

INTRODUCTION

Today, the population of India is about to reach 113 crore and there are more than 14 crore motor vehicles on Indian roads. As per the survey conducted during the 2001 census, during next thirty years, the population is likely to be doubled and the motor vehicles are likely to become four times.

In Maharashtra state, vehicle population is increased by 36% from last 3 years. India is a developing country following a democratic system of governance and is in the dynamic age of globalization. As a developed means in the development stream, the use of motor vehicle has become necessary and must for the people. Thus, there has been an unlimited use of the motor vehicles in the country. In the competition for progress, people and the system are ignoring the implications. Due to the greed for a luxurious life, public interference is increasing. Considering the population and growth of urbanization in India, every city and every village is facing the problems of road traffic. Roads in some major cities are getting blocked up with road traffic and daily life has become unbearable.

Every year, there are about 5.5 lakh road accidents taking place in the country. 15 lakh people get injured, 4 lakh people get handicapped, 1 lakh 20 thousand are killed and more than 1 lakh are permanently disabled. This is a man made disaster much horrible than any atomic explosion or any other natural calamity. Every year, national wealth and environment worth Rs. 1400 lakh crore is being lost, leave aside the invaluable human life !

In India, Road length of 3383344Kms Road transportation plays important role is nation development. A heavy vehicle driver in India are unable to get education due to their poor financial conditions, but has become a driver to earn a living. The heavy vehicle driver, who is the main factor in road transportation, has been leading a neglected life. He is required to stay thousands of kilometers away from his family and is under tensions and mental depression. He is deprived of health and development education. He is caught in the addiction of liquor and infection of AIDS. 37% spread of AIDS in the society is through the heavy vehicle drivers. Hence there is a huge reception in heavy vehicle drivers which will affect transportation sector thereof nation development.

Environmental Science has been created for the purpose of making people aware about the influence and effects of human interference. The environment is in danger due to unlimited use of vehicles and human interference. Pollution from motor vehicle causes global warming.

For this Shrivimleshwar Charity Regd. Institute is working with the aim of Protection & Preservation of Human Lives, National Wealth & Environment. Shrivimleshwar is a recognized granted Non Government Organization (NGO) of Ministry of Shipping, Road Transport & Highways, Govt Of India.

It is a Registered organization under Society act 1950. Institute is awarded by 80G Certification of Income tax. It also has Certification of Foreign Contribution Regulatory Act 1976 from Ministry of Home Affaires, Govt of India.

It receives Affiliations & Reward from various universities, Govt. Departments, Social Organization etc.

CERTIFICATION & AFFILATION

Bombay Public Trust Act 1950., Registration Number: F-17612 Kolhapur

80G of Income Tax Act Certification from Income Tax Department
No:- Kolhapur/ A.A. 1/ Tech./ S-108/08-09. Dt.- 10-07-2008

Registration Under Foreign Contribution (Regulation) Act, 1976 by Govt. of India
Regd. No:- 083860224

Recognized Granted NGO of Govt of India, Ministry of Shipping, Road Transport & Highways.

Affiliated institute of Shivaji University, Kolhapur (Community Development Cell) since 9 years.

Affiliated Institute of Yashwantrao Chavan Maharashtra Open University YCMOU (Since 2 years)

Member Institute for Hit & Run Road Accident Mishaps State Govt. Committee (Since 3 years)

MISSION

Protection & Preservation of Human Life, National Wealth & Environment by the means of Research, Strategy Planning, Education, Creation of Literature, Social Awareness & Prevention Programme.

Achieve Road safety and to minimize the Road Accident death toll

Mission Projects

- 1) Establishment of Training Institute on Driving & Research
- 2) Establishment of 50 bedded Trauma care hospital on National Highway for serving Road accident affected people & for implementing AIDS Prevention & Awareness programme for truck drivers.
- 3) Implementation of Vimleshwar's Model project of 'DIAL 1073 Ambulance Service Core (A.S.C. Ambulance) for providing emergency medical help to accident victims on roads.

PRESIDENT PROFILE

I have been a student in motor vehicle field and have long experience in it. After the death of my father, my elder brother Jayaprakash Narayan Revankar was the head of the family. He, at the age of 24, studying L.L.B., died in a road accident by a city bus. After this, I had to face a lot of hardships. The people in our society should not suffer from any such problems. I have been into the field of motor vehicles. For the purpose of the welfare of the society and to educate the people in our society about road safety system, we have established Shrivimleshwar Charity Institute.

Founder President of Shrivimleshwar
Member- Hit & Run Road Accident mishaps Committee
- District Traffic Advisory Committee

Researcher - Present Condition Road safety action research (National Level research)
- Ambulance Service Core Model Project

Author – Road Safety- Defensive Motor Driving (Marathi, English, Hindi)
- Road Safety & Environment science Curriculum Syllabus
- Road safety Pocket Book
- Accept the paternity of Road safety (For School Children) Cartoon Book
- ‘Gharacha Car Doctor’ (Technical Booklet for vehicle owners)

RESEARCH & SURVEYS

Road safety Development Action Research project

We have found out the root cause of the flaws in road safety development in our country and have made a nation-wide research and submitted to the government administration. On the basis of this research we are going to implement the action plan for throughout development of road safety. We have made a wide planning to implement this development programme.

Start Presentation – [LINK TO PRESENTATION.PPT](#)

Road infrastructure research & Assessment

Accidents can be minimize by providing proper road infrastructure. As Shrivimleshwar is a studied institute in Automobile & Road safety we can obtain the effects on vehicle control due to faulty road designs and provide scientifically correct

assessment. After observing the various case studies of road accidents we found out the shortcomings in road designs & developments.

After surveying the defective road designs and accident sites of National & State highways at our own cost, We have submitted the audits for safety performance & reports of corrective action to the State and Central Public Works Department.

Modernized Road sign boards

The term Road Safety is very brief. Including uneducated vehicle drivers, 90% vehicle drivers cannot understand the guiding road signs. We have experienced this situation through our training workshops. Therefore there is a need to educate the road users by providing meaningful road sign boards.

Shrivimleshwar has prepared the pictorial sign boards with abbreviated slogans and submitted to P.W.D., Road Development Corporation & concerned authorities for their implementation. We have made almost 300 sign board designs as per the guidelines of The Indian Road Congress.

We also have requested to allot this work to our institution on nomination basis as it is much beneficial to our organization to generate own funds for social work.

Suggestions Reports for Road Safety improvement

Enforcement strategy for Road safety - (Support files – 44point report.pdf)

A special Road Safety Committee has been set up under the chairmanship of Additional Director General of Police (Highway), in Maharashtra. As we are the studied N.G.O. in road safety we have submitted a 44 points report for the road safety development to this committee.

For the development of Public Transportation system -

In order to reduce the number of vehicles on road, I. T. field needs to be expanded, along with this Public Transportation should be augmented. Maharashtra State Road Transport Corporation, which is one of the famous international level state transport corporation has come in trouble due to illegal transport of passengers, hence as a studied person in this field we have submitted improvement plans & remedies to

M.S.R.T.C.. The points raised in our improvement plan are of “policy nature” - this is the remark passed by M.S.R.T.C. we are in receipt of it.

Survey report for hurdles in city traffic management

Local Govt. looks after town planning. This planning should be systematically implemented. Then & then only sustainable mobility of city traffic will be maintained. People need to be trained, through the media of city traffic management programme. For this we have submitted our report on city traffic management & remedies to ensure the protection of citizens to Kolhapur Municipal Corporation. We have further requested the corporation that the responsibility of Road Traffic Management may be cast on our institution.

As per survey the vehicle population in Kolhapur is increased by 35% in last 3 years. But the roads are not developed adequately hence the city has facing traffic conjunction problem.

Therefore, the Suggestions on Traffic Growth Management of Kolhapur city has done by our president Mr. Revankar. Survey report (pictorial) on the hurdles in Kolhapur city road traffic has been made.

In Kolhapur city Road Development project involving Rs. 220 crore on B.O.T. basis has been executed. As we are the studied institute working for Road safety the suggestions on the shortcomings of this project respect to its planning & design; has been submitted by us to the Kolhapur Municipal Corporation.

Suggestions for Jaysingpur City Development Plan

PWD Department, Govt. of Maharashtra is going to undertake the work of four lanning of MSH 3 Kolhapur- Sangli. In respect to this Department of town planning, Government of Maharashtra, Kolhapur Division had given the responsibility on us to provide expert's suggestions in planning of Development of Jaysingpur City.

The detailed report has been submitted to Town Planning department & Pricipal Secretary, PWD, Maharashtra State.

LITRETURE :

In India, Society is not getting the road safety education through present education system. Hence, lack of knowledge, Ignorance about traffic rules, Unsafe driving behavior are

increasing in the people. We have found the shortcomings in the society and on the strength of our will power, we have implemented road safety improvement schemes. Our road safety programme and the variety of educational material published by us has been a guiding factor for the whole world.

To provide the proper education & discipline about road safety then it is necessary to incur this subject in present education system. Therefore, Shrivimleshwar has developed the variety of educational material in this respect. We provide this variety of literature material to various organizations for promoting road safety. You can order any kind of this material by contacting our institution.

We also appeal to the National & multinational companies such as automobiles, insurance, Transport, telecom sectors, charitable organization as the stakeholders of road safety, to support our organization for promoting road safety by means of sponsoring these education material.

Road safety- Defensive motor Driving

One can get driving licence very easily, but however it is uncertain that one gets the detail scientific, technical information about safe driving. Every road users should know about safe driving it is very essential and this book categorically fulfills this need.

It is comprehensive book gives the detailed knowledge about Safe driving practices. This book is divided into nine sections. This book has published in Marathi language and translated in English & Hindi as well.

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| 1) Safe Motor driving | 6) Information about Traffic Rules |
| 2) Reasons of accidents | 7) Two wheeler riding techniques |
| 3) Precautions while overtaking | 8) Importance of Proper Maintenance
Effects of unsafe vehicle condition |
| 3) Rush of vehicles at roundabout | 9) Rules of insurance companies, Motor
vehicle act, Registration of vehicles etc. |
| 4) Evil Effects of liquor, Drugs &
Alcoholic stimulants | |

Clean n clear printing, use of Cartoons characters, Charts of Road signs, Signs on the vehicles carrying explosives & Hazardous chemicals, Technical knowledge of vehicle maintenance, Elaborate slogans & tips given in the every page are also important – has increased the reference value of book. This book written by Mr. Vinayak Revankar has definitely fulfilled the need of road safety literature.

Road safety- Pocket book

“Knowledge for living & Live for Knowledge” This is the moral words of Shri. Samarth Ramdas.

In the competition for progress, people and the system are ignoring the implications. Due to the greed for a luxurious life, public interference is increasing thus the tremendous increase in vehicle population. It is hard to accept that, one Mistake due to our ignorance or interference will affects our self's and someone's live. But it is because of our ignorance & lack of knowledge.

In today's fast track lifestyle, peoples don't have time to get knowledge of road safety. Shrivimleshwar provides road safety education through different ways. The intension to make this handy 'Road safety – Pocket book' is to provide brief but important knowledge tips to road users so they can understand the basics for safe driving practices in short time.

'Road Safety – Pocket Book' is the short version of **'Road safety- Defensive motor Driving'**. The information about AIDS, Tobako & Alcohol addiction & its adverse effects, List of importance phone numbers useful while traveling are added in this Pocket Book.

Students ! Accept the paternity of Road safety

Road Safety for school children

Education enriches various aspects of human development, but society is unable to get the knowledge of securing their life on the roads. i.e. road safety knowledge through the education. Thus, there is lot of ignorance about road safety management. This leads to lot of mistakes & causes road accident disasters. Hence there is need to educate people & thereof society about road safety to get control over the road accident disaster & protection of human life.

To give education & awareness of Road safety to school children since their childhood so that they can accept the patronage of road safety and spread it among their families and the society; Shrivimleshwar has published the book **'Students! Accept the paternity of Road safety... Road Safety for school children'**

In this book we have asked 30 questions to the students ie- Is your family is safe or unsafe in today's roads? Is your parents aware about road safety?? Is they obey traffic rules? ... ?? So the children got seriousness about necessity of Road safety in their life. Then this book appeals them to accept the paternity of road safety to save your & your families life on roads. In this book the author elaborate the various situation of everyday's life of student through colourful cartoon pictures & slogans.

Shrivimleshwar sanstha has organizing the awareness camps & competitions programme for school children through which we are free distributing this book to the school children. More than 5000 books were distributed freely though awareness camps in schools. Initially, Shrivimleshwar has proposed to organize this School Awareness & Competition programme in every school of Maharashtra State. For this Shrivimleshwar is seeking public support & participation.

Pictures & posters

Instructive slogans n' Cartoon posters

Shrivimleshwar institute consistently generates new ideas to spread maximum awareness about Road safety in society. We have designed almost 800 cartoon posters with instructive slogans which aware the masses. These road safety posters can be used at various public places such as Govt. Offices, Schools, Colleges, Public Places, Transport companies, Public transportation, Driving Schools etc.

Shrivimleshwar provides this material to various Govt. / Non govt. organizations. The slogans & picture material designed by Shrivimleshwar Institute is protected under Copyright Act.

Informative road Sign boards

Language of road safety is very short & symbolic. As per the survey made by Shrivimleshwar, it is obtained that the 78% of people cannot tells the meaning of Road signs & symbols.

Shrivimleshwar has introduced new version for road signs & symbols in which it represents the Road signs with its meaning. We also created the road safety slogans with pictorial representation. The designs have been made as per the guidelines of Indian Road Congress.

CD's & Other promotional material

(Support files – CD pic)

(Link for Order this)

Shrivimleshwar institute has created the road safety awareness audio CD's. we have developed more than 500 Instructive road safety slogans which we converted into in the form of audio CDs. It is more useful medium of spread awareness among drivers. It is available into three diffrant languages ie.- English, Hindi & Marathi.

These CD material is useful for Schools, govt. offices, Petrol pumps, Restaurants / Dhabas, Food junctions, Toll Plazas etc. where more number of people can listen & aware about safe driving practices on roads.

We have also developed the audio cd for training programme for Heavy motor vehicle drivers. This CD contains comprehensive information about safe driving practices, Tips on fuel

consumption, health precautions, personality development tips etc.. It is very much useful for Transport organizations, Industries, Public transport companies.