

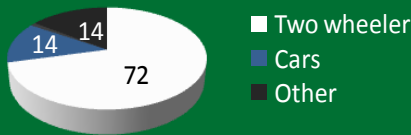
TWO WHEELER RIDER SAFETY

Why Colleges need to be concerned?

What can be done?

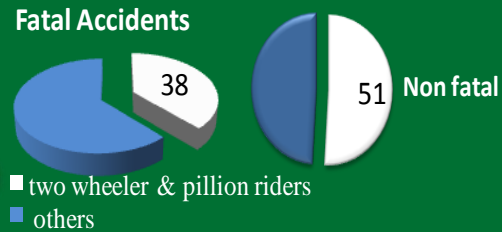


72% of vehicles on Indian roads are motorized two-wheelers

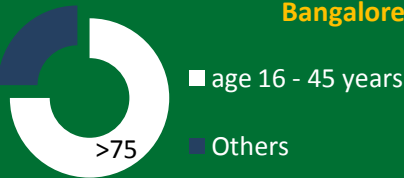


Road traffic year book, India 2011-12 (as on March, 2012)

Percent of fatal /non fatal accidents in two wheeler riders in India



Of all two wheeler injuries in Bangalore



(NIMHANS BRSIPP, 2010)

Of fatal two-wheeler accidents in Bangalore



(NIMHANS BRSIPP, 2010)

Salient findings from a study at Positive Psychology Unit, Dept of Clinical Psychology, NIMHANS

Psychological factors such as emotional states & peer- influences play an important role in riding patters including risky riding in college youth

Road safety promotion needs to address

- Perceptions and motives linked to unsafe riding
- Tendency to be easily provoked to anger and difficulty in controlling anger while riding
- The role of impression management in riding styles

There is need for programs and campaigns that involve youth themselves as active agents of change for popularizing a safe riding culture in which safe riding is seen as a 'cool' and 'smart' choice.

Report submitted to CSIR (2014) by the Research Team under Dr Seema Mehrotra, NIMHANS

SMART RIDERS' INTERVENTION PROGRAM

- S**tay aware of facts
- M**anage Emotions intelligently
- A**ct with Responsibility/Awareness
- Show **R**espect
- Show **T**olerance with Wisdom



Fostering safe and respectful riding behaviors in youth by youth



For working together towards promotion of SMART riding program in your campus, contact positivepsychology.nimhans@gmail.com

Be Kool and ride Kool...