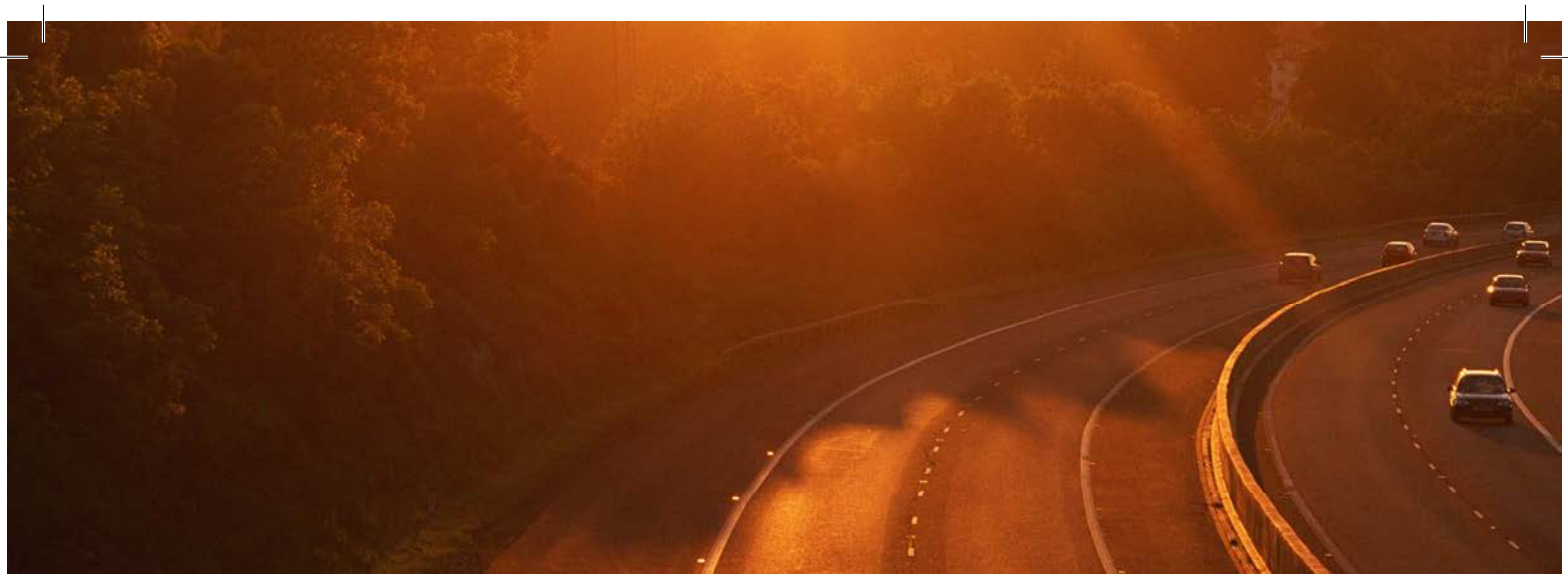
It is also noted that not all vehicles running on roads are insured, which affects the insurer and his/her family at the time of mishap.

Figure 6: Comparison of insured vehicles



The disturbing numbers on road safety present a need to create a safe ecosystem for road safety. There are multiple agencies in the ecosystem, which can contribute to the road safety cause.

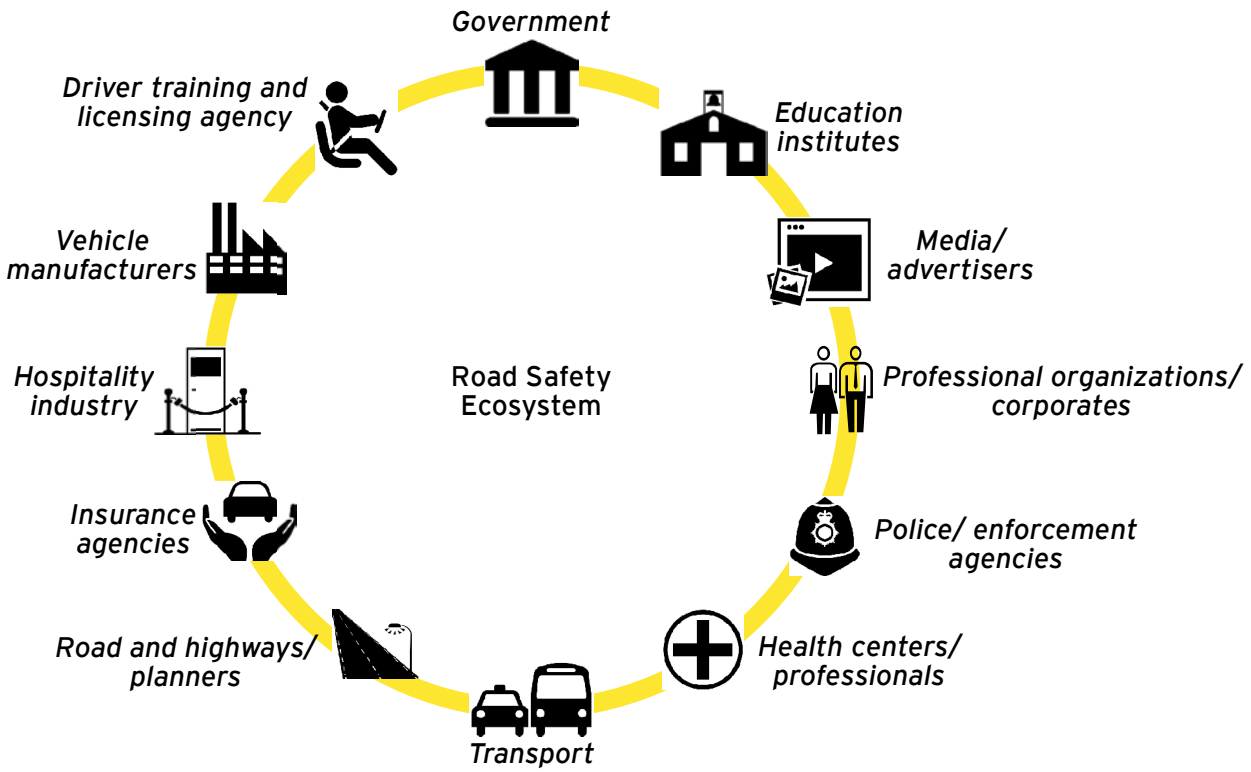
[8]Source: Report of MoRTH on Road Accidents in India: 2014
[9]Journey, road ahead and analytics, Insurance Information Bureau of India, July 2015



2.2 Key stakeholders

With the increasing incidence of road accidents, as seen earlier in this paper, ecosystem of entire society has to come together and take measures at their own respective levels. Combined efforts from all stakeholders is likely to ensure a safe road environment for citizens of the country. The stakeholders involved in the road safety ecosystem can play an imperative role in reducing road accidents and deaths. The below section provides details of all key stakeholders involved in road safety.

Figure 7: Key stakeholders of road safety





Government organizations can be segregated into Central and state government organizations. The government can play a vital role to ensure implementation of road safety mechanisms by providing adequate leadership and sustainable framework at grass root level. The role of central and local/regional government is mentioned below:

- Central government: Define policies and procedures and provide appropriate funding to the state governments for implementation. They should also monitor the implementation status on a periodic basis.
- State governments: With the help of local and regional authorities, they should take a lead role in coordinating and implementing road safety plans in their jurisdiction areas. If needed, they can also grant corpus and extend support in implementing the plans.

Educational institutes/universities: Educational institutes and universities sow the seeds of fundamental and life-long education of each individual. These institutes can foster road safety culture and habits from an early age in a person's lifetime. Schools/universities should form a formal commitment to promote effective road safety education in schools and universities.

Media/advertisers: Media and advertising has emerged as one of the most influential medium in enhancing community awareness and influencing societal change. Media/advertisers can play an important role in supporting various road safety initiatives through their sensible reporting, taking initiatives, showcasing real cost of road crashes and encourage advertising, which promotes road safety. The advertisers can encourage safer practices and products through various signage installed at vital places. Media/advertisers should responsibly advertise the motorized vehicles and should not link speed with glamour.

Police and enforcement agencies: The police has been given the key responsibility to manage road safety and encourage safe driving on the roads. They contribute significantly to implement road safety plans. Using the data of road crashes, police and enforcement agencies can identify locations, which are prone to traffic accidents. Proper measures such as Integrated Traffic Management System (ITMS) can be deployed to safeguard citizens from such locations. Moreover, strict enforcement policies, educating the citizens and encouragement of road safety will contribute toward increased safety on roads. Enforcement agencies should have a single emergency number for all types of emergencies so that help related to police, fire and ambulance reach the accident location with a single phone call. Moreover, enforcement of freeways for emergency vehicles will result in reduced death rate.

Health centers/professionals: Doctors/health professionals affect the thinking and perception of a person to a large extent by providing scientific reasons to the situation. Health centers/ professional can take initiatives to educate citizens through various mediums about the road safety measures. Hospitals should also build efficient and effective emergency response system to cater to road accident cases and these emergency response vehicles should be suitably positioned.

Transport: The Transport department, including public transport, should focus on safe driving measures such as bus lane, speed limits etc. for the citizens. Special attention should be given by these departments to the safety needs of physically disabled, children, pedestrian, non-motorized vehicles and bicycle riders by providing separate lanes and proper signage. The transport department can implement Integrated Traffic Management System at busy traffic junctions to manage traffic flow.

Road and highways/planners: These agencies can improve the safety performance of the road network by ensuring appropriate planning, design, construction and maintenance of the road and highways. Planning of roads should apply crash reduction and crash prevention techniques to create a safe road network for the future. Review and safety audit of existing, rehabilitated and new roads should be conducted to eliminate unnecessary hazardous locations and misleading/absent markings.

Insurance agencies: Insurance agencies should also promote safe road habits and should campaign about the safety procedures. These agencies may also come out with innovative schemes to provide incentives to citizens who drive safely during the premium period of insurance agency.

Hospitality industry: Drunken driving is one of the key reasons for road accidents. Hotels/ hospitality industry needs to have strict policies of not allowing any guests to drive in drunken situation. This industry should adopt responsible standards of serving alcohol and hold breath test for the driving guests. The hospitality industry, along with alcohol manufacturing industries, should advertise responsibly on the side effects of drinking and driving.

Vehicle manufacturers: Manufacturers of light vehicles and heavy vehicles should provide adequate security measures in each category of vehicle. High standards of vehicle safety, mechanical safety and load stability should be maintained by all vehicle manufacturers. Vehicle manufacturers should undertake responsible advertising while showcasing speed as a strength of their vehicles. Security features of the vehicle should be highlighted in the advertisements along with the message to use the vehicle carefully on the roads.

Driver training and licensing agency: The driving school should provide theoretical sessions on traffic laws, safe driver behavior and techniques, road conditions, maintenance procedures and vehicle safety along with the practical driving lessons to the trainees. The licensing agency should also instil responsible behavior among novice drivers. A technical test around the basics of safe driving should be conducted and given increased weightage in the licensing examinations.

Professional organizations/corporate entities: They should develop internal safety policies for their staff and should also promote safe practices in operations of fleet, vehicle production and import etc. The large fleet operators can encourage their staff to participate in defensive driving courses, and where feasible, sponsor or provide defensive driving courses for their own staff at own premises. The details of role of corporate entities is detailed in the next section.

Above all, citizens are the key stakeholder of the road safety. They should behave responsibly on the roads and take responsibility of all vehicles drivers on the road.

Among the stakeholders, professional organizations and corporate entities have a very strong influencing, since the age group, which is most affected by road accidents fall in the category of 15–29 years. These citizens are mostly working for the corporate entities and can be trained for road safety practices by their respective organizations.


focus
BEST
TRUST
leaders
WINNING
PASSION
GLOBAL
PARTNERSHIP
PASSION
accountability
opportunity
PASSION



3 Role of corporate in road safety

Corporate entities are largely dependent on road transportation for their day-to-day working. This dependency on the road transport can be categorized into three categories:

1. Transportation of goods/material (both raw and finished)
2. Transportation of employees by company driven vehicles
3. Self-driving employees

Each corporate will have to target the road safety communications to the above mentioned group as applicable. A large manufacturing unit will have increased focus toward transportation of goods/material whereas manpower-based organizations such as BPO will have focus on road safety measures for transportation of employees. All corporate entities will be covered under the ambit of above three categories.

3.1 Concerns of private sector:

The road safety issues directly affect growth of multinational and large national corporations operating in various sectors. The productivity and supply chain such as, transportation of goods, raw material and products, furnishing goods to market, and ensuring employee attendance is all dependent on safe and efficient transport. Some effects, which can be seen on various industry segments with respect to road safety are tabled on the next page.





Table 1: Key industry segments and impact on road safety

Industry segment	Impact of road safety
Oil and gas, chemical industry	▶ In case of any road crash, transportation of raw material to manufacturing unit is delayed. ▶ Delay in supply of final product into market, due to road accidents, hampers profitability of an organization. ▶ Overall, the cost of product in the market may be increased.
Automobile industry	▶ Road crashes delay the availability of raw material at manufacturing unit for production of new products, which is a challenge for timely completion of manufacturing. ▶ The automobile industry has key responsibility of development of products with additional safety compliances and certifications, which should be strictly adhered to by the industry. ▶ Responsible advertising is another key impact of the automobile industry, which can have effect on citizens
Construction industry	▶ Delays due to road accidents, affect the availability of material at construction site, which further delays project completion, resulting in payment of compensation to buyers. ▶ Delayed delivery of construction projects give bad reputation to construction company in the market.
Banking and insurance industry	▶ The financial industry bears the financial burden of insuring and paying for accidents and deaths.
Tourism industry	▶ Safe transportation of tourist at sites create positive image, which in turn, increases tourism in the country.
Agribusiness/forestry	▶ Delay in transportation of product in the market results in increased demand and cost. ▶ Any road crash of an agriculture vehicle may also result in loss of grains/ agricultural produce.
Manpower-based industries such as BPO, consulting, IT sector	▶ Any loss in road crash results in loss of well trained employees, which affects growth of the company and its investment in the people. ▶ It also brings bad name to the corporate for not providing proper road facilities to its employees, which will further affect the growth of the corporate.

Road safety measures affect the overall growth and reputation of the corporate entity. It has created a need to take initiatives toward sustainable road safety by corporate entities. The below mentioned sections provide a detailed overview of key initiatives undertaken.

3.2 Initiatives undertaken by corporate entities in road safety

With the increasing number of deaths and serious injuries on the roads, the concerns of corporate organizations has increased over the past. Some of the key initiatives undertaken by corporate organizations are mentioned below in this section:

Table 2: Initiatives undertaken by corporate entities in road safety

Sector	Examples of road safety initiatives
Automobile	▶ Hello Safety – The campaign is focused on children and their guardians, senior citizens. Under this campaign, various pamphlets and pictures were used to communicate the message of: ‣ Proper usage of seatbelts and child safety seats in all seats of the vehicle, ‣ Traffic safety education to raise awareness in daily life and preventive measures and eradicating drunk driving. ▶ Safe Driving Forum – This program was implemented in China with the help of China Road Traffic Safety Association. It was designed to improve drivers' skills and safety awareness. It includes various aspects of good driving such as learning to apply brakes at appropriate time and manner, cornering and other driving techniques from qualified instructors etc., contributed to increase deep understanding of traffic safety. ▶ Safety Education Program: This program was focused on educating children on basic road safety procedures and also create a sense of safety behavior while moving on road. The program was initiated in Bangalore, India wherein more than 103,447 school children participated. ▶ Let's make Bicycle Safety Maps: An internet program "Let's Make a Bicycle Safety Map" was introduced for students in the upper grades of elementary school. Through this initiative, students were told to create a safety map of the local area by marking places that they felt were dangerous for cyclists or where the students had themselves felt unsafe. It was aimed to create an awareness about road safety through effective discussions and information sharing. ▶ Traffic Squad: Students Traffic Volunteer Scholarship Scheme was aimed to sponsor "economically backward" college students. It was envisaged that these students will help in effective traffic management on roads, thereby, reducing the effort of traffic police. These identified students were trained by the local traffic police and were named as traffic marshals. They were positioned at busy intersections in conjunction with the traffic police to control and manage traffic. This initiative is currently operational at places in New Delhi, Chennai and Kolkata.
Utility	▶ Internal Driver Licensing System, wherein criterion for recruitment of drivers is defined. It is mandatory for all drivers to meet the criteria in terms of driving skills and good behavior. There is a standard procedure adapted for different offices and comprises training and test. Drivers are inducted and posted on the job once they pass the test and get the certificate. Drivers who fail the test are further trained. The driver's performance is linked with increment and additional appraisals also. ▶ The Australia-based corporate, organizes Driver Training Program wherein various type of driving skills are defined by the corporate entities and drivers, along with employees, are trained on the same. The drivers and employees are banned from driving company vehicles until they reach required level of competency. ▶ Various safety equipment are installed and weekly inspections are made by identified officers. Several signage and warning lights are installed within the organization to minimize the risk of road safety.
Services	▶ Citizens and drivers are given professional training on road ethics to cater to road safety-related challenges. Moreover, it gives awards to drivers, corporate managers and best policy and industry practices that increase sense of safety and security on roads. ▶ Knowledge transfer sessions and articles on road safety are provided to employees. Various programs on usage of in-vehicle monitoring systems, drivers training and qualification and use of seatbelts etc., are undertaken. ▶ With an objective to introduce green road safety initiative, promoting bicycle in work area was started. Bicycles, which can be used by employees to reach office from home were provided. Support to "Car Free Day" is also demonstrated wherein the employees are requested to use public transport for reaching office.



3.3 Suggestive intervention model for corporate entities

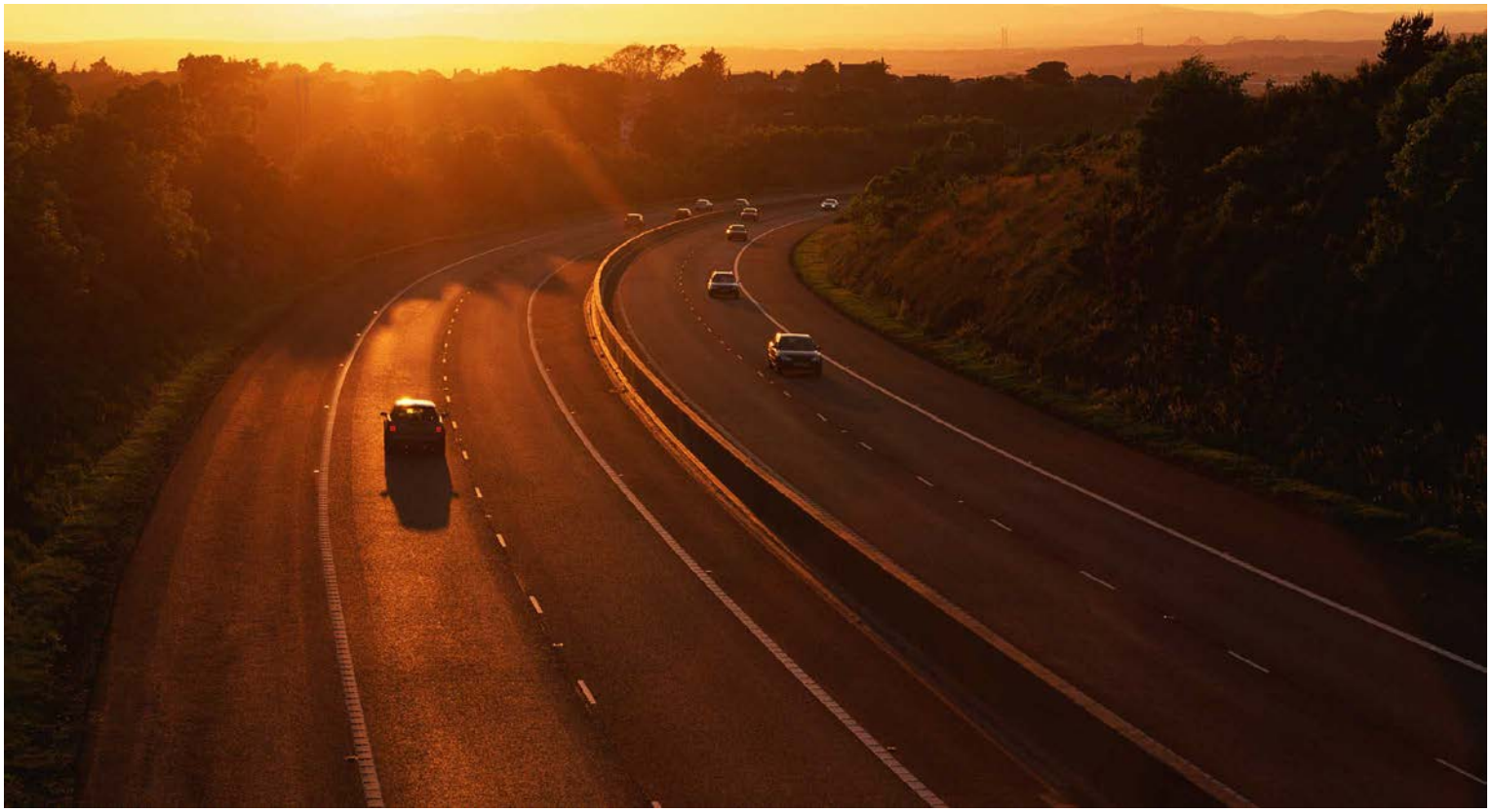
The key aspects of road safety initiatives can be taken at three levels – employee of the corporate, overall corporate level and third-party involved with the corporate. While creating road safety intervention model, target communication is toward awareness building, capacity building and actual implementation of road safety measures. It is the need of the hour to indulge corporate entities in increasing road safety initiatives.

Corporate entities can help the police and other agencies to make the roads safe. The below-mentioned matrix provides type of activities, which may be undertaken by employees, corporate entities/organization and third-party agencies/contractor for creating awareness, capacity building and implementation of road-safety initiatives.

3.3.1 Suggestive intervention model for corporate entities

Employees are the key beneficiary of road safety initiatives taken by the corporate. Employees across management levels, from top-most CXOs and general managers to mid-level Managers to low-level profiles such as drivers and office helps, should be part of the road safety initiatives of the corporate entity. Each employee should be aware of the road safety measures and should be imbibed with principles of road safety by regular training sessions, internal corporate communications etc. Corporate entities should also take initiatives to train the drivers for proper road regulations and ethics on the roads. Corporate entities should make sure that the employees do not get into road rage situations and are trained to help others in their time of need in a road crash.

Corporate entities can also encourage employees to take active part in initiatives, which promote road safety. Special incentives should be provided to employees for volunteering in such initiatives.



Some of the initiatives at employee level are suggested below:

Table 3: Employee targeted road safety measures

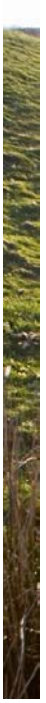
Employee targeted road safety measures		
Awareness building	Capacity building	Implementation
Organize regular seminars/ conferences to familiarize about various road safety measures	▶ Training to drivers for traffic rules followed by test	▶ Provide platform to employees to participate in road safety initiatives
Use of media such as social media to publicize road safety initiatives	▶ Encourage ethics and emotions while driving on roads	▶ Provide corporate stickers with information message to be stuck on back of car
Use of internal communications of corporate to reach out to all employees	▶ Training on helping others in case of road emergencies	▶ Breath analyzer test in case of corporate celebrations/ events
Information about rights and duties with respect to road safety		▶ Breath analyzer test of drivers during evening hours
Tie up with trained professionals/trainers to provide training on employee well-being on the roads		▶ Safety signage in corporate office premise to make travelling safe

3.3.2.Corporate-level safety measures

Other than targeting initiatives at employees, corporate entities can take initiatives for increased welfare of the society and citizens at large. Socially responsible corporate entities can organize road shows, distribute pamphlets, and encourage safe driving for public at large. Some large automobile manufacturing corporate entities can also invest in traffic training parks for training drivers. Corporate entities can create huge impact by implementing initiatives for citizens. It would make roads safer for both the employees as well as other citizens on the road. Some of the initiatives which can be developed into programs at corporate-level are:

Table 4: Corporate-level road safety measures

Corporate-level road safety measures		
Awareness building	Capacity building	Implementation
Organize various initiatives such as road safety week, road shows etc.	▶ Setting up traffic training institutes to build capability of drivers	▶ Tie up with government bodies to provide proper signage on roads for safety
Distribute brochures/ pamphlets related to road safety to staff and other people	▶ Recruitment of drivers with ethics, driving licenses, certifications and proper background checks etc.	▶ Provide certification to drivers for their skills and ethics
Provision green methods of transportation	▶ Procurement of vehicles meeting quality and safety standards	▶ Set up certified driving schools to provide training on all aspects
Tie up with NGOs to promote road safety awareness campaigns	▶ Provide training to help others in emergency situation	▶ Responsible advertising for high speed vehicles
Awareness about overloading of commercial vehicles and its hazards	▶ Regular maintenance of the vehicles to ensure compliance with safety norms	



3.3.3. Third-party related safety measures

Corporate entities often employ third parties to either transport goods/material or for the employees. Corporate entity needs to take responsibility of these third parties as well to maintain high levels of ethics and follow traffic rules. The drivers of third party should be trained according to corporate policies to provide safe travel on the roads. Some of the initiatives that can be taken to address the road safety with respect to third party are:

Table 5: Third-party related road safety measures

Third-party related road safety measures		
Awareness building	Capacity building	Implementation
Broadcast importance of road safety and safe driving to all the drivers or staff working on vehicles	▶ Mandatory training hours for drivers working in automobile industries	▶ Confirm deployment after completion of mandatory training hours
Train the third party employees before deploying them on corporate work	▶ Mandate proper road safety training by the third party provider	▶ Availability of emergency contact number on all deployed vehicles
In case of transactional nature of business with the third party, provide print communication on each visit	▶ Mandatory check of compliance of vehicles with safety norms	▶ Details of third party person should be available in vehicle along with escalation numbers
	▶ Ensure that drivers are not over-worked – that can create disaster on road	▶ Maintenance of driver's working hours and leave records to maintain healthy manpower
		▶ Breath analyzer test of all third party employees who report on duty



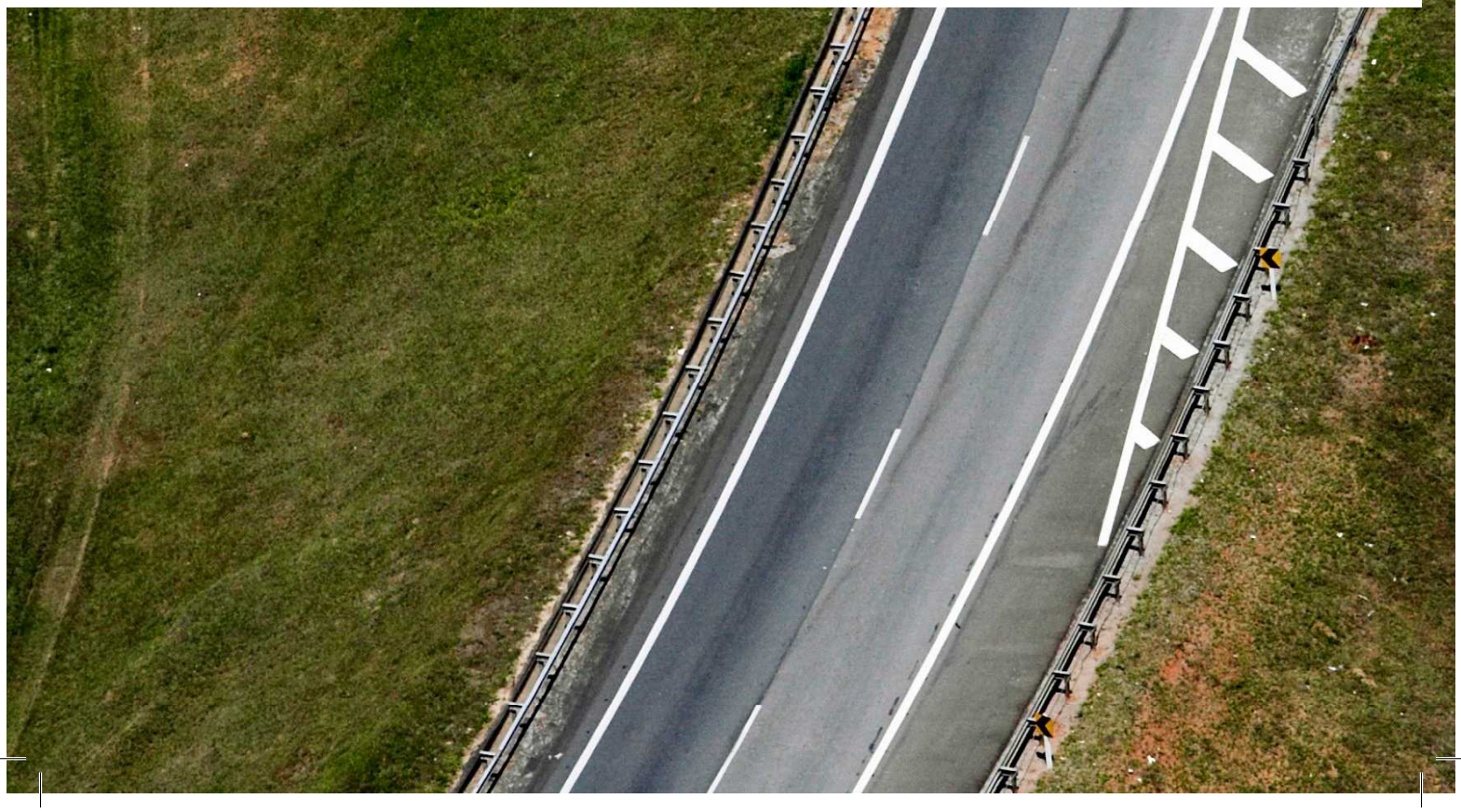


Case study: Tokyo Electric Power Company

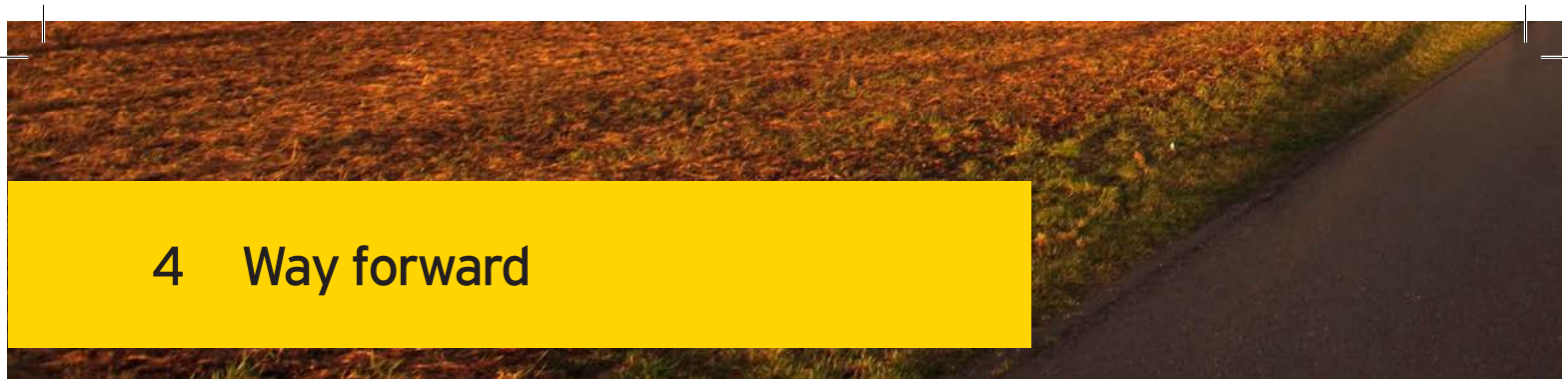
Tokyo Electric Power is a Japan-based electric company. The company has a large set of fleet operations and their stock of fleet consists of more than 8,000 four wheelers and 400 two wheelers. The organization had suffered losses of humans, property and business with the road accidents and fatalities in the past and they wanted to reduce the same. The company examined the trends of road accidents occurred within the previous three years and prepared plans to enhance the road safety measures.

The organization took several steps in this regard, which is mentioned below:

- A company-authorized driver licensing system was established, which is responsible for setting up the criteria for driving skills. A standard operating procedure (SOP) was designed in line comprising training and a test with the defined criteria for different offices of Tokyo Electric Power Company. It was made mandatory for all employees to complete the training and pass the test. A certificate was given to employees passing the test. Employees who fail in the test were given additional training.
- There is a personalized handbook allotted to each driver wherein details pertaining to qualification, training, total driving hours and driving records etc., is filled. The drivers were instructed to fill the handbook on a daily basis. It was also instructed to record health status, hours of sleep they have had, and driving hours of previous day etc. The handbook is approved by their supervisor, who may also give advice and manage the work load depending on the findings.
- The organization invested in electronic gadgets also wherein a tachometer and speed alarm were installed in each vehicle, to monitor the drivers.
- The organization also conducts traffic safety campaigns parallely to the national traffic safety programs. The activities in these safety campaigns are tailored to each office, and are designed in conjunction with the local community. Safety campaigns have included training to foresee traffic dangers, case studies of previous crashes, emphasis on seatbelt wearing and anticipating the behavior of pedestrians etc.
- The organization also recognizes their officers and drivers with no accidents regularly. Sometimes prizes are given for outstanding performance.



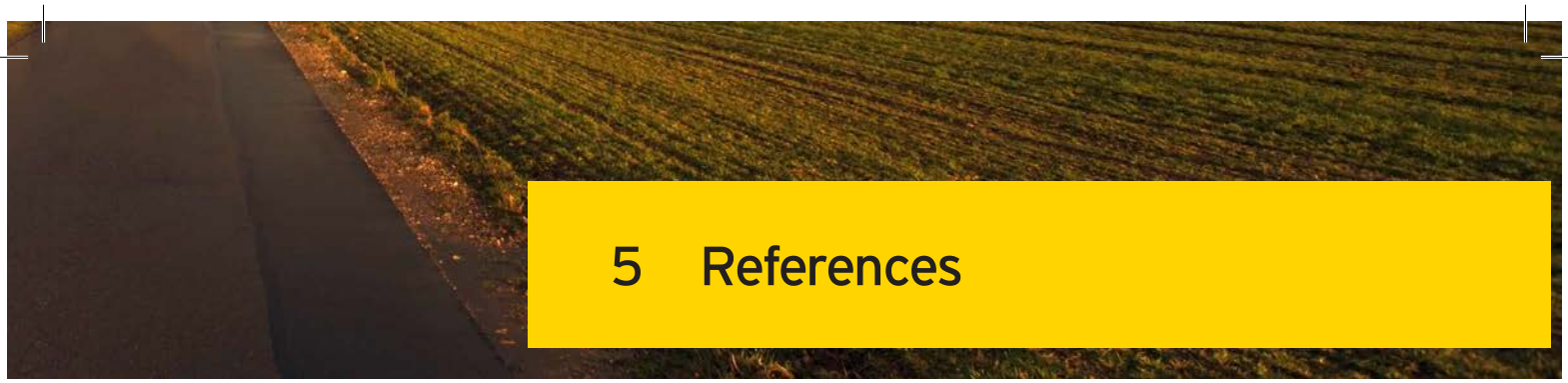




4 Way forward

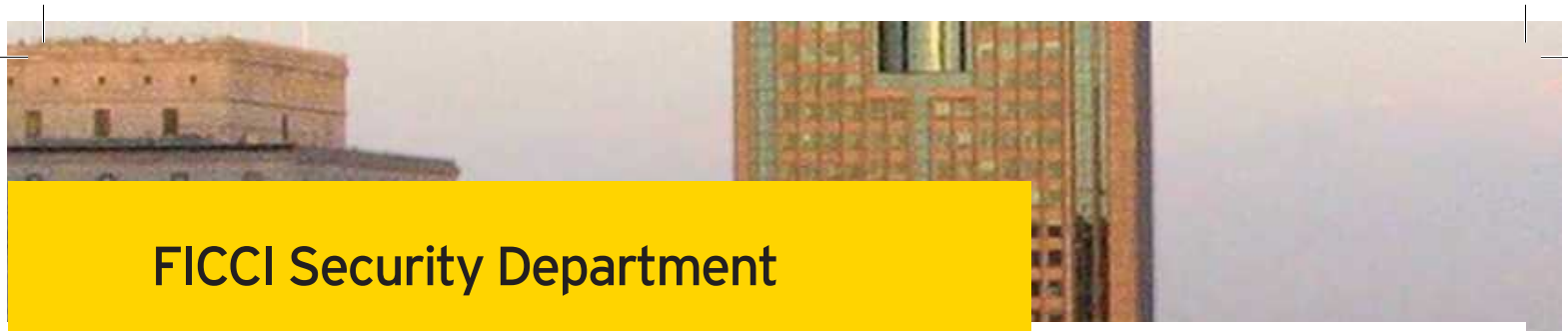
The above chapter provides a glimpse of role that corporate entities can play toward road safety. Corporate organizations can take the following steps to introduce road safety measures to their respective organization.

- **Step 1**: Commitment of senior management and involvement of employee
  Senior management can showcase by setting up relevant committees, providing funds for road safety programs, set policies and provide overall leadership guidance to the program. Employees should be involved from initial planning phase so that they have interest in the overall program and promote the program with other employees as well.
- **Step 2**: Documentation of policies
  Policies for the road safety program can be created, such as no drink and drive, use of seat belt, use of helmet in two wheelers etc. Proper documentation and circulation of the policy document will remind the employees of its importance. Appropriately placed signages in parking lot, office premise can remind the driver/employees to drive carefully when leaving the office.
- **Step 3**: Driver agreements
  Corporate entities can sign an agreement with all employees who drive to work using four-wheeler or two-wheeler vehicle and all the drivers hired by corporate entities. The agreement can be used as commitment by the employee/driver to adhere to road safety guidelines while travelling on the roads. It should also ensure that hired drivers maintain good behavior on the road and are not indulging in drunken driving/rash driving.
- **Step 4**: Check license and insurance of all vehicles
  Corporate entities can check validity of driving license of the employees who drive to work/hired drivers and also maintain a system to provide the insurance of the vehicle annually to the organization. It will ensure that all employees are regularly updating their insurance policy and are eligible to drive on the road.
- **Step 5**: Vehicle maintenance
  All vehicles plying for the corporate organizations should be maintained properly to reduce the chances of road crash. These vehicles can be corporate owned or leased or hired from third party. All safety features of the vehicle should be tested regularly for a safe drive on road.
- **Step 6**: Crash reporting
  Policies of road safety should clearly provide guidelines to the employees/drivers in case of crash. All crashes should be reported to a central helpdesk for further investigation of the root cause. It will help corporate entities to take necessary action for avoiding such crashes in future.
- **Step 7**: Disciplinary action system
  A system should be set up where repeat offenders of crash or misbehavior on road can be tracked for either employees or hired drivers. The system will help to take necessary action on the repeat offenders.
- **Step 8**: Incentive program
  In addition to step 7, corporate entities should also maintain incentive programs to reward the employees/drivers who adhere to road safety guidelines and are taking initiatives at society level to educate citizens about road safety and its impacts.
- **Step 9**: Driver training/communication
  Corporate entities should regularly train their drivers and communicate the benefits of safe driving periodically. Drivers may become complacent and ignore the road safety guidelines and agreement with the corporate. Training and communication is a good reminder, even to experienced drivers.
- **Step 10**: Regulatory compliance
  Corporate entities should comply with the regulatory norms of road safety and should practice the same diligently. Increasing traffic and increased distances to work, promotes risky driving behavior in the employees. Employees may feel pressured to drive fast or indulge in office work while driving on the road. Therefore, corporate entities play a significant role in educating their employees and providing a work environment, which enables safe driving practices.



5 References

- Accidental Deaths and Suicides in India, 2014 by National Crime Records Bureau (NCRB), Government of India
- Accidental Deaths and Suicides in India, 2014 by National Crime Records Bureau, Government of India
- Road accidents in India 2014, Ministry of Road Transport and Highways, Government of India
- https://www.futurescape.in/automotive-companies-the-advertising-and-csr-difference/
- https://www.iru.org/en_policy_road_safety
- Strategic framework for Road Safety by Department of Transport, Government of United Kingdom
- The Global Road Safety Partnership and Lessons in Multisectoral Collaboration, Research Fellow, Corporate Social Responsibility Initiative, John F. Kennedy School of Government, Harvard University
- Global Plan for the Decade of Action for Road Safety 2011 – 2020
- Guidelines for employers to reduce motor vehicles crashes, United States Department of Labor



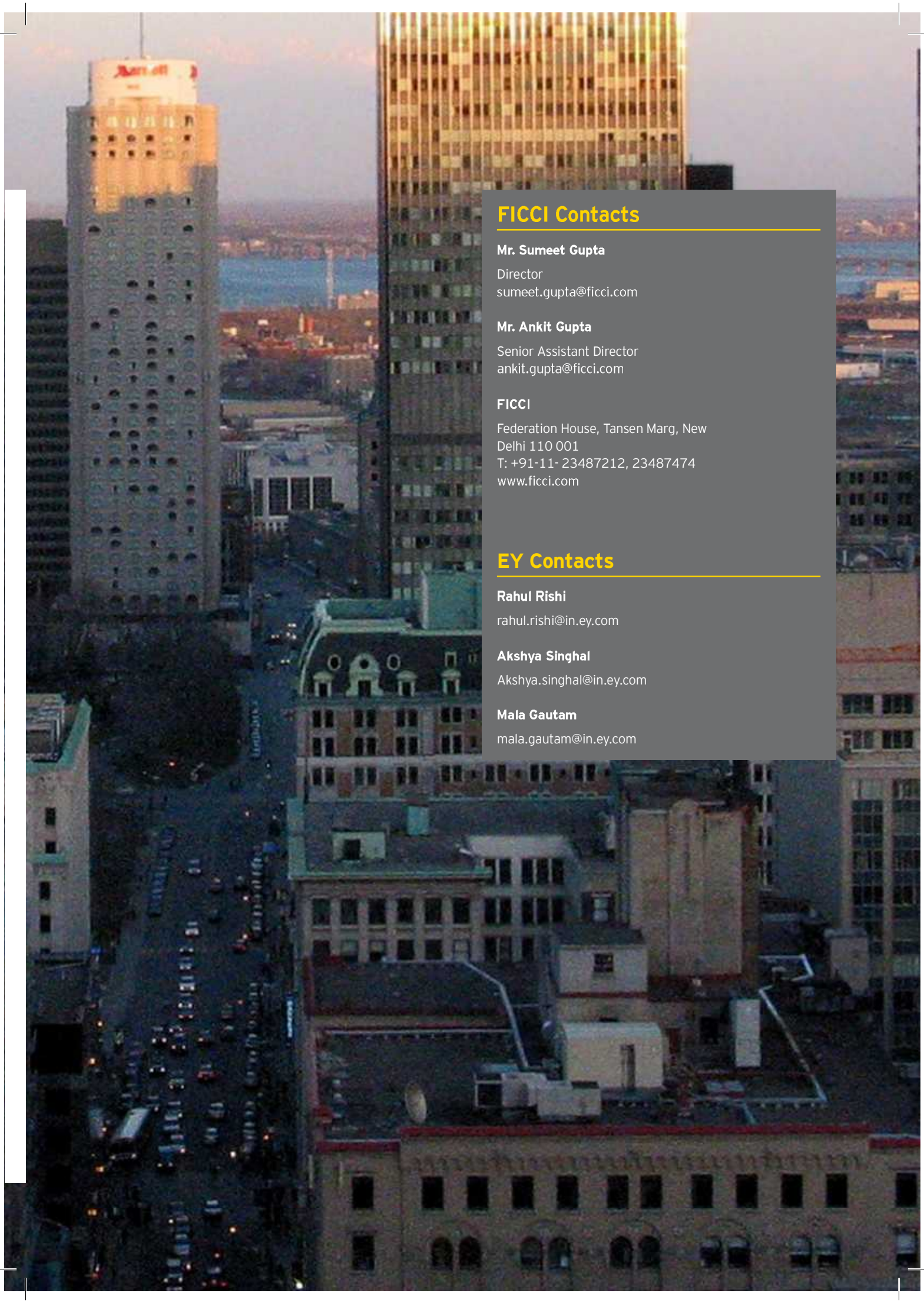
FICCI Security Department

- FICCI has many specialised committees where key concerns of the industry are debated and discussed with the specific aim of presenting the recommendations to the Government for favourable decisions.
- Considering internal security is the backbone of growth and overall development of a nation, FICCI has constituted two specialised committees to look into various aspects of security –
  - Committee on Homeland Security (HLS) is chaired by Mr. G. K. Pillai, Former Union Home Secretary, Govt. of India, which is working towards bridging the gap between policing and technology.
  - Committee on Private Security Industry (PSI) is chaired by Ms. Manjari Jaruhar, Former Special DG – CISF, Govt. of India. The committee has been advocating for key policy issues confronting the industry.

Some of the focus areas:

- **SMART Policing:** FICCI has instituted Award for best practices in SMART Policing in India, with the objective to promote initiatives taken by the Police for the safety and security of Indian citizens. This can change public perception and build positive and progressive image of the police among people. FICCI SMART Policing Awards provide a platform to police officials across India to learn from the experiences of other states and also for possible adoption of the best practices to further enhance policing in their respective states.
- **Police Modernisation**: FICCI is working towards bridging the gap between policing and technology. We engage with various enforcement agencies and provide them a platform to interact with industry, to articulate their requirements and to understand new technologies for security. This initiative is under our umbrella theme of "Safe & Secure Nation".
- **Road Safety**: United Nations has proclaimed 2011-20 as the Decade of Action on Road Safety. FICCI feels that the Indian Industry can play a significant role in addressing the issue of road safety and will be promoting potential private sector interventions in Road Safety through their core business activities.
- **Indian Unmanned Aerial Vehicle (UAV) Policy & Regulations**: FICCI has initiated formulating Working Groups in areas of: (a) enabling regulations for developmental use of UAVs, and prevention of rouge UAVs; (b) framework for permission and licencing for manufacturing of UAVs; and (c) technological structure for detection and neutralisation of unidentified UAVs. FICCI will submit the suggestions and recommendation for Indian UAV Policy & Regulations to the Ministry of Home Affairs.
- **India Risk Survey**: FICCI every year conducts survey of risk as perceived by corporates, which could affect business continuity. The objective of the report is to inform and sensitise all stakeholders about the emerging risks for a developing economy like India, so that well planned and strategic policy decisions can be made.
- **Security Standards and Guidelines**: FICCI is working with the Bureau of Indian Standards (BIS) for creation of standards and guidelines for electronic security.
- **Capacity Building Programmes**: FICCI has initiated capacity-building programmes and workshops as an attempt to increase awareness about Women Safety at Work Place, Forensics of Fraud Detection, White Collar Crimes, etc.
- **Public Procurement for Internal Security:** FICCI is working towards advocacy for bringing well-defined procedures for fair and transparent procurement of security products and solutions, so as to provide level playing field to the industry.
- **Enforcement of Private Security Agencies Regulation (PSAR) Act 2005:** Major portion of the private security industry is unorganised. FICCI is advocating the proper enforcement of the Act.
- **Armed Security for Cash Logistics**: FICCI is advocating for a well-articulated policy for deployment of armed private security guards for protection of cash vans, which carry crores of public money every day.
- **Private Security Workers' Categorisation as Skilled / Highly Skilled Workers**: FICCI is working towards appropriate categorisation of the private security guards.
- **Minimum Standards/Guidelines for Cash Logistics Companies**: FICCI is advocating for establishment of standards and operating guidelines for cash logistics companies.





FICCI Contacts

Mr. Sumeet Gupta

Director
sumeet.gupta@ficci.com

Mr. Ankit Gupta

Senior Assistant Director
ankit.gupta@ficci.com

FICCI

Federation House, Tansen Marg, New Delhi 110 001
T: +91-11- 23487212, 23487474
www.ficci.com

EY Contacts

Rahul Rishi

rahul.rishi@in.ey.com

Akshya Singhal

Akshya.singhal@in.ey.com

Mala Gautam

mala.gautam@in.ey.com

Ernst & Young LLP

EY | Assurance | Tax | Transactions | Advisory

About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit ey.com.

Ernst & Young LLP is one of the Indian client serving member firms of EYGM Limited. For more information about our organization, please visit www.ey.com/in.

Ernst & Young LLP is a Limited Liability Partnership, registered under the Limited Liability Partnership Act, 2008 in India, having its registered office at 22 Camac Street, 3rd Floor, Block C, Kolkata - 700016

© 2016 Ernst & Young LLP. Published in India.
All Rights Reserved.

EYIN1604-028

ED None

This publication contains information in summary form and is therefore intended for general guidance only. It is not intended to be a substitute for detailed research or the exercise of professional judgment. Neither Ernst & Young LLP nor any other member of the global Ernst & Young organization can accept any responsibility for loss occasioned to any person acting or refraining from action as a result of any material in this publication. On any specific matter, reference should be made to the appropriate advisor.

VS



EY refers to the global organization, and/or one or more of the independent member firms of Ernst & Young Global Limited

About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialisation, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.