



**natpac**  
KSCSTE - NATPAC

# ROAD SAFETY MONTH - 2021

**18<sup>th</sup> January to 17<sup>th</sup> February 2021**



**KSCSTE - NATIONAL TRANSPORTATION PLANNING AND RESEARCH CENTRE**  
(An Institution of Kerala State Council for Science, Technology and Environment)  
K. Karunakaran Transpark, Aakkulam, Thiruvikkal P.O, Thiruvananthapuram - 695011  
[www.natpac.kerala.gov.in](http://www.natpac.kerala.gov.in)

## **ROAD SAFETY MONTH - 2021**

Road safety is a growing concern in many developing countries that aim to become more liveable. The lives of the most Vulnerable Road Users (VRU), especially those walking and cycling, are often the most at stake. As per the World Health Organization, road crash-related deaths are the first largest cause of death among children aged 5-14 and adults aged 15-29. Globally, 54% of road crash-related deaths are attributed to pedestrians, cyclists, and motorcyclists. Hence it is imperative to improve the safety consciousness of society and hence road safety becomes more and more important to be taught to our children as they start their journey as new drivers.

Road crashes continue to be a leading cause of death, disabilities, and hospitalization in Kerala despite a lot of commitment and efforts. According to Road Crash Statistics for the year 2019, 4440 fatalities and 46055 injuries occurred from 41111 crashes in Kerala.

The Ministry of Road Transport & Highways observes Road Safety Week every year, which is a national event that is celebrated from 11<sup>th</sup> to 17<sup>th</sup> of January. For the year 2021, it is directed to observe National Road safety Month instead of National Road Safety Week. It provides road safety information for road users to reduce the number of people killed and injured on our roads every year. Accordingly, it has been decided to observe the Road Safety Month from 18<sup>th</sup> January to 17<sup>th</sup> February 2021.

KSCSTE-National Transportation Planning and Research Centre (NATPAC) is planning to conduct various activities during Road Safety Month from 18<sup>th</sup> January to 17<sup>th</sup> February 2021. Due to the Covid-19 pandemic, events will be conducted through the online platform. The main aim of this event is to create Road Safety Awareness among School/College students and General Public.



## **BROAD THEMES**

KSCSTE-NATPAC invites participation for various awareness activities under the following broad themes of Road Safety.

- ❖ Safety of Vulnerable Road Users
- ❖ Safe Roads and Road User Behaviour
- ❖ Teen and Young Age Driving
- ❖ Safe Vehicles
- ❖ Innovative Road Safety Concepts

## **ROAD SAFETY AWARENESS ACTIVITIES**

Road Safety Awareness Activities are planned to be conducted among students in the school/college and the general public. There is no registration fee for participating in the awareness activities. Details of the activities are given below:

### **Upper Primary Level (Standard 5 - 7)**

- Painting (Water colour/Oil paint/Pencil drawing/Crayon)
- Story writing
- Slogan creation
- Poem writing

### **High School Level (Standard 8 - 10)**

- Painting (Water colour/Oil paint/Pencil drawing/Crayon)
- Story writing
- Slogan creation
- Mono-act
- Poem writing
- Virtual quiz
- Article/Essay writing



### **Higher Secondary School Level (Standard 11 - 12)**

- Painting (Water colour/Oil paint/Pencil drawing/Crayon)
- Story writing
- Slogan creation
- Mono-act
- Mime-Drama
- Poem writing
- Virtual quiz
- Article/Essay writing

### **College Level & General Public**

- Painting (Water colour/Oil paint/Pencil drawing/Crayon)
- Story writing
- Slogan creation
- Logo creation
- Mono-act
- Short films
- Mime-Drama
- Poem writing
- Photo contest
- Virtual quiz
- Article/Essay writing

### **General Public**

- Painting (Water colour/Oil paint/Pencil drawing/Crayon)
- Story writing
- Slogan creation
- Logo creation
- Mono-act
- Short films
- Mime-Drama
- Poem writing
- Photo contest
- Article/Essay writing



## EVALUATION

Road Safety Awareness activities will be screened/competed at three stages - Primary screening, Secondary screening and State level screening.

**Primary Screening:** The interested students/general public can register in any activity by filling the online participation form (Google Form link: <https://forms.gle/DJXEzCVVWjB3Yx689>). The school/college authorities will evaluate the activities of the students and forward the details of topper under each activity to the e-mail [rsm2021.natpac@gmail.com](mailto:rsm2021.natpac@gmail.com) for secondary screening before 04.02.2021.

**Secondary Screening:** The school/college authorities will receive an e-mail with online registration form to upload pictures/documents/videos of the activities performed by the topper under each category. All the registered entries received from schools/colleges will be scrutinized and screened by the screening committee. Entries for State level screening/competition will be shortlisted at this stage. All shortlisted entries will be provided with certificate of appreciation.

**State level screening:** The shortlisted entries will be again screened and evaluated by the State level committee. Top three entries under each activity will be provided with prize and certificate which will be announced in the Valedictory Session on 17.02.2021.

## IMPORTANT DATES

Last date for registration for Road Safety Awareness activities	03.02.2021
Last date for receiving details of top entries from school	04.02.2021
Last date for uploading pictures /documents /videos of the activities (From School/College)	06.02.2021
Last date for submission of pictures/documents/videos (From General Public)	06.02.2021
Announcement of prizes	17.02.2021



## **INSTRUCTIONS FOR CARRYING OUT THE ACTIVITIES**

### **General Instructions**

- One participant can register in a maximum of five activities.
- All participants should strictly adhere and follow the Covid-19 protocols, other rules and regulations laid by the Government.
- All the shortlisted entries will be considered for promoting road safety awareness among specific road user target groups and general public by KSCSTE-NATPAC.
- All the School/College students shall participate in the activities under the guidance of Teacher/Faculty advisor who shall be nominated by the head of the institution.
- Risky or adventurous display of activities must be avoided. KSCSTE-NATPAC won't be responsible for any such incidents.
- Guidelines for each activity needs to be strictly adhered. If not, such entries will be disqualified.
- All the activities shall be related to road safety, but restricted to the broad themes of the activities.
- The entries shortlisted for the State level screening shall be intimated and the entrant can modify their content submitted earlier without diverting 10% from the original content if they desire.

### **Photography**

- Participants have to submit one photograph with good quality.
- Submitted images should be in jpg format and have at least 1920x1080 pixels.
- Software such as Photoshop is not permitted.
- Image size should not be larger than 10 MB.
- A unique title & description for each image to be given
- Photographs should not include any kind of vulgarity or offensive matter. Any such activity might cause the disqualification of the participant.
- Entries shall be judged on creativity and theme or message portrayed.



## Short Films

- The video should be up to maximum duration of five minutes that captures the theme essence.
- Participants are required to use digital video cameras/mobile phones.
- The video should not include any kind of vulgarity or offensive matter. Any such activity might cause the disqualification of the participant.
- Judgment will be based on adherence to the theme, relevance, script & narration.

## Drawing/Painting Rules for Competition

- Drawing/painting must be in A4 or A3 size.
- Drawing/painting can be made with a pencil, crayon, watercolour, oil paint, etc.
- The name, age and address must be mentioned in the painting.
- Contest entries must be submitted in either jpg/pdf format with good quality.
- The file size should not exceed 10 MB.
- Computer generated image will not be accepted

## Virtual Quiz

- The quiz will be having half an hour duration.
- The quiz can be attempted only once
- The interested students can register for the quiz & shall be directly conducted by the organizing committee of KSCSTE-NATPAC.

## Slogan Creation

- Each participant can submit up to 3 slogans
- Slogans must be written in English/Malayalam.
- Maximum word limit is 10.



### **Poem writing**

- Poems must be written in English/Malayalam.
- Any plagiarized work will be disqualified along with any other work submitted by the entrant.
- File format: file must be uploaded as a pdf/jpg.
- Poems must not have been published/self-published/published on a website/broadcast/been selected for any other competition.
- The poems must have a title and in the range of 8-24 lines (excluding title).

### **Story writing**

- The story must be written in English/Malayalam.
- File format: file must be uploaded as a pdf/jpg.
- Word-limit: 1000-1200 words.
- The story must have a title.
- The content should be mainly focused on the themes.
- The story must be original and not published/awarded before.

### **Article/Essay Writing**

- Word-limit: 1200-1500 words.
- Any practice of plagiarism will lead to disqualification
- The article must be hand-written /typed in English/Malayalam.
- The article needs to be submitted in pdf/jpg format.
- There will be a restriction of one article per author.

### **Mono-act**

- Time duration for the act will be maximum of two minutes.
- The video must be in good quality.
- Do take care of the light to see the facial expressions properly.





## **Mime**

- No. of Participants: Up to 06
- Time Duration: Maximum of five minutes
- Background recorded music is allowed.
- Judgment will be based on qualities like the theme, creativity of presentation, use of make-up, music, and general impression.
- The video must be in good quality

## **Logo creation**

- Contestants are advised to avoid gradients and half-tones.
- Entries must be submitted as jpg/pdf files
- The design must be original and not edited before.
- The technique used can be free: drawing, painting, computer design, and photography, all adaptable to printing.
- The maximum dimension should be 15x15 cm with a file size not exceeding 10 MB.
- The proposal to be accompanied by a brief explanation in English/Malayalam of the design and the main ideas represented (written down on a separate paper).

## **ROAD SAFETY TRAINING PROGRAMMES**

Road Safety Training Programmes for various target groups will be undertaken during the Road Safety Month from 18.01.2021 to 17.02.2021. The target groups include

- School children
- Youth
- Drivers

Interested participants may register in the online registration form Google form: <https://forms.gle/uQsU2dkEevDS6Dif9>

## **ABOUT KSCSTE-NATPAC**



National Transportation Planning and Research Centre (NATPAC), an institution under Kerala State Council for Science, Technology and Environment (KSCSTE), is a premier R & D institution in the country which works on multi-modal system of transportation. The headquarters of the Centre is at Thiruvananthapuram.

Since its inception in 1976, the Centre has been offering solutions to the Government and handles research and consultancy projects as per the Country/State's requirements in the arena of Highway Engineering, Traffic & Transportation Planning, Road Safety, Transport Economics & Management, Techno-Economic Feasibility, Public Transportation, Socio-Economic Impact Analysis, Transport Energy & Pollution, Water Transportation, Innovative Transport Systems, etc.

KSCSTE-NATPAC has a staff strength of over 100 professionals working in different fields of Civil Engineering. The Scientific staff of the Centre are well experienced with multi-disciplinary background in the fields of Traffic Engineering, Transport Planning, Traffic Safety, Highway and Geotechnical Engineering, Hydraulics Engineering, GIS & Remote Sensing, Transport Economics, Computer Applications and Transport Management. KSCSTE-NATPAC has association with various national and international agencies for carrying out specialised technical projects and has MoUs with reputed institutions in the Country.

## ABOUT SAFE SAVARI

Safe Savari is an online learning portal from NATPAC. This is the place to get road safety concepts right. NATPAC provides both classroom-based and digital content-based training programs for school children and the general public on Road Safety. Anyone can access road safety digital content anywhere, anytime by logging into the portal. These contents are also available through Safe Savari mobile application as well, which can be downloaded from Google Play Store. The road safety-related materials, training contents, and videos are also available in the portal.

All shortlisted entries will be published in the Safe Savari website ([www.safesavari.com](http://www.safesavari.com)) of NATPAC and shall be considered for the preparation of road safety materials by NATPAC.



### Address for Correspondence

**Office of the Director  
KSCSTE - NATPAC**

**(NATIONAL TRANSPORTATION PLANNING AND RESEARCH CENTRE)**  
K. Karunakaran Transpark, Akkulam, Thiruvikkal (PO), Thiruvananthapuram,  
Pincode: 695 011, Kerala, India.

Phone: + 91 471 – 2779200

E- mail: [rsm2021.natpac@gmail.com](mailto:rsm2021.natpac@gmail.com)

# ROAD SAFETY MONTH - 2021



Let us all  
work together  
to make our roads safe