

4TH INTERNATIONAL CONFERENCE FOR SUSTAINABLE MOBILITY

& IRF ANNUAL CONFERENCE

6 OCT. 2022 MARRAKECH



INNOVATON – Focus on Road Safety

SATISH PARAKH

Promoter & Managing Director Ashoka Buildcon Limited
President IRF India Chapter



International Road Federation
Fédération Routière Internationale
Federación Internacional de Carreteras

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www.irfnet.ch | www.adm.co.ma

About Ashoka Buildcon Limited



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- One of the Leading Infrastructure Development Companies in India with a work force of over 10,000 personnel.
- Specialists in Highways, Bridges, Buildings, Power, Railways, City Gas Distribution and Smart Infrastructure
- We are happy to share that we have built over 13,000 lane kilometers of highways so far in India and overseas.
- With over 3 decades of experience in building of highways we have developed intricate knowledge of quality, safety, health & environment aspects of road mobility.

About IRF India Chapter



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- IRF India is working in a country with a population of over 1.3 Billion people, 29 states (many of which are larger than some countries), where more than 19,569 dialects are spoken
- IRF India is trying to bring in road safety culture where the world's largest number of accidents and fatalities take place
- IRF India is coordinating with Central Governments, 29 state governments, and all stakeholders to put up a united front in making Indian Roads Safer.

Road Accidents Scenario In India



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- 01 fatality takes place in India every 4 minutes





THE SOLUTION IS INNOVATION

BUT IT CANNOT BE 'ONE SIZE FITS ALL'

The innovations have to be region specific
as each country has unique sets of safety related issues

We as **IRF-India** and **Ashoka Buildcon Limited**

have worked on these lines and the results have been very encouraging

SOLUTION



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CASE STUDY OF A 112 KILOMETERS ROAD STRETCH IN WEST BENGAL, INDIA



Online Accident Report And Analysis

Ashoka Highway Research Centre - Unit Of Ashoka Buildcon Ltd.



User Name
Password



Online Accident Reporting And Analysis

Ashoka Highway Research Centre-Unit Of Ashoka Buildcon Ltd.

Accident Identification

Project Name

Identification

1.State	<input type="text"/>	2.District	<input type="text"/>
3.FIR No.	<input type="text"/>	4.Police Station	<input type="text"/>
5.Time of Accident	<input type="text" value="00:00"/> (hrs:min)	6.Date of Accident	<input type="text"/>
7.Area Type	<input type="text" value="Select"/>	8.Accident Type	<input type="text" value="Select"/> Fatal Injury Needing Hospitalisation Injury Not Needing Hospitalisation
9.No.Vehicles Involved	<input type="text" value="Select"/>	10. No.of Fatalities	<input type="text"/>
		11. Injury Needing Hospitalisation	<input type="text"/>
		12.Injury Not Needing Hospitalisation	<input type="text"/>
13.Hit & Run	<input type="text" value="Select"/>	14.On Going Road Works	<input type="text" value="Select"/>
16.Collision Type	<input type="text" value="Select"/>		

cMaster.aspx

- **Illiterate Drivers of Trucks and other commercial vehicles**
 - **Encroachment**
 - **Poor Signages**
 - **Animals On Roads**
 - **Unauthorised parking**
 - **Very limited usage of service roads**
- **DIU (Driving Under Influence) of alcohol**

Innovative Solutions



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LEADING THE WAY, BEYOND WORK TOO! **ASHOKA**
 Ashoka Buildcon Limited

ET Auto.com
 From The Environment Times

Ashoka Buildcon's road safety campaign leads to Guinness World Record

The event was conducted in an Auditorium of Nashik. Ashish Katariya, Director, Ashoka Concessions said, "We are happy that our 600th road safety session will be getting global recognition. Ashoka Buildcon has always taken up Road Safety as a serious issue."

ETAuto • January 23, 2017, 13:26 IST



Reflective Collar for Stray Cattle – 150 No's

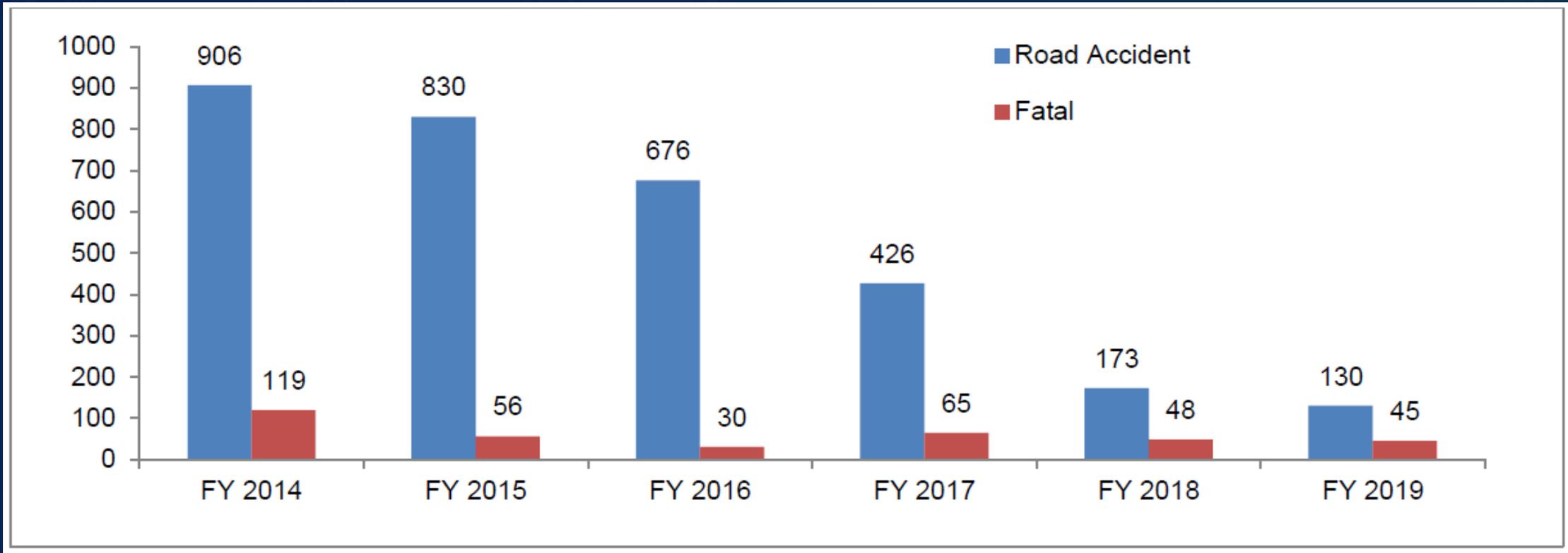


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ROLE BEING PLAYED BY IRF INDIA CHAPTER



- **5 Es – Engineering Of Roads, Engineering of Vehicles, Education, Enforcement and Emergency Care**
- **Road Safety Audit of 7 States (Worst Affected)**
- **Establishing cohesion between policy makers and other stakeholders to find solutions to the findings in the audit**
- **Series of Webinars for Contractors, Authorities and Consultants**
- **Use of Audio Visual Aids in Regional Languages to Promote Road Safety Awareness**
- **Support to Enforcement Agencies for using innovative approach to implement road safety laws**



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WAY FORWARD TOWARDS INNOVATION



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- Harvard Business School inspired online training modules are being developed for imparting road safety education
- Accident Analytics are being collated to understand root causes and their solutions
- Brain Storming sessions are being planned with Automotive, Roads and Safety engineers to develop solutions to India based road safety problems



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As President of IRF India Chapter

I invite you to be a part of this mission with your road safety suggestions at

president@irf.org.in



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THANK YOU