



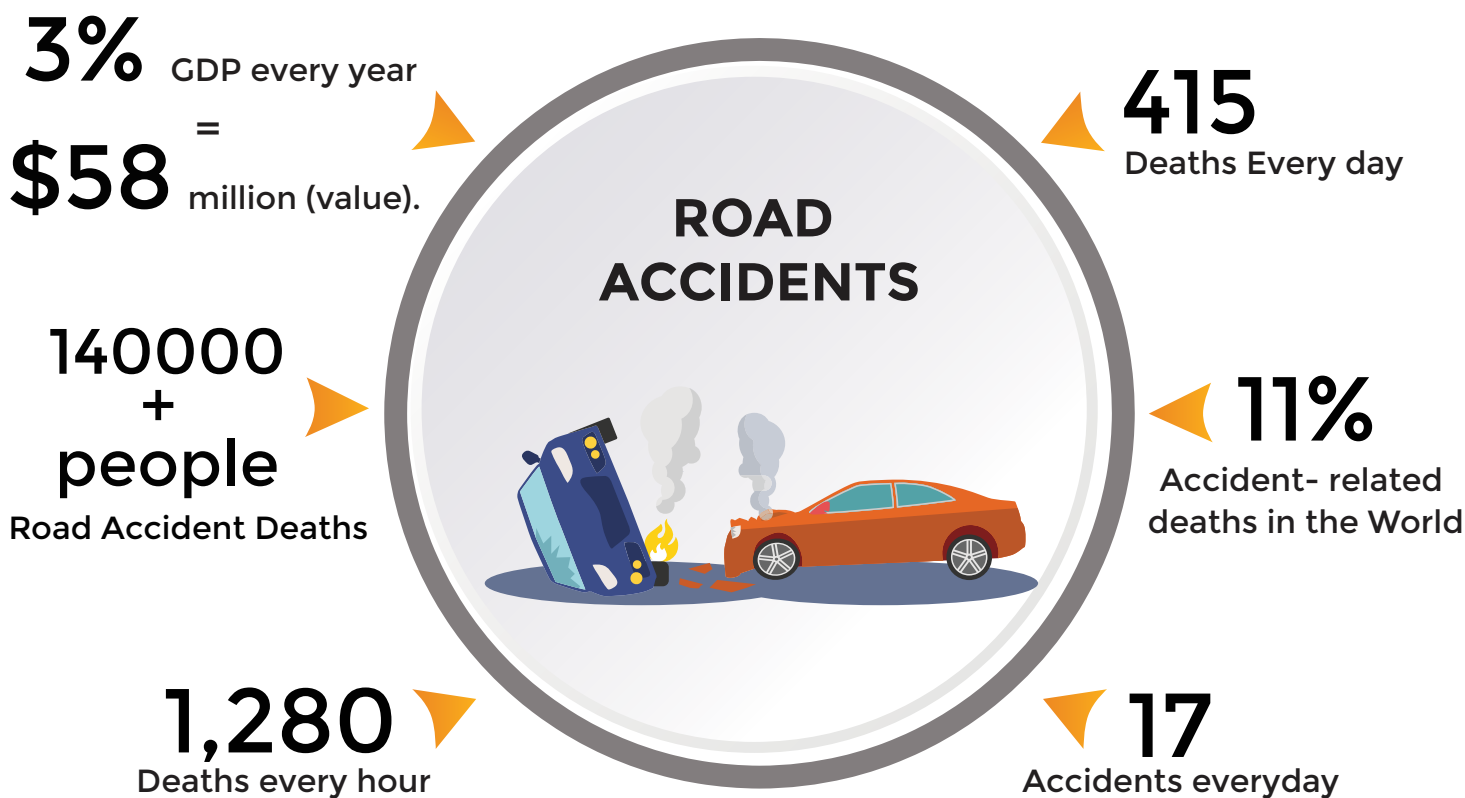
“SAFETY-as-a-Value Lever”



MISSION

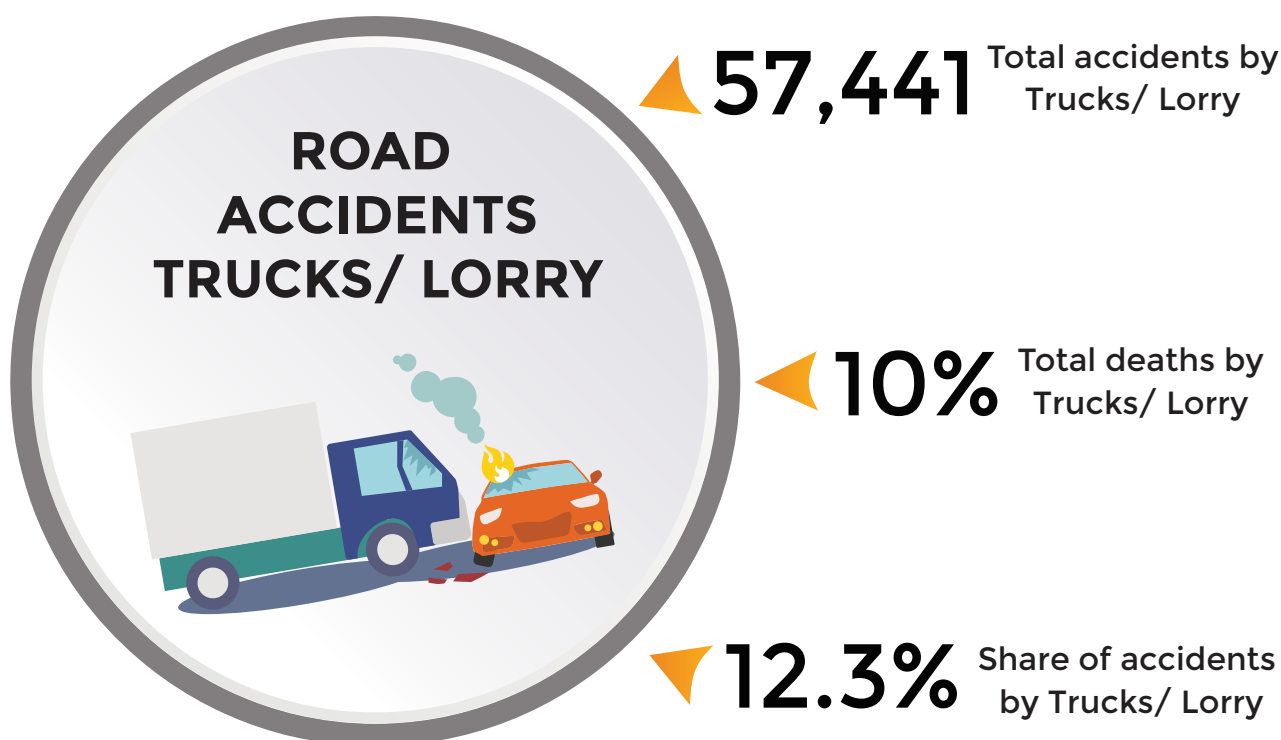
‘To Reach A Road to Zero’

Road Safety by numbers in India



“Safety is the Responsible KPI For Commercial Logistics.”

Ministry of Road Transport and Highways (MoRTH) stated
CVs ranked 3rd for Accident related deaths.

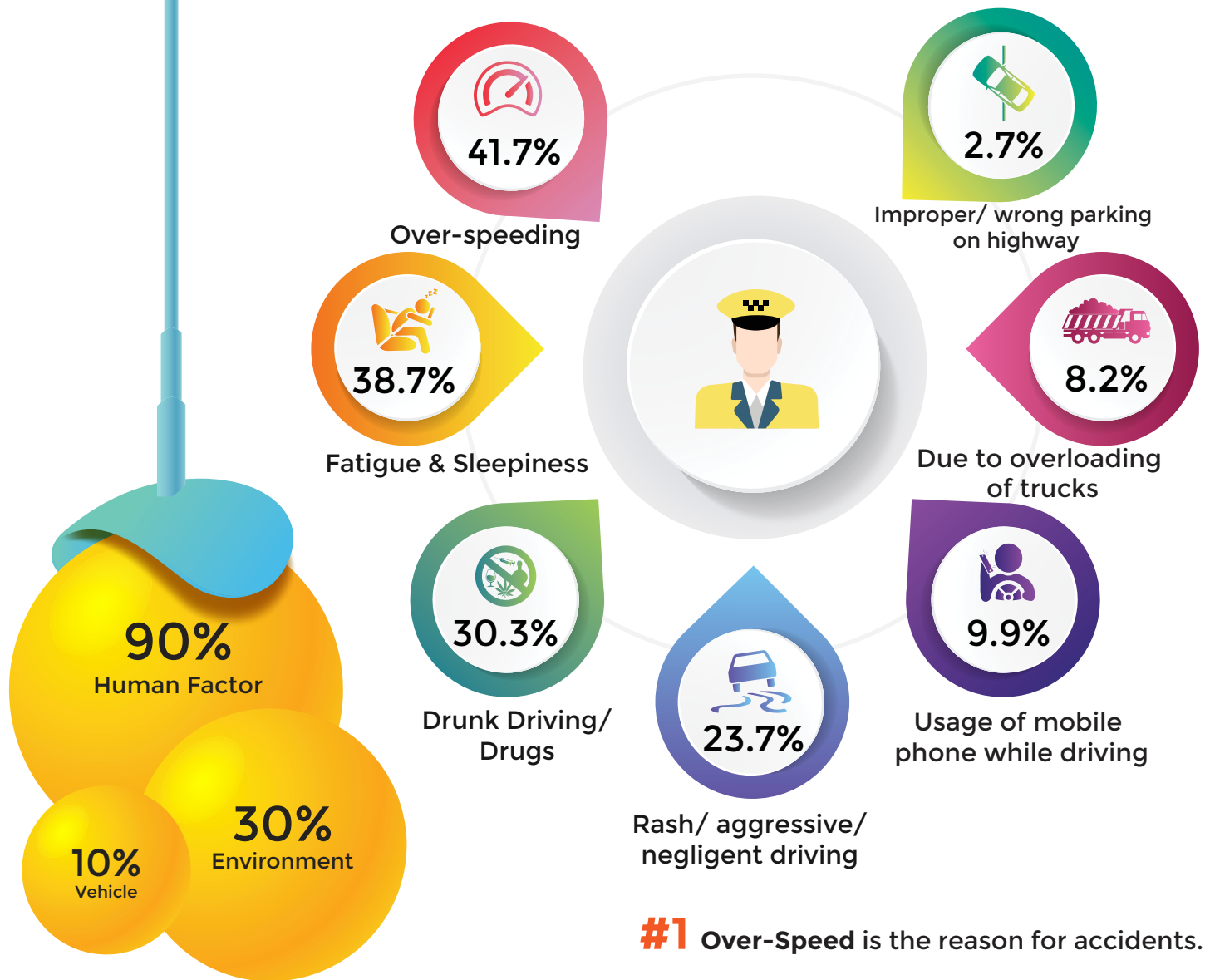


Causes of Accidents by Commercial Vehicles



Accident-causing Factors

It has been observed Human factors attribute the highest when it comes to road-accidents including CVs.



#1 Over-Speed is the reason for accidents.

CVs being the backbone of the Indian Logistics, needs **Focus, Education and Awareness**.

An **over-loaded** truck added to the significant number of accidents by CVs.



12 Hrs

Average Driving time of truck drivers in India

47,092

Accidents due to Over-Loading

417

Average KM drive per day

11.9%

Deaths due to Over- loading accidents

Safety needs an Ecosystem to Nurture



Even a small **negligence** has a **High Impact..!**



Direct Cost

- Vehicle Damage Cost
- Insurance Claims
- Repair Cost
- Cost of Damaged Consignment



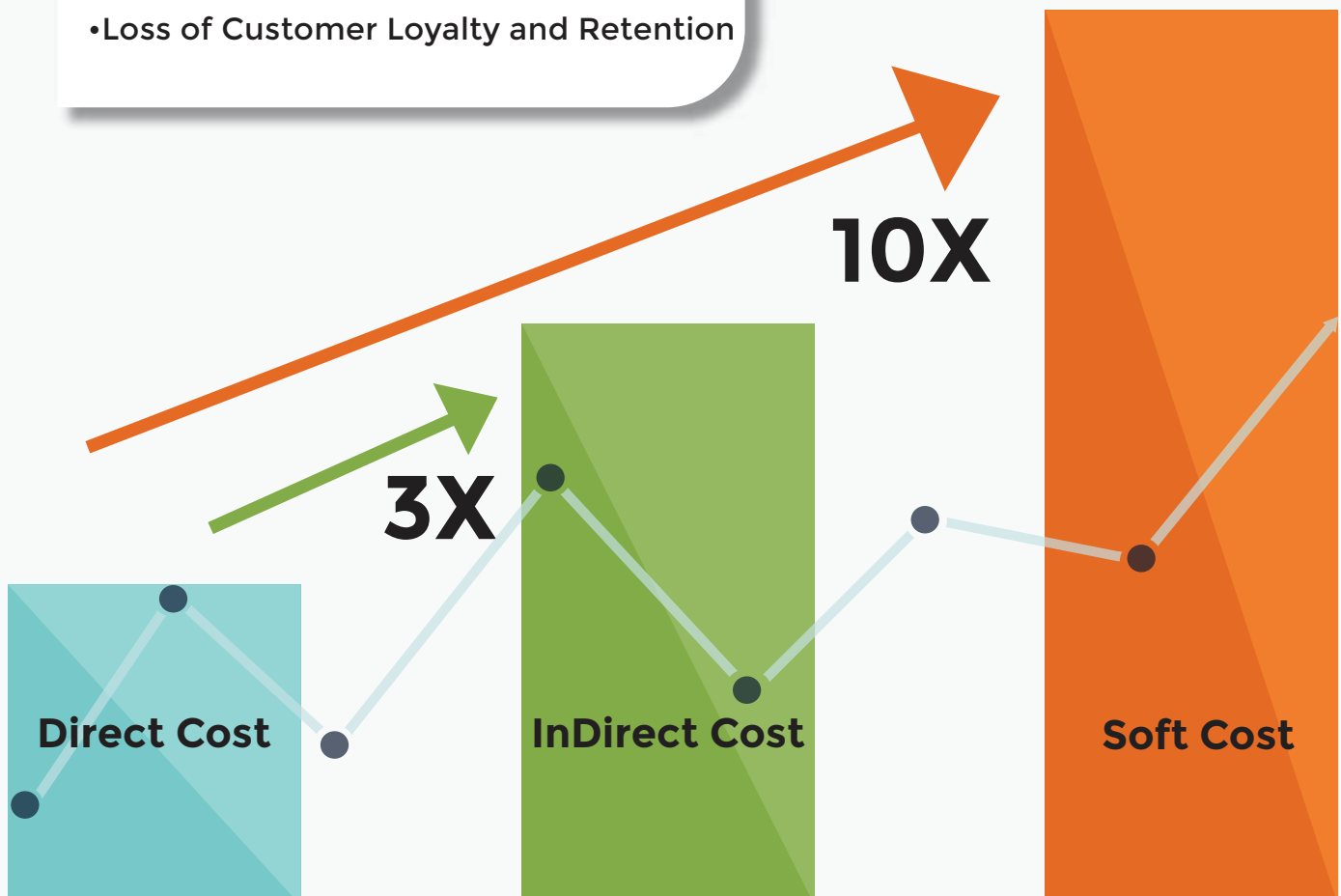
Indirect Cost

- Vehicle Downtime
- Driver Recovery/ Replacement
- Delivery Delays/ Alternatives
- Legal Issues



Soft Cost

- Loss of Brand Image/ Reputation
- Loss of Customer Loyalty and Retention





Safety-as-a-Cost Saver

Motor Vehicle Amendment Bill was driven by two key events.

India being a signatory to the Brasilia Declaration-
reduction of road traffic deaths to **50%**.

India being part of UN Sustainable Goals which calls for
vision zero by 2030.

CVs being key to logistics business, Stakeholders involved viz.
- the consignor, driver, and fleet operator.

HOS (Hours of Service)

- Recommended by the competent trucking associations to the state/national governing bodies.
- Consignors/Shippers should enforce their logistics platform to track and regulate.



Driving Behavior

- Consignors should monitor the driving behavior promptly and initiate education sessions with drivers.
- Driver scorecards helps in identifying and fixing issues.



Rest Time/Delivery Schedule

- Recommended to avoid drivers over-speeding and endangering lives on the road.
- Rest period should be mandated as a safety compliance, via logistics platform.



Schedule Your Demo “Safety For Logistics”

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Rajasthan - 302018 India

Geocoded Address:

26° 53' 23.47" N, 75° 48' 45.39" E





- Goods on the move - Efficiency and Sustainability in Indian Logistics, NITI Ayog, 2018.
- Global Status Report on Road Safety - World Health Organization
- Delivering Road Safety in India - Leadership Priorities and Initiatives to 2030, The World Bank
- Status of Truck Drivers in India, Save LIFE Foundation, Mahindra Rise
- Road Accidents in India - Ministry to Road Transport and Highways, Government of India
- Report of Working Group on 4 'E's of Road Safety- ARAI
- Study on Trucking Operations in India - Problems and Potential, Final Report - Volume II, AITD & Central Institute of Road Transport.

