

Impact of Knowledge and Awareness on Road Safety Management

Dr. M. Santhi

Associate Professor, Department of Commerce,
Vivekanandha College of Arts and Sciences for Women
(AUTONOMOUS)
Elayampalayam, Tiruchengode

R. Anitha Devi

M.Phil - Research scholar
Department of Commerce
Vivekanandha College of Arts and Sciences for Women
(AUTONOMOUS)
Elayampalayam, Tiruchengode

ABSTRACT: Road transport sector plays an important role in the development of any country particularly developing country like the Republic of India. Roads in republic India carry calculable 60 percent of freight and 80 percent of passengers. Ironically, the arena is additionally the foremost unsafe, accountable for the death and injurious of voluminous folks throughout the planet in keeping with World Health Organization report(2017), 1.24 million folks were killed and 20-50 million folks sustained injuries area unit the eighth leading causes of death for children aged 15-19 years

As per the world standing on road safety, sixty P.C of road accidents death belongs to a little cluster of 10 countries which inc the India corporate Republic of India The road accidents in developing nation like the Republic of India are unit key setbacks towards the economic progress of the country. The Republic of India has one percent of the vehicle population, however, six percent of road accidents casualties within the world and she or he world leader in terms of fatalities. Each year over one,30,000 folks killed in the road accident and over four, 00,000 folks get disabled in the Republic of India. In keeping with National Crime Road Bureau of the Republic of India, 2018, their area four, 43,000 road accidents and one,37,423 fatalities happened in the Republic of India throughout the year 2017. SO, the matters in the Republic of India is sort of dire with an increase in the vehicle population and while not adequate road infrastructure.

I. INTRODUCTION

Engaged in the right way, children and young people can really enjoy studying and campaigning for road safety because it is an issue they can understand that affects them. And teaching road safety is a great way for you to reach goals for citizenship, health, and safety and across the curriculum. This page provides an introduction to teaching road safety effectively and it is such an important topic to teach.

Before teaching road safety check whether any children has been bereaved by, or hurt in, or witnessed a serious a road crash, and be sensitive to their needs. Take to them and their cares about whether they wish to be excluded from classroom lessons that discuss death or injury. Brake has developed resources for children bereaved by road crashes and their carries. Call our help to obtain these resources.

STATEMENT OF THE PROBLEM

- Accident rates in Salem (Dt) are increasing rapidly.
- There are various levels of accidents occur in the city.
- It exceeds from rickshaw accidents to the accidents caused by the heavy vehicles like bus, trucks etc.

- School children are the most vulnerable to these accidents.
- Everyday news papers are coming out with the daily reports of road accidents.
- Parents play a major role by allowing their children to use a vehicle before the stipulated age.
- They are more prone to road accident and injuries.

SIGNIFICANCE OF THE STUDY

The study has a great significance in society. Some of the reasons for children becoming the victims of road accidents because:-

1. Drivin g vehicles before getting proper knowledge about road rules and regulations.
2. Driving vehicles before stipulated age and before getting the driving license.
3. Pedestrian intrusion.
4. Driving without proving competency.
5. Overtaking as against rules.

So, there is need for traffic safety awareness for children to reduce the accident rates of the student community.

LIMITATIONS OF THE STUDY

- The study was confined to the school students whose are studying in three schools at Salem alone.
- The data was collected during the leisure time. The results may vary if the data is obtained during different periods.
- The results of the study may or may not applicable for the other geographical area.

OBJECTIVES OF SAFETY MEASURES

The objectives of the road safety measures is to

- Minimize the risk and severity of road accidents that might be affected by the road project at the site or nearby network.
- Minimize the need for remedial work after construction.
- Reduce the whole- life costs of the project.
- Improve the awareness of the safe design practices by all of those involved in the planning, design, construction, and maintenance of roads.

SCOPE OF THE ROAD SAFETY PROBLEMS

- Road traffic injury is a major global public health problem. Rapid motorization in low and middle-income countries along with the poor safety quality of road traffic systems and the lack of institutional capacity to manage outcomes contribute to the growing crisis.
- Death and serious injury from road crashes are preventable if crash energies are managed so that they do not exceed human tolerances for serious and fatal injury and through effective, results-focused and resourced road safety management.
- The Safe System goal and strategy focus on providing a road traffic system free from death and serious injury. It is does this by addressing unintentional error and human vulnerabilities.
- The Safe System guides the planning, design, and management of the operation and use of the road traffic system so as to provide safety in spite of human fallibility. It places shared accountability across all elements of the system.
- Preventing road trauma on public roads and in the course of work is a core responsibility for government, its agencies, and employers and requires shared responsibility and leadership.
- The scale of the road safety challenge and the diversity of the effects of road traffic injury underline the importance of exploring synergies with other societal goals and priorities.

- A UN Decade of Action for Road Safety 2011–2020 has been announced with an ambitious global target and plan to reduce deaths in road traffic crashes.

MANAGEMENT SYSTEMS

Modern Road Safety makes a distinction between the situation and management systems necessary to control it, with prevention activities that largely exceeds the self-evident fields of the traditional (Engineering, Enforcement, Education) approach, first introduced in 1925. Modern Management Systems have the aim in the of being inclusive, i.e. include explicitly all activities part of such system. Forming an integrated whole.

The more extensive effort to obtain a comprehensive, holistic design of road safety system, with the direct participation of 123 persons, representatives of different areas of activities, was done in the Chile (CONASET, 1993), utilizing the methodology for the design of social systems developed by Del Valle (1992). The result was design of the control apparatus for this situation, called “Road Safety System”, defined by its components.

HISTORY OF ROAD ACCIDENTS IN TAMIL NADU

Road accidents in Tamil Nadu, state in South India are among the highest in India. In 2017, the state recorded 15,563 fatalities in the 14,504 recorded accidents, the highest for any state in India. The state also topped the list of most accidents in a state for published in the international journal of research in management and technology, driving under the influence of alcohol accounts for 70 percent of the accident fatalities in India. A few political leaders have vehemently opposed the state-run TASMACHOP shops that sell alcohol in the state, but opposing governments have maintained that prohibition would lead to illegal liquor, which in the past has been claimed hundreds of lives. The increase in the number of vehicles from 82 lakh (8.2 million) in 2007 to 1.6 crore (16 million) in 2012 without appreciable change in the road infrastructure is also believed to the reason for most accidents. According to a report released by Tamil Nadu police in 2013, there were a total of 15,563 fatalities in 14,504 recorded accidents. The corresponding number of people sustaining grievous injuries in 4,715 accidents was 6,513, and number of people who sustained minor injuries was 69,168 in 44,158 accidents.

A total of 2,861 people buraped injuries. The state also topped the list of most accidents among all states for all previous years from 2002 to 2012. It was estimated that around eight accidents every hour and a total of 15 percent of all accidents in the country occurred in the state. The data

from national crime record bureau indicated that state capital, Chennai, had 9,663 accidents, the most of any city in India in 2012. During 1990, state stood second behind Uttar Pradesh in the country with 6,693 recorded accidents.

A traffic collision (motor vehicle collision, motor vehicle accident, or car crash) is when road vehicle collides with another vehicle, pedestrian, animal, or geographical or architectural obstacle. Traffic collisions can result in the injury property damage and death.

A number of factors contribute to the risk of collision including; vehicle design, the speed of operation, road design, and driver impairment. Worldwide motor vehicle collisions lead to significant death and disability as well as significant financial costs both society and the individual.

Many different terms are commonly used to the describe vehicle collisions. The world health organization use term road traffic injury well the U.S. census bureau the term motor vehicle accidents(MVA) and Transport Canada uses the term “motor vehicle traffic collision”. Other terms that are commonly used include: auto accident, car accident, car crash, car smash, car wreck, motor vehicle collision (MVC),personal injury collision (PIC), road accident, road traffic (RTA), road traffic collision (RTC), the road traffic incident(RTI),smash-up and fender bender.

According to National Crime Records Bureau, few of the developed cities including Kochi, Delhi, and Mumbai come in mainstream regarding road accidents. There is no difference in the local scenario. In God’s own country, other than reaching the destinations safely, the drivers knowing/unknowingly forget the road rules and regulations and results in road accidents.

TYPES OF HARM

Conceptually, the clearest type of harm in road traffic crash is death – or a fatality. However, the definition of a road-traffic is far more complicated than a casual thought might indicate, and involves many essentially arbitrary criteria. In the united states for example the definition used in the fatality analysis reporting system (**FARS**) is a person who dies within 30 days of crash on US public road involving a vehicle with an engine, the death being the result of crash.

To make matters more complex the definition of road accident fatality can differ in same country during different years for example fatality is defined in France as a person who dies in the 6 days (per 2005) after the accident in the 30 days (post 2005) after the accident.

1. INJURIES

It is highly uncertain exactly how many road traffic crash injuries in the world. Whether an injury is reported may be depend upon compensation and medical procedures as well as on the amount of harm.

2. CRASH RATES

The safety performance of roadways is almost reported as rates. That is some measure of harm (deaths, injuries, or property damage) divided by some indicator of exposure to the risk of this harm. The annual count of fatalities is a rate,namely, the number of fatalities per year. The rate to be selected depends on the question being asked- and often also on what are available. What is important to specify exactly what rate measured and how it relates to the problem being addressed.

3. PARADIGMS

Progress in the area of prevention is formulated an environment of beliefs, called paradigms. Some of them can be referred as professional folklore, widely supported set of beliefs with on real basis. For example, “accident-prone driver” was a belief that was supported by the data in the sense that a small number of drivers do participate in a disproportionate number of accidents, follows that the identification and removal of this drivers will reduce crashes.

Sweden has developed is a new concept to improve road safety called “ **Vision Zero**”. Vision Zero is conceived from ethical base that it can never be acceptable that people are killed or seriously injured when moving within the road transport system.

Vision Zero: strategic principles

- The traffic system has to take better account of the needs, mistakes and vulnerabilities of the road users.
- The level of violence that the human body can tolerate without being killed or seriously injured forms the basic parameter in the design of the road transport system.
- Vehicle speed the most important regulating factor for safe road traffic. It should be determined by the technical standard of both roads and vehicle so as not to exceed the level of the violence that the human body can tolerate.
- When the concept envisages responsibility for safety amongst the designers and uses of the system, the designer has the final responsibility for “fail-safe” measures.

II. CONCLUSION

- To maximize the road safety effects, traffic law enforcement should first and foremost prevent violations that are proven to be related with the number or severity of crashes.
- To achieve collective safety benefits by reducing speeds, a systematic, integrated speed management policy is necessary. Speed enforcement one of the elements of an integrated speed management approach.
- Speed enforcement gains in effectiveness if it is targeted towards prioritized roads, situations and times.
- The credibility of traffic enforcement should be part of enforcement policy and is to be considered as an important quality aspect of enforcement.
- Speed camera enforcement should be used for a large concentration of traffic crashes at high-volume traffic locations. Physical policing can be a good alternative to safety camera enforcement when crashes are scattered, and provided operations are randomized and applied to a large part of the network.
- To increase its effectiveness, speed enforcement must be supported by setting safe and credible speed limits, by publicity, by legislation facilitating effective enforcement, and by appropriate sanctions.
- Alternatives to negative sanctions (such as warning letters, educational courses, speed limiters) and the further development of these sanctions merit serious consideration of authorities, practitioners and researchers.
- Speed enforcement operations gain in effectiveness if they have specified objectives and success criteria, and are monitored in terms of both process and product.
- Cooperation and partnerships between police, local authorities and data experts provide the best guarantee for problem-oriented, outcome-focused and evidence-based speed policing operations.
- To the extent that new technologies facilitate voluntary speed control, police speed enforcement can direct itself more at detecting extreme or repeated speed offenders.

REFERENCE

- [1]. **N. Moorthy&U.Bhojanna**”, business research methods, kalyani publishing, second edition, 2001.
- [2]. **“Dr. R.L. Varshney& Dr. S.L. Gupta”** marketing management, sultan chand& sons, new delhi, first edition 1991.

- [3]. **“Philip kotler”**, marketing management, Margam publishing, **New Delhi** second edition 2013.
- [4]. **“R.S.N.Pillai&V.Bagavathi”**, statistics, sultan chand& company ltd ,**New Delhi**, fifth edition 2000.
- [5]. **“Thanalingam”** Research Methodology himalay as publishing house, Mumbai, millinioum edition 2000.
- [6]. **“Saravanavel”** Research Methodology Kitabmahal, Allahabad,Fourth Edition,2003.