



THE WORLD BANK



सत्यमेव जयते

Ministry of Road Transport and Highways  
Government of India



FICCI AND THE WORLD BANK

*Present*

Webinar on

# PRIVATE CAPITAL MOBILIZATION IN ROAD SAFETY



August 9, 2021



6:00 PM - 8:15 PM

# ROAD ACCIDENTS IN INDIA



**1,304,345**

People in india have been killed  
in the last year 10 years

**5,085,691**

People have been seriously  
injured or disabled in the last  
ten years

# ISSUES TO CONSIDER

11% of the estimated global share of 1.35 million road crash fatalities.

Worst impacted Population, aged 18-45, is involved in 70% of the crashes.

According to the World Bank road crashes cost 3-5% of India's GDP every year



# GOVERNMENT ACTION



**Motor Vehicles  
Amendment Act  
(2019)**



**Commitment to  
reduce road  
crashed to half by  
2030**



**Support to  
Corporates and  
NGOs working on  
road safety**

# FACTORS TO BE CONSIDERED

Poor road infrastructure and management

Inadequate post-crash care

Unsafe road user behaviour

Unenforced or non-existent traffic laws

Non-road worthy vehicles



# ROLE OF PRIVATE SECTOR



# SAFE VEHICLES

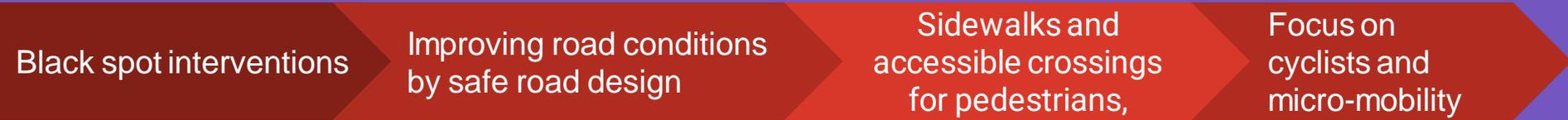
**Leveraging enhanced design and technology** to make automobiles safe for vehicle users.

**Expanding focus to safety** for occupants of other vehicles, pedestrians, and cyclists in the case of a collision.



Mahindra CSR | SLF Zero Fatality Corridor Project

# SAFE INFRASTRUCTURE



An average of **140** road crash fatalities reported every year

# ZERO FATALITY CORRIDOR

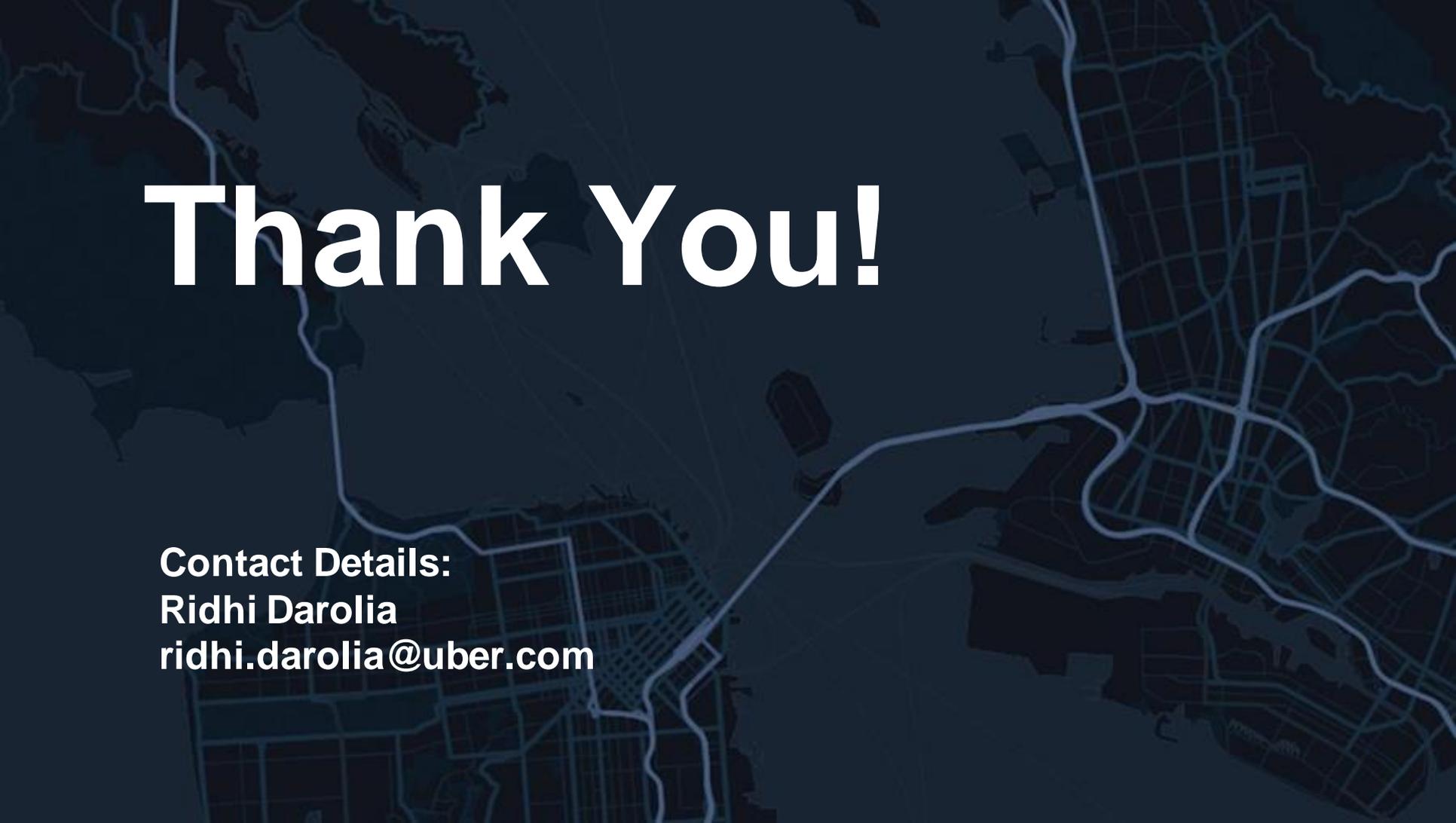
# SAFE DRIVING BEHAVIOR



**Uber India Vision Correction  
Partnership launched during National Road  
Safety Month 2021**



**ACC Efforts on Safe Driving  
Skill development through specialised training  
and driving behaviour management**



# Thank You!

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