

OBSERVANCE OF WORLD ROAD SAFETY WEEK 2011

Project : **Orissa State Road Project (OSRP)**
Social Safeguard Instrument
INGO : **Krusha Adivasi Selfhelp Society (KASS)**
Package : **PO-1Bhawanipatana- Khariar, SH-16**

Introduction:

Campaign on road safety "Road Safety Week" is observed throughout the country every year in the month of January in order to highlight and emphasize the need for safe roads by taking up activities to promote the concept of awareness need. It is the 22nd Road Safety Week from 1st January to 7th January, 2011. The theme of the Road Safety Week this time is "**Road Safety is a mission, not intermission**" for improving the Global Road safety.

In order to carry out these activities in a befitting manner, the involvement of all concerned agencies like Police, [Health](#), Information & Publicity, [Education](#), PWD, etc., and other field agencies like Transport Authorities, District Authorities, [Voluntary Organizations](#), etc. may be ensured. Observation is important to remind people has gone away & suffering as handicapped due to a little bit carelessness of use of road. Under the World Bank Assisted Orissa State Road Project (OSRP) the Implementing NGO KASS has observed the World Road Safety Week in the corridor to create Awareness among the public of the villages and covered are 5 villages like Tukula, Badaduhel, Lachhipru, Ranipur & Khariar with more than 1500 stakeholders including 500 school children in the Road Safety Week January 2011.

Serious accidents occurring on road are a matter of great concern for all of us. Not a day passes when we do not read report of at least 2 or 3 serious road accidents. Almost everyone has been affected by such accidents at one time or the other. Because a relative or friend is somehow connected to such accidents. The number of deaths per year per 10000 motor vehicle in India is 10 to 15 times more than that in advance countries. The number of motor vehicle is increasing day by day. Though it is a sign of improving economy of the country. It is a bitter truth that is also adds to accidents on roads. Our inability to provide enough funds to widen the roads or to construct new roads in proportion to rise in vehicle population also results in perpetuating this state of affairs.

In Maharashtra there were 100144 motor vehicle in 1961. Thirty six years later in 1997 the figure raised to 4515746 a 45 fold increase! During the same period the road length has risen by mere 5 times. In fact there are several roads where the vehicular traffic 4 to 5 times their capacity.

Methodology & Activities

Basically by the development of work in five pillars of activity: building road safety management capacity; upgrading the safety of road infrastructure; further developing the safety of vehicles; enhancing the behavior of road users; and improving emergency services the road accidents can be avoided which can save both the side as Road & Life.

The staff of INGO KASS observed in two villages with the involvement of more than 125 school children of Tukula High School Tukula. First of all a meeting was organized in the school with the children discussed & aware about the value of Road Safety Week. Two Rally made by the children with keeping Flak Cards in their hand, Banner for Road Safety, as well as some of the slogans prepared by the villagers and Teachers practiced by the children covered the whole village pasted some posters on wall of the school, Rest shed, distributed the leaflets etc. After that the teachers were given the Luduplaai game and also were oriented by the INGO key persons which will be helpful for the teachers to orient the students about the valuable games.



Students of Tukula High School



Inauguration of awareness rally



Figure 1 School Children holding Flak Cards



This Presentation is submitted by
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