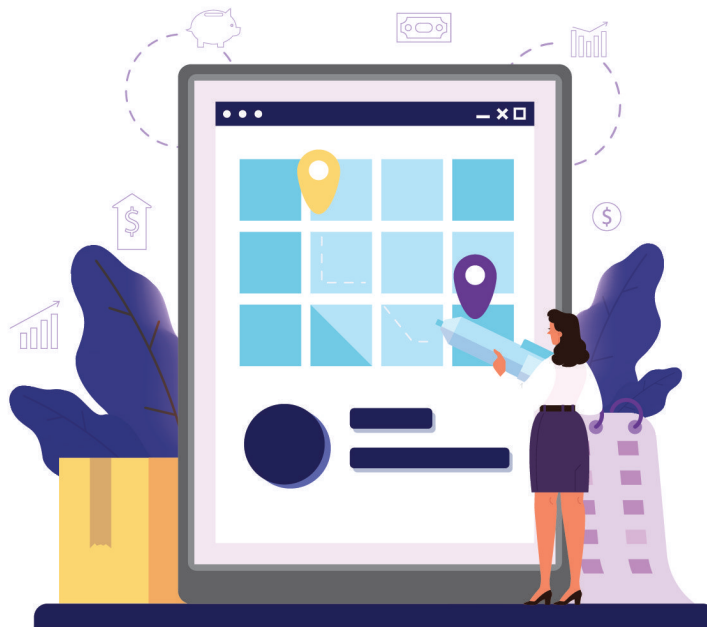




Myth 3– It is not for everyone

"This is an excerpt of the publication based on the conversations between CEO – Jagmeet Singh and Telematics Wire."



Executive Summary:-

The epidemic has accelerated digitalization in Indian logistics. Information about oxygen, medicine, vaccination tracking, involving air, rail, and road established that digital maturity was not just a hype but a new disruption to embrace. However, acceleration has also given rise to some myths and misconceptions. Challenging and debunking myths is a need of time and give digital its rightful place in Indian Logistics.



Myth 3– Digital safety methods & tools are required for only specific business segments!

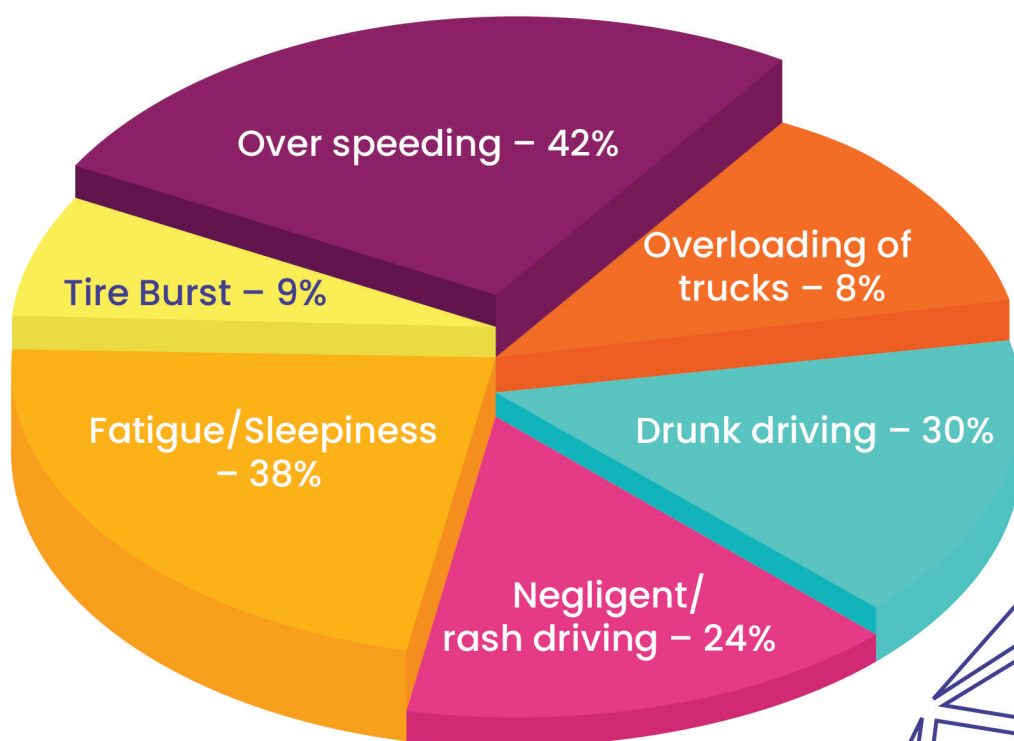
Impact Focus – Man, Material & Machine

Advice – Safety is not a choice but a necessity and is agnostic to the business segment!

In the Indian logistics context, road transportation controls 67% of the freight traffic[1]. Led by trucks and lorries the accidents from road transportation from the commercial vehicle segment make up the third-highest share of deaths at 10% claiming 15,510 lives[1].

As per the Ministry of Road Transportation and Highways (MoRTH)[2] commercial vehicles account for 3rd highest road accidents in India. An accident affects Man, Material, and Machine (3M) directly, barring the degree of impact, as they are interrelated. As per another survey report on drivers [1].

The top reasons for crashes have been:-





And much more. It is important to note that the accident/crash data in reports is agnostic to any business segment. Thus, challenging the myth of safety methods and tools only applicable for specific business segments. Certain segments indeed need more digital safety methods as compared to others however such arguments should not mislead the conversation of safety versus prioritization.

Case in Point

India accounts for 5 lakh road accidents every year, which is the highest across the world and leads to about 1.5 lakh deaths and 3 lakh are seriously injured in these accidents. Unfortunately, 70 percent of deaths occur in the age group of 18 to 45 years[3]

Minister for Road Transport stated “Aiming to address the long-standing issue of driver’s fatigue and lack of sleep leading to road accidents on Indian roads, especially highways, called for fixing driving hours of truck drivers. He directed that trucks should be fixed with on-board sleep detection sensors to achieve this purpose”[4].

In Summary

The intent is to ensure the safety of human life, along with assets at stake. While on-board sleep sensors could be one of such first steps, the already available capabilities like voice alerts, speed governors, warning notes and so on should be leveraged irrespective of the business segment the trucker operates it.

There is also an emphasis on the need for extensive integration of AI-based technology, which will remove human interference and the possibility of errors. Some identified high priority areas that could benefit from AI-based technology [3], which are in the discussion are:



- forensic post-crash investigations,
- the pattern of accidents due to black spots,
- fatigue indicators,
- sleep detectors for the driver,
- advanced vehicle collision avoidance systems.

Safety methods & tools enabled via digital capabilities are now being offered as factory-fitted devices in the new models of vehicles. Indian automotive ecosystem is already gearing up towards digital safety methods and tools. Almost every manufacturer including supplier and solution providers are part of such initiatives. Startups too are equally playing part in this wave of digital safety in India [5]. Such initiatives are the cornerstones of the new era towards commercial trucking in India.

Footnotes:-

1 - Save Life Foundation, Truck Drivers Survey – India, <https://savelifefoundation.org/wp-content/uploads/2020/02/design-single-page-27th-feb-2020.pdf>

2 - MoRTH, Road Accidents in India, https://morth.nic.in/sites/default/files/RA_Upload.pdf

3 - Road Safety Top Priority, CarandBike, <https://www.carandbike.com/news/india-accounts-for-5-lakh-road-accidents-every-year-road-safety-top-priority-of-government-nitin-gadkari-2810884>

4- Fixing Driving Hours for Truckers to Reduce Accidents, NDTV, <https://www.ndtv.com/business/nitin-gkari-calls-for-fixing-driving-hours-for-truckers-to-reduce-accidents-on-roads-2548826>

5 - ADAS In India, Quanzen, <https://www.quanzen.com/2020/11/how-adas-is-making-its-way-into-the-indian-automotive-market/>



About Axestrack

Axestrack envisions, develops, and deploys end-to-end digital logistics solutions to revolutionise the transportation and logistics industry. We are embarking on a unified and increasingly connected logistics ecosystem, by infusing Artificial Intelligence, the Internet of Things, Machine Learning, and other breakthrough technologies to unlock the exponential value of the supply chain. Our technology is creating the next-generation business models that fuel logistics power and agility with a synchronised transport network.



1,30000+
Commercial
Vehicles



100+
Cities



250+
Partners



6
Top Industry
Awards



20+
Industry
Sectors

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