



# Driver Education & Enlightenment Program

*Saving Lives Through Education*

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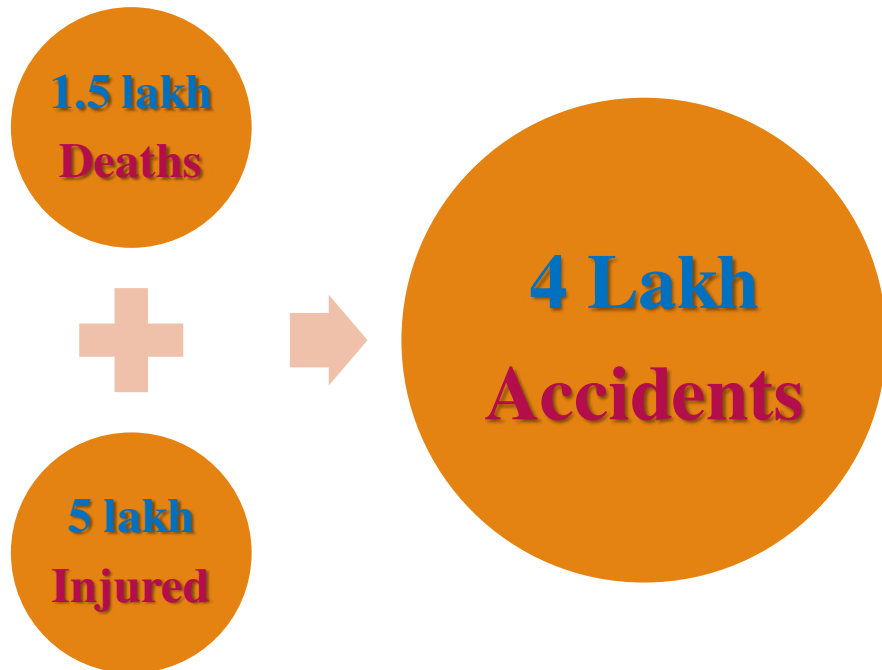
*President, KBR Foundation*

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*Mentor, founder DEEP program*

# Road Accidents in India

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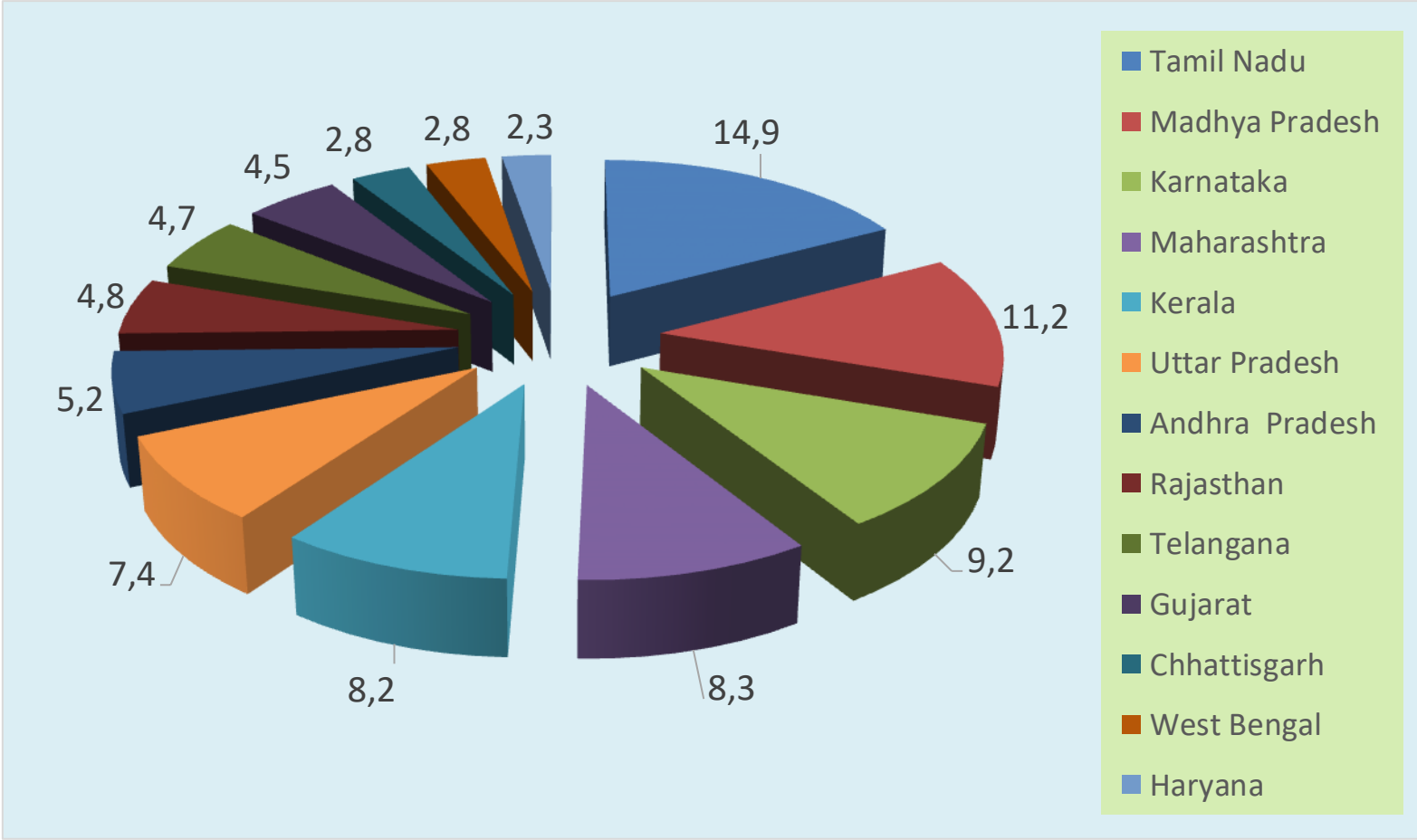


- **1,317 Accidents and 413 Persons killed every day**
- **55 Accidents and 17 Persons killed Every Hour**

**One death Every 3.5 minutes due to road accidents**

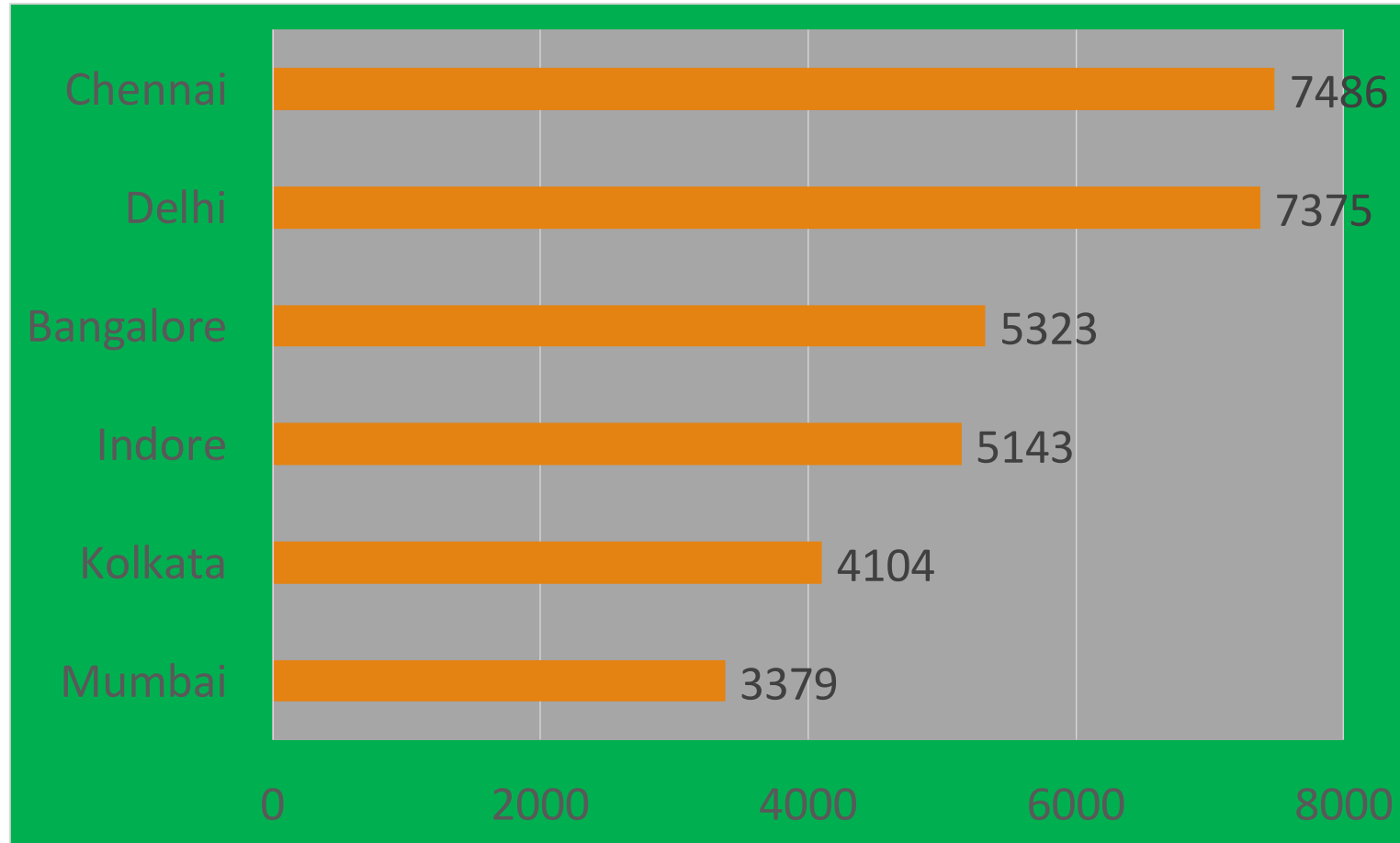
Source: 'Road Accidents in India -2016', Ministry of Road Transport & Highways

# Percentage Share of Top 13 States

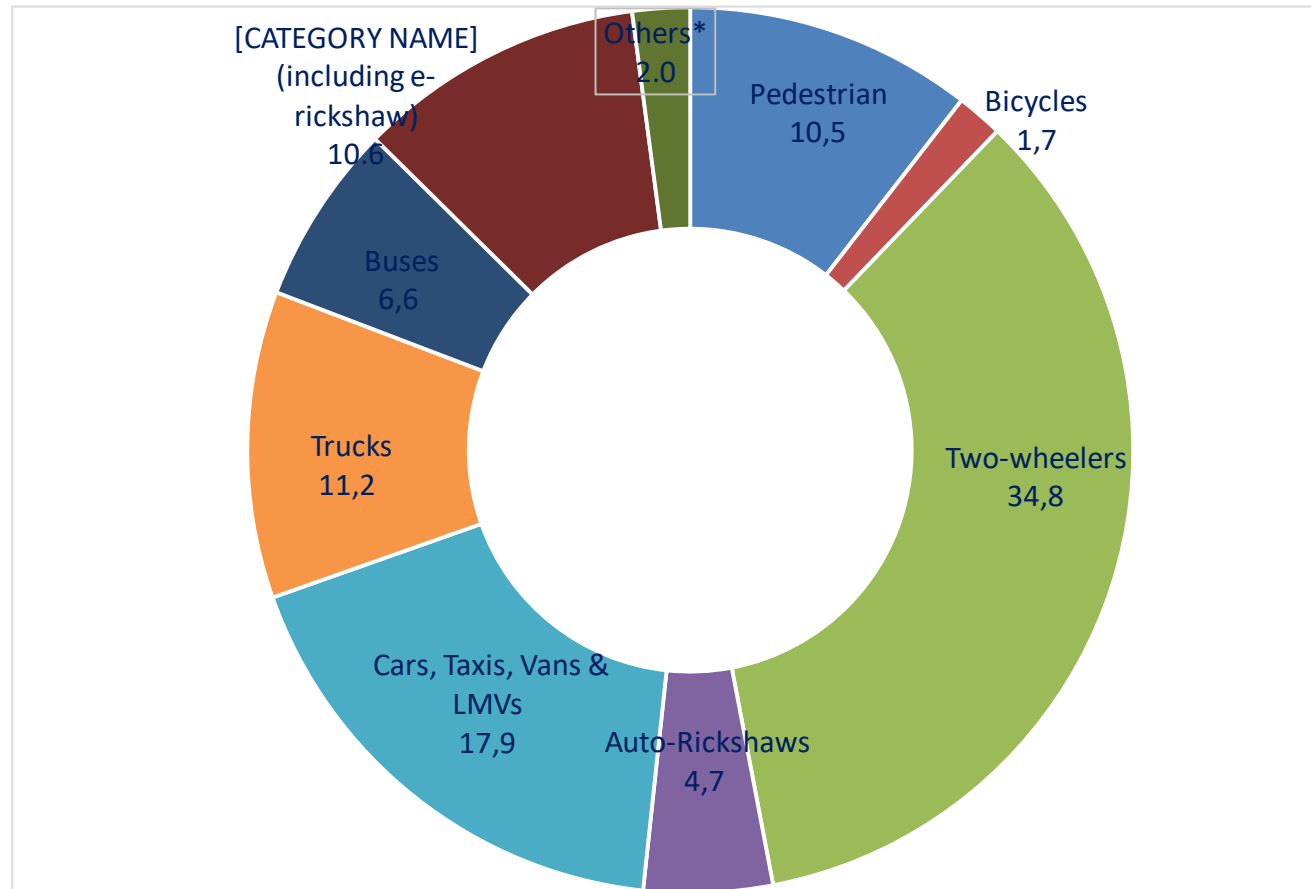


**86.5% of total number of Road Accidents accounted by 13 States (2016)**

# Cities with Higher Road Accidents



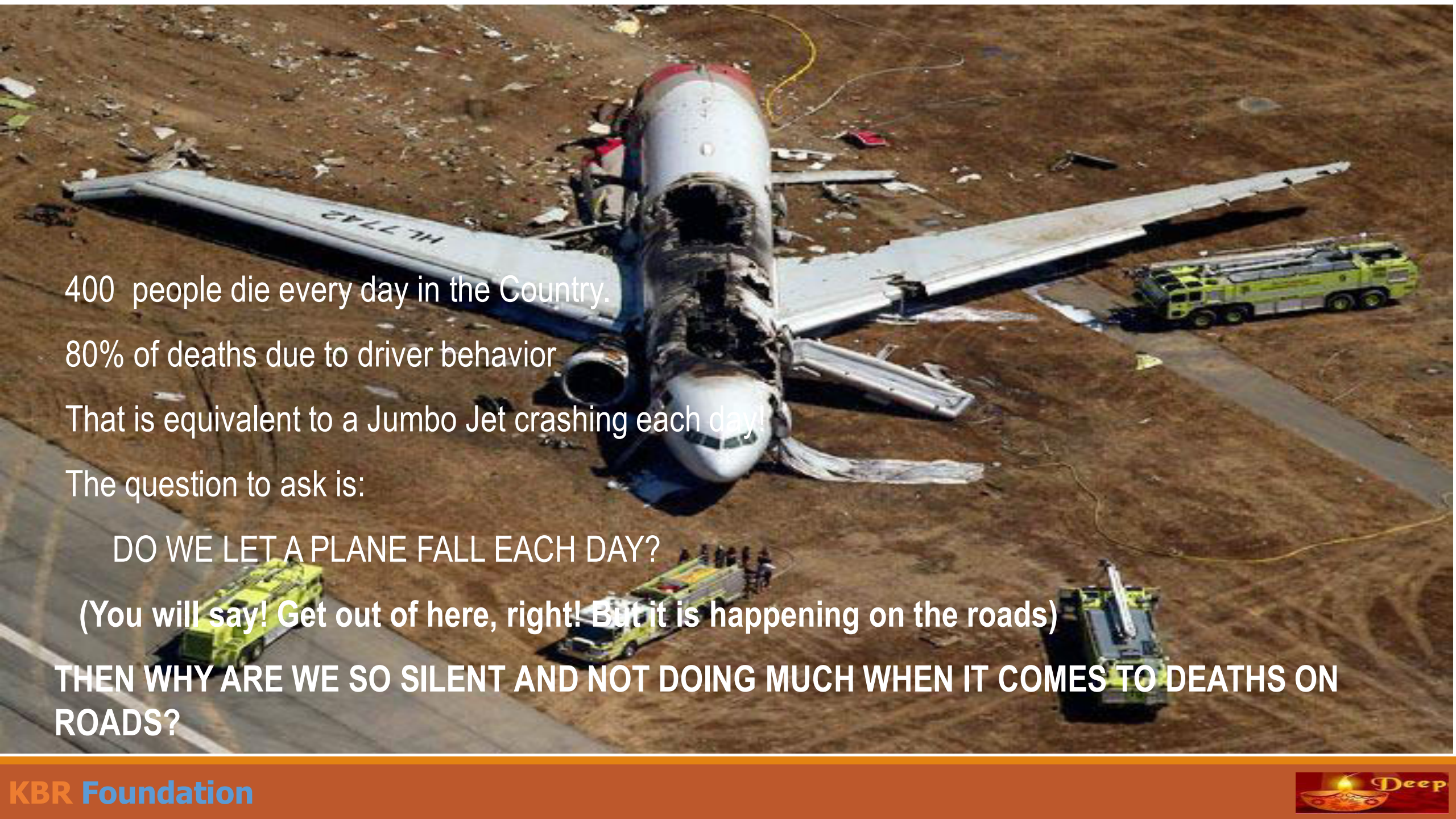
# Share of Total Number of Persons Killed in Road Accidents in terms of Road User Categories: 2016



\* Includes: Animal Drawn Vehicles, Cycle Rickshaws, Hand Carts, Rickshaws and Other Persons

# Factors responsible for Road Accidents

	Accidents	Killed	Injured
Fault of Driver of motor vehicle	4,03,598 (84.0)	1,21,126 (80.3)	4,14,785 (83.9)
Fault of Driver of non-motorized vehicle	6,546 (1.4)	2,250 (1.5)	7,620 (1.5)
Fault of Pedestrian	8,298 (1.7)	3,091 (2.0)	7,465 (1.5)
Fault of Passenger	5,200 (1.1)	2,181 (1.4)	4,535 (0.9)
Mechanical Defect in motor vehicle	6,688 (1.4)	2,823 (1.9)	6,956 (1.4)
Engineering/ Designing fault of Roads	1,289 (0.3)	589 (0.4)	1,217 (0.2)
Defect in road condition (surface of roads/surface condition of roads)	7,158 (1.5)	2,983 (2.0)	6,579 (1.3)
Stray Animal	1,604 (0.3)	629 (0.5)	1,307 (0.3)
Poor light condition	3,833 (0.8)	1,631 (1.1)	4,477 (1.0)
Other causes	20,858 (4.3)	7,312 (4.8)	23,380 (4.7)
Causes not known	15,580 (3.2)	6,170 (4.1)	16,303 (3.3)
<b>Total</b>	<b>4,80,652</b>	<b>1,50,785</b>	<b>4,94,624</b>



400 people die every day in the Country.  
80% of deaths due to driver behavior  
That is equivalent to a Jumbo Jet crashing each day!  
The question to ask is:

DO WE LET A PLANE FALL EACH DAY?

(You will say! Get out of here, right! But it is happening on the roads)

**THEN WHY ARE WE SO SILENT AND NOT DOING MUCH WHEN IT COMES TO DEATHS ON ROADS?**

# KBR Foundation

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A registered, voluntary, non-profit community development organization working at the grassroots level for all

Relief to the Poor, **Education**, Healthcare, **Preservation** and Protection of **Environment**, Yoga and Sports, **Other Charitable Activities**



As part of Education objectives of the foundation, we have associated with DEEP



To improve the quality of life for all citizens by improving safety on roads through education and programs, including minimize the loss of life!



# DEEP Objectives

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## Vision

DEEP vision is to make an attempt to change the attitudes of both motorized and non-motorized road users to use transport facilities in an orderly and courteous manner. So, we could create a new generation of children in the country.

## Objectives

- ❖ To develop a pro-active and comprehensive educational program for all People
- ❖ To develop effective road safety program using all media
- ❖ To develop road safety programs for the classrooms, use for all grades.
- ❖ Encourage to implement **Traffic and Road Safety Day** every week

# DEEP Benefits

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- ❖ To develop new leaders to carry on the work of this program in the same spirit as the great: **Swami Vivekananda stated**  
**“Arise, Awake, Stop not Until Your Goal is Achieved.”**
- ❖ To provide people information on the road safety basics.
- ❖ To obtain support in terms of administrative, knowledge, experiences and finances with both private and public organizations.

**Saving lives to keep dreams alive! Preventing accidents should be a priority.**

# Community Goal

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**NO** Person shall lose life or suffer a serious injury due to road accidents.

# Children/Students

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- ❖ No We cannot **control other motorists**; but we can **do everything we can** to make **children/students aware** of the dangers of using roads and need to follow traffic laws.
- ❖ We have to emphasize, day after day, that the Child/student must look both ways exiting the bus, car, motorcycle, bicycle and crossing roads.

# Road and Traffic Safety Day

Hold	Hold safety week twice yearly.
Encourage	Encourage all students to participate.
Ask	Ask the students to be attentive to safety issues.
Provide	Provide prizes and other entertainment necessary.
Encourage	Encourage local police to attend.
Spread	Spread the safety aspects to the community.



నిధానంగా జాగ్రత్త,  
ఆయస్వస్థ్య గాఢం.

Know Safety - NO  
Injury. NO Safety -  
Know Injury.

VIVEKA SCHOOL OF  
EXCELLENCE  
SARGUR  
TRAFFIC RULES AND  
ROAD SAFETY WEEK  
2013 - 2014  
JULY - 22 TO 27



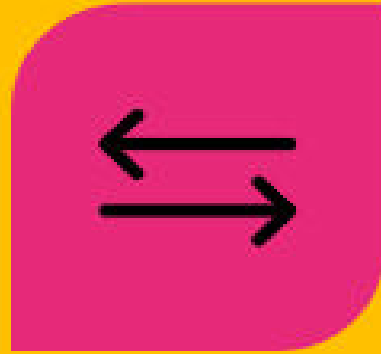
AFTER WHISKY  
DRIVING IS  
RISKY!

# Leave Sooner; Drive Slower; Live Longer

## Our Recommendation for all – Time Management



IF YOU HAVE THE INCLINATION  
TO CHANGE YOUR ATTITUDE,  
THEN YOU CAN CHANGE THE  
ATTITUDE OF OTHERS AROUND  
YOU.



YOU CHANGE FIRST –  
THEN CHANGE OTHERS.



THANK YOU

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Human life is a God's Gift, the life must be a celebration on earth, allowing someone to die on Road accident is the biggest crime against Humanity

**THANK YOU**