KSCSTE-NATPAC has initiated a technical talk series entitled **"TransTech Talk Series"** focussing on various aspects of Transportation sector, intended to be conducted on the second Friday of every month. The experts from various transportation fields across the globe will share their experiences & valuable research ideas during the talk series. The inaugural talk of the series was conducted on 10th February 2023 through online platform, which was attended by more than 200 participants from eminent institutions, departments etc.

The overview of the program was given by **Prof. (Dr). Samson Mathew**, Director, KSCSTE –NATPAC. He talked on the history of NATPAC, its structure and the roles played by the institution for the development of transportation sector. He pronounced the relevance of the TransTech Talk series and quoted that TransTech Talk Series is a comprehensive explanation to the latest advances in transportation field.

The inaugural address was given by **Prof. (Dr). Tom V Mathew**, Chairman, Research Council, KSCSTE-NATPAC and Professor, IIT Bombay. He congratulated NATPAC on commencing such programs that enhance the exposure of the Scientists to both academics and industry. He also mentioned that involving eminent persons from international community will help to improve the research standards.

The first talk in the series was delivered **by Dr. Srinivas S. Pulugurtha**, P.E., F.ASCE, Professor & Research Director, Department of Civil & Environmental Engineering at The University of North Carolina at Charlotte (UNC Charlotte) on the topic **"Advancing Crash Frequency Prediction Modelling Using GIS"**. The introduction of the speaker and the relevance of the topic was given by **Mr. V S Sanjay Kumar**, Head, Traffic Engineering & Safety Division, KSCSTE-NATPAC.
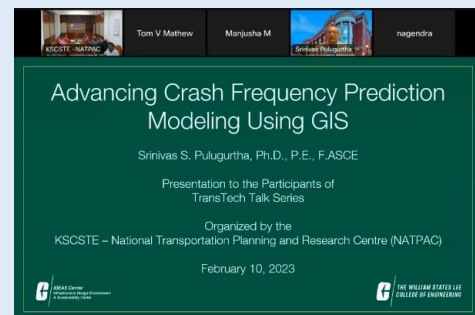
Dr Srinivas S Pulugurtha started the talk by giving an overview on crash scenarios based on the WHO key facts. He also stated that the road safety measures taken should be proactive than a reactive one. He gave an overview on Generalized Linear Model and also Geographical Weighted Regression Model. He recommended developing and using jurisdiction specific crash frequency prediction models rather than calibrating crash frequency prediction models from other jurisdiction. The potentials of using surrogate data such as demographic, socio-economic, and land use characteristics to estimate the crash frequency were explained using case studies. The presentation also focussed on exploring geographic information systems to integrate data, capture explanatory variables, and model crash frequency. Dr Pulugurtha stressed the need for quality data for crash prediction analysis.

The presentation was followed by interaction of the participants with Dr Pulugurtha. The session concluded with vote of thanks by **Mr. Ebin Sam**, Scientist KSCSTE-NATPAC

Youtube Link of the session is available at *https://youtu.be/KQSM58el39M*