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SUMMER HUES

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CITY EXPRESS

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Chennai, Wednesday, 19 March, 2014

Showcasing road safety, in typical Oz style

The campaign by the Australian Trade Commission is aimed at bringing Australian road safety concepts and practices to India

Express News Service

Chennai: As part of its week-long efforts in the city to showcase activities on different aspects of road safety, the Australian Trade Commission on Tuesday launched an awareness campaign at Stella Maris College here. Besides students, Australian road safety experts also hope to share their knowledge, best practices and experiences with policy-makers, transport planners and enforcement agencies.

"Australia is one of the world leaders in road safety," said PS Krishnan of the Australian Trade Commission. "They have done pioneering work in the area such as introduction of seat belt and crash helmet. Hence, the objective of the showcase is to bring the good Australian road safety concepts and practices to India as part of our social responsibility."

The key areas of focus and discussion would be the best practices in road design and engineering, life-saving application for road safety and emergency, building safer roads and 'instant highway' technology to create a road



Nicola Watkinson, Minister Commercial and Senior Trade Commissioner-South Asia, Australian Trade Commission at the event | A RAJA CHIDAMBARAM

network, and role of corporates and industry in road safety, said Krishnan, who is director, Strategic Marketing for India.

A joint exercise involving

senior officials from highways, transport and police and the Australian road safety expert delegation was in progress to identify black spots on East Coast Road, he added.

Launching the campaign, Nicola Watkinson, Minister Commercial and Senior Trade Commissioner-South Asia, Australian Trade Commission, said that her coun-

try had managed to reduce accidents by 80 per cent through a variety of ways while doubling the population and now wanted to work with the Indian government

in the area.

Exhorting the student gathering to think about what they would do to spread the message of road safety, she pointed out that they would

soon become drivers. "You can become part of the problem or you can become part of the solution," she said.

Quoting extensive statistics on road fatalities across



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—P S Krishnan,
Australian Trade Commission

the world and in India, Dr K Ganapathy, secretary general, Asian Australasian Society of Neurological Study, stressed the need to adopt safety measures like wearing helmets while driving.

"Road safety should be part of DNA. It should be part of the curriculum in schools," he said. In his presentation, 15-year-old Viney Kumar, a student of Indian origin from Sydney, explained about an android apps - PART - developed by him that would warn drivers about the presence of an emergency vehicle in the vicinity. This could help them to pull over to the side and allow the vehicle get to the destination in time.

Kumar won the first prize in the International Google Science Fair-2013 in the 13-14 age group category.