

GOVERNMENT OF ANDHRA PRADESH

OFFICE OF THE
COMMISSIONER OF TECHNICAL EDUCATION
ANDHRA PRADESH :: VIJAYAWADA

Memo. No.EHE02-17028/6/2019-H SEC-CTE

Dated:17.09.2018

Sub: Technical Education -Academics- iSAFE Road Safety Advocacy
Programme- Participation Requested- Certain Instructions-Issued-Reg

Ref: Govt. Memo No. 481/MC.A1/2019. Dated: 29.07.2019 of the Higher
Education (MC) Department along with its enclosures.

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It is to inform that the Indian Road safety Campaign, which is a non-profit organization started by the students of IIT, Delhi is conducting iSAFE: The safer India Challenge' 19 to promote the cause of road safety among youth.

The challenge has been designed for the School/College students with the objective of coming up with disruptive solutions for improving the on-ground scenario of road-safety. Isafe'19 has been divided into five domains to aid the student pursuing their careers in Medicine, Law, Engineering, Arts Commerce, Mass Media AND Communications or any other field.

The Ministry of Road Transport and Highways is also supporting iSAFE'19 as it coincides with MORTH's mission to reduce the number of road accidents and consequent injuries and fatalities.

In view of the above circumstances, while enclosing the copies of the references cited, the Principals of Government, Aided, Un- Aided Polytechnics including 2nd Shift polytechnics in Engineering colleges/ D. Pharmacy Institution working under the control of this department are hereby requested to register and participate mandatorily in the iSAFE: The safer India Challenge' 19 event through Policy Internship and iSAFE-19 championship and further promote the event across your colleges, so as to ensure wider participation. This would help in sensitizing students about road safety and also other social issues. For further details, it is requested to refer to www.road-safety.co.in/isafe.

Sd/- V. S.DUTT
JOINT DIRECTOR

To
The Principals of Government, Aided, Un- Aided Polytechnics including 2nd Shift
polytechnics in Engineering colleges.
The Regional Joint Director of Technical Education, Kakinada and Tirupati with a
request to monitor the above event
Copy to the Stock File

Ramires 21/09/19.
For COMMISSIONER

12
18.09.19.



*Principals
may be vis. included
accordingly
RP*

F.No. RT-25013/07/2019-RS
Ministry of Road Transport and Highways
Transport Bhavan, Sansad Marg



New Delhi, 10th July 2019

Office Memorandum

I am directed to inform you that **Indian Road Safety Campaign**, which is a non-profit organisation started by Students of IIT, Delhi, is conducting iSAFE: The Safer India Challenge'19 to promote the cause of road safety among the youth.

2. The Challenge has been designed for school / college students with the objective of coming up with disruptive solutions for improving the on-ground scenario of road-safety. iSAFE'19 has been divided into five domains to aid the students pursuing their careers in Medicine, Law, Engineering, Arts, Commerce, Mass Media and Communications or any other field.

3. The Ministry of Road Transport and Highways is also supporting iSAFE'19 as it coincides with MoRTH's mission to reduce the number of road accidents and consequent injuries and fatalities.

4. It is requested that states may kindly provide support for this initiative by promoting the event across all the colleges/schools so as to ensure wider participation. This would help in sensitising students about road safety as also other social issues. For more details the educational Institutions may be asked to refer to www.road-safety.co.in/isafe.

Yours sincerely,

(Ram Raj Meena)

Under Secretary to the Government of India

011-23718560

To,
Principal Secretary, School Education/
Principal Secretary, Higher Education
of all the States/UTs

*AD-G
UR 30/8
H. S. S.
Date
20/06/19*



Indian Road Safety Campaign, SOLVE

Admin Address: MS 813, 8th Floor, IIT Delhi, Hauz Khas, New Delhi-1100

Email: info@road-safety.co.in

To,
The Principal Secretary, Higher Education
Government of Andhra Pradesh

Subject- Support Request for Road Safety Campaign focusing on Promoting Road Safety Culture in Andhra Pradesh by involving schools and colleges of the state.

Respected Sir/Ma'am,

I, Deepanshu Gupta, am writing this letter on behalf of **Indian Road Safety Campaign, IIT Delhi**, an initiative under Solve (a not for profit trust formed by the students and alumni of **IIT Delhi**, with the aim to reduce the number of deaths happening due to road accidents to half by 2020).

The purpose of this letter is to seek the support and patronage of the **Department of Education, Andhra Pradesh** for **iSAFE- The Safer India Challenge 19** which is a nine-month college championship organized by **Indian Road Safety Campaign** in collaboration with the **Ministry of Road Transport and Highways (MoRTH), Ministry of Housing and Urban Affairs, Department of Science and Technology, and United Nations Institute for Training and Research (UNITAR)** for 10000+ colleges and schools all across India with the vision of promoting road-safety.

The total number of road accidents and subsequently injured people was 27,475 and 25,727 respectively in 2017. The total number of deaths due to road accidents in the state was 8,541 in 2016. It saw a marginal drop to 8,060 in 2017, which is a positive sign but the state still ranks high in the country as far as deaths due to road accidents are concerned and therefore much remains to be done. The magnitude and gravity of the issue are such that it requires a multi-stakeholder approach. As youth is the most vulnerable section in terms of road accidents, the involvement of youth in its eradication becomes mandatory.

The whole program(**iSAFE**) is designed not just with the aim to create awareness but curbing the problem from every aspect (Be it technical or medical or law) by using the expertise of youth and provide the youth a platform to implement their skills on ground level with a relevant mentorship and hence we require the support from the Education Department of Andhra Pradesh

to achieve the objectives. Also, the support will catalyse the initiatives of the Department in order to pursue the objectives of the Andhra Pradesh State Road Safety Policy.

The success of iSAFE' 18 championship can be seen through the participation of more than 1500+ colleges and 40,000+ students impacting more than 1.4 million people through the annual championship. The championship has created more than 33 infrastructural changes, 25+ research papers, 25000+ people trained, 7500+ awareness offline and online events, all student-led, at minimal resources. And to have these numbers under our belt in just its second edition is a matter of achievement for us.

iSAFE'19 was marked open by the **Hon'ble Union Minister of Road Transport and Highways, Shri Nitin Gadkari** and **Hon'ble Union Minister of External Affairs, Smt. Sushma Swaraj** at Rajghat during the launch of the 30th National Road Safety Week on 4th February 2019. This year the target is to reach more than 5000+ colleges and 5000+ schools all across India with the vision to promote Safer India by participative engagement of the youth all across India through partnerships with the state ministries/institutions across India. And this ambitious target would be hard to achieve without your support as there is, inherently, a great synergy between us which have been explained in Annexure. Along with this few other annexures have been added to give you a holistic view about the organization and its purpose to associate.

Therefore, I request you to kindly look into the consideration of being a part of iSAFE' 19 by supporting and endorsing our college and school championships in Andhra Pradesh.

Thanks and Regards,

Deepanshu Gupta
Indian Road Safety Campaign
Mobile: +91 8860397532

Enclosure:

1. Annexure

ANNEXURE

About Indian Road Safety Campaign:

Indian Road Safety Campaign, the road safety project of Solve, was started as a project under the IIT Delhi chapter of National Service Scheme, with the help of Transportation Research and Injury Prevention Program over 4 years back and has now grown to be the largest youth-led initiative in India with chapters across **1500+ colleges** with IIT Delhi chapter leading the national level operations. Currently active across 50+ cities, IRSC works actively with the **United Nations, WHO, Ministry of Road Transport and Highways, AIIMS, and Supreme Court** etc across awareness, education, law, medicine, technical sectors to change the scenario of road safety in India.

Why Indian Road Safety Campaign was started:

Indian Road Safety Campaign was started when **eight students of IIT Delhi met with a road-accident which led to the death of the 4 students on-spot with rest 4 being paralysed for 6 months** leading to the entire institute being shocked. At that moment we realized the need to make sure no further lives are lost due to road-accidents and make each and every youth across India realize the need to be safe on Indian Roads.

About Policy Internship:

Policy Internship is one of a kind initiative of IRSC in which people from different locations across India solve a local road infrastructure related issue. The process involves identification of the problem, stakeholder analysis, devising a solution under the guidance of experts from TRIPP, IIT Delhi and implementation through local authorities. Till now more than 1000+ people have participated in this internship over the past 3 years and 50+ implementations actually happened to solve the major road safety issue.

About iSAFE, The National Safer India Challenge 19:

The Safer India Challenge 19 is a 9-month long championship, with the aim to make roads safer for all and achieve path-breaking changes in the same. It is an initiative of Indian Road Safety Campaign in association with Ministry of Road Transport and Highways and the United Nations for Training and Research held for colleges all across India. The vision for starting the

Championship is to rectify the problem of road safety from all ends by igniting the competitive spirit of the youth to achieve path-breaking changes in the scenario by using their expertise – “**making them do, what they like to do**” to create sustainable impact. The iSAFE 18 championship had the participation of more than 1500+ colleges and participation of more than 40,000+ students impacting more than 1.4 million people through the annual championship. The championship has created more than 33 infrastructural changes, 25+ research papers, 25000+ people trained, 7500+ awareness offline and online events all student-led at minimal resources.

iSAFE'19 was marked open by the **Hon'ble Union Minister of Road Transport and Highways, Shri Nitin Gadkari** and **Hon'ble Union Minister of External Affairs, Smt. Sushma Swaraj** at Rajghat during the launch of the 30th National Road Safety Week on 4th February 2019. This year the target is to reach more than 5000+ colleges and 5000+ schools all across India with the vision to promote Safer India by participative engagement of the youth all across India through partnerships with the state ministries/institutions across India.



Launch of iSAFE'19 by Shri Nitin Gadkari and Smt Sushma Swaraj at Rajghat

In order to boost youth participation in the championship, a video message has also been released by Shri. Nitin Gadkari Sir for the same to boost youth participation in the championship.

Why the Department of Education, Andhra Pradesh shall support iSAFE?

“United we stand, Divided we fall”- There shall be no other reason than this to work for the better cause that could lead to the eradication of death due to road accidents in India. But still, below points shall try to explain the synergy that we share implicitly and how this mutualism can lead to the fulfilment of the desired objectives:

- As India is a signatory to the **Brasilia Declaration**, the number of deaths from road accidents have to be halved by 2020, with the Supreme Court Committee on Road Safety strictly monitoring the road safety measures in the states every quarter, it becomes imperative for the state to act per its commitment and iSAFE can be a platform where it can channelise the resources to achieve its phase wise targets.
- **PRIME REASONS FOR DEATHS IN ROAD ACCIDENT IN ANDHRA PRADESH:** Driving two wheelers without helmet, Driving four wheelers without seat belt, Talking over mobile phones while driving, Driving above the speed limit, Driving after consuming liquor and intoxicants. This suggests that there is a dire need to work on road safety and more specifically towards awareness and enforcement in the state. The championship is designed in such a way that it not only generates awareness about the law enforcement related to road safety but also provides opportunity to the ignited minds of the state to design and create more technically sound and user friendly products.
- **The State Road Safety Policy** in its Policy Statements talks about Strengthening Institutional & Legal Environment, Ensure safer and efficient road infrastructure, Improving the quality of Drivers, Safer Vehicles, Safety for vulnerable road users, Enforcement of Safety Laws, Road Safety Education and Training, Emergency Care and Medical Services for road accident victims, etc. There is no single area of Policy Statements that iSAFE as a championship does not provide opportunity to the students to work on.

Support Required from the Department of Education, Andhra Pradesh for iSAFE:

IRSC, IIT Delhi would like the Department of Education, Andhra Pradesh to be a part of Policy Internship and iSAFE-19 by supporting and endorsing our college and school championships.

The following is the support required in detail:

- Logo Support to be provided for Policy Internship and Overall championship (iSAFE – The Safer India Challenge 2019).
- Notification to be released in all schools and colleges across the state to participate in the championship.
- Guest Speakers from the Department of Education, Andhra Pradesh for key events across the year in the state.
- Customized support for other events and activities after the discussion.
- Addition of the link of iSAFE'19: The Safer India Challenge on the website of the Department of Education, Andhra Pradesh.
- A video message on road-safety in general and encouraging them to take part in the Championship that can be included in the email/notification to the colleges requesting them to participate in the championship.
- FM Clips on road-safety to be run for encouraging participation and promoting road-safety habits in general all across the state.

All the activities that would be done in these programs in Andhra Pradesh would be held in tandem with the Department of Education, Andhra Pradesh and due support would be properly acknowledged everywhere. We would be highly thankful in case the above-requested support can be provided towards creating a Safer and Better India.