



Ministry of Road Transport & Highways
Government of India



**PHD CHAMBER
COMMUNITY**



Walkathon

Road & Traffic Safety Conference

23rd August 2017, PHD House, New Delhi



Overview:

In today's world road and transport have become an integral part of every human being. Everybody is a road user in one shape or the other. The present transport system has minimized the distances but it has on the other hand increased the life risk. Every year road crashes result in loss of lakhs of lives and serious injuries to crores of people.

In India itself about eighty thousand people are killed in road crashes every year which is thirteen percent of the total fatality all over the world. Man behind the wheel plays an important role in most of the crashes. In most of the cases crashes occurs either due to carelessness or due to lack of road safety awareness of the road user. Hence, road safety education is as essential as any other basic skills of survival.

India has the second largest road network across the world at 4.7 million km. This road network transports more than 60 per cent of all goods in the country and 85 per cent of India's total passenger traffic. Road transportation has gradually increased over the years with the improvement in connectivity between cities, towns and villages in the country. The Indian roads carry almost 90 per cent of the country's passenger traffic and around 65 per cent of its freight.

Road safety is the key to safe life and directly impacts to productivity of the nation. The aim is to provide road safety information for road users to encourage safer road user behaviour among current and prospective road users and reduce the number of people killed and injured on our roads every year.

Child Safety as Co-passenger while going to school / academic institute is of paramount importance, the threat of uninsured children on 2-wheelers / auto rickshaw require insurance cover & pronouncements. Focus should be made mandatory by implementing head gear protection & special accident insurance covers for the under aged community of India. PHD Chamber shall initiate discussion on this major issue at the conference. Overall insurance for life cover should also be tagged with other insurance policies.



Chief Guest
SHRI NITIN GADKARI
Hon'ble Union Minister for Road Transport
and Highways and Shipping,
Government of India



Guest of Honour
SHRI AJAY KASHYAP, IPS
Spl. Commissioner of Police,
Traffic, Delhi

Objective of Walkathon

- To generate awareness and sensitize the society about golden rules of road safety & life security (including children going to school + casual 2 wheeler usage by parents etc.)
- To walk together for a social cause and "road safety message".
- To provide the platform to the related stakeholders to discuss with Government & administration
- To deliberate on Innovation required in road safety & implementation
- To acquaint the audience with current rules and issues on road safety (involving Traffic Police Authority)

Why is Road Safety Education Important

- Children and young people are at significant risk on our roads. Road trauma is the leading cause of death and the second most frequent cause of hospitalization among children.
- We all need to learn to use the road responsibly. There is evidence that children start learning about the road system from a very early age and that this can lead to safer behaviours in later life.
- Road safety education plays an important role in shaping the attitudes and behaviours of children and young people – ensuring they become responsible drivers, passengers, pedestrians and cyclists.

TENTATIVE AGENDA

06:00 am – 06:45 am	Registration
06:45 am – 07:00 am	Arrival of Chief Guest, Guest of Honour & all Dignitaries
07:00 am – 07:30 am	Address by Chief Guest, followed by PHD Car Sticker unveiling & Token Helmet Handover Ceremony
07.30 am – 07.40 am	Walkathon Lineup & Flag off by Chief Guest with Media & TV coverage
07:40 am – 08.40 am	Community Walkathon on Scheduled Route of 2 Kms Route: Starting from PHD Chamber complex around the circuit of August Kranti Marg, Aurobindo Marg & Hauz Khas area and return to PHD House (approx 2 Kms)
07:40 am – 08:15 am	Media bites for Chief Guest, Guest of Honour, Walkathon Sponsors and other Dignitaries/VIPs
09:00 am onwards	Conference in LPS Auditorium on Road Safety
09:00 am – 09:05 am	Opening address by President, PHD Chamber
09:05 am – 09:15 am	Address by Chief Sponsor
09:15 am – 09:25 am	Address by Guest of Honour
09:25 am – 09:40 am	Address on Insurance perspective by Sponsor/ Co-sponsor
09:40 am – 09:50 am	Address on Banking perspective by Sponsor/ Co-sponsor
09.50 am – 10:30 am	Demonstration, Training & Presentation by Delhi Police & Traffic Experts
10.30 am – 10.50 am	Closing Ceremony & Helmet distribution by PHD Chamber, Chief Sponsor and Sponsors
10.50 am – 11.00 am	Summing Up & Vote of Thanks by Sr. VP, PHD Chamber
11.00 am – 11.30 am	Tea & Snacks
12 Noon	Dispersal



ABOUT THE CHAMBER

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level across States of India and develop strong national and international linkages. It acts as a catalyst in the promotion of industry, trade and entrepreneurship. The 112 year old Chamber is focused on facilitating nation building endowed with a strong secretarial team comprising of 58 expert committees and a powerful State Development Council.

GOVERNMENT AFFAIRS AND BUSINESS DEVELOPMENT

“Government Affairs and Business Development” - is a think tank Mechanism of PHD Chamber of Commerce and Industry.

The primary objective of the vertical is to create novel platforms for facilitating and boosting Government agenda at the center as well as in the states of India and encourage growth of the socio- economic sectors, industries and community at large.

Parallel to the above, it also acts to implement and oversee, plan and execute, large and medium scale projects of the Government and work towards cost reduction and profit centre models.

The sectors of focus are diverse and majorly in consonance with the Nation's priority.

PHD CHAMBER HAS SPECIAL FOCUS ON SEVEN THRUST AREAS

**Industrial Development | Infrastructure | Housing | Health
Education and Skill Development | Agriculture and Agribusiness | Digital India**

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