



## **BAF India**

### **Dear Readers :**

We, "BAF India", are pleased to connect with you through this Newsletter, which disseminates information of our CSR Project "Traffic and Road safety for Two-Wheeler drivers", which was completed in March 2020. It has been a brief but successful effort in educating Two-Wheeler drivers about being safe on the road, and reaching home and family safely.

Road safety, and "on-road" behaviour is an important sense of responsibility, which should be carved in the hearts and minds of the two-wheeler drivers. We have aimed to focus on Road-behaviour and Safety of Two-Wheeler Drivers, thereby motivating & educating them via street- plays, small-group discussions, banners, slogan competitions, leaflets in newspapers, and Quiz, in order to inculcate the importance of being safe on the road, always.

We would like to compliment the ACORDASIA team for successful design & implementation of the project, and would like to extend our word of thanks and appreciation to the Resident Welfare Associations and other Authorities, for giving required permissions for implementing the related activities.

Overall, we feel that the success should be largely attributed to the residents of Delhi-NCR and Hyderabad, both of whom actively participated in large numbers, in the participatory group activities like FGDs, Quiz, Street plays, etc. The direct involvement of the Two-Wheeler drivers in the activities have given a chance to us to encourage them for following the rules, and take necessary precautions while driving.

The feedback received on the activities shows that recipients have appreciated and acknowledged the information, feelings & knowledge shared with them through practical

implementation and "mock-sessions" on safe driving.

Finally, through this newsletter we would like to thank the people of Delhi-NCR, & Hyderabad, and congratulate the ACORDASIA team for their commitment and innovative style of reaching out to people of the North and South regions. Let us all resolve to continue to embrace the first responsibility towards ourselves, and our families, and stay safe!!

**"BAF INDIA TEAM"**

## **ACORDASIA**

### **Dear Readers :**

I am happy to present this newsletter to you after completion of the CSR Project that ACORDASIA Society implemented on behalf of "BAF India" Company, in Delhi-NCR and Hyderabad from October 2019 to March 2020, on "Traffic & Road Safety for Two-Wheeler Drivers".

This newsletter brings to you the highlights of the work done during this project period to create awareness among the Two-Wheeler Drivers about safe driving in the two regions. In the process, we hope that you as the reader of this newsletter, will refresh your own realization about safe driving /safe riding, and spread this information among your family and friends, to reduce & avoid accidents on the roads.

In our previous experience, we have designed and implemented several “safety projects”. Our experience is that a purely “knowledge-based, information-based” approach with regard to accidents, does not work effectively in improving, or changing behaviour. We need to identify and work with people's “beliefs”, “feelings”, “attitudes”, “emotions”, and “cultural conditioning” (these are referred to as the “right-brain” functioning factors, in addition to the “left-brain” logic and data factors). For example, in some “cultures”, with high child-mortality rates, cultural-beliefs and attitudes say that “human life is governed by fate or destiny”. This can be handled better by, for examples “psycho-drama”, than logic, reason, or data. When the “psycho-drama”

is made participatory (say, through interactive “Street-Plays” on accidents & safety), it is more effective in generating change in attitude and action, towards safe behavior (i.e. taking self-control into one's own hands for safety, rather than leaving things to “fate” or “destiny”).

The methodology adopted by ACORDASIA in creating this knowledge awareness was **interactive**, and **participatory**, so that people not only hear the messages, but also **get motivated to think, discuss, and act on them**, thus creating a better, long-term absorption of the safety messages.

The response that we received was very enthusiastic in both the areas (North, and South India) and the feedback was very encouraging and satisfying.

Thank you “BAF India” for giving ACORDASIA this opportunity, to implement your CSR project on “Road Safety for Two-Wheeler Riders”.

**“ACORDASIA TEAM”**  
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#### **ABOUT THE CSR PROJECT**

The CSR project on “Traffic and Road Safety”, designed by ACORDASIA for “BAF India” Company, was implemented in a “campaign mode”, with the focus

primarily on people who drive Two-Wheelers, in Delhi-NCR (North India), and Hyderabad (South India). At the time when this CSR project on creating awareness on Traffic and Road Safety was initiated in 2019, the Traffic Authorities were focusing on this issue of safety, because of increasing rate of accidents on the roads.

#### **The Themes of the Campaign :**

“BAF India wants you safe on the road” (English).

“BAF India Aapko Sadak Par Surakshit Chahte Hain” (Hindi).

“BAF India Bharat Desam Mira Surakshit Dunga” (Telugu).

In the beginning, ACORDASIA team conducted a rapid informal survey, both from **Secondary** and a few **Primary** sources, to understand about the number of accidents in detail, as well as the beliefs, attitudes, and the level of knowledge, on the part of the Two-Wheeler Drivers, with regard to factors related to safe driving.

#### **After Rapid Survey**

Based upon this rapid survey, ACORDASIA team conducted a detailed analysis of the situation and devised a strategy for the intervention.

Two main vulnerable target groups were identified:

- ▶ The youngsters who drove bikes.
- ▶ Drivers who drove cars for other people. It was found that these

drivers normally came to work on two-wheelers. It was also realised that an easy way of reaching out to them would be in driver-colonies and parking lots.

This way the right group for this CSR project could be approached with greater ease.

**SECONDARY DATA : TWO-WHEELER DRIVERS :**

**Number of accidents in Delhi and Hyderabad: 2018**

DELHI			HYDERABAD	
Year	Accidents	Killed	Accidents	Killed
2015	8085	1622	2485	380
2016	7375	1591	2535	406
2017	6673	1584	2367	311
2018	7435	1604	2540	303

(Source : (I) data.gov.in, (II) India Environment portal).

**Major Reasons of Fatalities - 4 people die every hour in India, because they do not wear a Helmet.**

Head injuries are a **leading cause of death** from two-wheeler crashes.

**Some other reasons :**

Over Speeding, Drunk and Drive, Red Light Jump, Slip Tyre, Worn out brakes, etc.

**PRIMARY DATA :**

**TWO-WHEELER DRIVERS :**

As ACORDASIA explored people's perceptions about **beliefs, attitudes, knowledge, and behaviour** of the Two-Wheeler-Drivers, the following points emerged as mainly contributing to accidents :

- a) their beliefs (fatalism/ "karma" / destiny);

- b) their attitudes ("macho" / "jugaad");
- c) their lack of knowledge ("lack of road safety rules / knowledge" / "vehicle maintenance");
- d) the behavior of the Vehicle drivers ("hero" / nothing can happen to me").

The next step was identifying efficient and effective means of creating the awareness. After a lot of deliberation. ACORDASIA's previous successful experiences in creating awareness through "campaign mode", and the methodologies which work well, the following methods of "interactive", "participatory" and group-informative communication methods were chosen :

- Street plays
- Focus Group Discussions (FGD'S)
- Quiz and Audio Messages
- Short Audio Spots
- Leaflets
- Santa Claus

For this the ACORDASIA team did thorough planning and developed scripts and guidelines for activities. These were then pretested and suitably edited to making it perfect for the job.

Actors of street play, though well experienced in performing were trained in performing these plays effectively with focus on emotional appeal to the viewers.

Similarly they were trained in conducting Focus Group Discussions through role plays.

Banners and Standees were made to be kept at the locations of activities to silently communicate to the participants and viewers about this CSR Program of BAF India.

The street play script was written and pretested for its impact on the viewers. Based upon the feedback suitable modifications were made in the script. Next street play artist were trained in performing it effectively and in an interactive way, so that it makes an emotional appeal to the viewers.

#### **STREET PLAYS**

**(“NUKKAD NATAK” –  
in Delhi-NCR : 50 plays; and  
in Hyderabad : 35 plays).**

The Street Plays were conducted (in Hindi, & Telugu respectively) by attracting the attention of the people around parking lots, colonies etc., through songs in the background of playing a drum (very traditional way in India).

As it is done normally, in the Street Plays the Artists created situations and characters to motivate the audience-groups to shift their beliefs, attitudes, and actions towards safety-on-the road for the sake of speed, enjoyment, thrills etc. etc.

A Strong focus in the Street Plays was on wearing helmets to protect lives, and the dangers of not doing so.

To keep the interest of the drivers, there were parodies / songs by the Artists during the play.

#### **Feedback of the Street Plays (Illustrative) :**

- “Just a few months ago, I lost my son while driving a Two-Wheeler, and I can so well relate the importance of Road Safety – this Show will be memorable for me for my entire life.”
- Through this Street Play, I have seriously understood how important it is to drive safe!”
- “For the first time in my life, I have seen a Street Play, only focused on Two-Wheeler Drivers”
- “As per my knowledge, 90% of women drive only two-wheeler vehicles, since it is affordable than Four-Wheelers, and since this Street Play is focusing on Two-Wheeler Drivers – even women/young girls are equally benefitted from the message given through this, with 'Do's and Don'ts' on Road/Traffic Safety.”
- “In Delhi first time I saw the Play for road safety awareness especially for two wheeler drivers: good work - keep it up.”
- “Very nice script and actors. Very important and useful messages on road safety for two-wheelers drivers.”
- “Too good! Thanks to BAF India and ACORDASIA. All the best for entire team.”

#### **AUDIO SPOTS**

##### **Spot-1**

A patient in the hospital is told by the doctor, he will have to be given an artificial leg and then enquires as to how did he had that accident.

The patient is very upset to hear this, but honestly says that he was over-speeding and met with an accident.

The patient regrets the fact that he enjoyed the speed, but has put himself behind in the speed of his life.

##### **Spot-2**

A Young man resists his mothers order to wear helmet when both of them are going to travel on a Two-wheeler.

The son laughs it away and says that it is enough that the mother is wearing the helmet as a Pillion-Rider and that he will manage the situation.

Mother then gets emotional and asks who will manage her, if something happens to him during the ride.

Audio spots were played at the end of the Street Play, as part of the emotional appeal to drive safely.

#### **FOCUS GROUP DISCUSSIONS AND QUIZZES : (in Delhi-NCR : 50, and in Hyderabad : 25)**

Focus Group Discussions were conducted for a small groups of 10 to 12 (each time), of those who drive Two- Wheelers;

The focus of the discussion was on the attitude and behavior of people who drive;

After eliciting responses from them on the observed attitudes and behaviour of other Two-Wheeler-Drivers, and of themselves, the discussions were focused on the changes required in the attitudes and behavior to stay safe;

They were then encouraged of to identify their own attitudes, beliefs, and behaviors that they would change.

The Focus Group Discussion was followed each time by the Quiz on road safety and traffic rules, which was highly appreciated by the participants.

At the end, the participants were requested to create some Slogans on safe driving, and the best Slogan creator of the group was given a token gift such as

**Wallets, Crayon sets, Chocolates, Mufflers, and Scarves**  
(during the winter months).

#### **Feedback of the FGDs (Illustrative) :**

- “It is really appreciated that in the entire Focus Group Discussion, there was no focus on 'Commercial Advertisement' of your Company and it was totally focused on Road/Traffic Safety for two-wheeler drivers' safety on road.”
- “After attending this FGD, now I will surely follow the traffic rules.”

• “I fully enjoyed the Focus Group Discussion, and learnt a lot on Road Safety through this.”

• “I found that the entire process of your FGD was the perfect way of providing knowledge and information on road safety.”

• “BAF India & ACORDASIA initiative is doing good job for Delhi people' especially for road safety.”

#### **THE QUIZ FOCUSED ON THE FOLLOWING ASPECTS**

- How do the traffic rules apply to different types of vehicles - common for all, and different ones?
- Places where wearing a helmet is compulsory for the Two-Wheeler-Drivers;
- Actions of the Two-Wheeler-Drivers that attract challans and fines;
- Punitive actions for driving by youngsters (below 18 years of age);
- Recent increase in the fine for breaking traffic rules;
- Important maintenance activities for Two-Wheeler-Vehicles;
- (For example : Engine, Tyres, and Brakes).

#### **Feedback of the Quiz :**

- “I appreciate ACORDASIA and BAF-INDIA for their effort & for their initiative of conducting this Awareness Programme through such an easy and interesting method”

• “The Quiz on road safety was so interesting and informative! Our best wishes to BAF-India and ACORDASIA.”

• “I will also take the initiative of spreading the important information learnt by me through this Quiz on road safety, among my friends and relatives.”

• “I sincerely thank you for organizing this awareness programme, which is so simple, and yet so informative.”

#### **SHORT AUDIO SPOTS**

Short audio messages made an emotional appeal to drive safely (“Emotion” works well in the culture, and “sub-cultures” of India).

#### **“SANTA CLAUS”**

During the Three Days of Christmas, artists dressed as “Santa Claus” were stationed near two wheeler parking lots, with Banners and Placards, and attracted attention of people, and engaged them in conversations on safe driving. They also gave them chocolates, especially to the children accompanying adults.

The Santa Claus was placed in Prime locations where there were heavy footfalls, for example outside the metro stations.

## LEAFLETS :

(Leaflets distribution through Newspapers in Delhi-NCR :  
2 Lacs Newspapers; and in Hyderabad : 1 lac Newspapers).



BUSSAN AUTO FINANCE INDIA PVT. LTD.



ASIAN CENTRE FOR ORGANISATION  
RESEARCH AND DEVELOPMENT

*Two - Wheeler Maintained...  
Accident Saved...*



*And maintain it like this.....* 🙌🙌🙌

- **Spark-Plug** - Check it from time to time to ensure that the Engine is running fine – Don't let the dirt, grime and oil residue stick to it .
- **Disc Brakes** - Maintain them well; keep the Brake Fluid at the correct level, and ensure that it doesn't drop on the body of the vehicle .
- **Brake Pad** - Check them regularly, and keep them in good condition. If the Brake Pads are less than 3 MM at any time, replace them immediately .
- **Drum Brakes** - If you have them in your two-wheeler vehicle, keep changing the Brake Liners on the Brake Shoe from time to time .
- **Tyre Tread** - Keep checking it from time to time, and if tyre treads are worn out, replace tyre .
- **Chain** - Always keep it clean, and keep oiling It .
- Keep your vehicle shining; let there be no rust; Paint should be intact; don't park it under too much of sun or rain, and if you have to do so, put a cover on it .

**Source of points given :**

<https://www.zigwheels.com/guide/two-wheeler-maintenance-guide>

(Leaflets were prepared in Hindi and Telugu for  
NCR and Hyderabad respectively).

**I. FOCUS GROUP****DISCUSSIONS (FGDs)**

**A total of 50 Focus Group Discussions (FGDs) with 10-12 persons in each FGD**

have been conducted in Delhi-NCR in the following areas :

1. Dilshad Garden,
2. Seemapuri,
3. Thahirpur,
4. Nand Nagri,
5. New Seemapuri,
6. Sanjay Lake Park, Mayur Vihar
7. Sector 62, Noida
8. Okhla Mandi Motor Bike Stand
9. Media House,  
Okhla Mandi
10. Bhikaji Cama Place
11. Sector 78, Gurugram
12. Sector 84, Gurugram
13. Jharsa Village, Gurugram
14. Jai Apartment, Parparganj
15. Priyanka Camp, Sarita Vihar
16. Tees Hazari
17. Pul Bangash
18. Malka Ganj
19. Ghanta Ghar Sector 65, Noida
20. Sector 66, Noida
21. Inder Puri
22. Janakpuri District Park
23. Uttam Nagar
24. L- Block, Sangam Vihar
25. B- Block, Sangam Vihar
26. Deoli
27. Sarita Vihar (Main Park)
28. Badli Industrial Area
29. Raja Vihar
30. Hargovind Enclave,  
Karkardooma

31. Karkardooma Shopping Complex
32. Vazirabad, Gurugram
33. Jagdamba Camp, Malviya Nagar
34. Shivalik Colony, Malviya Nagar
35. Ghazipur
36. Khichdipur
37. Kalyanpuri (main market)
38. I.P. Extension Park, Hasan pur
39. Patparganj
40. Bheem Basti – Bandh Road
41. Bheem Basti - Ambedkar Park
42. Jauna Pur
43. Bapu Camp
44. Sambhav Colony
45. Shanti Colony
46. Jawahar Colony
47. Gadeepur, near Bhati Mines
48. Sultan pur
49. Chattarpur
50. Mehrauli.

## **II. STREET PLAYS :**

**A total of 50 Street Plays were successfully conducted**

in the following areas in Delhi & Noida

1. Tis Hazari
2. Malka Ganj
3. Sita Saran Colony (Ghanta Ghar)
4. Sector – 3, Noida
5. Labor Chowk, Noida
6. Khoda Colony, Nodia
7. Firoz Shah Kotla
8. Mirdard Marg

9. I.P. Estate
10. Dilshad Garden
11. Sundar Nagri, Delhi
12. Anand Gram Colony, (Near Nand Nagar)
13. Central Park, Kalyan Puri
14. Ambedkar Park, Kalyan Puri
15. Park near Sanjay Lake, Kalyan Puri
16. Kotla Village
17. Sports Complex, Ambedkar Park, Trilok Puri
18. Main Park, Trilok Puri
19. Park View Apartment Pocket-B, Mayur Vihar, Phase – 3
20. Purvanchal Silver Estate, Sector -50, Noida
21. Okhla, Opposite Media House
22. Okhla Mandi Bike Parking
23. Ashoka Park, East of Kailash
24. Bhikaji Cama Place
25. R.K. Puram
26. Mohammad Pur
27. SFS Apartment, Mayur Vihar
28. Sarita Vihar
29. Sector – 83, Gurugram
30. Jharsa Village, Gurugram
31. Udyog Vihar, Phase-V, Gurugram
32. Sector 62, Noida (Near Fortis Hospital)
33. Sector – 64, Noida
34. Botanical Garden
35. Todapur (Near Traffic Headquarter)
36. Janakpuri (District Centre)
37. Raja Puri
38. Durga Vihar
39. Pushp Vihar
40. Khan Pur
41. Madanpur Khadar (Central Park)

42. Jasola Vihar (Opposite DLF Tower)
43. Shahbaad Dairy
44. Sanjay Gandhi Transport Nagar
45. Ambedkar Park – Opposite Karkardooma Metro Station
46. Nehru Place Park
47. Nehru Place Shopping Centre
48. Ghazipur Dairy Farm
49. Khichdipur
50. Furniture Market – Kalyan Puri.

## **I. FOCUS GROUP**

### **DISCUSSIONS (FGDs)**

**A total of 25 Participatory Focus Group Discussions (FGDs) with 10-12 persons in each FGD were successfully conducted in the following areas of Hyderabad :**

1. N.B. T. Nagar
2. Chintan Basti
3. Syed Nagar
4. Venkat Giri
5. Panjagutta
6. Khairatabad
7. Jubilee Hills
8. Yousuf Guda
9. First Lancer
10. Borabanda
11. Road No.4, Banjara Hills
12. Road No.6, Banjara Hills
13. Road No.12, Banjara Hills
14. Bharat Nagar
15. Sayed Nagar – II
16. KPHB Colony
17. Begumpet
18. Prakash Nagar
19. Rasool Pura
20. Dilkhush Nagar
21. Mehdipatnam
22. Chatyanapura
23. Mass Tank

24. Nampally
25. Paradise Colony.

## **II. STREET PLAYS :**

**A total of 35 Street Plays were successfully conducted** in the following areas in Hyderabad :

1. Saiyad Nagar
2. MLA Colony
3. Chaku Nagar
4. Ahmed Nagar
5. Bhola Nagar
6. Vijay Nagar-I
7. Mehendi Patnam
8. Bazar Ghat
9. Naam Palli
10. Panja Gutta
11. Jubilee Hill
12. Begum Peth
13. Fateh Darwaza
14. Amir Peth
15. Park Lane.
16. Road No.4, Banjara Hills
17. Road No.6, Banjara Hills
18. Road No.12, Banjara Hills
19. Bharat Nagar
20. Sayed Nagar – II
21. KPHB Colony
22. Begumpet
23. Prakash Nagar
24. Rasool Pura
25. Paradise Colony
26. Sri Ram Colony
27. Rajender Nagar
28. Chintanpeth
29. Yusuf Colony
30. Amerpeth
31. Dilkhush Nagar
32. Chatyanapura
33. Mehdipatnam
34. Mass Tank
35. Nampally.

**In Delhi, the following areas were covered by our Santa Claus Volunteers on 23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> December, 2019 :**

### **On 23.12.2019 – North Delhi**

1. Kashmiri Gate Metro Station
2. Market, near Ritz Cinema
3. Civil Line Metro Station
4. Rajpura Road Market
5. Vidhan Sabha Metro Station,
6. Azadpur Metro Station
7. Vishwa Vidyalaya Metro Station
8. Jawahar Market Park
9. GTB Nagar Metro Station
10. Model Town Metro Station

### **On 24.12.19 – West Delhi**

1. Inderlok Metro Station
2. Sheo Market, Uttam Nagar
3. Kanhaiya Nagar Metro Station
4. Jai Mata Market, Tri Nagar
5. Keshav Puram Metro Station
6. Deep Market, Ashok Vihar, Phase I
7. Netaji Subhash Place Metro Station
8. Fun Cinema Market – Jagdish Sachdeva Marg
9. Kohat Enclave Metro Station
10. Pitampura Metro Station.

### **On 25.12.2019 – Central Delhi and South Delhi**

1. Rajiv Chowk Metro Station
2. C.P. Park
3. Patel Chowk
4. Gurdwara Mandir Marg
5. Central Secretariat
6. Udyog Bhawan, Near Central Park, Krishi Bhawan
7. Jor Bagh Metro Station
8. INA Metro Station
9. Main Market, near Delhi Haat
10. AIIMS Metro Station

**In Hyderabad, the following areas were covered by our Santa Claus Volunteers on 23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> December, 2019 :**

### **On 23.12.2019**

1. Banjara Hill
2. Panja Gutta
3. Hitec City
4. Malakpet
5. TimeBand
6. Churu Bazar
7. Moti Market
8. Amirpet
9. Mashab Tank
10. Nalaguda.

### **On 24.12.2019**

1. CBR Park
2. Neklace Road
3. Road No.1, Banjara Hill
4. Road No.12, Banjara Hill
5. Afzal Ganj
6. Langar House
7. Lakdi Ka Pul
8. Chappal Bazar
9. Ahmed Nagar
10. Chintan Basti.

### **On 25.12.2019**

1. Haqim Peth
2. Imli Band
3. Chader Ghat
4. Khachi Boli
5. Najamjahi Market
6. Ratibauli
7. Golkunda
8. Parklink
9. Bowen Palli
10. Chickad Palli.

The “BAF India” CSR Project Newsletter, designed by “Asian Centre for Organisation Research and Development” (ACORDASIA)  
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