

## OBSERVANCE OF WORLD ROAD SAFETY WEEK 2011

**Project** : **Orissa State Road Project (OSRP)**  
**Social Safeguard Instrument**  
**INGO** : **Krusha Adivasi Selfhelp Society (KASS)**  
**Package** : **PO-3 Berhampur – Taptapani , SH-17**

### **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 1<sup>st</sup> 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 Narayanpur, Anangapur with more then 1500 stakeholders including 500 school children in the Road Safety Week January 2011.

### **Reason for Observance :**

Over one lakh persons get killed and more than 4.5 lakh persons are injured every year in our country in road accidents causing loss of precious human lives. This underlines the urgency of spreading road safety awareness amongst all road users including pedestrians & school children. As a part of awareness school children plays the vital role in making the society aware.

The World report on road traffic injury prevention emphasizes the role of public health in the prevention of road traffic injuries and covers the fundamental concepts and prerequisites of road traffic injury prevention, the intensity and impact of road traffic injuries, key determinants and risk factors, intervention strategies, and recommendations

### **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 500 school children. First of all a meeting was organized in the school with the children discussed & aware about the value of Road Safety Week with the presence of Village Education Committee Chairman Simanchala Gauda committee member Ramahari Jena, village youth Sangha secretary Malaya Panda and other village people. 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.



Figure 1 School Children holding Plac Cards



Figure 2 Anangapur School Children holding Plac Cards



Figure 3 Anangapur School Children Rally



Figure 4 Narayanapur School Children Rally

Team Leader :  
KASS , PO3