

Annexure I to Proceedings No. C2/3013/TC/2011 dated 24.09.2011

Major areas to be addressed in advertisement campaign

Speed limit, helmet, seat belt, drinking and driving, mobile phone use is key areas to be addressed urgently. Campaigns are found effective if only one subject alone is addressed and multiple subject at a time defuse the attention and there by effect persuasion. All materials should be added with the A Decade Of action For Road Safety 2011-2020 and Kerala motor vehicle department and Kerala Road Safety Authority with emblem uniformly. No material should be included very sensitive accident seen mainly children to create fear factor. And unnecessary controversy also should be avoided.

1. Pre Driving Test training

This is based on the theory that human being are learned personalities and they had a well-founded personality based on learning by observing, playing computer games, imitating parents and other drivers, unfortunately majority of this learning are negative and dangerous. Learned behaviour can be modified.

Objective:

- Pre-Driving Test training prepare learner for proper training and correct his past learning.
- Introduce correct driver education curriculum and safe driving.
- Inform the present road safety crisis and encourage for Road Safety.
- Make him friend of department and motivate to become a good driver trainee.

Pre-Driving Test Training

Duration: 2 hours

Target Audience: All Applicants for learner's license

Syllabus for Pre Driving Test Training (3 x 40 mts)

I. Explain driving task, dynamic control task, ontogenetic learning, and automatic and routine process in driving and its effect on safety.

- Road safety- present scenario in India and international and its consequences, an introduction to create a feeling of necessity of more serious actions for road safety

II. An introduction to

- Road laws, signals, signs and road markings
- Benefits of helmet, seat belt, and avoiding mobile phone and drinks while driving
- Limitations of human, vehicle and road

III. Motivating for proper training of *safe and economical driving* and introduce about the syllabus in the CMVR 31.

- Benefits of speed limit, wear and tear, fuel consumption, safety, pollution etc.

(Scientific explanations with clear example and video should be given; Prescribed PowerPoint presentation should be used for training, videos included in new presentations prepared by R&D team. This training is only an introduction and motivating session and success of this depends on how best the candidate feels the subject as important and beneficial to him)

Target: To conduct Pre-Driving Test Training to 6 lakhs candidates in 6000 batches of 100 participants.

Regional Transport Officers – 4 Programme per week x 36 week x 17 offices = 2448

Sub Regional Transport Officers – 2 Programme per week x 36 weeks x 47 offices = 3384

Budget per Batch

Item	Rate	Quantity	Amount	Remarks
Booklet	Rs. 10/-	100	Rs. 1000/-	
Refreshment	Rs. 10/-	100	Rs. 1000/-	
Hall rent			Rs. 1000/-	
Stationary and printing			Rs. 1000/-	
Total			Rs. 4000/-	

Funds for each Regional Transport Officer = 4000 x 128 = Rs. 512000/-

Funds for each Sub Regional Transport Officers = 4000 x 64 = Rs. 256000/-

Grant Total = Rs. 4000/- x 6000/- = Rs. 20736000/-

2. Driving School Instructors Training

Standard of driver training has to improve for sustainable road safety. Necessity of driver re-training for experienced drivers can be reduced and fresh drivers inherent trend for dangerous driving also can be reduced by proper training in the first stage itself. Safe attitude and behaviour including helmet use, seat belt use, avoiding mobile phone, speed control etc can be developed in the beginning stage itself. Unfortunately things are

not like that and driving school instructors lacking necessary competence for training driving trainees in the desirable level of standard. This problem can be effectively solved by driving instructors training and this is most cost effective intervention possible to improve road safety.

Target groups:

All driving school instructors

Objective:

- To improve the training imparted by driving schools to driver trainees
- Equip driving school instructors with necessary competence
- Change driving school instructors mind set to adopt changes
- Create positive attitude towards speed limits and road laws
- Make them advocates of road safety

Syllabus

I. Good manners for good instructors-counselling the trainee-Importance of driver education in road safety -nature of driving task-ontogenetic learning- becoming automatic and routine -difficulty to change experienced bad habits-necessity of practicing good practices like helmet use, seat belt use, indicators, keep left etc. in the earlier stage itself. Importance of managing driving school as an educational institution in future and develop quality as the society develops.

45+15 mts

II. Know your vehicle-a simple explanation of automobile and its working-vehicle controls- steering system-braking system with principle-gears-clutch and necessity of gradual use-accelerator and its optimum use- introduce syllabus under CMVR 31

45+15 mts

III. Road safety- international and Indian scenario-reasons and remedies of accidents-95% of the accidents caused by drivers- speed and its effect on safety-seat belt-helmet - Signs, signals, road markings, and road regulations, an introduction with handouts.

45+15 mts

IV. Psychology of Driving and Accidents-un realistic optimism-under estimation of potential hazards-why accidents increasing on good roads and good vehicles accident less on poor roads-distractions-mobile phone-information overloading-aggression-stress-Drunken driving-fatigue-sleep-importance of core beliefs.

45+15 mts

Target:

To train 8100 numbers of Driving School Instructors through 162 batches of 50 participants.

Regional Transport Officers – 4 batches x 17 offices = 68 Batches

Sub Regional Transport Officers – 2 batches x 47 offices = 94 Batches

Budget per Batch

Item	Rate	Quantity	Amount	Remarks
Study material	Rs. 50/-	50 Nos.	Rs. 2500/-	
Refreshment	Rs. 100/-	50 Nos.	Rs.5000/-	
Stationary and printing			Rs.1000/-	
Faculty			Rs.2000/-	
Total			Rs.10500/-	

3. Students Road Safety program

Three level (primary, secondary, higher secondary) road safety training can be given to students. In most developed countries and Asian countries like Malaysia adapted this system. We have to educate about 500,000 students every year. Australia has a department for student's drugs and traffic education. They are educating even parents of students and students up to 12 years compulsorily. Death due to accident is highest in the children of age 5 and above. Road safety education has many links to the wider curriculum. There are links to traditional subject areas such as geography, math and science as well as to civics. Both parents and schools play an important role in developing responsible attitudes and hazard appreciation skills in children towards the use of the road and traffic environment as pedestrians, cyclists, car passengers and in the later stages of school as drivers.

3.1 Teacher's training- one day teachers training camp can be conducted in all jurisdictions with one or two interested teachers from each school, mainly on the road sides, to inform and train road safety and students road safety education. This will help teachers to train their students about road safety.

Objective:

- To start with safe habits and attitude in road use from child hood itself.
- To avoid acquiring irrational and unsafe beliefs from observation of other drivers including parents, playing computer games, and watching movies with aggressive driving.
- Nurture a new safe traffic culture among children and reduce highest accident death rates among children.

- Cater to help teachers to train their students about road safety. Motivate to work for road safety.

Target: - To train 12150 Teachers as Resource Persons in 243 batches of 50 participants
 Regional Transport Officers – 6 batches X 17 offices = 102 Nos
 Sub Regional Transport Officers- 3 batches X 47 offices = 141 Nos

Item	Rate	Quantity	Amount	Remarks
Study material	Rs. 150/-	50 Nos.	Rs. 7500/-	
Food and Refreshments	Rs. 10/-	50 Nos.	Rs.5000/-	
Travelling Allowance	Rs.200/-	50	Rs.10000/-	
Auditorium	Rs.1500/-		Rs.1500/-	
Stationary Printing and Publicity	Rs.2500/-		Rs.2500/-	
Total			Rs.26500/-	

Syllabus (Students RSE)

• **Primary students**- in this age children require awareness for safe walking on road, road crossing drills, avoid playing on road, safe bicycling, better dress colour for better vision etc should be informed through teachers' with proper training to teachers. Avoid big things like rules signals etc not appropriate to age. Games and some practical sessions will be more effective -Signals like pedestrian crossings can be informed. Poster designed is to exhibit in school of children aged up to 10 years inform the subjects mentioned above. Leaf lets also designed for this age.

(2hrs)

• **Secondary students**- basics of road safety, causes of accidents and remedies, science behind helmet, seat belt, speed and its effects through presentation of 2hrs. Leaf let designed for this age.

(2hrs)

• **Higher Secondary**- and above- basics of road safety, causes and remedies, science behind helmet, seat belt, speed and its effects, Motor cycle safety, Basic Road laws, driving behaviour and accidents.(this is age for application of driving license and most of them start riding M/cycles.(stress the danger of M/cycle -speed-helmet-mobile-and over loading).

(2hrs)

•Syllabus Teachers Training

All above subjects (students RSE) should be explained briefly- road safety education should be appropriate to age. Present road safety scenario- national and international -its effect on our social life and economy-highest rate of road accident death among children-
(One day)

Reasons for accidents and its remedies-speed and its effects on safety-helmet-seat belt-fatigue-importance of trip planning during study tours to avoid drivers Fatigue.
Importance of creating positive attitude among children.

(One day)

Target:

Awareness classes to 8 lakh students in 1620 Schools with 500 students in each school.

Regional Transport Officers – 40 Schools x 17 offices = 680 Schools

Sub Regional Transport Officers – 20 Schools x 47 offices = 940 Schools

Budget

Item	Rate	Quantity	Amount	Remarks
Study materials	Rs. 25/-	500 Nos.	Rs. 7500/-	
Leaf lets	Rs. 10/-	500 Nos.	Rs. 5000/-	
Gifts	Rs. 10/-	500 Nos.	Rs. 5000/-	
Printing and stationary publicity			Rs. 2500/-	
Faculty			Rs. 2000/-	
Total	500 students per school		Rs. 22000/-	

4. Driver’s Education and Training in Safe Driving

(Tipper drivers, bus drivers, auto drivers, EIB drivers, and on the road small focus group training of NTV & 2wheeler drivers).

Around 10 lacks professional drivers and same amount of private drivers require to train in safe driving and behaviour on our road. No doubt about the fact that driver behaviour account for majority of accidents. And it is proved that 95% of accidents are caused by drivers' involvement also and 65% caused by driver behaviour only (Saby and Taylor 1980).hence road safety initiative cannot be complete without a well-structured intervention for changing driver behaviour. School road safety education and Pre-Driving Test training will make a difference in future drivers. However existing drivers cannot allow continuing as they are. We have planned a driver behaviour modification using Cognitive Behavioural Methods. This method is based on well settled psychological principles tested in KSRTC and found to be effective (Najeeb, 2008).this method is very simple and suitable in group also.

Objective:

- To check the dangerous driving behaviour among experienced drivers on the road

- To help drivers to change their negative core beliefs and attitudes
- To inform the road laws and new changes in road, markings and signals
- To inform present road accident status and its possible remedies
- To inform benefits of speed management
- To make awareness of danger of drunken driving, fatigue and mobile use.
- To train special requirements of AR, Bus, Tippers, Hazardous goods vehicles and school bus in each session separately.

1) Necessity of training -trainee should convince this and he should not feel he has been blamed for all road accidents-training will be success if trainee feels that this training is beneficial to me and improve my life; this is the key to success of all training. Creating a good rapport and preparing the trainee receptive and willing is an art and science. Explain the present crisis on road, increasing accidents, its effect on our economy and social life. Accidents reducing in all developed countries, we can also reduce with strong will.

Why accidents-explanation with R Fullers diagram, causes of accidents with Eg. of Saby and Taylor (1980) (very careful to avoid humiliation among drivers-no one like his own mistake-use as example only and put questions like "*is there some truth in it, at least in the case of some drivers?*") **So this preparatory session is ok.**

(45+15mts)

2) Know your vehicle-minimum principles of brake, steering, clutch, accelerator, gear, and suspension. *Our intention is to inform the limitations of these systems if used beyond the scope.* Eg.Vehicle cannot stop before the stopping distance and it is increasing geometrically. Working of speed governor for training of such vehicles driver-to avoid misconception of torque loss-fuel efficiency and speed-wear and tear and speed- vision and speed- stress and speed- effect of worn out tire etc. For effective change in drivers all this subject should explain in the CBT Methods.

(45+15mts)

3) Road regulations-signal signs-road markings- mere explanation hardly works explain the reason behind each and its benefits for road users.

(45+15mts)

4) Accident -causes and remedies-drivers know why accidents are caused but they are never avoiding such situations. (R.Fullers Diagram) *Because their core belief and some mental frames formed from child hood and they believe that accident never happens to him. Drivers drive carefully on ghat roads, care less on good highways. The reason is driver's expectation of accident at ghat section is higher than actual risk and perception of risk on good highways are less than actual risk.* Our duty is to improve risk perception of driver. Hazards of Special conditions and its remedies-over taking- entering from or to pocket roads-rain-hill driving-night driving etc.necessity of seat belt.

(45+15mts)

5, Psychology of driving

Ontogenetic nature, automation of trained manners-effect of aggression-stress-fatigue-effect of alcohol-mobile phone- on safety. Benefits of speed limit for safety, economy

and health of driver. (Finally we have to help contrast his belief with the rational and convincing scientific truths put forth by the trainer and facilitate for positive change. The success depends on the art of presenting the subject in CBT methods.

(45+15mts)

Target: To train 1 lakh drivers of Transport Vehicles through 1000 programmes each of 100 drivers

Regional Transport Officers – 25 Programmes x 17 offices = 425 programmes

Sub Regional Transport Officers – 12 Programmes x 47 offices = 564 programmes

Budget per programme

Item	Rate	Quantity	Amount	Remarks
Study material	Rs. 25/-	100 Nos.	Rs. 2500/-	
Refreshment and Lunch	Rs. 100/-	100 Nos.	Rs. 10000/-	
TA/DA	Rs. 250/-	100 Nos.	Rs. 25000/-	
Hall rent			Rs. 2000/-	
Faculty			Rs. 1000/-	
Stationary, printing and publishing			Rs. 1000/-	
Miscellaneous			Rs.1000/-	
Total			Rs.42500/-	

Funds per Regional Transport Officer = Rs.42500/- x 25 = Rs. 10,62,500/-

Funds per Sub Regional Transport Officers = Rs. 42500/- x 12 = Rs. 5,10,000/-

Grant Total = Rs. 42500 x 1000 = Rs. 4,25,00,000/-

NTV on The Road Training budget /office(One day x 9programmes)			
rate	estimate	total	rewards
Rs 5	Rs 5x100nosx9day	Rs 4500/-	Chocolates/pen
Rs 100/	Rs100x9daysx20members(max)	Rs18000/-	Leaflets and small focus group training 400in each office per month
Total for NTV Drs Training on the road /office		22,500/	
Total for NTV Drs Training on the road /state		22,500 x 64= 14,40,000/-	
Total for NTV Drs Training on the road /office is 9days x100rewards and 400leaflet distribution with advice. This is highly effective for NTV drivers who cannot assemble for class room training generally			