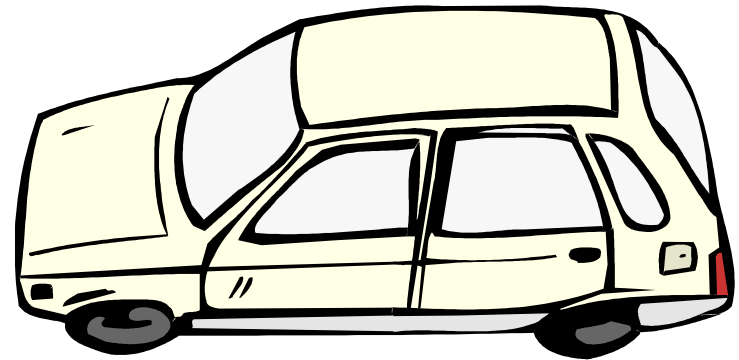
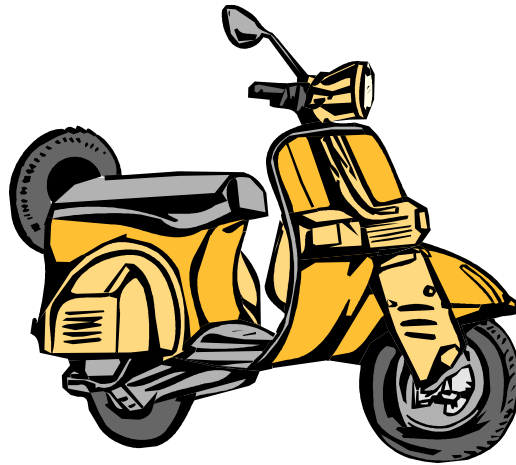
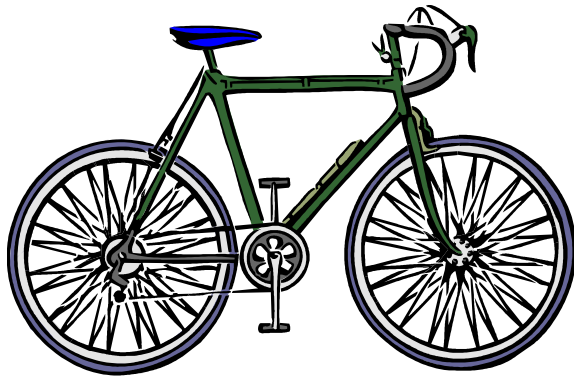
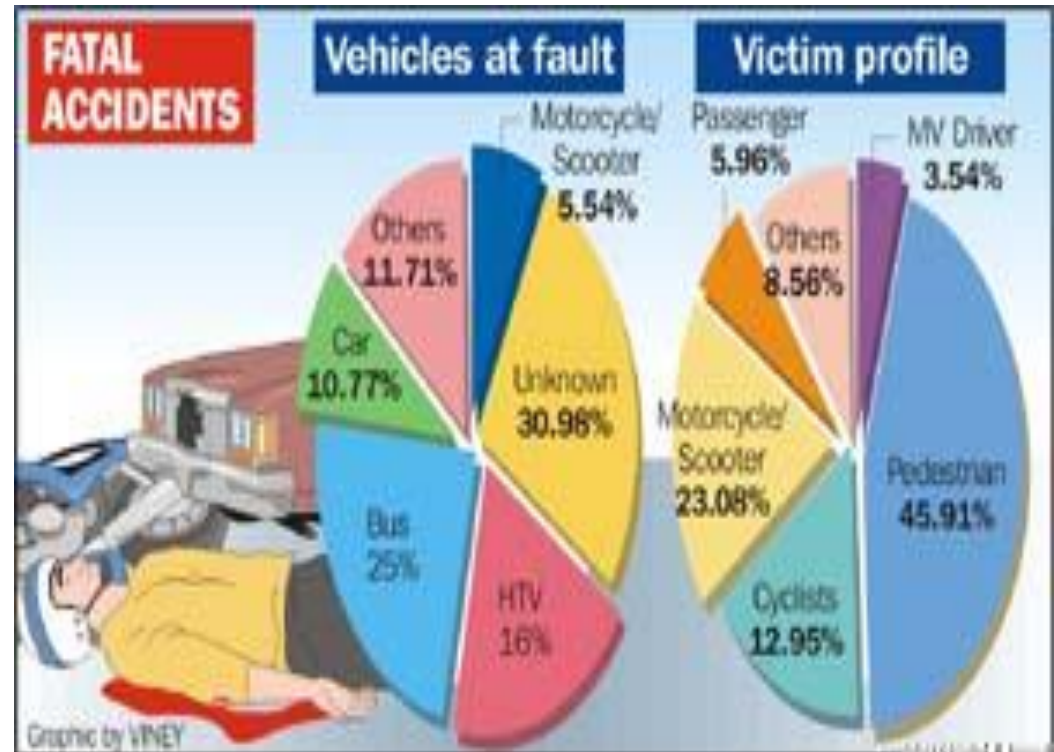


ROAD SAFETY



ROAD ACCIDENTS OCCUR BECAUSE OF

- BAD CONDITION OF VEHICLE
- DRIVER ERROR
- ENVIRONMENT
- BAD ROAD CONDITION
- ANIMALS INTERFERENCE

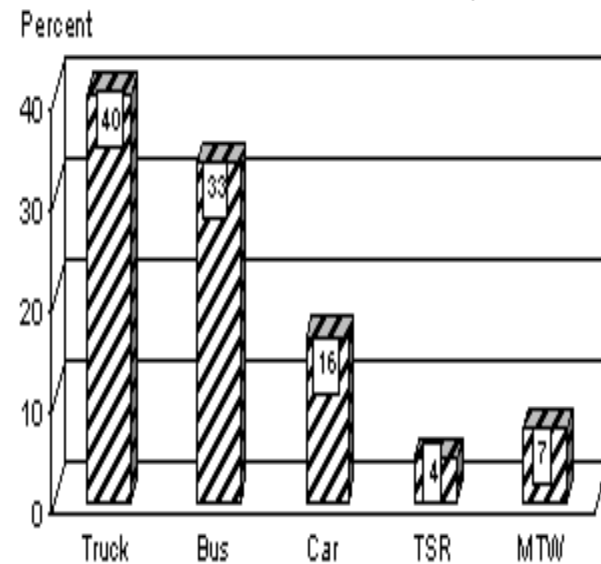


VEHICLE CONDITION

Breakage of tie rod
Tyre bursting,
Wheel coming loose
Failure of brakes.
Driver loses control.

Figure 3. Proportions of vehicle types involved in fatal road accidents in Delhi (1998).

(MTW: motorised two-wheelers, TSR: three-wheeled scooter/taxi)



ERROR OF DRIVER

Overtaking at a wrong place,

Turning abruptly

Stopping without prior signalling,

Driving fast through villages



SPEED LIMIT



- Exceeding the speed limit
- Falling asleep at the wheel
- Overturning due to negotiating curve at excessive speed
- Driving while intoxicated

EXTERNAL ENVIRONMENT

- error of drivers of other vehicles like bullockcarts
- cycles, rickshaw
- jay walking pedestrians,
- school children being run over
- cattle or dogs etc.
- running onto roads.

DEFECTIVE ROADS

- accidents due to this reason is around 10% of total accidents.
- Even allowing for some errors in analysis of reasons for accidents, will not exceed 20%.



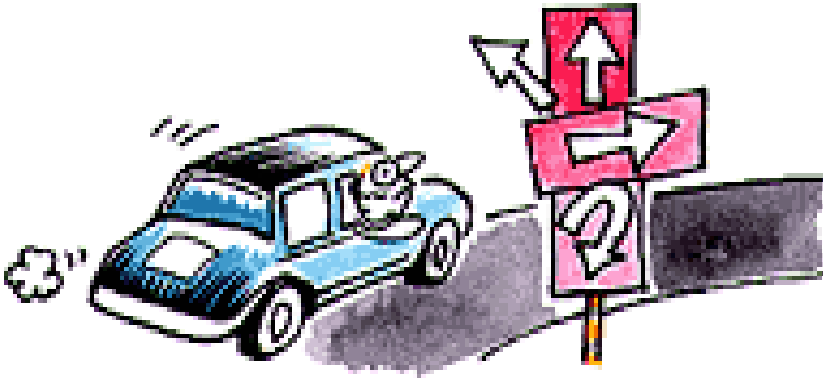
ACCIDENT SPOTS

CERTAIN TYPES OF SITES ARE DEFINITE ACCIDENT LOCATIONS.

IF THE GENERAL TRAVELLING PUBLIC KNOW THEM THEY CAN NEGOTIATE SUCH LOCATION WITH CAUTION AND AVOID ACCIDENTS

DRIVERS

- While driving, the drivers should exhibit the traditional Indian courtesy and observe the principle of "after you" so that the possible collisions at road junctions and narrow parts of the road will be avoided.



NEGLIGENCE

- It is totally wrong to lose one's life or suffer injury or damage due to the mistake of other foolish and negligent drivers. It is still more wrong to try to teach him a lesson from your moving vehicle. Defensive driving is the best policy.



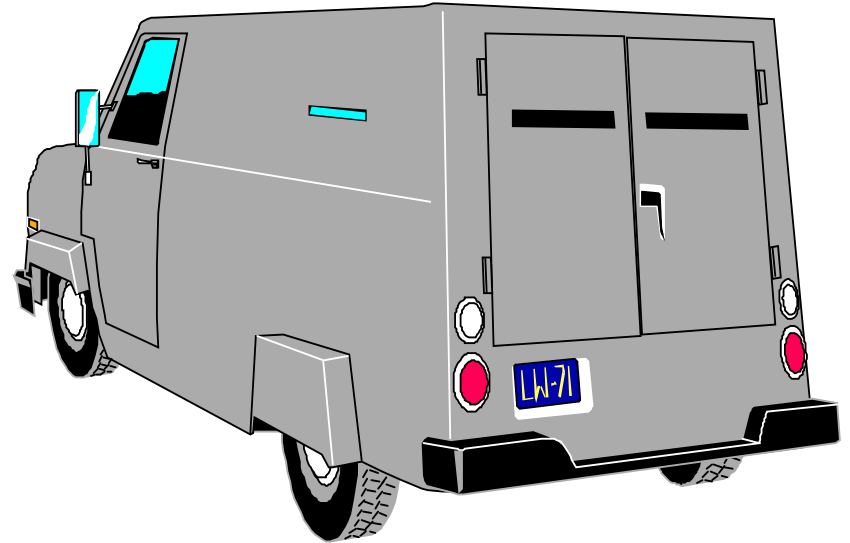
OVERTAKING

- One should never overtake on a left-hand curve because one cannot see the vehicle coming in the opposite direction at such spot.

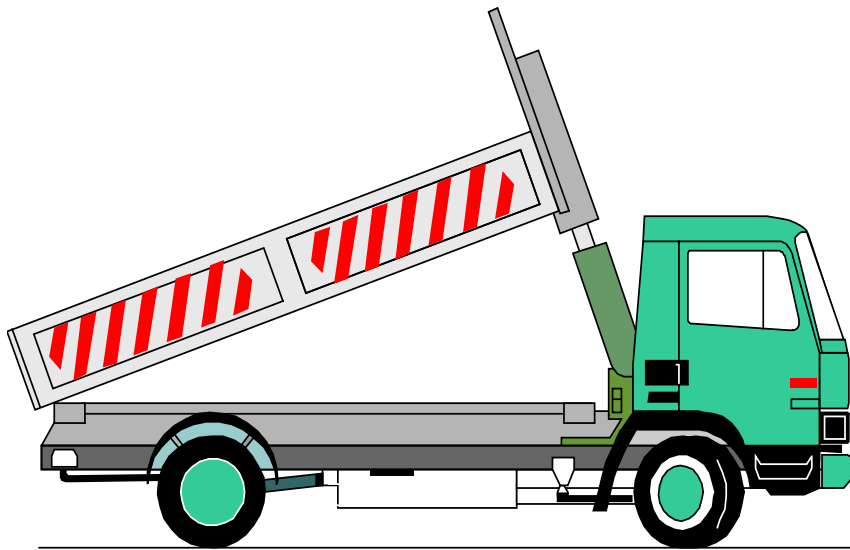


LANES OF TRAVEL

- One should never leave one's lane while taking a right hand turn, particularly if such a turn is blind. One should always keep left and should never ever go into the right side lane.



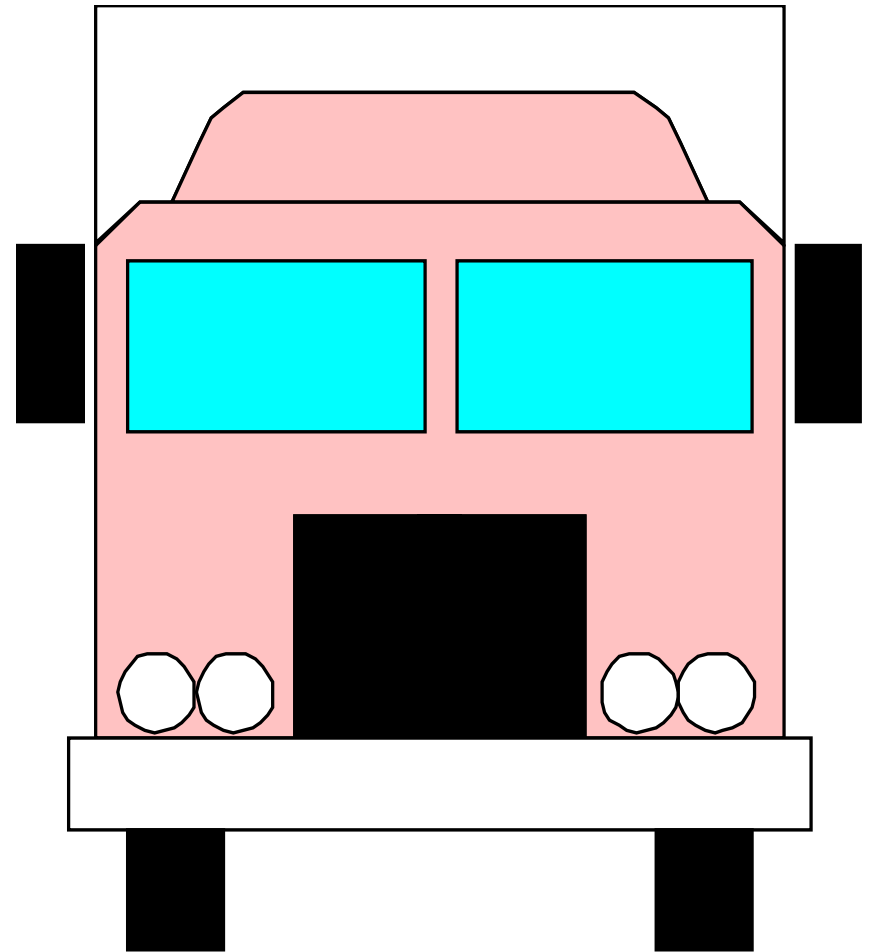
JUNCTION



- At every junction, while entering a bigger road from a smaller road, one should come to a dead stop and after making sure of clear road, one should proceed ahead.

SIGN BOARDS

- One should pay particular attention to road signboards and more so the speed limit boards and obey them



What's the biggest problem your child faces - everyday



No it's not homework. It's safety on the roads. The ever-growing danger your child faces. Everyday. Several times a day.



Road Safety Special

PARENTS! ACT RIGHT NOW! AND BOTH YOU AND YOUR CHILD CAN WORRY LESS.

Walk on the footpath. If you walk on the road, then walk facing oncoming traffic.

Always practise the following - whenever crossing: Stop at the kerb. Look to your right. Look to your left. Look to your right again: Then, walk straight across the road. And use the zebra crossing wherever available.

Always obey pedestrian traffic signals.

Use subways and foot-overbridges for safer crossing.

Never cross the road at a blind curve or from behind parked vehicles.



LPA is committed towards maximum safety.... Yours.



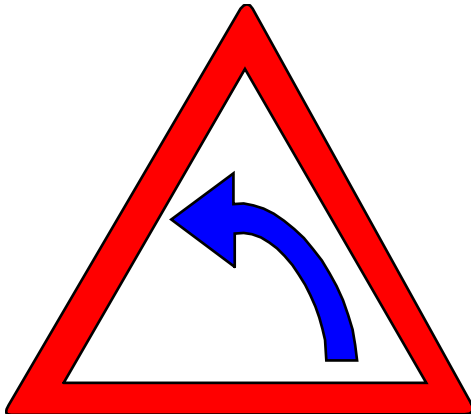
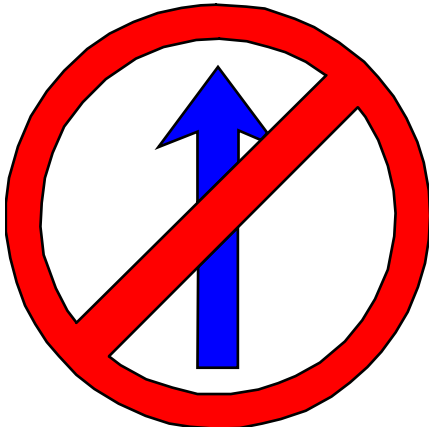
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Branches: New Delhi, Kolkata, Chennai, Hyderabad, Kochi

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SIGNS





CATCH THEM YOUNG

- TEACH CHILDREN ABOUT SAFETY
 - DOMESTIC
 - PLAY GROUND
 - ROAD SAFETY

భద్రత పొటించు అనందంగా జీవించు