

National Road Safety Organized by Tata Group at Pune



Date: 14 February 2024

Venue: SSPMS Ground GVM8, Shivajinagar Pune Maharashtra 411005

Conducted by: Pune Institute of Business Management (PIBM), Pune

Organised by: Samarpan { हम मिलकर फर्क ला सकते हैं }



Introduction:

On 14th February 2024, *Pune Institute of Business Management (PIBM)*, Had participated at National Road safety organised By TCS at SSPMS Ground GVM8, Shivajinagar Pune.

Every Year Central Government plans a programme of National Road Safety Awareness month but from this year with the aim of reducing the Road accidents and decrease victims by 50% by the end of 2025, State Government planned to conduct the same program for a month. As a part of it on 14th

February 2024 Tata Consultancy Service had organised the Road safety session on National Road safety Day.

Objectives

The primary objectives of the session were:

- To educate attendees on the importance of road safety.
- To promote safe driving practices among TCS employees.
- To contribute to reducing road accidents through awareness and behavioral change.
- To support the national initiative for enhancing road safety.



Session Highlights

Interactive Workshops:

Hands-on demonstrations of safe driving techniques.

Use of virtual reality (VR) simulators to experience the consequences of dangerous driving behaviors such as texting while driving and speeding.

Workshops on vehicle maintenance and the importance of regular vehicle checks.

Panel Discussion:

A panel discussion featuring experts from various fields, including law enforcement, healthcare, and automotive industries.

Topics discussed included the role of technology in improving road safety, policy measures to reduce accidents, and community involvement in road safety initiatives.

**Employee Pledge:**

TCS employees took a collective pledge to adhere to road safety norms, such as wearing seat belts, avoiding mobile phone usage while driving, and following traffic rules.

Safety Demonstrations:

Demonstrations by local traffic police on the correct use of helmets and seat belts.

First-aid training sessions on how to respond to road accidents.



Distribution of Safety Materials:

Distribution of informative brochures, road safety kits, and reflective stickers to participants.

Installation of road safety posters and banners around the TCS campus to reinforce the safety message.



Outcomes

The road safety session was well-received and had a noticeable impact on the participants. Key outcomes included:

Increased awareness about the importance of road safety among TCS employees and the local community.

Enhanced knowledge of safe driving practices and the consequences of unsafe driving.

Commitment from TCS employees to incorporate road safety practices into their daily routines.



Conclusion

The road safety session organized by Tata Consultancy Services on National Road Safety Day was a significant step towards fostering a culture of safety among its employees and the broader community. By addressing critical issues and promoting practical solutions, TCS demonstrated its commitment to social responsibility and road safety. The event not only educated participants but also inspired them to take proactive measures to ensure their safety and the safety of others on the road.



Recommendations

- To build on the success of this event, it is recommended that TCS:
- Conduct regular road safety training sessions for new employees.
- Collaborate with local authorities to support ongoing road safety campaigns.
- Implement an internal road safety policy to encourage safe commuting practices.
- Utilize technology to monitor and enhance road safety compliance within the organization.
- By continuing these efforts, TCS can further contribute to the national goal of reducing road accidents and ensuring safer roads for everyone.