

SIAM

Society of Indian Automobile Manufacturers

Building the Nation, Responsibly



An initiative by SIAM

“ The need of the hour today is to develop a mobility ecosystem that is sustainable and in harmony with the economically viable mobility is the future ”

Shri. Narendra Modi

Hon'ble Prime Minister of India



SURAKSHIT SAFAR PAVILION at BHARAT MOBILITY GLOBAL EXPO

1st-3rd February 2024 | Pragati Maidan, New Delhi

In association with



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SURAKSHIT SAFAR PAVILION

Pavilion Overview



SIAM, under the umbrella of सुरक्षित सफर (Safe Journey) initiative, successfully organized the सुरक्षित सफर (Safe Journey) pavilion on the side-lines of Auto Expo - The Motor Show, at Greater Noida in Jan 2023. Using सुरक्षित सफर (Safe Journey) Pavilion as an attractive medium, SIAM succeeded in educating attendees of the Auto Expo 2023 through interactive displays, and awareness activities aiming to influence responsible road safety behaviour. After the success of the सुरक्षित सफर (Safe Journey) pavilion on the side-lines of Auto Expo - The Motor Show, SIAM decided to organize another सुरक्षित सफर (Safe Journey) Pavilion during the Bharat Mobility Global Expo 2024 at Pragati Maidan, New Delhi between 1st February - 3rd February 2024 with the theme " सुरक्षित सफर (Safe Journey) pavilion: A Commitment for Safer Mobility".

SIAM meticulously planned the सुरक्षित सफर (Safe Journey) Pavilion during the Bharat Mobility Global Expo 2024 with a comprehensive vision to address the escalating issue of road accidents in India. The primary focus was to increase awareness about Road Safety among the diverse group of visitors at the expo. In collaboration with the mobility solution provider, Rosmerta, the pavilion was organized from 1st to 3rd February 2024 at Pragati Maidan, New Delhi. The initiative aimed to reiterate the importance of the 4Es - Education, Enforcement, Engineering, and Emergency Care in creating a safer road environment.



Overview

The Pavilion welcomed prominent OEM leaders such as Honda Motorcycle & Scooter India (HMSI), Ashok Leyland, Maruti Suzuki, Tata Motors, and Eicher Motors. This strategic participation was to facilitate engagement with a plethora of visitors, including students, vehicle users, automotive and component manufacturers, road furniture manufacturers, emergency care givers, state institution employees, and enforcers. Additionally, several renowned road safety stakeholders Rosmerta, GARC, Natrax, ARAI, ASDC, JP Research, IHIF, and ICAT also participated to highlight their exceptional contributions towards enhancing road safety.

Outside the pavilion, it featured an Automated Test Track which showcase the latest advancements in automated testing. The track was equipped with a range of obstacles and scenarios, including sudden stops, crossings, and sharp turns, to demonstrate the ability to detect and respond to unexpected events.

Adjacent to the road safety exhibition pavilion, the Two Wheeler Training area offered a practical learning experience for individuals interested in riding motorcycles and scooters. This training was tailored to equip participants with the essential skills and knowledge required for safe two-wheeler operation.

To ensure maximum engagement and knowledge transfer, the Pavilion offered diverse attractions, including simulators, competitions, street plays, road safety awareness installations, CPR training, and free health check-ups for all participants. The inclusion of panels displaying various facets of road safety through the 4Es - Enforcement, Engineering, Education, and Emergency Care, further enriched the learning experience for visitors.

Key highlights – Run for Road Safety

A notable highlight of the event was the "**Run for Road Safety**" initiative, aimed at instilling responsible road behavior and promoting road safety consciousness among young minds. This initiative was flagged off by Mr. Anurag Jain, Hon'ble Secretary, Ministry of Road Transport and Highways, and Mr. Vinod Aggarwal, President of SIAM and MD of VECV, saw the enthusiastic participation of over 1200 school children. The initiative not only educated students about traffic rules but also included engaging street plays and life-saving CPR training. Hon'ble Secretary, Mr. Anurag Jain emphasized the vital role children play in promoting good road safety practices, encouraging them to learn and make a significant difference.



Mr. Vinod Aggarwal, President of SIAM, highlighted the commitment of SIAM and the Indian auto industry to improving the road safety scenario in the country. The "Run for Safety" initiative, specifically designed for school students, aimed to instill valuable life lessons on responsibility and respect for others' rights. Mr. Vinod Aggarwal emphasized that teaching road safety to school students is an investment in a future where responsible choices pave the way for safer journeys.





Key highlights – Visit by Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry



The esteemed presence of Hon'ble Union Minister of Commerce & Industry, Shri Piyush Goyal, at the सुरक्षित सफर (Safe Journey) Pavilion during the Bharat Mobility Global Expo 2024 added significant value to the event. Acknowledging SIAM's dedicated efforts, the Minister commended the organization for aligning the सुरक्षित सफर (Safe Journey) initiative with the government's vital mission of fostering road safety awareness across the general populace. Hon'ble Union Minister, Shri Piyush Goyal's praise not only recognized SIAM's commitment but also underscored the importance of public-private collaboration in addressing critical issues.

Furthermore, the Minister encouraged SIAM to extend its impactful initiatives by creating similar pavilions in key cities across India, emphasizing the potential for widespread impact and fostering a culture of road safety nationwide. This acknowledgment from a key stakeholder reinforces the effectiveness of SIAM's initiatives and positions the organization as a proactive contributor to the overarching goals of building a safer road environment in the country.



Theme

“सुरक्षित सफर (Safe Journey) Pavilion A Commitment for Safer Mobility



The सुरक्षित सफर (Safe Journey) Pavilion at the Bharat Mobility Global Expo 2024 was conceived with a visionary approach, centering around the 4Es of Road Safety, each represented by a distinctive gates. The Front Gate symbolized Enforcement, emphasizing the crucial role of law enforcement on the roads. The Back Gate highlighted Emergency Care, underscoring the significance of prompt emergency response and medical care in mitigating the impact of road accidents. The Left Gate focused on Engineering, showcasing innovations in vehicle engineering and infrastructure to elevate safety standards, while the Right Gate represented Education, promoting awareness initiatives for empowering road users with knowledge and skills.

The सुरक्षित सफर (Safe Journey) Pavilion was not only a hub for informative exhibits but also a vibrant space for engaging activities and impactful initiatives. 15 schools performed street plays involving 500 students, providing an interactive and creative medium to convey essential road safety messages.

A series of awareness campaigns added dynamism to the Pavilion, featuring road safety quizzes, competitions, and dance performances. These activities not only engaged the audience but also served as effective tools for educating visitors on crucial road safety practices. The Pavilion's commitment to holistic well-being was evident in its health initiatives, offering free eye check-ups in collaboration with Dr. Shroff Eye Centre.

and Eicher Motors. Moreover, the distribution of 2400 helmets among students and participants showcased a tangible effort to promote helmet usage, emphasizing the crucial role it plays in enhancing two-wheeler safety. Collectively, these activities and initiatives made the सुरक्षित सफर Pavilion an immersive and impactful experience for all participants, aligning with the overarching goal of fostering a culture of road safety.

In the SIAM theme area, 16 panels described the 4E's

The सुरक्षित सफर (Safe Journey) Pavilion at the Bharat Mobility Global Expo 2024 served as a comprehensive platform for road safety awareness, where the Society of Indian Automobile Manufacturers (SIAM) meticulously curated 16 informative panels, each dedicated to one of the 4Es of road safety-Education, Enforcement, Engineering, and Emergency Care. This holistic approach aimed to address various facets of road safety and promote awareness among diverse audiences.

Education –

At the Bharat Mobility Global Expo 2024, the सुरक्षित सफर (Safe Journey) Pavilion took center stage with a compelling showcase of educational panels, each dedicated to the critical theme of Education in road safety. Meticulously curated, these four panels emphasized the fundamental role of education in steering road safety initiatives and spreading awareness to mitigate road accident-related fatalities in India. The first panel passionately advocated for the necessity of education, emphasizing its pivotal role in fostering a safer road environment. The second panel zoomed in on educating school students about road safety behaviours, highlighting SIAM's proactive engagement with schools to instill responsible driving habits in the younger generation. Delving into driver education and driving school initiatives across India, the third panel underscored the



crucial role of standardized programs in shaping the next generation of drivers. Finally, the fourth panel broadened its focus to educating the general masses, showcasing impactful events and campaigns that reflected SIAM's commitment to creating a comprehensive educational framework. Together, these educational panels portrayed SIAM's dedication to building a well-informed and responsible road user community for a safer future.

Engineering -

Within the सुरक्षित सफर (Safe Journey) Pavilion at the Bharat Mobility Global Expo 2024, SIAM curated four insightful panels under the Engineering theme, showcasing the pivotal roles of both Vehicular and Road Engineering in bolstering road safety awareness. The initial panel illuminated the importance of Road Engineering, offering a comparative view of past and current infrastructure developments, emphasizing government efforts and road maintenance programs. Transitioning seamlessly, the second panel delved into Vehicular Engineering, highlighting how industry advancements have elevated safety standards in both active and passive domains. The third panel focused on Vehicular Safety tests and the impact of adopting Bharat NCAP, detailing its role in ensuring safer vehicles through rigorous testing. The fourth panel showcased cutting-edge technologies like ADAS and Collision Avoidance Systems, emphasizing their practical utility in significantly enhancing road safety. Together, these panels underscored SIAM's commitment to advancing vehicular and road engineering standards as integral components in fostering a safer and technologically-driven road environment.



Enforcement-

Within the सुरक्षित सफर (Safe Journey) Pavilion at the Bharat Mobility Global Expo 2024, SIAM curated four compelling panels under the Enforcement theme, collectively shedding light on the critical role of Enforcement for road safety awareness. The first panel emphasized the importance of Personnel involved in enforcing traffic rules, particularly the vigilant efforts of traffic police ensuring swift responses to violations. Transitioning seamlessly, the second panel delved into the technological advancements in Enforcement, showcasing the integration of Smart Surveillance, Automated Traffic Management, Connected Vehicles, and Intelligent Transportation Systems (ITS) to enhance road safety. The third panel focused on the imperative need for vehicle users to adhere to traffic rules, elucidating mandatory, cautionary, and informative signs that contribute to safer driving practices. Finally, the fourth panel underscored the significance of vehicle maintenance by users, advocating for regular inspections and highlighting the operational automated Inspection & Certification (I&C) centers across India. This panel showcased the evolution from manual testing centers to automated ones, accentuating the importance of quality vehicular maintenance in improving overall road safety. Together, these Enforcement-themed panels conveyed SIAM's commitment to fostering a culture of compliance and responsibility among both enforcement agencies and vehicle users for a safer road environment.



Emergency Care -

Amidst the सुरक्षित सफर (Safe Journey) Pavilion at the Bharat Mobility Global Expo 2024, SIAM curated four impactful panels under the Emergency Care theme, collectively illuminating the pivotal role of rapid responses during the golden hour to save lives. The initial panel guided the general public on appropriate actions to take when witnessing a road accident, emphasizing the protective provisions of 'The Good Samaritan Law' to encourage timely assistance without fear of harassment. Transitioning seamlessly, the second panel focused on providing first response through basic CPR training, showcasing the importance of immediate action and displaying national emergency numbers for ambulances and road accident services. The third panel delved into the critical golden hour response for accident victims, highlighting various first aid basics and underscoring SIAM's commitment to community training programs, imparting essential knowledge for timely interventions. Finally, the fourth panel spotlighted the crucial role of professionals, specifically Emergency Response Teams (ERT), in saving lives when summoned promptly. Additionally, it provided information on Trauma Care Facilities (TCFs) sanctioned by the government, strategically located near accident-prone stretches of highways, emphasizing the significance of well-equipped care centers in enhancing emergency responses and overall road safety awareness. Together, these Emergency Care-themed panels conveyed SIAM's dedication to empowering individuals and professionals alike with the knowledge and resources to make a difference during the critical golden hour, ultimately contributing to a safer road environment.



Visitor Engagement

Crowd attraction

The pledge wall within the सुरक्षित सफर (Safe Journey) Pavilion served as a poignant testament to the collective commitment towards road safety. Visitors actively engaged with the call to action for each of the 4Es - Education, Enforcement, Engineering, and Emergency Care. With pens in hand, individuals inscribed personal pledges, symbolizing their dedication to fostering a safer road environment. This interactive and visually impactful feature not only encouraged active participation but also became a tangible representation of a shared responsibility among the diverse attendees, from students to industry professionals, all uniting in their pledge to contribute to the enhancement of road safety in India. In addition to the pledge wall, there were several installations that were reminiscent of the Auto Expo - The Motor Show 2023



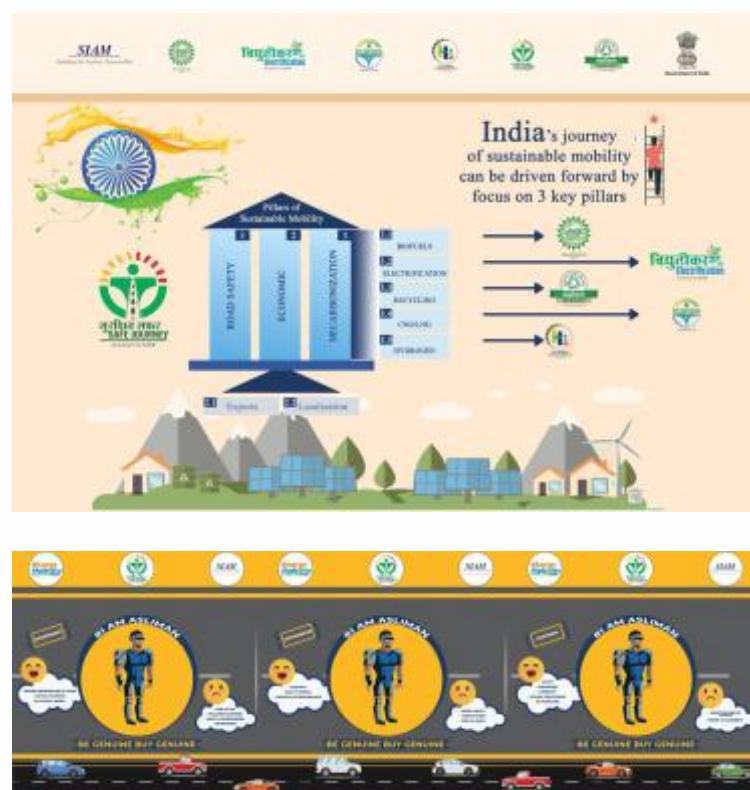
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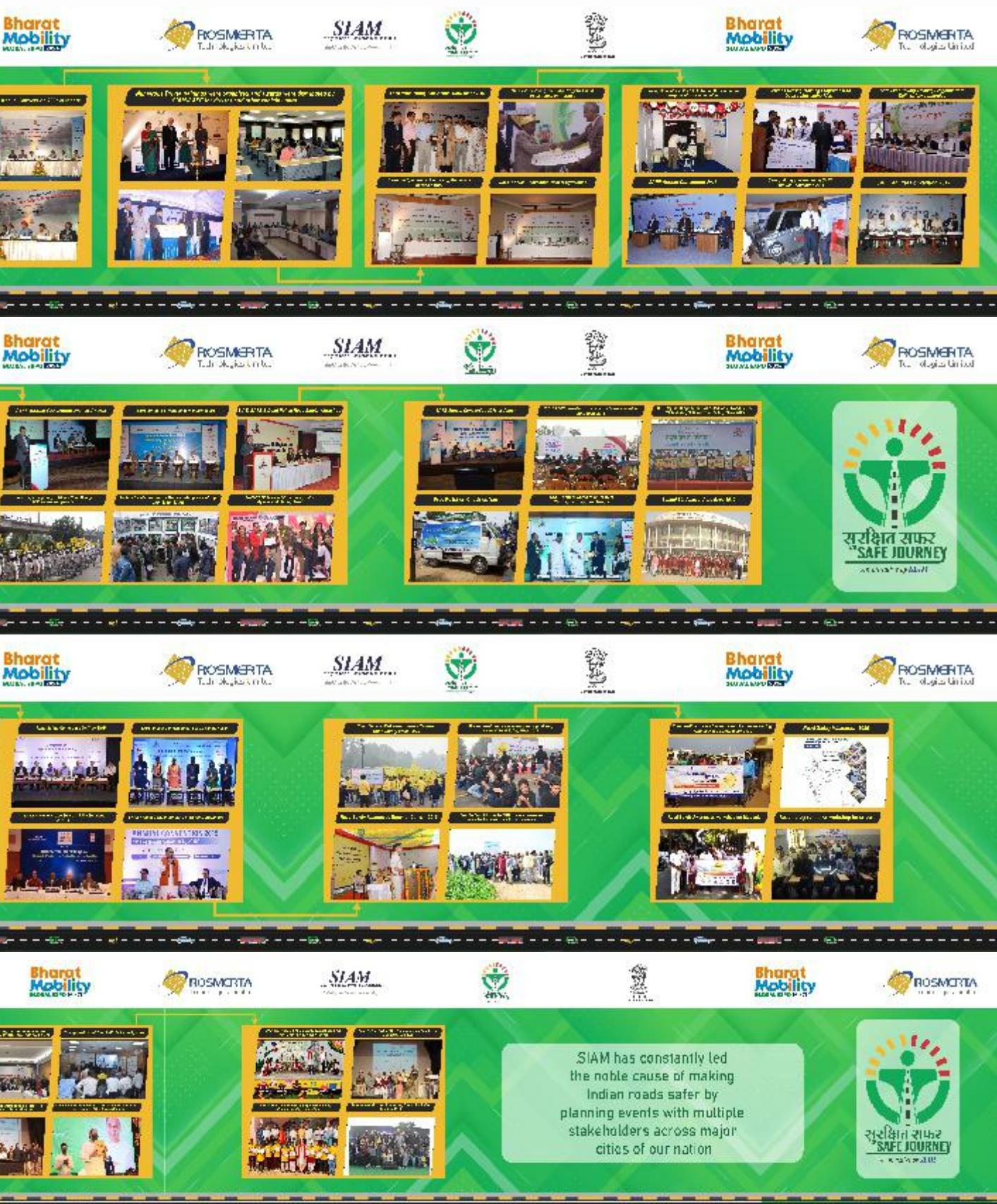




SIAM-SAFE's Road Safety Journey from 2000 – 2024

The German Hangar served as a dynamic canvas for spreading road safety awareness, with SIAM strategically utilizing its two longer side walls to narrate the compelling story of its road safety initiatives. On the left side, the wall became a timeline of SIAM's SAFE initiative, showcasing the impactful journey of various road safety awareness campaigns conducted over the years. Meanwhile, the right side wall delved into the genesis of the सुरक्षित सफर (Safe Journey) initiative, drawing attention to the sobering statistics of road accidents that propelled SIAM into action. Over the past two years, this initiative has tirelessly worked towards fostering road safety improvement, underscoring SIAM's commitment to creating a safer journey for all road users in India. The informative display on both walls served as a powerful visual narrative, reinforcing the importance of road safety and the ongoing efforts of SIAM dedicated to its enhancement.





Partners

The सुरक्षित सफर (Safe Journey) Pavilion also showcased an impressive array of participants and exhibits, contributing significantly to the promotion of road safety awareness. **Maruti Suzuki India Limited (MSIL)** took a proactive stance by presenting two car simulators, fostering driver education and safety awareness. Similarly, **Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI)** made a noteworthy contribution with four two-wheeler simulators, allowing visitors to experience and understand safe riding practices.

Ashok Leyland, a prominent participant, demonstrated cutting-edge advancements in vehicle safety technology through a simulator and **Advanced Driver Assistance Systems (ADAS)**. The **Automotive Research Association of India (ARAI)** enriched the pavilion by showcasing their extensive research and testing initiatives, specifically aimed at enhancing vehicular safety. Additionally, the contributions of **National Automotive Test Tracks (NATRAX)** and **Global Automotive Research Centre (GARC)** were exhibited, highlighting their endeavors in improving road infrastructure and elevating vehicle safety standards. The **Indian Institute of Highway Engineering (IIHE)** shared valuable insights into their research and initiatives focused on enhancing road safety. **J P Research** contributed by showcasing their accident analysis methodologies, aimed at identifying areas for safety improvement. **Rosmerta** highlighted various safety initiatives geared towards promoting safer road practices, and the **International Centre for Automotive Technology (ICAT)** played a crucial role by demonstrating their commitment to testing and certifying automotive safety standards. **Tata Motors**, through the display of a cut-section model, effectively communicated safety features such as airbags, contributing significantly to engineering awareness and emphasizing the importance of vehicle safety.

Collectively, these participants and exhibits transformed the सुरक्षित सफर Pavilion into a comprehensive platform, reinforcing the commitment of the automotive industry to creating a safer



Attendees

The event drew a diverse array of attendees, ranging from government officials to representatives from automobile and automotive component manufacturing, schools, institutes, road safety experts, NGOs, and various individuals interested in road safety principles. The **सुरक्षित सफर (Safe Journey)** Pavilion stole the spotlight with its driving simulators, bike and car demonstrations, the distribution of 2400 helmets to winning quiz participants, road safety stage performances, street plays involving over 500 students, and a road safety run with over 1200 student participants. These attractions captivated attendees at the Bharat Mobility Global Expo 2024 due to the size and appeal of the **सुरक्षित सफर (Safe Journey)** pavilion hangar. With over 150,000 visitors, the expo facilitated a heightened understanding of road safety initiatives showcased by SIAM and the Indian auto industry.



SIAM INITIATIVES TOWARDS SUSTAINABLE MOBILITY



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