

No. RT- 25035/38/2021-RS (196434)
Government of India
Ministry of Road Transport & Highways
(Road Safety)
Transport Bhawan, 1, Parliament Street, New Delhi-110001

21st September, 2021

To,

The Principal Secretary/Secretary(Transport)/Transport Commissioner of all the States/UTs

Sub: Scheme of Financial Assistance for Administering Road Safety Advocacy and Awards for the Outstanding Work done in the field of Road Safety - reg

Sir/Madam,

I am directed to inform that this Ministry has launched the Scheme relating to Road Safety namely "Financial Assistance for Administering Road Safety Advocacy and Awards for the Outstanding Work done in the field of Road Safety".

2. A copy of the scheme guidelines is enclosed. Copy of the guidelines is also available on the website of the Ministry. It is requested to kindly publicize the scheme appropriately so that suitable proposals may be sent to this Ministry.

Yours faithfully,



Encl: As above

(Sudip Dutta)
Under Secretary to the Government of India
Tel: 011-23321729
Email: sudipdutta1998@gmail.com

Copy to: NIC (with a request to upload the guidelines on the Ministry's website)

F. No. RT-25035/38/2021-RS (196434)
Government of India
Ministry of Road Transport and Highways
(Road Safety Cell)
Transport Bhawan, 1, Parliament Street, New Delhi, 110001

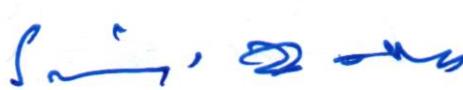
Subject: Guidelines for grant of financial assistance for administering Road Safety Advocacy and awards for the outstanding work done in the field of Road Safety.

1. Background

1.1. Every year in India about 150,000 people are killed and 500,000 injured in approximately 500,000 road accidents. The working age group of 18-60 years account to about 85% of road accidental deaths. Injuries, and in particular those related to road crashes, are among the major causes of potential life years lost and cost many billions of rupees every year. As per the WHO Global Report on Road Safety 2018, India accounts for almost 11% of the accident related deaths in the world. Pedestrians killed account for about 15%, whereas cyclists & two wheelers for nearly 2.50% and 35% respectively. Vulnerable road users account to about 50 percent of total road accidental deaths.

1.2. Road safety is a complex issue of concern, considering its magnitude and gravity and the negative impacts on the economy, public health and the general welfare of the people, particularly those with Low income. Although various road safety improvement programs are being implemented, these have not had the required impact, and the number of road accidents and fatalities continue to rise. Today, road traffic injuries are one of the Leading causes of deaths, disabilities and hospitalizations, with severe socio-economic costs across the world.

1.3. The main thrust of accident prevention and control across the world has been on 4 E's, vis. (i) Education, (ii) Enforcement, (iii) Engineering and (iv) Environment and Emergency care of road accident victims. The Government of India has been focusing on all these four approaches in its policies and programmes. For promoting the awareness about road safety, Ministry of Road Transport & Highways has decided to associate with Non-Governmental organizations (NGOs). The NGOs may undertake activities for creating road safety awareness among citizens.



1.4. It is necessary to ensure active participation of all stakeholders viz. State Governments, Corporate houses, auto industry and their associations, universities, institutions, Non- Governmental Organizations and the society at large to improve the Road Safety scenario. Many NGOs, Trusts, Societies etc. are working tirelessly for the cause of road safety in the Country. There is a need to recognize the outstanding contribution in the field of road safety especially in propagating road safety measures and encouraging their adoption.

1.5. It is in fulfilment of the above objectives that the Ministry of Road Transport & Highways issued the guidelines for the "Scheme for Grant of Financial Assistance for Administering Road Safety Advocacy and Awards for the Outstanding Work Done in the Field of Road Safety" in 2016 which was operational until 31.03.2020. The primary objective was to provide financial assistance to various agencies engaged in the activities to propagate road safety messages among citizens and recognize those making positive contribution in the field of road safety with some awards.

1.6. The previous experience of working with various agencies in the field of road safety shows that extensive efforts are required to be made focusing on diverse aspects of road safety to sensitize the road users about safe road usage. The charitable organizations cumulatively have broader access across the country. Many of these organizations are regularly involved in propagation of a variety of social causes and road safety is a prominent cause amongst them.

1.7. Such agencies can help expand project uptake and outreach and can facilitate greater awareness of road safety issues. These agencies are also involved in various programs involving the grass-root level communities, empowering and enabling them to take responsibility for their own safety as well as the safety of other road users. This aspect of community involvement is appreciated and encouraged for educating local communities to enhance the road safety in their own locality. In view of this, Ministry of Road Transport & Highways proposes to associate these agencies for taking forward the road safety programmes and recognize their outstanding work in the field of road safety through institution of awards.

1.8. Therefore, the Ministry of Road Transport & Highways intends to update the Scheme with the following guidelines to focus on a result-oriented outcome and drive reduction in road fatalities through behavioural changes.

