Achievements as part of the Ministry of Road Transport and Highways

ADVISOR (Road Safety Awareness & Publicity)
2013– 2016

- Prepared Road to Road Safety , A national policy for addressing rising road safety concerns in the country and also worked on creating an identity for the Ministry's Road safety Initiative through a unique logo which is now used as part of all Road safety Communication

सड़क सुरक्षा
Road Safety

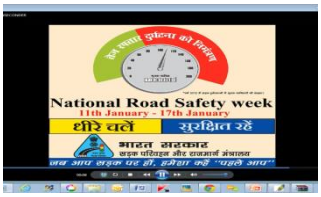
- To make the Road Safety Week more inclusive changed of date of Road Safety week from 1st -7th Jan to 11th – 17th Jan , along with a concerted effort towards involvement of stakeholders through various public activities on Road Safety

- Conceptualization of tag line and creative of Road safety theme 2014 "when on road always say , Pehle Aap"

National Road Safety Week

- Largest ever synchronized National Road Safety Walk organized and conducted in all states and UT's for the first time on 12th January 2014 involving school and college students, members of the civil society and stakeholder

- Creation of 6 short video messages on road safety which were screened through display systems at railway ticket window in 6 states



- To build Road safety as a national movement
  Developed content design and layout of Road safety Microsite as part of the Morth Website. Also Organized the launch of Road safety website by the Hon. Minister Sh. Nitin Gadkari as part of Road safety Week

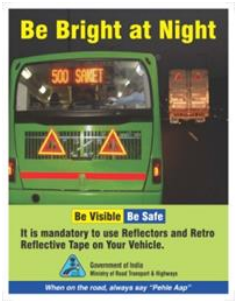
- Coordination of Road Safety Walk and other Road safety week activities with State Government and others stakeholders in the year 2014 , 2015,2016

- Content and designing for Facebook , youtube and other social media updates for the Ministry's digital platform

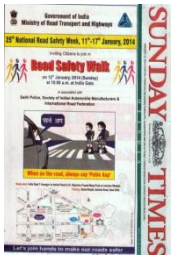
Coordination and Tie Ups for the National Road Safety Week -2014 -2016 and the National Road Safety Walk 2014 -2016

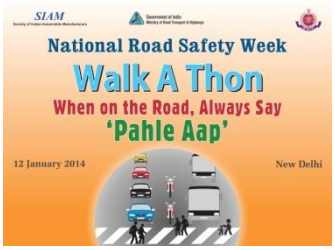
- Execution Plan including Minutes of the Meeting , guidelines , list of activities, detailed budgetary sanctions and a Checklist for the observance of National Road Safety Week – 2014, 2015,2016

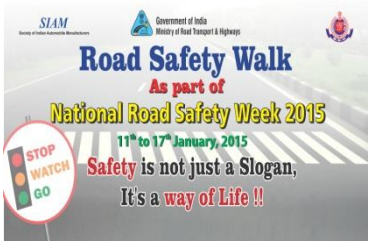
- Content and Designing of 10 golden rules letter and 10 golden rules poster



- Finalizing design and concept for "Pehle aap creative (2014) and Safety Is Not Just A Slogan, It's A Way Of Life creative (2015). Designing of newspaper Ads and other creatives such as backdrops, posters , banners for 2016







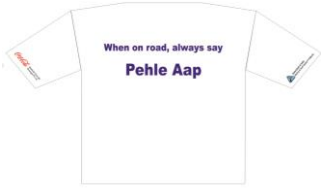
- Tie Up with Mother Dairy , HPCL, IOC, for display of Pehle Aap Banners and poster in various mother dairy's safal outlets, petrol pumps, gas stations etc

- Coordination with NHAI, IOC for designing and printing of and placements of banners

- Coordination for the Road safety Function at IIC with IRF including preparation for Press conference ,Press release, Press kits, venue Backdrop, venue preparation ,content for PIB Invitation and others

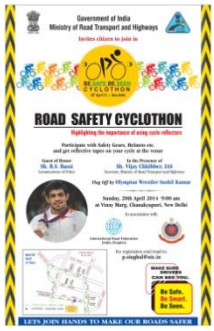
- Briefing and discussion with regards to route map, security arrangements, flow plan, design of backdrop, flex banners, placards with SIAM and Delhi Police

- Secured a Tie up with Hero Motocorp for complimentary wind cheaters and caps for the walk along with Venue planning and management for the Road safety Walk at India gate, with regards to distribution of T-shirts, wind cheaters, caps, snack boxes, calendars, VIP enclosures etc



Execution and Management of Road Safety Cyclothon at Chanakya Puri

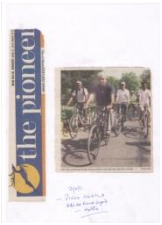
- Design and layout of Cyclothon activity logo, News paper ad backdrop, Posters, T shirt, caps , banners , preparing safety rules ,Posters for Facebook and social media engagement of cyclists



- Secured a Tie up with Hero Cycles, Firefox cycles for cycles, Mother Dairy for complimentary snacks, Apollo Hospitals for Ambulance , T -shirts by Maruti and reflective tapes by Avery Dennison .Briefing and discussion with regards to route map, venue map security arrangements, flow plan with Delhi Police
- Coordination with over 50 schools and colleges across Delhi NCR to arrange for over 1000 cyclists

- Arrangement of celebrities Olympian Sushil Kumar, Dronacharya Awardee Sh.Yashpal Dabas for flagging off the Cyclothon .Presence of Other dignitaries including Delhi Police Commissioner , Cricketer Ajay Jadeja and other dignitaries

- Guidelines and content for Master of ceremonies and also arranged for Master of Ceremonies.
- Arrangement for Press and Media Coordination for the Cyclothon with live coverage by 2 TV channels and AIR FM and coverage in 20 National dailies.



- The Road safety Cyclothon was further coordinated in states namely Uttar Pradesh, Punjab, Rajasthan, Manipur, Orissa where it has been organized.

Execution and Management of Road Safety India – National Film Making Contest

- Preparing Concept Note, Execution Plan, guidelines, rules and other terms for the Contest

- Designing of logo,newspaper Ad, poster and other creative

- Content for Facebook ,website and social media for engagement general public and inviting short films
- Coordination with stakeholders such as schools, colleges, organizations , CBSE etc
- Carried out correspondence with over 1000 participants as and when required
- Tabulation cum formatting , selection etc and Preparation of data sheet with names of participants and details of films
- Designing of subsequent newspaper ad website content for information

759 films were received by the Ministry without incurring any production cost which can be readily used for road safety awareness. The film making contest helped to put road safety on a national platform with participation from various sections of society

Safe Move
Traffic safety campaign

Execution of Safe Move Campaign – Road safety Awareness Activity among the masses especially youth

5 cities Delhi , Mumbai, Kolkata,Ahmedabad, Chandigarh,

Reaching out to 160 schools via school contact program

Interactive campaigns in 201 RWA's

The Campaign was launched by **Hon.Union Minister MoRTH Sh. Nitin Gadkari ,**in the presence of **Secy RT&H Sh.Vijay Chhibber Bollywood actor Shahrukh Khan**

Several invitees from print , visual and digital media were present and the activity was featured in **over 100 national dailies**

Safe Move
Traffic safety campaign

Launch of DVD which would be distributed as part of school program **featuring animation and Minister's Message**

Performance on Road safety by school children and showcase of the first episode of animation series to be featured on Hungama TV

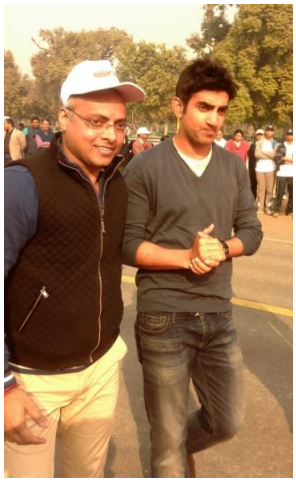
Hon. Union Minister Sh. Gadkari

Actor Shahrukh Khan

Hon. Secretary RT&H Sh. Chhibber

Prince Singhal with Secretary RT&H and Union Minister RT&H

Coordination National Road safety Walk on 12th January2016 at India Gate, which was attended by the Union Minister for Road Transport and Highways ,Sh. Nitin Gadkari , Union Minister of Home Affairs Sh.Rajnath Singh, Cricketer Gautam Gambhir and others



Launch of Road Safety Calendar

Coordination with schools and RWA's on Road safety activities in 5 cities

Major Documents Prepared and Presented road safety awards by inclusion of other stakeholders, good Samaritan award, including criteria, selection process and guidelines

- Report with regards to activities undertaken by other countries as part of road safety awareness and the role of print media and publicity
- Road to Road Safety Document involving activities, campaigns and a route map for road safety awareness in the country
- In depth content and material for Microsite on Road Safety
- Detailed Activity report of Road Safety Week initiatives done in the country
- Detailed Activity Report and list of Winners for the activity Road Safety India – National Film Making Contest
- Project on Use of Mass Media for awareness on Blackspots
- Project on Observance of World Day for remembrance of Road Accident victims
- Re allocation of Awareness and Publicity Budgets
- Content for social media for various activities
- Venue Management for Road Safety Forum Function
- Venue Management and Preparation for Road safety Walk
- Venue Management and Coordination for Safe Move Traffic Safety Campaign
- Organization and Management of meeting of National Road Safety Council Meeting
- Suggestions with regards to India's First exclusive Film Festival on Road Safety
- Suggestion with regards to making a Road safety Anthem for Engaging Youth
- Activity Plan for National Road Safety Week 2016
- Suggestions with regards to Observing 2nd Road Safety Week to make road safety as a National movement
- Suggestions with regards to organizing 2nd Road Safety Cyclothon to make road safety as a National movement
- Suggestion with regards to Printing of Ministry T-shirts and caps
- Post event Coordination with various stakeholders for details of activity done by them as part of the National Road Safety Week -2016 including pictures and others

Major Meetings / Conferences and Seminars Attended

- Seminar on Role of Corporate in Road Safety
- All India State Governments Meet
- Consultative Meet of State Transport Secretaries
- Monthly Road Safety Meetings under the chairmanship of Secretary Transport
- Meeting to discuss road safety issues
- Coordination meeting for National Road Safety Week -2016
- Meeting on Indo Nepal Motor Rally
- Meetings to finalize road safety publicity activities
- Meeting with stakeholders like SIAM and Delhi Police at the venue along with other stakeholders for the Road safety walk
- Workshops organized by stakeholders IRTE, IRF, ACMA and others with regards to Road safety Issues
- Meeting on Remedial Measures in Blackspots identified in 13 states
- Meetings on Progress of IDTR and I&C centres
- Meeting on Implementation and enforcement of laws relating to road safety
- Meeting on Road Safety activities to be undertaken among youth.
- Seminar on Green Highways

Have also undertaken overview and finalizing of designs and layouts for creative including newspaper advertisement, hoardings, OH media, social media updates, posters , banners and others

Media

- Preparation of Press kits and media coordination for National Road Safety Week 2014 -2016
- Preparation of Press kits and media coordination for National Road Safety Walk 2014 - 2016
- Preparation of Press kits and media coordination for Valedictory Function of National Road safety Week 2014 - 2016
- Media Coordination for Road safety Cyclothon with live coverage in TV channels, Radio Stations and over 20 National Dailies
- Content for Radio Spots for National Road safety Week
- Media Coordination for Indo Nepal Vintage Car rally
- Media Coordination for Launch of Morth Microsite on Road safety
- Media Coordination for various seminars organized by the Ministry and IRF
- Preparation of press material for other Ministry functions as directed
- Media Coordination for other Ministry Functions as directed

Live Coverage of activities like Road safety Walk, Road safety Cyclothon and Indo Nepal Motor Rally