



Maharashtra

MILESTONE

For Better Traffic Management & Road Safety

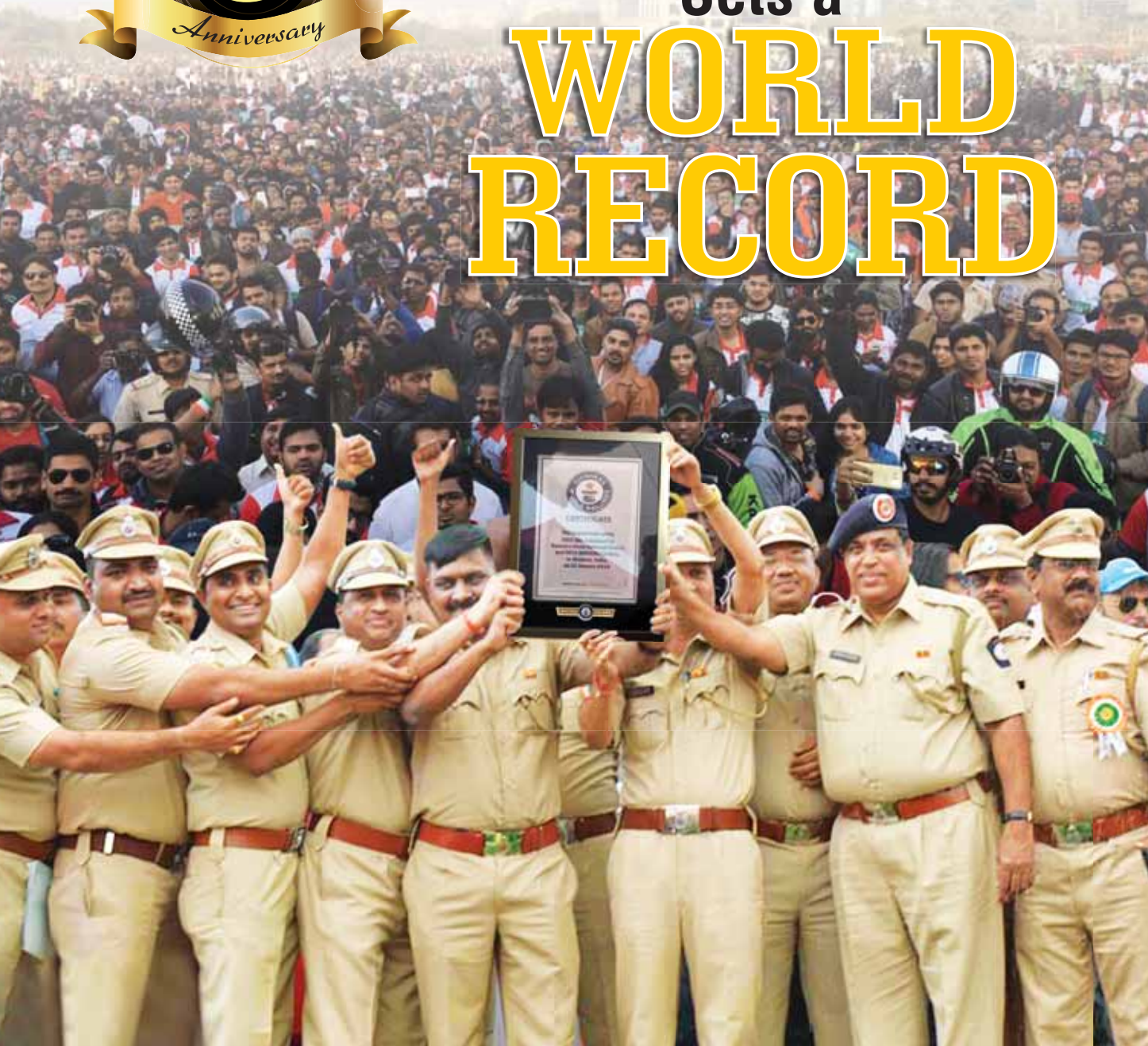


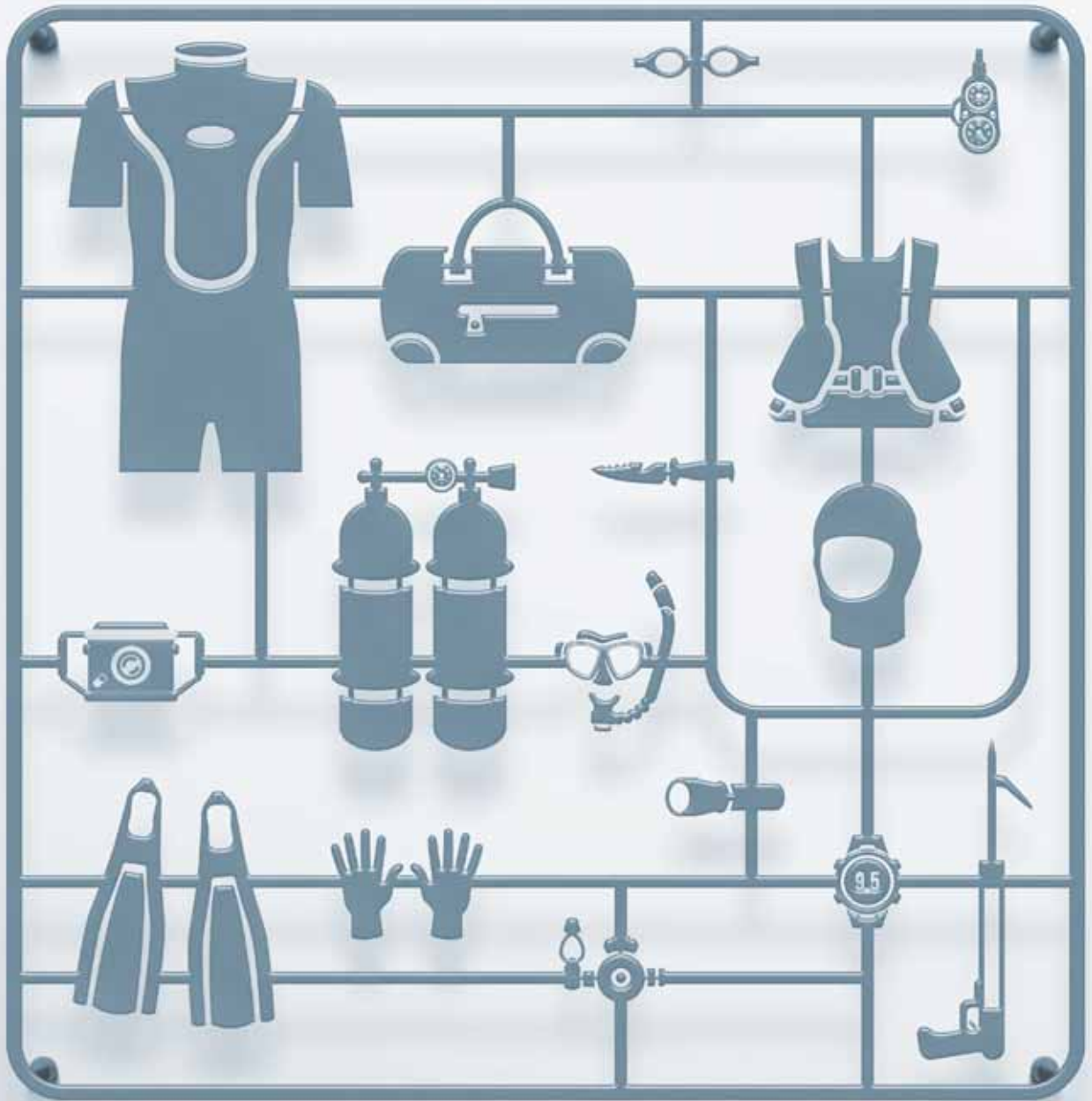
3rd Anniversary 2016 ₹ 100/-



MUMBAI RTO
Sets a

WORLD RECORD





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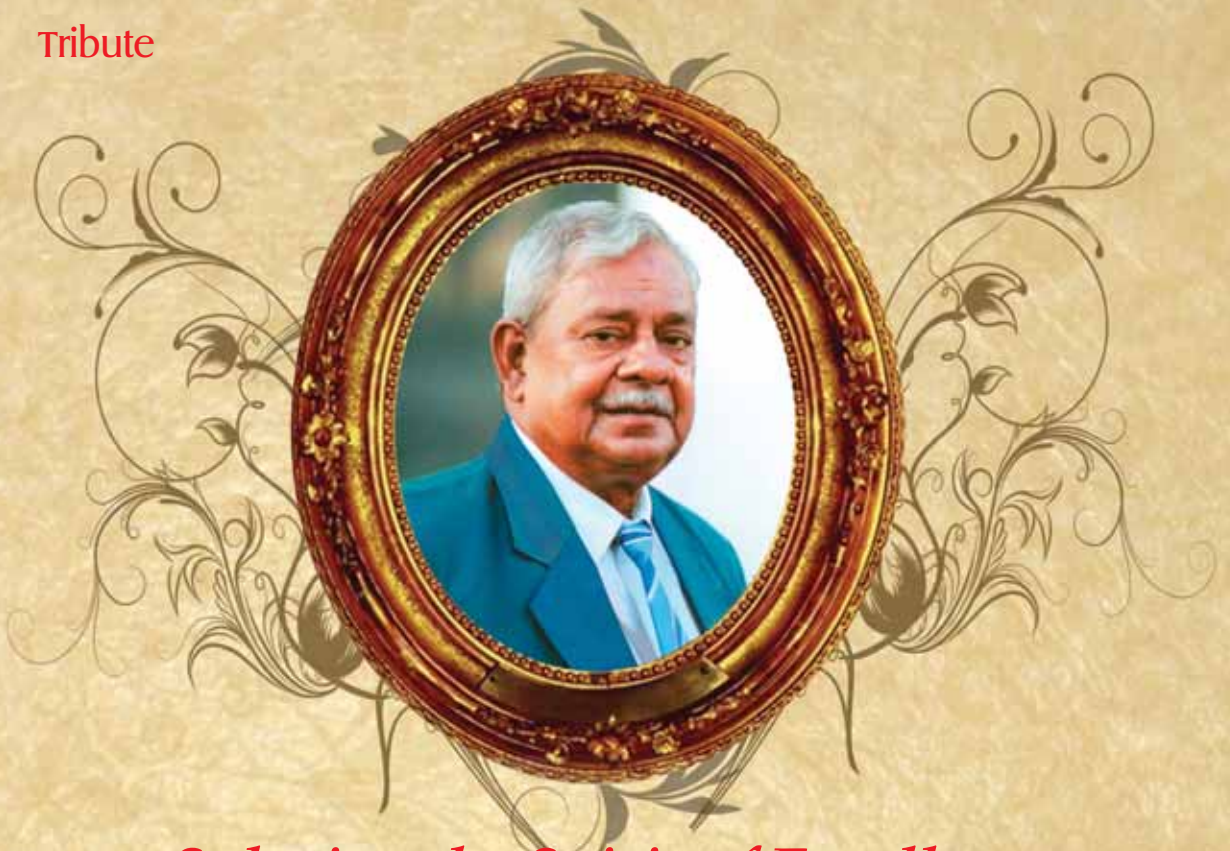
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Tribute



Saluting the Spirit of Excellence

Passage of time has further deepened our reverence for your memory. On the 3rd anniversary of Maharashtra Milestone magazine, we at New Media pay a tribute to your vision, which has been our guiding spirit as we strive to carry on your mission. A tinge of grief that still lingers in our hearts over your passing away into the realm of eternity nine years ago on 12 October 2006, strengthens our resolve to reach the goals you had set for us. What began 14 years ago as a tiny outfit with a single magazine, New Media has grown into India's largest bilateral trade magazine publishing house today, mainly because of the strong foundation you had laid for the organization. You had shared with us the sense of dedication and discipline with which you had served the Indian Defence Ministry with distinction, and you had inspired us to inculcate the same values as we strive to excel in our work. You had also passed on to us your passion for perfection. New Media's motto is Excellence has no Parameters. We rededicate ourselves to the task of carrying forward your legacy.



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Founder Chairman
Late Shri R.K. Prasad

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Dear Reader,

As we make our way on the road as motorists and pedestrians often we are so preoccupied with our own engagements that we are oblivious to the fact that even minor negligence could have the most hazardous consequences and some innocent person may have to pay for our actions. Statistical details reveal alarming numbers of people who have lost their lives, injured themselves or are disabled in road accidents. And while we, as citizens err our Transport department and Traffic Police has been relentless in its endeavour to devise innovative measures to educate the drivers, owners of vehicles and pedestrians to follow safety norms.

Road Safety Week is one initiative that works towards this objective and is observed with lot of enthusiasm. In keeping with the theme 'Time for Action' implementation plans was the focus this year. The participation of all the stakeholders such as community, transport, insurance, health, legal professionals, educational institutions, students, highway engineers, NGOs etc make it an all encompassing educative journey and it has been highlighted in the issue.

While most people shift the responsibility of safety on the roads to Traffic police, it is we as responsible citizens who ought to work towards it. Many incidents of rash driving, driving under the influence of the alcohol, road rage are being reported where vulnerable citizens for no fault of theirs have suffered in terms of their lives, injury or disability. The process of transformation is not overnight it is a gradual. But it is a result which is achievable.

However, it can be achieved only if we as responsible citizens ensure that we follow safety norms- drive safe and pass the same sense of responsibility to the coming generation too. Only then we can achieve the goal of Road Safety Mission and succeed. This issue deliberates on the new safety devices, initiatives and technology upgrade in safety measures.

It has been our goal through the issues of 'Milestone' to highlight the Road Safety initiatives and as previous issues this issue too with it's insights would make an interesting read.

Wish you a Happy Reading

Satya Swaroop
Managing Editor
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नितिन गडकरी
NITIN GADKARI



मंत्री
सडक परिवहन, राजमार्ग
एवं पोत परिवहन
भारत सरकार
नई दिल्ली-110 001
MINISTER OF ROAD TRANSPORT,
HIGHWAYS AND SHIPPING
GOVERNMENT OF INDIA
NEW DELHI-110 001



MESSAGE

I am happy to note that the forthcoming issue of MILESTONE magazine is devoting its focus on “Road Safety”, a topic of utmost importance for the country..

Already, a comprehensive new Road Safety Bill has indeed been drafted and displayed in the public domain, inviting suggestions from all stakeholders, including State Governments, to further improvise it. The new Road Safety law will soon become part of the Union Government's new transport policy to ensure road safety across the country.

Accordingly, the Union Government has expedited the initiative, which, aims to ensure not only better road safety but proves for the much-needed, cashless and timely treatment of accident victims in the first 50 hours following the mishap. This measure will surely save many lives. The draft Bill will be placed before Parliament at the earliest. The new law will not only replace the present Central Motor Vehicle Act but will address the entire gamut of road safety and transport, clearly defining the role and responsibility of each concerned authority.

I am confident that the MILESTONE magazine will surely give required coverage to the Government's initiative in this regard. I extend my best wishes to New Media, publishers of the magazine, for success in their community venture for promoting road safety.

(Nitin Gadkari)

Ch. Vidyasagar Rao
GOVERNOR OF MAHARASHTRA



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MESSAGE

I am pleased to know that New Media House is bringing out the third anniversary issue of the MILESTONE dedicated to road safety, in association with the Transport Commissioner's office in Mumbai.

Maharashtra occupied the third slot among the top five states in India that accounted for 40 percent of the total number of fatalities caused by road accidents in 2014. These road accidents are destroying thousands of families. There is an urgent need to create awareness about road safety as indeed rail safety to save precious human lives. It should be our collective endeavour to create accident free India.

I congratulate the New Media House for bringing out a magazine dedicated to road safety and wish MILESTONE every success.

(Ch. Vidyasagar Rao)

मुख्य मंत्री
महाराष्ट्र



Chief Minister
Maharashtra

8th October 2015

MESSAGE



I am delighted to know that Maharashtra MILESTONE magazine is focusing on the crucial topic of road safety in the forthcoming issue.

Road safety assumes great significance in the context of a steep rise in the number of road accidents and resultant loss of lives across Maharashtra. Hence, there is a pressing need for educating the public, especially the motorcycle riding youth, about the importance of road safety and the perils of fast driving.

I wish New Media, publishers of Maharashtra MILESTONE all success in their endeavor to spread the message of road safety across the State.

(Devendra Fadnavis)

MILESTONE Magazine



DE

DIGITAL EDGE STUDIO

ANIMATION

MOTION GRAPHICS

VISUAL EFFECTS

AD COMMERCIALS

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I am sure Maharashtra Milestone will live up to its avowed objective of being connected to the road motor transport, a key engine of economic growth. I am confident it will enable the State Transport authorities to communicate and interact with various sections of the society.

Prithviraj Chavan
Former Chief Minister, Maharashtra

Transport constitutes a key sector in Maharashtra's economic development. It also provides speedier market access to commodities, various consumer and industrial goods and services. It has all pervading multiplier effect on the society. Transport also involves the human factor of road safety and various social issues related to it.

Dr. S. K. Sharma
Principal Secretary, Transport and Ports, Maharashtra



More than one crore ninety lakhs vehicles are on the roads in Maharashtra. Road friction is a very challenging area of concern. Automotive Vehicular Security (AVS) which is a frictional control provided in luxury vehicles should be made mandatory at least in all heavy vehicles.

D. G. Jadhav, IAS
Former Transport Commissioner, Maharashtra

With the issue of road safety getting the utmost priority of the Central Government, all our efforts at the State level would be focused towards ensuring the successful implementation of the new law.

Sonia Sethi, IAS
Former Transport Commissioner, Maharashtra



A publication like Maharashtra Milestone will certainly serve the purpose of bridging the communication gap between authorities and users of the massive transport network. One of the phenomena in our industrial growth is the increase in the number of vehicles on the roads. But this has also posed a challenge to the Department which, until recently, was burdened with the enormous job of registration and licensing of all categories of vehicles and their drivers manually.

Ratnakar Gaikwad
Former Chief Secretary, Maharashtra

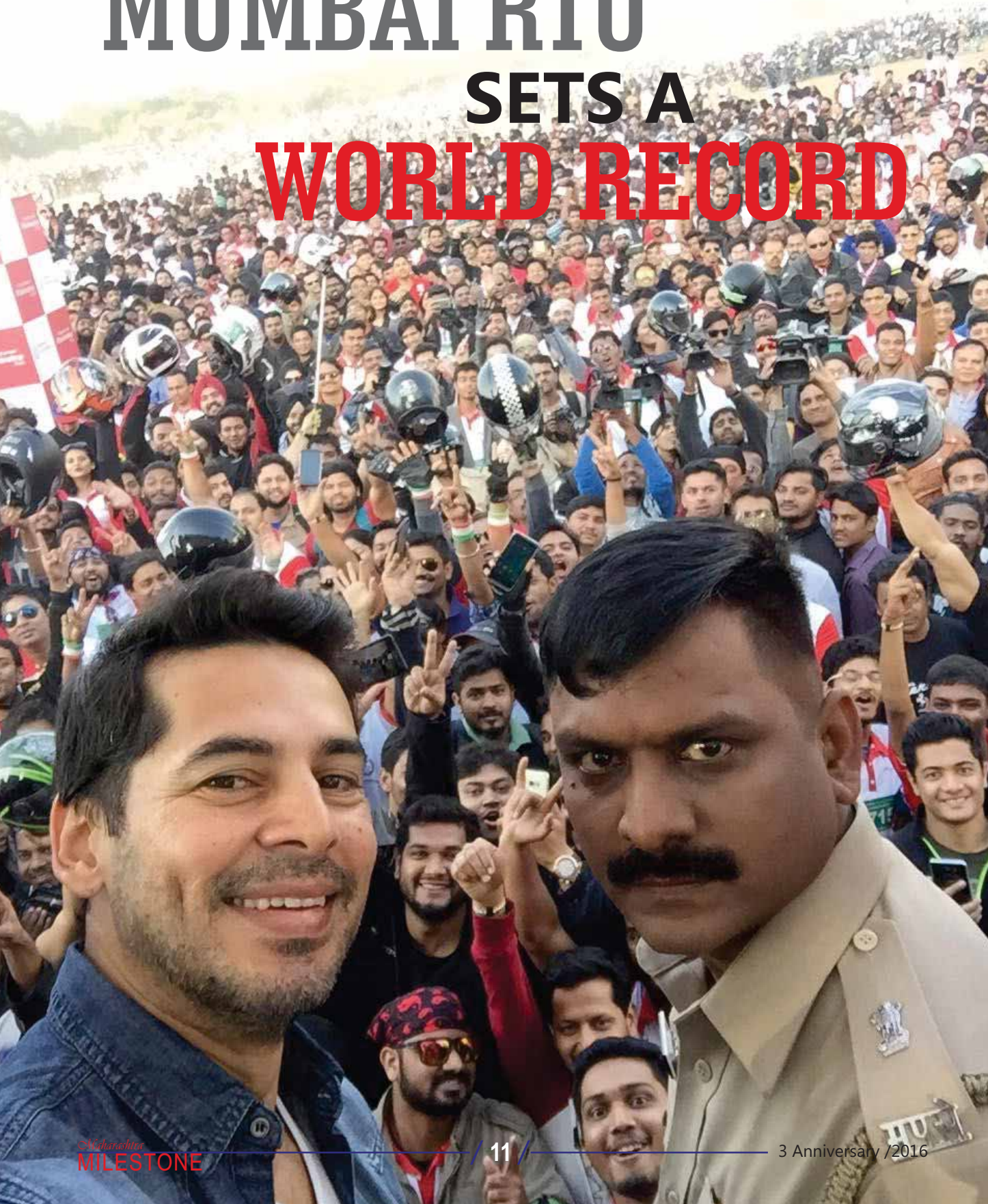


Trade and commerce constitute the pillars of business with transport as catalyst. Road safety and prevention of accidents have become very important objectives of the Transport Department. Accordingly, spreading awareness about road safety had been the department's long term initiative to prevent loss of lives, which often results in the economic ruin of the families concerned.

V. N. More, IAS
Former Transport Commissioner,



MUMBAI RTO SETS A WORLD RECORD





Mumbai traffic police witnessed one of its most successful road safety campaigns and entered the Guinness Book of World Records. The Regional Transport Office organized a major rally on road safety, between Bandra and Goregaon which included 7500 bikes and 2500 bicycles.

By Mohit Naik

Mumbai traffic police witnessed one of its most successful road safety campaigns and entered the Guinness Book of World Records. The Regional Transport Office organized a major rally on road safety, between Bandra and Goregaon which included 7500 bikes and 2500 bicycles.

Borivali RTO chief Ravi Gaikwad said, 'We are happy we have conducted it successfully and our hard work has gained entry into the

Guinness book of world record.' The event witnessed active participation from women bikers in large numbers from across the country. Deputy Regional Transport Office (DRTO), Borivali, now figures in the Guinness World Records for holding the largest road safety class.

Ready steady poo!!!

The bicycle rally began at 6 am from SRPF Parade Ground, Goregaon, and finished at the same place. The bike rally began at 7 am from R2

Ground, Bandra Kurla Complex, Bandra East, and concluded at the SRPF Parade Ground, Goregaon, around 8.30 am.

'The purpose of organizing this huge rally is to create awareness of road safety and to prevent accidents in the city and across Maharashtra,' said Gaikwad.

He noted that over 20,000 people had died in the state in road accidents last year; while two lakh died across the country and about six lakh others were seriously



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He noted that over 20,000 people had died in the state in road accidents last year; while two lakh died across the country and about six lakh others were seriously injured. We are taking road safety initiatives in a big way,' he stated. Celebrities and politicians also graced the event.

- said Gaikwad.





1.2 million deaths a year. More than eight out of 10 deaths occur in low- and middle-income countries. Many are disabled for life. 'Pedestrians, cyclists and riders of motorized two-wheelers and pillion account for around half of the global road traffic deaths. Ravi Gaikwad, head of DRTO, Borivali



The class, focusing on the importance of wearing helmets by riders and pillion riders and wearing seat belts while driving, also saw the participants take an oath on driving responsibly



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The DRTO made this world record on Sunday afternoon of January 31, 116 days after students from the Provincia de Santiago Del Estero, Argentina, set a record.

Borivali DRTO raced ahead of the Argentinian school with 2,168 participants against the latter's 2,119.

The class, focusing on the importance of wearing helmets by riders and pillion riders and wearing seat belts while driving, also saw the participants take an oath on driving responsibly. It was held at the SRPF Parade Ground in Jogeshwari. Approximately 3,000 people, including more than 500



children, are killed every day on roads. This amounts to 1.2 million deaths a year. More than eight out of 10 deaths occur in low- and middle-income countries. Many are disabled for life. 'Pedestrians, cyclists and riders of motorized two-wheelers and pillion account for around half of the global road traffic deaths,' Ravi Gaikwad, head

of DRTO, Borivali, said.

The event, which was organized by DRTO, Borivali, along with Mahindra Rise and Brahma Kumari's, witnessed the participation of over 3,000 individuals. But some of them left midway, thereby, not getting accounted for in the official record attempt.



SAFETY – NOT JUST A SLOGAN BUT A WAY OF LIFE

To spread awareness among the citizens about the road safety, Thane traffic police organized a debate and street play competition in which students of 40 colleges participated from places like Thane, Bhivandi, Kalyan, Ambarnath, Dombivili, Ulhasnagar and Badlapur traffic unit.

By Nitesh Poojari

The final round of the competition was held on January 6 at Dnyanasadhana College of Arts, Science & Commerce at Thane. A total of eight colleges were in the final round where they performed street plays and 24 students participated in the elocution competition which took place from 10am to 6pm.

Thane Traffic Police in association with Amway India organized a

mega Inter-school Drawing Competition with an aim to create awareness about 'road safety' and 'traffic etiquettes' amongst the general public. Over 3000 school students from Thane, Kalyan, Bhivandi, Ulhasnagar and Dombivili actively participated in the competition held at Dadoji Konddev Stadium. Present on the occasion were Ashutosh Dumbhare, Joint Commissioner of Police, Thane; Dr. Rashmi



Karandikar, Deputy Commissioner of Police – Traffic, Thane; cine celebrities like Ayushman Khurana; Area Manager Maharashtra & Goa, Amway India & Mr. Ashish Vaidya, Regional Corporate Affairs Manager, Amway India West.

In drawing competition, students painted their thoughts & imagination on the theme “Rang Majhe Sobati” (Color with me) on traffic rules and related subjects. Through this mega drawing competition, Thane Traffic Police intended to drive key message of “Safety is not a Slogan, it is way of life”. Winners of this competition were awarded trophies by Thane Traffic Police and Amway India.

Speaking on the occasion Ashutosh Dumbhare, Joint Commissioner of Police, Thane said, “I am sure this campaign will encourage the kids and their parents to follow simple methods of road safety like wearing seat belts & helmets, using

pedestrian crossings and abiding by the speed limits. We appreciate support of corporates like Amway India to raise this cause, he added.”

Talking to mediapersons on the initiative Dr. Rashmi Karandikar, Deputy Commissioner of Police-Traffic, Thane said, “Children are the future of our country and it is important to make them aware on road safety from early age so that they grow up as responsible citizens.”

Sandeep Prakash, Regional Head, Amway India – West, said, “It is our pleasure to get associated with Thane Traffic Police in their endeavor to generate interest & create awareness on 'Road Safety' amongst the public. This is the fourth year of our association with Thane Traffic Department in this initiative and the manner in which these children have expressed their imaginations through their creative paintings is really commendable.”



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Sandeep Prakash,
Regional Head,
Amway India – West

"TIME FOR ACTION"

Mumbai police has always tried to be a step ahead to help its citizen and so is the Regional Transport Official of Mumbai. In view of the Road Safety Week, the Andheri RTO organized several programmes for the citizens such as safety awareness, eye check-up camps, providing lecture for the college students on the role and function of RTO.



By Mohit Naik

The Road safety week with a motto of 'Time for Action' started its journey interacting with students of Vidya Vikas School in Andheri informing them about traffic rules and regulations on their campus. The awareness programme was carried out from 11:30 am to 1 pm, wherein children were informed about safety measures and precautions that they should take when they start driving vehicles. It was attended by the DCP (Mumbai North) and ARTO (Asst. Regional transport Officer,) both of whom spoke to children about traffic rules and regulations.

"In collaboration with the RTO and Mumbai traffic department, we held a programme at the school today, in which budding drivers were informed about traffic rules," said Senior Traffic Police Officer.

The Andheri RTO sensitizes 55 women on how to drive buses safely and give them lessons on road safety. Sources said that five of these women are likely to take up jobs as school bus drivers from February. An official from Andheri RTO said that the programme of sensitizing the women drivers had been conducted early next week. "We have been approached by the school bus operators association and are willing to train the women on road safety measures," the official said.

Anil Garg from the School Bus Operators Association (SBOA) said that the women had received complete training on how to ply cabs and buses. "Most of them are interested in taking up jobs as school bus drivers. Five of them may join the school bus trade from early next month," he said. The SBOA has

been encouraging women to drive buses after incidents of child abuse were reported in the past.

"As every year our RTO conducts an awareness campaign which includes several programmes for the local people. We also conduct free lecture sessions for the college and school students by giving them brief details about how the RTO works and the safety measures to tackle the problems", said Assistant RTO officer Shinde.

'Apart from this, there are lists of programmes which we have conducted within the 14 day period. Each day would bring a new topic with it and social camps for the betterment of society', Shinde added.

'We had organized an awareness campaign and free lecture facility at Bhavan's Collage where huge



|| As every year our RTO conducts an awareness campaign which includes several programmes for the local people. We also conduct free lecture sessions for the college and school students by giving them brief details about how the RTO works and the safety measures to tackle with the problems”
 - Assistant RTO officer Shinde

number of NSS and other students turned up to get educated about the rules and regulation of traffic. Along with the local traffic official we had conducted lecture sessions in which we made presentation and informed the students about the functions of RTO'.

On the other hand, An Local NGO, engaged in promotion of road safety and other social activities in an interaction to a web portal said that they had started an initiative to impart education to motor training school instructors and drivers as part of its campaign to encourage safe driving and curb accidents.

The NGO, 'Chaaon', has launched the road safety initiative in association with the Motor Vehicle Department of Maharashtra Government.

Mumbai witnesses over 23,000 road accidents every year, causing death of 1,500 people and injuring over 7,000, said Chief Trustee of 'Chaaon', Sangeeta Chadha.

She said her NGO is committed to protect human lives and preserve the nation's wealth (people) through a series of road safety workshops.

Earlier, the NGO held a workshop on 'road safety' which was attended by 91 motor training school instructors, driving licence applicants, traffic rule offenders and automobile engineers.

Welcoming the contribution of the NGO, a senior transport official of Andheri RTO, said, "We are of the view that motorists should learn to spend 'adequate' time on the road while driving. Unnecessary speed and rash driving eventually leads to

accidents."

Well-known road safety expert Ahustosh Atray, who is associated with Chaaon, said, "Bus and truck drivers need to be trained about proper road safety techniques as they are responsible for ferrying hundreds of passengers and also tonnes of cargo."

"It is unfortunate THAT Mumbaikars use their mobile phones while riding bikes or driving other vehicles. My research indicates using the mobile phone while driving increases the chances of meeting a fatal accident by over 400 per cent."

"As much as 3 per cent of our country's GDP is lost annually through road accidents. About 380 people die every day in India due to such accidents, which ought to be stopped at any cost," Chadha said.



HELMETLESS PILLION RIDERS GET PEP TALK

21,878 helmetless pillion riders nabbed by traffic cops in for day-long counseling at local RTOs

By Nitesh Poojari

In the first of its kind of special drive conducted by traffic police along with RTO, 21,878 pillion riders were nabbed from April 29 to the afternoon of May 9 for riding without helmets. They also caught 9,001 people seated next to drivers without seat belts. A fine of Rs100 was imposed on those riding without helmets and those not

wearing safety belts in four-wheelers. The police collected fines totaling Rs30.87 lakh.

It is now compulsory for pillion riders in Mumbai region to wear helmets, though few are aware of this rule. The cops fined them on Monday and sent them for day-long counseling at local RTOs. "The drive is implementation of the transport department's government

resolution of December 31, 2015. During the drive, pillion riders and persons sitting next to drivers in four-wheelers are counseled on safety rules before being fined," said joint commissioner of police (traffic) Milind Bharambe.

The cops and RTO will continue the special campaign against traffic violations for a fortnight. Those caught for six offences such as



The first five such offenders, mainly for signal-jumping, were caught at the L&T signal in Powai on Monday afternoon. RTO inspector Vikram Patil suspended the licenses on-the-spot, a process which usually takes two to three days.



speed violations, drunk-driving, jumping signals, talking on mobile while driving, private vehicles being used for illegal transport, and overloading will face stringent punishment and their licenses will be suspended for three months. The first five such offenders, mainly for signal-jumping, were caught at the L&T signal in Powai on Monday afternoon. RTO inspector Vikram Patil suspended the licenses on-the-

spot, a process which usually takes two to three days. Most were caught on Monday for riding without helmets, with many being pillion riders. A biker said, "I was surprised when the cop stopped me, though I was wearing a helmet. I was then told that the pillion rider was not wearing a helmet. I was not aware of such a rule." Several riders said the traffic cops should have first publicized the rule.

RTO officials said it was publicized in the media, on official websites and through advertisements. RTO inspector (Wadala) S. K. Jamdade said, "The rule exists but is being implemented now. About two months ago, we issued a circular that vehicle dealers must provide two helmets to each buyer. It meant that pillion riders must wear helmets." Additional transport commissioner Satish Sahasrabudhe said the drive was being conducted for road safety and to send a message to Mumbaikars that pillion riders should wear helmets. Section 129 of the Motor Vehicles Act, 1988, mandates that two-wheeler riders and the pillion rider have to wear helmets.

SPEED DEMONS THREAT TO INNOCENTS



By Nitesh Poojari

Wannabe daredevil bikers racing on the city's seafronts and arterial roads at night have reason to fear. The traffic police intends to trace the big daddies who organize these races and crack the whip on them. The police are also considering recommending to the RTO that the driving licences of those caught racing repeatedly be suspended. Post midnight, the revving of bikes often drowns out all other sounds on the Western Express Highway as groups of 30 to 40 bikers overspeed their way from Bandra towards

Mira-Bhayander. Some of them attempt stunts. The scene at the seafronts of Carter Road, Worli and Bandra Reclamation is no different. Pedestrians scamper away for fear of being hit by reckless riders, most of whom use modified bikes that are very noisy and disturb residents. Nakabandis by local cops and the traffic department go on, but they have not been very successful in controlling the menace of racing. "If we strike at the root of the problem, there is a chance of controlling it. We have learnt of some men who are involved in



"The consequences of racing are severe. It could lead to horrible accidents injuring or maiming innocent passersby. Recently in Bandra, an accident caused due to racing even led to a flare-up. We are considering slapping non-bailable sections against the racers," said a senior official.



organizing races," said Milind Bharambe, joint commissioner, traffic.

Officials suspect there's a pre-decided location where participants assemble at a pre-decided time to race. One of their plans is to pick up the speedsters and go through their web-based messenger platforms or phone calls to track down the organizers of such races.

"We will ascertain the motive by questioning the organizers. Is money the motive? We will check if any of the bikes used for racing are stolen," said Sunil Paraskar, additional commissioner, traffic.

Sources said there was a possibility that participants were being lured by organizers with an assurance that cops would be "managed". "The consequences of racing are severe. It could lead to horrible accidents

injuring or maiming innocent passersby. Recently in Bandra, an accident caused due to racing even led to a flare-up. We are considering slapping non-bailable sections against the racers," said a senior official.

Community leaders are also chipping in to educate speed demons. "Before namaz, every Friday, our Maulanas address youngsters and talk to them about various issues concerning their safety. Youths are egged on to give up performing stunts on trains or racing at night," said Fareed Shaikh, president of the Mumbai Aman Committee. "On a personal level, too, we exhort kids to think of their parents and siblings before they put themselves in danger," Shaikh added.



On a personal level, too, we exhort kids to think of their parents and siblings before they put themselves in danger," Shaikh added.

3,000 NEW CABS ARE LIKELY TO HIT CITY'S ROADS

By Nitesh Poojari

Travelling in a cab will get easier soon with nearly 3,000 additional conventional black-and-yellow cabs likely to hit the city's roads.

The Tardeo based Regional Transport Office has assured to give letter of intent to all permit lottery winners with valid documents. After receiving their letter, cab drivers will have to register their vehicle within six months.

Govind Saindane, regional transport officer at Tardeo, said they have released a timetable and called lottery winners as per their file numbers to the RTO for issuing of

the letter.

"We will issue a letter of intent to all the lottery winners by the end of March," said Saindane, adding that drivers would have to pay official fees of Rs 26,000/- for it. In December 2014, the state government had conducted a lucky draw for an online lottery to issue 7,800 permits. But even after 15 months, several lottery winners were making rounds of RTO, so to obtain Lol at the earliest.

Upset with the delay, two of the city's biggest taxi unions — Mumbai Taximems' Unions (MTU) and Mumbai Taxi Association (MTA) —

protested outside the Tardeo RTO last Tuesday. Sources said the Tardeo RTO took this step to speed up the permit issuance process.

Union leaders had alleged that there is rampant corruption at Tardeo RTO for issuing permits. Only those lottery winners, who approach RTO officials through agents by paying Rs.25, 000 to Rs.30, 000 were getting their letters. The number of taxis on city roads dropped down to 38,000 from more than 50,000 about a decade back. As a result, getting a cab during peak hours has become difficult.



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TRAFFIC VIOLATORS TO FACE 90 DAYS SUSPENSION



The traffic police have launched a massive drive in conjunction with the regional transport office (RTO) after government called for strict penalties for traffic rules violation.

By Nitesh Poojari

On the day one itself the Mumbai traffic police seized 350 drivers' licenses and suspended 152 of these on the first of its crackdown on motorists who flout traffic rules. Traffic police also stopped 352 bikers riding without a helmet and 140 motorists who jumped red lights.

Under the new drive, motorists who jump signals drive above the speed

limit or talk on the phone while driving will have their licenses suspended for three months. Riding without a helmet or driving without a seatbelt will attract a penalty and a mandatory two-hour counseling session on road safety.

Fifteen traffic police divisions launched the first phase of the drive with 'impact squads'. The special teams, formed specifically in response to the government



"On the first day of massive drive against motorists, we have suspended more than 200 licences of offenders, most of them are bikers riding without helmet or the ones who did not have valid documents of their vehicles.

Milind Bharambhe, Joint Commissioner of Police (Traffic)

resolution, were led by a police officer and also included four constables and an RTO officer.

Namdeo Chavan, deputy commissioner of police, suburbs (traffic), said, "In the west and north regions, impact squads from Bandra, Malad, Jogeshwari and DN Nagar traffic divisions checked for violations. Every day, four divisions will be selected to action in a region. Initially, we are concentrating on bikers without helmets and drivers without seatbelts."

The drive kicked off around 10am, after checkpoints were put up at various locations. The teams changed location every hour to deter motorists from flouting rules and increase awareness about the drive. "It is important that motorists know about the changes. This will also act as an awareness campaign. We are changing locations every hour for maximum reach," said Machindra Bodhke, inspector at Malad traffic division.

The Jogeshwari traffic division

decided to try some 'Gandhigiri' by offering a rose to every biker caught without a helmet. "We are your well-wishers. Wear a helmet, be safe while riding," the constables would say while handing a rose to a surprised biker. The anger at being caught quickly gave way to a smiling face and the offender usually paid the fine without complaint. Police officials were not spared either. A motorist tweeted a photo of women beat marshals riding a bike without helmets to the Mumbai police's Twitter handle. Officers of an Impact squad were alerted. Around 1.30 pm, the beat marshals were called to Malad Link Road, where the drive was underway, and were penalised for the offence.

Talking to Milestone, "Joint Commissioner of Police (Traffic) Milind Bharambhe said, "On the first day of massive drive against motorists, we have suspended more than 200 licences of offenders, most of them are bikers riding without helmet or the ones who did not have valid documents of their

vehicles.

"This drive will be continue till traffic norms violators will stop violating norms. In the city, around 30 teams are working on this drive and keeping close watch on every offender, we have strictly asked our officers not to let off any offender easily, penalize them whoever they are." In the course of the last four days between January 2nd to 6th against the two wheel bikers, the Mumbai Traffic police had penalized around 50,000 bikers for riding bikes without helmet or jumping the signals. On an average per day traffic police penalized around 11,000 bikers across the city and collected crores of rupees from the offenders. Under the new rules, motorists who jump a traffic light, talk on the phone while driving, drive drunk or above the speed limit will have their licenses suspended for three months. Those who found riding without a helmet of driving without a seat belt on will have to pay a penalty and attend a mandatory two-hour counseling session on road safety.



Over 200 women riders Ride to spread awareness about importance of wearing helmet

'WOMEN'S HELMET RALLY'

By Nitesh Poojari

Taking forth the 'Road Safety Campaign', Navi Mumbai's Traffic Police supported by Fortis Hospital, Vashi, Yes Bank and Ford India flagged off the 'Women's Helmet Rally' on January 16.

As many as 200 enthusiastic women motorcycle riders participated in this

initiative aimed at educating public on importance of wearing helmet while riding 2-wheelers which was flagged off from Centre One mall, Vashi. Addressing the gathering of supporters that comprised of school children and their teachers, collegegoers and their professors, senior citizens and over 1000

responsible citizens; Arvind Salve, Deputy Commissioner, Traffic Police, Navi Mumbai, said, "Two-wheelers are the most convenient and efficient means of travel especially in dense traffic areas, prompting more commuters to opt for this medium.

However, two-wheelers account for



the most number of road accidents caused due to rash driving. Head injuries forming the single largest reason for a majority of road accident deaths, safe drive Navi Mumbai Traffic Police flag-off 'Women's Helmet Rally' Over 200 women riders Ride to spread awareness about importance of wearing helmet ing methods need to be imbibed young drivers so as to protect one from fatal impacts.

Following lane discipline and wearing helmets reduces risk of fatalities to a great extent. This campaign is our effort to inculcate just this". The biker's cavalcade on its journey from Centre One mall, Vashi to Centre One mall, Nerul, engaged with motorists and pedestrians about the importance of helmet safety and the fatalities that could be avoided for self and families.



Two-wheelers are the most convenient and efficient means of travel especially in dense traffic areas, prompting more commuters to opt for this medium."

- Arvind Salve

Deputy Commissioner, Traffic Police, Navi Mumbai



NAVI MUMBAI HOLDS AWARENESS DRIVE BREAKING TRAFFIC RULES

Last year witnessed 17% rise in number of accident cases in Navi Mumbai, painting a grim figure. On account of 'Road Safety Week' which was observed from January 10th to January 16th.



By Nitesh Poojari

According to the annual report of Navi Mumbai police, there has been a considerable increase in the number of road accidents in 2015, as compared to the year before. In

2015, there have been 604 instances of road accident, which were reported and out of which, around, 512 cases were solved. Similarly, in 2014, there were 516 reported road accidents, out of

which, 446 were solved. This means, there has been a 17% increase in the cases of road accidents in Navi Mumbai from 2014 to 2015.

Although, the percentage of cases



solved by the Navi Mumbai police is more or less the same, i.e, 85-86%, the concern is the rise in number of cases even after the traffic unit has undertaken various measures to control it.

Arvind Salve, DCP, Traffic, Navi Mumbai, said, "There has been an increase in the number of road accidents but there are many reasons responsible for it. The population of Navi Mumbai is increasing at an exponential rate, as is the number of vehicles. To reduce such cases, we are going to conduct street plays with the help of NGO's and distribute road safety pamphlets in schools and colleges. We will also be putting up banners with road safety measures, like wearing a helmet while riding a bike, wearing seat-belt while driving a car, carrying a first-aid kit, etc."

Responding to what happened to e-challan system that was incorporated by the Navi Mumbai traffic unit to reduce traffic violations, Shirish Pawar, Traffic unit

head, Vashi, said, "e-challan has worked with people who know about it. The city-based travelers are well versed about the CCTV cameras keeping a watch on them. But others are not aware. So, e-challan doesn't work for them."

Bollywood actor, Boman Irani, on Monday, flagged off the 27th Road Safety Week, being observed by the city traffic police. The fortnight-long campaign from January 10-23 was launched at the Cidco Exhibition Centre.

With the slogan, 'Road Safety—Time For Action', Irani appealed to the citizens to bear the moral responsibility of following traffic rules to stay safe.

Police commissioner, Prabhat Ranjan said, "If the roads are wider, then there will be space for proper vehicle parking. Abiding by traffic norms is a must for safety of motorists and pedestrians alike. Rather than punishment, educating citizens on traffic safety will be stressed upon in this drive," he said.

Respect for traffic rules should be instilled at an early age, especially among students, to sensitize them of its importance and prevent accidents, said DCP (traffic), Arvind Salve.

The 27th Road Safety Week Campaign was organized from the 10th of January to the 23rd of January, 2016. In the course of the campaign, there were many awareness programs organized, such as Health Check-ups, Learner License Awareness Session, Road Safety Tips, Seminar for Lady Auto Drivers and more, in order to increase micro entrepreneurs. The closure event on 23rd January 2016 was held outside Vashi station, wherein many youths participated in spreading the awareness on Road Safety in the form of Street Plays and Flash Mob. Dignitaries, namely DCP Salve, DY RTO Sanjay Dhaygude and Sr. Inspector Traffic Shirish Pawar graced the event with their presence.



BILLBOARDS SPEAK LOUDER THAN WORDS

Humans have been creating wall art since the time we lived in caves. What the wall art was used for, and at what point it crossed from artistic display to marketing for a business is an interesting question.

By Nitesh Poojari

During the time of the ancient Egyptians the government was using images carved into stones to post the laws and regulations of the land. This carving into stones may,

in a way, have been the oldest form of outdoor advertising.

The modern-day billboard advertising approach can trace its roots to lithography, which was an invention of the late 1790s. The

genius of this invention is that it made it possible to mass produce as many posters and announcements as a business needed. There was one major limitation to the outdoor billboards being produced at the time, and that was the quality of the



The billboard at Babulnath junction is an endeavor to make Mumbai a safe city.” - says Milind Bharambe Joint Commissioner of Police (Traffic)



posters; they did not stand up when exposed to the elements for prolonged periods of time.

The circuses were one of the first businesses to profit from this new form of mass marketing, and so outdoor advertising underwent a major innovation which brought us the modern billboards advertising that we know today.

Mumbai Traffic police have decided to intensify the ongoing drive to create awareness among people about road safety and traffic rules. Awareness drives are also being conducted regularly in schools and

other educational institutions to ensure that children follow road safety rules while moving out on streets.

The cops have decided to install hoardings at various locations to educate drivers about traffic rules. The hoardings, which would contain colorful photographs, information about various traffic rules and penalties in case of violations, would be shortly put up at various places.

Recently, Mumbai Traffic police put up a billboard just off Marine Drive; this has left motorists with

something to chew on. A 20 feet by 10 feet canvas at the north end of the 4.3-km stretch at Babulnath displays Mumbai Traffic Police's messages and it has struck a chord.

Numerous campaigns created over the years have made motorists smile, sit up, buckle up, switch off cellphones while driving, or simply be more responsible drivers.

Joint Commissioner of Police (Traffic) Milind Bharambe says the billboard at Babulnath junction is an endeavor to make Mumbai a safe city.

“The idea is to connect with the



Motorists have the billboard on their radar to see what message the latest campaign has for them. It is that last thing that motorists look out for at the end of their drive along the sea face," said Bharambe.



motorists and to spread awareness of road safety. It has had consistent impact for more than a decade. Most of the feedback about the messages displayed are anecdotal, the billboard has a significant recall value with people who drive or ride past it," said Bharambe.

The traffic police's canvas displays new messages on a fortnightly basis. Says Nitin Karkare, CEO of FCB Ulka Advertising, the agency that handles the creatives for the billboard, "It acts as a safety tool."

"The intention of the billboard was to never be preachy, but to be a friend. The intent of the communication is to spread a message of safety. What you

wanted to tell a fellow motorist personally is now presented on a billboard. Like, wear your seatbelt. Or, don't jump the signal," Karkare said. He added that the idea was first proposed by former police commissioner A N Roy, who during his stint as head of the traffic department in 2000, brought onboard FCB Ulka to handle the creatives. The billboard is displayed on a site owned by Aaren, an outdoor advertising agency, and exhibits thematic messages through the year.

"We have a broad calendar prepared. During the monsoons, we have monsoon-specific messages regarding road safety.

Then during the festive season, messages on the anti-drink driving campaign are displayed," said Karkare.

The billboard has also won accolades at advertising awards. "Currently, restoration work is under way to provide electricity supply to the billboard to further drive home the message with lighting and other innovative ways," said one of the creative heads. "Motorists have the billboard on their radar to see what message the latest campaign has for them. It is that last thing that motorists look out for at the end of their drive along the sea face," said Bharambe.

ROADMAP FOR ROADS

Union Surface Transport and Shipping Minister Nitin Gadkari on Saturday said he had planned a meeting in Mumbai to discuss the fast-tracking of irrigation projects in the state.



By Mohit Naik

Gadkari spoke at length about his ministry's roadmap for the next three-five years. Among the main programmes was a dedicated "blackspot" (accident-prone spots) removal programme to reduce accident deaths — which he said was one of the world's highest — by half over the next three years. "Over 1.5 lakh people die in over five lakh accidents every year in the country, which is much higher than the number of casualties in terrorism and Naxalism. I have decided to spend one percent of my ministry's budget on removing black spots." He added: "One of the main reasons for many accidents is the fact that over 40 per cent traffic is on national highways that constitute only two per cent of total road length in the country. I have planned to increase the present length of

NHs from 96,000 km to 2 lakh km." He said his ministry would add another 15,000 km to the existing over 5,000 km National Highways in the state. Gadkari also spoke about a plan for plantation along highways and handing them over for maintenance to farmers living in adjoining villages. On where he was planning to draw huge resources needed for the massive infrastructural plans of his ministry, Gadkari said, "I have Rs 55,000 crore from the current Budget. I will have another Rs 2-3 lakh crore from budgets over next three years. I can pledge the toll tax money as security with banks to get loans and also have bonds over Rs 80,000 crore. Thus, I will have more than Rs 5 lakh crore. My problem is not money. I don't have officers who can fast-track the work." Gadkari also listed many projects for Nagpur city, but

cautioned that it should not be inferred that he was focusing only on Nagpur. "I have projects for the entire state," he said. He admitted that the much-hyped Multi-modal International Hub Airport at Nagpur (MIHAN) project had been languishing and that he was going to focus his attention on it. Gadkari said his endeavour would be to make Nagpur a pollution-free city by introducing city bus transport that would run totally on bio-CNG fuel. On his pet e-rickshaw project, Gadkari said that while the Centre had already amended the Motor Vehicles Act to legalise e-rickshaws, the state hasn't yet made its own amendment. "I discussed it with the CM, who said the amendment could pose traffic problems in cities like Mumbai, Thane and Pune. I told him to exclude those cities and apply it to the rest of the state."

RTO's IN STATE LEAD RACE TO GO FULL ONLINE

The Ministry of Road Transport is set to start the Beta testing of a software in Regional Transport Offices (RTOs) in Maharashtra which, among other things, will enable e-payment of fees for licences and other RTO-related work.



By Mohit Naik

The upgraded software, which has been launched in Delhi RTO, will see its soft launch in Maharashtra beginning with RTOs at Baramati and Kolhapur in the next few weeks. Once perfected, the software will be launched across India, starting from Maharashtra.

Senior transport ministry officials said the above facilities would be part of the new softwares to be implemented in the RTOs viz Sarathi 4.03 and Vahaan 4.03. The earlier versions of the software are in use with the RTO offices across the country.

The upgraded software will also allow people to fill up forms online from their homes or offices and fix appointments as well. While the forms are currently available online, filling and submission has to be done physically at the RTO office, leading to a huge rush. About 4,000-5,000 people visit Pune RTO

daily on an average.

"At present electronic submission of forms is available with the passport office we want to introduce the same system to RTO's," say RTO officials. Apart from easing the rush at RTOs, online submission of forms is also intended to reduce the influence of touts. It may be recalled that the former transport commissioner Mahesh Zhagade had banned agents from RTO premises, but the Nagpur bench of the Bombay High Court overruled the decision. "If all the facilities are available online, the need for agents would be eliminated. Since the passport office has implemented the online submission system, agents and touts have disappeared from the office," said a senior official from Pune RTO.

The RTO also plans to introduce online payment system for various fees. Talks are under way with the State Bank of India for such



payment gateways to be incorporated with the new software. At present, only cash transactions are allowed across the RTOs. Pune RTO alone collects an average of Rs 50 crore in a month, which is handled by just one cashier.

TWEETS OF TRAFFIC VIOLATIONS

By Mohit Naik

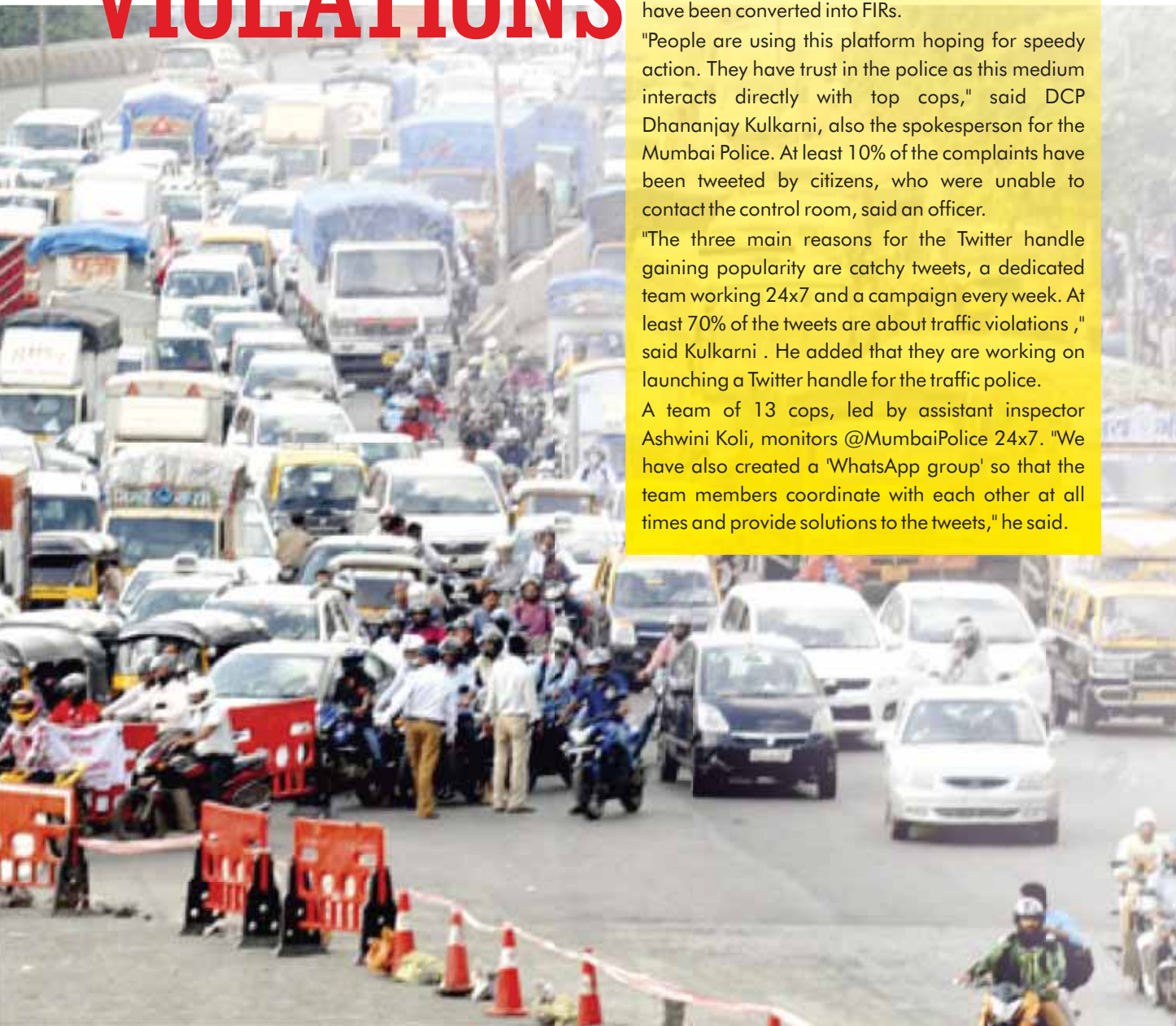
Of the 1,950 complaints received on the Mumbai Police's Twitter handle in the last three to four months, 70% tweets which is 1,225 were related to traffic violations followed by over 184 tweets related to crime against women and 136 on cyber crimes.

Since its launch on December 28, 2015, the @MumbaiPolice Twitter handle has more than one lakh followers, but only 12 of the 1,750 complaints have been converted into FIRs.

"People are using this platform hoping for speedy action. They have trust in the police as this medium interacts directly with top cops," said DCP Dhananjay Kulkarni, also the spokesperson for the Mumbai Police. At least 10% of the complaints have been tweeted by citizens, who were unable to contact the control room, said an officer.

"The three main reasons for the Twitter handle gaining popularity are catchy tweets, a dedicated team working 24x7 and a campaign every week. At least 70% of the tweets are about traffic violations," said Kulkarni. He added that they are working on launching a Twitter handle for the traffic police.

A team of 13 cops, led by assistant inspector Ashwini Koli, monitors @MumbaiPolice 24x7. "We have also created a 'WhatsApp group' so that the team members coordinate with each other at all times and provide solutions to the tweets," he said.





MUMBAI COPS LAUNCHED AN APPLICATION TO STOP TRAFFIC WOES

If you are planning to go out for a long drive and are thinking about the traffic in the city, here is good news!! For you. The Mumbai traffic police launched a helpline and a smartphone application to assist in traffic enforcement.

By Mohit Naik

The application, which will be made available on Playstore soon, will have features enabling the user to verify if the policeman is bogus and if the penalty paid is the right amount and detail information about the traffic jam.

The next time you are stuck in a traffic jam, all you have to do is call 84-54-999-999 and you will be provided with an alternate route to your destination.

The new initiative also includes an app called MTPcall will be made available for Android users in the

first phase shortly, officials said.

Actor Hrithik Roshan and then Mumbai police commissioner Ahmad Javed launched the application.

“We did not have an official system previously to deal with the traffic problems in the city, which is one of the biggest problems. This new integrated system will help people efficiently deal with traffic-related problems,” said Javed.

The application will also enable

AT YOUR SERVICE



HELPLINE NUMBER 8454 999 999

The app: The application 'MTPcall' will be soon released on Playstore and will be initially available to Android users.

REGISTERING COMPLAINTS: Users will be able to lodge a traffic-related complaint on the application, after which they will be given a number to follow-up on the complaint



sonnel in the traffic police will be made available to citizens

VERIFICATION OF PENALTY: If the motorist feels the cop penalising him for an offence is taking extra money than the fine payable, he can verify it on the app



TOWING OF VEHICLES: Action taken by towing cranes in 'no-parking areas' will be uploaded on the database. The towing service will provide the car registration number, make, colour and the spot from where the car was towed



REPORTING OF INCIDENTS: The motorists can report any incident by taking a photograph on the application.



VERIFICATION OF OFFICER: Information regarding police officers and other police per-



TRAFFIC ROUTE ADVISORY: The app can provide alternative routes. It will also have data on BEST buses, railways, taxis and autos.





Bharambe said, "We have installed an application into the phones used by towing service personnel. They will have to feed in the information about the vehicle, which will be immediately uploaded onto our database. The motorist can also find the location of his towed vehicle after necessary verification."

users to report an incident by simply clicking a picture and uploading it. Motorists can also use the helpline number to report any untoward incident on the helpline number using Whatsapp or SMS, said Milind Bharambe, joint commissioner of police, traffic.

The two verification features in the application, which Bharambe termed a 'citizen-centric solution,' will help users immediately verify if they are being taken for a ride. If a motorist is caught for a traffic offence, he will be able to verify the

penalty and the fine payable on the application. Addressing the issue of imposters pretending to be policemen, Bharambe said, "The helpline and the application will also assist in verifying the policemen's credentials."

The application will also have a system where one can get information on towing vans.

Bharambe said, "We have installed an application into the phones used by towing service personnel. They will have to feed in the information about the vehicle, which will be

immediately uploaded onto our database. The motorist can also find the location of his towed vehicle after necessary verification."

The application will have various features, including traffic advisory. You can also seek permissions from the traffic control branch during processions and other such occasions using the application.

"I often argue with my driver about which route to take. This application will

Now settle that debate," Roshan said.

MUMBAI TRAFFIC POLICE TO MAKE OFFENDER WATCH SHORT FILMS



The Mumbai traffic police believes that making traffic rule offenders watch a 15-minute film depicting instances of accidents caused by rash and negligent driving, replete with gory images of accident victims, could help reduce cases of traffic violations in the city. Apart from making them watch the film, the police also want to make offenders pledge to follow traffic rules, henceforth. With the objective of disciplining errant motorcycle riders and motorists, the traffic police have begun counseling sessions since December last year. 200 traffic offenders have been, since then, counseled so far.

According to the traffic police



officers, in January last year they had caught 591 motorists for the offense of rash driving including driving on the wrong side of the

road, a number that which doubled in January 2105 as they penalized 1160 motorists and motorcycle riders for the same offence. In the first two counseling sessions the traffic police had called over 212 offenders most of who were motorcyclists caught for riding in the wrong direction. They had mostly been booked under section 279 (rash and negligent driving) of the Indian Penal Code in the last two months. The motorcyclists were mostly aged between 20 years and 30 years. "Observing this, since the past two months, we have

now decided to call the parents of these riders for the counseling session as well," said a traffic police officer. Curiously, officers said offenders are not mandated to attend the sessions. "Mostly we let the motorcyclists off with a warning. But we ask them to promise to attend this 30-minute session at the traffic police headquarters in Worli. To our surprise many of these riders turn up for the session and also pledge not to repeat the offence," said an officer. The officers said that the main idea behind this session is to make them realize the dangerous consequences of rash and negligent driving, through several case studies.

MUMBAI TRAFFIC COPS TO INSTALL TEMPORARY BOLLARDS



We are channelising the flow of the public and will soon starting penalising pedestrians near Churchgate station, where the public is responsible for obstructing the roads”

said Kumbhare

In a move to discipline pedestrians, the traffic police as an experiment have installed temporary bollards in South Mumbai's LT Marg area to reduce cases of jaywalking. Several streets and junctions across the city have been identified by the traffic department, where frequent incidents of 'casual walking' take place.

For instance, on the six-km stretch of P D'mello Road before the south-end of the Eastern Freeway, 14 gaps have been found where pedestrians or “casual crossovers” have sustained injuries.

“We want to discipline pedestrians' road-crossing habits. It would significantly reduce the number of pedestrians getting injured and even reduce traffic congestion,”

said Milind Bharambe, Joint Commissioner of Police (Traffic). Bharambe added that the experiment began a week ago outside the police commissioner's compound on LT Marg, where plastic bollards have been placed between the divider over a stretch of 100 metres, with ropes tied to the bollards to restrict “casual crossovers”. “This practise will soon be executed at other points in the city. There is a tender that has been floated for obtaining more bollards. We have been coordinating with the civic authorities,” Bharambe added. Anil Kumbhare, Deputy Commissioner of Traffic Police (City), said people darting across the road have also led to traffic pile-ups. “We are channelising the flow

of the public and will soon starting penalising pedestrians near Churchgate station, where the public is responsible for obstructing the roads,” said Kumbhare. Those caught jaywalking are punishable under Section 33 (b) of the Motor Vehicles Act, 1988 and could be fined Rs 100. Anyone who refuses to pay up will be detained at the nearest traffic police chowky, police said. According to senior traffic officials, the experiment on LT Marg would be reviewed next month, following which the bollards would be replaced by concrete parabolics that will be installed by the Brihanmumbai Municipal Corporation.

(Source Indian Express)

MUMBAI TRAFFIC POLICE TAKES STEPS FOR SAFE DRIVING





















 STOP	 GIVE WAY	 STRAIGHT PROHIBITOR NO ENTRY	 PEDESTRIAN PROHIBITED	 HORN PROHIBITED
 NO PARKING	 NO STOPPING OR STANDING	 SPEED LIMITED 50	 RIGHT HAND CURVE	 LEFT HAND CURVE
 RIGHT HAIR PIN BEND	 LEFT HAIR PIN BEND	 NARROW ROAD AHEAD	 NARROW BRIDGE	 PEDESTRIAN CROSSING
 SCHOOL AHEAD	 ROUND ABOUT	 DANGEROUS DIP	 HUMP OR ROUGH	 BARRIER AHEAD

Image Credit - www.pixshark.com

By Mohit Naik

Traffic signs are the silent speakers on the road. If you are driving a vehicle or walking around, you must be aware of such rules. Having a sound knowledge about road safety is absolutely necessary for all, before hitting the roads.

Traffic signs are a set of rules and

norms set by the traffic cops for the betterment of the traveler. Under the Traffic Motor Act these signs are taught to the learner driver so that he or she can understand it and thus can utilize it when needed. Traffic signs provide information about road conditions ahead, instructions to be followed at the major crossroads or junctions, warn or

guide drivers, and ensure proper functioning of road traffic. Being unaware of road signs is akin to throwing caution to the wind. It can lead to loss of life and property. A person is supposed to be familiar (get through a written or oral test) with the traffic signs and symbols before acquiring a driving license in India.





















				
Right Hand Curve	Left Hand Curve	Right Hair Pin Bend	Left Hair Pin Bend	Right Reverse Bend
				
Left Reverse Bend	Steep Ascent	Steep Descent	Narrow Road Ahead	Road Wideness Ahead
				
Narrow Bridge	Slippery Road	Loose Gravel	Cycle Crossing	Pedestrian Crossing
				
School Ahead	Men at Work	Cattle	Falling Rocks	Ferry

Image Credit - www.trafficsigns.co.in

Road safety signs are primarily of three types:

1. Mandatory Signs: These signs are used to ensure free movement of traffic and make the road users cognizant of certain laws and regulations, restrictions and prohibitions. Violation of these signs is an offence, as per law.

2. Cautionary Signs: These signs make the road users conscious of hazardous conditions on the road, beforehand. The drivers, accordingly, take necessary actions to handle the situation.

3 Informatory Signs: These signs guide the road users about destinations, distance, alternative

routes, and prominent locations like food joints, public toilets, nearby hospitals, etc.

4. Road Safety Education: Education about road safety is often provided in schools, colleges, workplaces, clubs and public places. However, there could be other ways to create mass

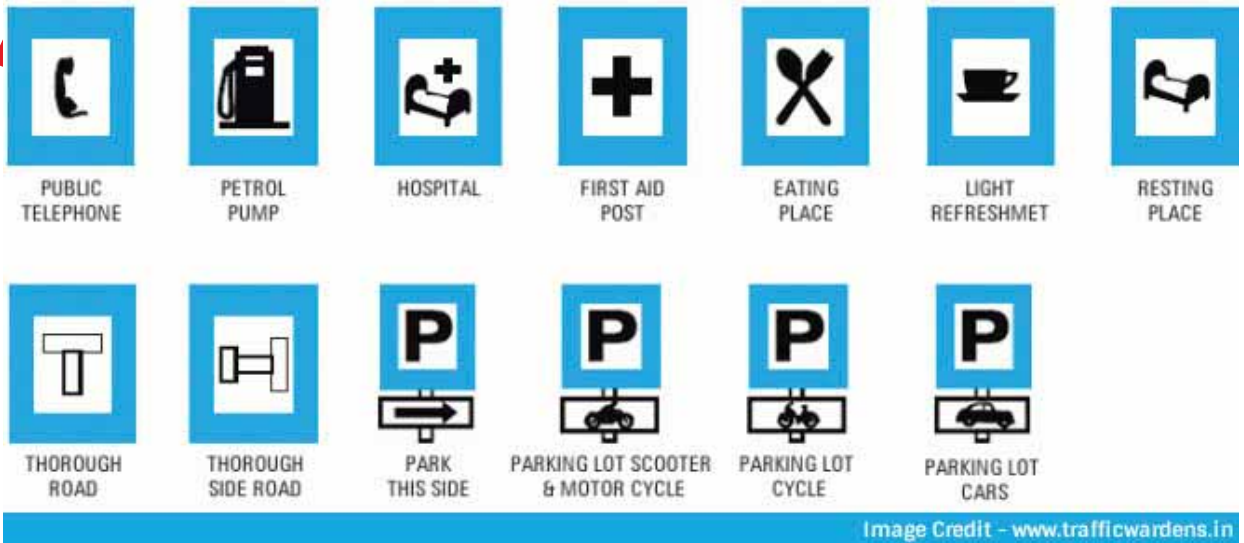


Image Credit - www.trafficwardens.in

awareness:

- Distribute booklets and pamphlets in schools.
- Show presentations on road safety and negative aspects of road accidents in the class rooms.
- Share online content with peers.
- Encourage parents to help children learn preventive measures in real time.
- Educate teachers with the basic laws and regulations on the road.

Celebrating Road Safety

Every year, prominent metro cities of India celebrate the road safety week to promote road safety measures. During the entire week, the transport departments of various states create awareness through community building process in schools, colleges, offices and on roads. They also sensitize people about the outcome of drunken driving, high-speed driving, and importance of wearing helmet for bikers and seat belts for four-

wheeler drivers. At times, they choose themes to communicate to the masses. Road Safety Week 2015 was celebrated in India from 11-17 January.

Road to Hell: National Statistics on Accidental Deaths in India

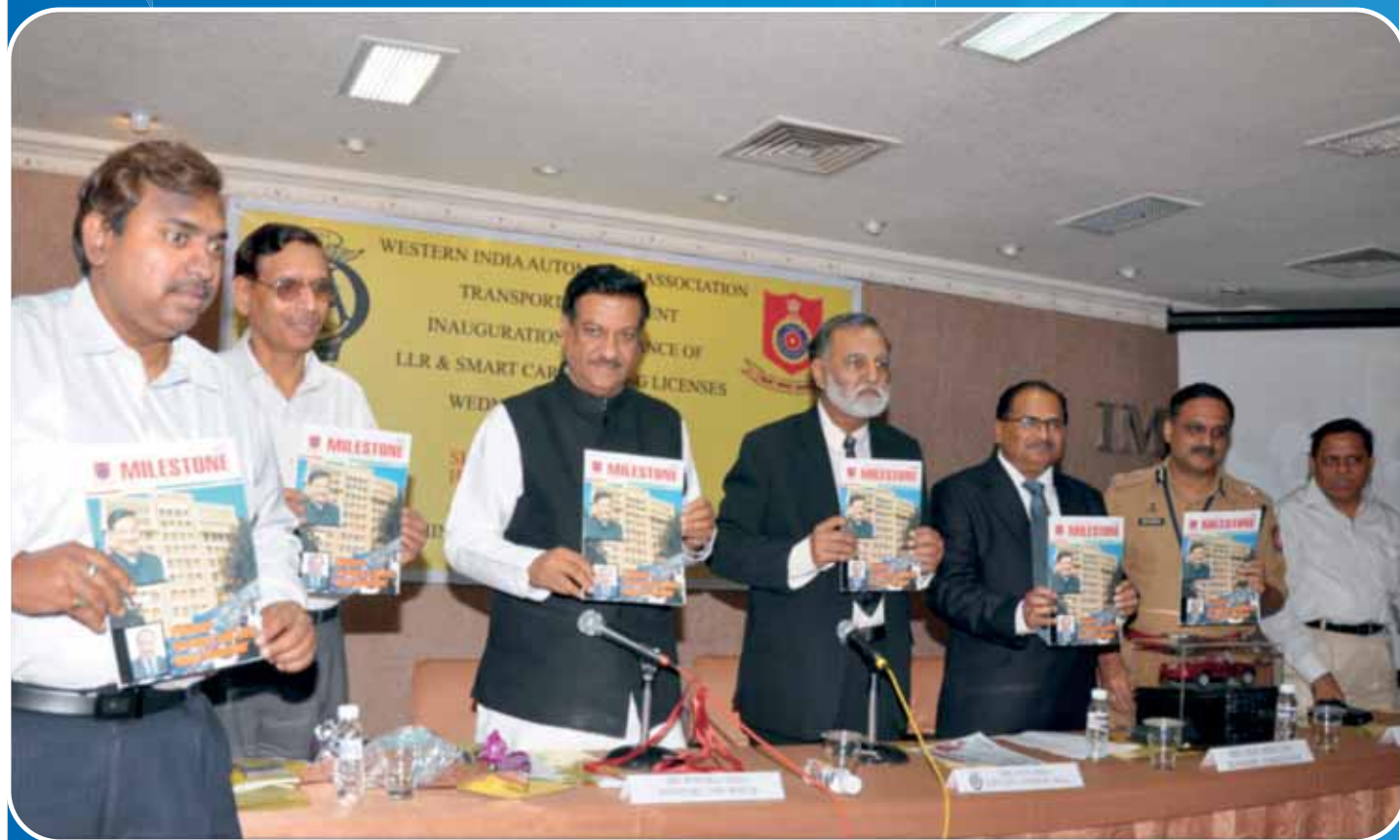
Driving in India can be more dangerous than you and I can ever imagine. According to the statistical reports published in 2013, an accident occurs every minute in India. Whereas, developed nations are focusing on reducing rates of accident deaths, Indian roads are becoming worse than ever. According to a report published by the World Health Organization (2013), India has the highest number of road accident deaths (105,725 people died on the road) in the world. Among the Indian states, Maharashtra (where Mumbai has the highest number of death cases i.e. 25,471 road accidents) tops the list followed by Tamil Nadu, Madhya Pradesh,



India has the highest number of road accident deaths (105,725 people died on the road) in the world. Among the Indian states, Maharashtra (where Mumbai has the highest number of death cases i.e. 25,471 road accidents) tops the list followed by Tamil Nadu, Madhya Pradesh, Karnataka and Andhra Pradesh.

Karnataka and Andhra Pradesh. The report also clarifies that inefficient law enforcement, drunken driving, low user adoption of helmets and seat belts and lack of child restraints in the vehicles are the main causes behind such a high rate of road accidents in India.

Launch of the
Maharashtra MILESTONE
Magazine by former Chief Minister
of Maharashtra, Prithviraj Chavan



Road safety is a challenge to the Transport Department and we cannot accomplish it without the compliance of safety rules by motorists, vehicle manufacturers and the public who use the road transport network and the roads 24x7. The Maharashtra MILESTONE strives to promote road safety, traffic management and interaction among and between various transport communities and the State Government. The magazine acts as a forum for bridging the communication gap and creating a feeling of togetherness in meeting the challenges to ensure road safety.



FEW FEMALE TAKERS FOR AUTO PERMITS



The Vashi deputy RTO has appealed to women to submit their applications for 1,316 auto permits, which are yet to be issued; but there is a dearth of applicants. There was a lukewarm response to the 5% reservation for women across Mumbai Metropolitan Region (MMR).

By Nitesh Poojari

The transport commissioner has appointed Vashi deputy RTO as central agency for collecting applications from all RTOs in MMR. Permits will be issued in three working days to eligible applicants. Vashi deputy RTO Sanjay Dhole said that 35,628 new auto rickshaw permits were issued across MMR through an online draw on January 12, out of which, 33,847 were issued to men. "But only 465 women applied and were issued permits. The remaining 1,316 permits are yet to be issued," he added.

He also said that since three months have lapsed after the online lottery draw, it has been decided to issue tatkal auto permits to women on first-come-first-serve basis. The applicants have to submit mandatory documents, including police verification certificate.

Kasam Mulani, president of Navi Mumbai Rickshaw Mahasangha, a federation of auto unions said: "The rule is that autos driven by women have to be painted pink to distinguish them. But women have opposed this rule; they claim that they will be targeted by anti-social elements."

He also said that an auto painted pink cannot be driven by a male driver. Hence, if a woman auto driver is unwell or becomes pregnant, she cannot even rent it out to a male auto driver. "This will

affect her source of income and pose difficulty in paying EMIs," he added.

Mulani also said that 65 women, who purchased new autos, have not yet registered their vehicles due to the rule.

"On April 18, the transport commissioner released a circular seeking suggestions and objections concerning the rules. We have submitted our memorandum highlighting the problems faced by the women," he said.



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Sanjay Dhole, Vashi deputy RTO

NOW GET TRAFFIC UPDATES ON YOU CELL PHONE; MUMBAI TRAFFIC POLICE

Technology has been playing a vital role in today generation. Now-a-day each and every detail of a product is only available on it Application which is specially designed so that the common people can be up-to-date about the happenings.



The Mumbai Traffic Police this year had announced several measures, including cashless e-challan (fine) system and 200 digital billboards, to provide live traffic updates to motorists. The initiatives were announced at the launch of the Mumbai Police Traffic App that motorists can download on cellphones for interaction with the police and receiving real-time updates on traffic. "We launched the App to ensure more communication between the public and the traffic police. Traffic in Mumbai concerns all and we can stay connected faster," said Vitthal Jadhav, ACP (Traffic).

Officials said the App would be linked to Google Maps, and have traffic feeds. It has a section on traffic offences and penalties, meaning of traffic signs and guidelines on traffic rules, as well as

'frequently asked questions'.

"The electronic challan system will do away with cash collection and is expected to be implemented in three to four months. Offenders will have to pay using debit or credit cards, and can make online payments using cellphones. There will be no cash collection. If someone insists on paying cash, it will have to be at the nearest traffic chowky in the presence of senior officials," said JCP (Traffic) Milind Bharambe. He added that digital billboards would be installed to give information about traffic congestion, road repair and the time a motorist would take to reach important landmarks from the location of the billboard. A Crash Analysis Center will be set up in a month's time at the Traffic Training Institute where even the smallest accident will be analysed.



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**- Vitthal Jadhav,
ACP (Traffic).**



CLAMPING DOWN ON CLAMPS

Confusion between the real and the fake traffic wheel clamps circulating in the city; Cops to get their logo and serial number embossed on it.

By Mohit Naik

Parking on Mumbai streets is one of the most discussed subjects. Increase in population has led to an increase in the number of vehicles moving around in the city. Other than the private vehicles, there are local transport vehicles like auto rickshaw, bus and private transport companies etc. It is therefore a nightmare for the local traffic cops managing traffic under their jurisdiction. Six years after the Mumbai Police's Traffic Department introduced yellow wheel clamps to block vehicles parked illegally, officers admit the device has become a headache. Several streets, especially in the western suburbs, are congested with cars clamped, not by the police, but by motorists themselves, who manage to procure un-authorized clamps and use them to "secure" parking spots on public roads.

In the absence of a comprehensive policy on parking, there is "gross

misuse" of the German-designed clamps. To put an end to the problem, the traffic department has now decided to standardize its clamps.

"We do not know the manufacturers of these illegal clamps and how they are being circulated. The maximum misuse is by second-hand car showrooms, which clamp vehicles on display that are parked on streets. By using the device, they manage to fool people and even officials, who think the vehicles are under the ambit of the traffic police," said a police officer.

Traffic Department officers said the wheel clamps were originally meant to lock vehicles that obstructed vehicular or pedestrian movement on congested roads and in no-parking zones. However, one IPS officer said shopkeepers even allow patrons to park illegally outside their stores, by clamping the cars. "This is stage management and a very common trend that has come

to our notice, as parking in Mumbai is at a premium. Such cars could easily be towed when wrongfully parked, but when they are clamped, even traffic officials on rounds cannot take action," admitted the officer.

To tackle the problem, the Mumbai Traffic Police will soon issue a notice to standardise the wheel clamps they use. Interacting with a daily newspaper, Joint Commissioner of Police (Traffic) Milind Bharambe said, "In a fortnight, the traffic police will take charge of the matter and standardise the wheel clamps used for wrongly parked vehicles." This move includes getting wheel clamps with a Mumbai Traffic Police logo and a serial number. "This will allow us to separate the unauthorised clamps from the police's clamps. There can't be any duplication of the serial numbers. Only those that are authentic will remain on the streets, the rest will be seized," the officer said.



MUMBAI TRAFFIC POLICE GETS TECH SAVVY

By Mohit Naik

If your image of the police is still that cops are slow to respond and are correctly portrayed as such in bollywood movies, than my friend you are on a wrong path . Times have changed. Mumbai cops have adopted various new techniques and have decided to deal with the law breaker in their own tech savvy way. Traffic has been a topic of

concern for Mumbai as increase in population of the city has led to large numbers of people commuting daily to their work in various ways. If statistics are to be believed-and they ought to be taken with a pinch of salt- more than lakh vehicles use the Western express highway to commute. The number itself will make you consider the immensity of the job of your traffic officials. They

have to keep track of the vehicles in a systematic manner. Unfortunately, thousands of people violate the rules by jumping signals, drunken driving, rash driving etc. It is always tempting to jump a traffic signal when no cop is in sight. But the pleasure of doing so may be short lived as the Mumbai Traffic police is in the process of installing speed cameras, which will studiously record every traffic



violation. In addition, the cameras will register the vehicle number and generate an e-challan, which essentially means the end of cash transactions.

During the 'Road Safety Week' programme, Mumbai traffic police announced nine new initiatives.

In addition to speed cameras, the city will also boast of Red Light Violation Detectors and information display booths. The men in khaki also launched a new logo and restarted the traffic warden system.

The initiatives were launched by Chief Minister Devendra Fadnavis. Also present at the event were Transport Minister Diwakar Raote, Minister of State for Home (Rural)



Speaking at the inauguration of the Road Safety Week, Bharambe said, "In order to make Mumbai safer, we have introduced many digital initiatives. These will not just help us catch offenders but also act as a deterrent for those who like to break traffic rules."

Ram Shinde, then Commissioner of Police Ahmed Javed and Joint Commissioner of Traffic, Milind Bharambe.

Speaking at the inauguration of the Road Safety Week, Bharambe said, "In order to make Mumbai safer, we have introduced many digital initiatives. These will not just help us catch offenders but also act as a deterrent for those who like to break traffic rules."

The e-challan, one of the most significant moves in recent times, makes the payment of penalty completely cashless. "We will be providing swiping machines to traffic cops posted at signals and junctions. An offender will be given



We will be providing swiping machines to traffic cops posted at signals and junctions. An offender will be given the option of swiping his debit or credit card. If both are not available, his license will be impounded and his details noted down. The offender will be given 15 days' time to deposit the said amount in a bank"



the option of swiping his debit or credit card. If both are not available, his license will be impounded and his details noted down. The offender will be given 15 days' time to deposit the said amount in a bank," he added.

The speed cameras and the RLVD system will also be linked to the e-challan system. If an offender jumps the signal or is speeding, the camera will note down the details and send them to the e-challan registry. The department will then automatically register an offence and issue an e-challan against the offender.

Check alcohol level at pub

The Traffic Police also introduced a self alcohol checking device for tippers. The kiosk like structure

called Alco Booth will measure the user's alcohol level and give him a nod to go ahead if he is within permissible limits. If the level is higher than that allowed, the user can choose to either book a private taxi to take him home or ask for a valet. These booths will be installed at public spaces and also bars and pubs frequented by Mumbaiiikars.

Cops reaction this holi: statistics

The police walked their talk this Holi. They booked a total of 13,126 persons, including 8,102 by Mumbai traffic police alone, for drunk driving, triple riding, biking without helmets and rash driving.

The Mumbai traffic police had posted 1,141 constabulary staff on the roads and 150 officers to

monitor them, while the Thane division had deputed 429 constables and 63 police officers to duty.

Interacting with a daily newspaper, deputy commissioner of police (traffic), thane, Dr Rashmi Karandikar said, "We have been carrying out a campaign against drunk driving. On Tuesday, we booked 137 persons for drunk driving under Section 185 of the Motor Vehicles Act, 1988, 120 on Wednesday and 132 on the day of Holi,"

On the other hand in Mumbai, all 34 police chowkies chipped in for the campaign. "We wanted people to have safe celebrations. Our aim was to ensure that no untoward incident takes place on the roads," said Milind Bharambe, joint



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commissioner of police (traffic), Mumbai. During Holi and New Year celebrations, the police launch a campaign to urge drunk revellers to hire cabs or take the public transport. Errant motorists caught for drunk driving are slapped a fine of Rs 2,000 by the police and their vehicles are seized. They then have to approach court to get their vehicles back. The court decides the mode of punishment — fine, jail term or temporary suspension of the driving licence.

Use of E-challan system

To identify repeat offenders of drunk driving and ensure stricter punishment for them, the Mumbai traffic police will start issuing e-challans from this month.

Officials said records of offenders collected over the last eight years are currently being digitalized and the e-challans will identify repeat offenders the minute they are caught for drunk driving.

From 31 Dec night to 1 January morning, the traffic police penalised a total of 705 offenders for driving

under the influence of alcohol. The figure is higher than the number of offenders caught on New Year's Eve in 2014, when the police had taken action against 532 offenders. Even the overall number of 18,035 for drunk driving cases in 2015, is higher than the number of cases registered in 2014, which were 16,013.

"We have observed that a fine of Rs 2,000 is no longer a matter of concern for most people, and that many of the offenders are repeaters," said JCP (Traffic) Milind Bharambe. "We are currently digitalizing our records of drunk driving offenders and have been issuing e-challans to offenders from the start of this year. The e-challan will be linked to our computerised database and will immediately identify repeat offenders. If we find that a particular offender has been caught three to four times, we will put this fact in front of the court and appeal for a punishment of at least one or two days behind bars for offenders for whom repeated

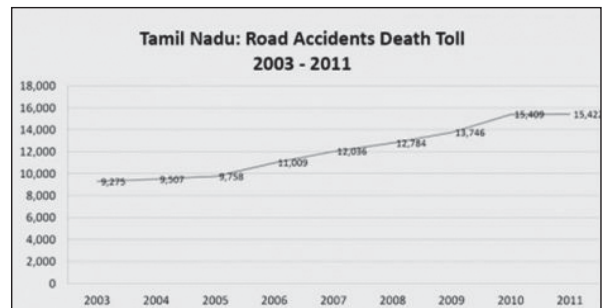
imposition of fines seem to have no impact", he added.

"If a person is penalised by the same traffic chowky more than once, it can be easily found out. However, if a person fined by the Colaba chowky earlier is caught by the Dahisar chowky the next time, it becomes more challenging for our personnel to find out," said Bharambe.

Traffic police personnel have observed that the majority of drunk driving offenders are caught in the western and the northern suburbs. The reasons behind this, the police say, are that a lot of pubs and nightclubs are located in this area, and that the affluent population staying in south Mumbai is able to afford drivers for their cars or to hire party drivers.

"The thought that 'it is easy to get away with driving under the influence of alcohol' needs to be changed. This is what our anti-drunk driving campaign has been targeting," Bharambe said.

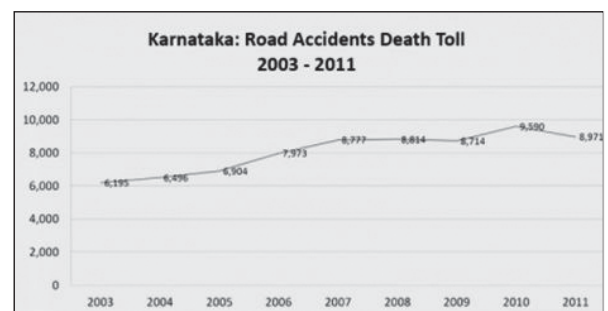
MAHARASHTRA REGISTERS 37% ROAD ACCIDENTS



By Mohit Naik

The roads in India are infamous for numerous accidents resulting in loss of lives and disability. According to statistics, around five lakh accidents happen annually in which 1.5 lakh lives are lost while three lakh people are left disabled. Recently, Union Minister Nitin Gadkari had announced that the government will spend Rs 11,000 crore to rectify the common accident spots. Meanwhile, the Maharashtra state government's economic survey report for 2015-16 has revealed that 1, 19,479 road accidents have been reported in Mumbai in the last five years.

During the same period, a total of 3, 22,076 accidents were reported across Maharashtra. This means that around 37 per cent of the accidents took place in



Mumbai. This is an alarming number. Another worrying bit is that, during 2011-15, 2,596 lives were lost due to road accidents in Mumbai and 64,599 lives in the state of Maharashtra. According to these statistics, on a daily basis two lives are lost while a minimum of 12 people are



left injured in Mumbai on account of road accidents.

The five Indian States that lead the charts in terms of number of deaths occurring on the roads are as follows:

Uttar Pradesh

The number of deaths occurring due to road accidents in Uttar Pradesh is the highest in the country. In 2003 road accidents accounted for 7,854 deaths, since then the death toll has been steadily on the rise. In 2011 the death toll grew stratospherically witnessing an increase of 6,337 deaths over the previous year.

Tamil Nadu

The number of deaths occurring on the roads of Tamil Nadu in the year 2003 was 9,275. From the period of 2003 to 2005 the death toll remained almost the same. Since 2006 however the death toll has been steadily on the rise topping off to 15,000+ deaths in the years 2010 and 2011.

Andhra Pradesh

The death toll caused due to road accidents in the state of Andhra Pradesh as at par with Tamil Nadu. In 2003 the state witnessed 9,679 deaths on its roads and the death toll has steadily risen since then. In the year 2011 however the number of deaths fell by a few hundred when compared to the number in 2010.

Maharashtra

The number of deaths caused by road accidents in Maharashtra in 2003 was the highest in the country at the time. Since then the death toll has increased but fluctuations are seen over the years. In 2011 the death toll stood at 13,057, lower than Uttar Pradesh, Tamil Nadu and Andhra Pradesh.

Karnataka

The number of deaths due to road accidents in the state of Karnataka stood at 6,195 in the year 2003. Since then

there has been a rise in the death toll, topping off at 9590 in the year 2010. In the year 2011, the number of deaths fell by over 500 when compared to 2010.

From 2009 to 2015, 125 people on average have been killed on the 94.5- km MumbaiPune Express, another 195 have suffered serious injuries, and 313 others have suffered minor injuries on the expressway every year, according to statistics obtained from the Highway Safety Patrol under the Right to Information (RTI) Act.

While the number of fatalities from road accidents in Maharashtra increased from 12,803 in 2014 to 13,212 in 2015, the number of deaths on the expressway fell from 133 in 2014 to 118 last year.

Earlier this year, KP Bakshi, additional chief secretary, home, had said the authorities are taking help from various NGOs and experts to make the expressway a zero-fatality corridor in the next four years.

According to experts, four factors – engineering, enforcement, emergency care and education – are crucial to reducing highway accidents. The state government and highway police have been plugging unauthorised gaps that motorists use to make dangerous and illegal U-turns.

Specialised Brifen wire ropes are also being installed at strategic points.

They are designed to absorb the energy of an impact, minimizing injury to passengers and damage to vehicles.

The state government is also considering installing CCTV cameras along the highway and booking drivers found to be speeding and cutting lanes, two major causes of accidents. Another major cause is driver fatigue, said an HSP official. Another official said CCTV cameras are crucial to cracking down on speeding and lane cutting, and making up for the manpower shortage.

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