

“Safe Fleets” Project

Programme for the Adoption of a Voluntary
Code of Conduct

for Road Safety in the People
Transportation Sector
led by Industry



Concerns

- About 115,000 people lose their lives in road crashes every year in India. Their Number is growing ...
- **Business Issue:** Road crashes is a significant business risk in India.

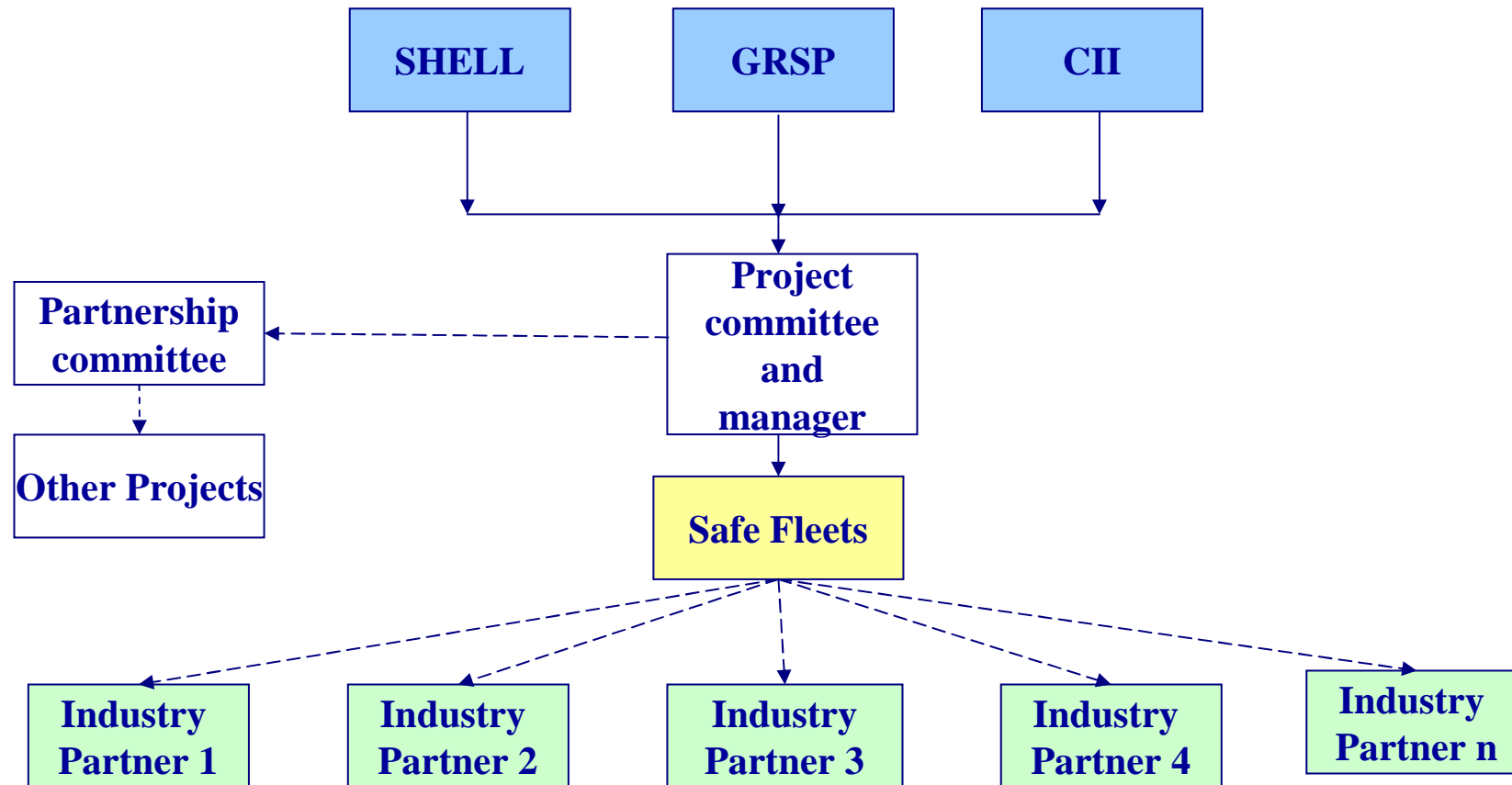


Need

- Business can make a significant improvement by creating a Public Private Partnership for a comprehensive “Road Safety” initiative
- Starting point could be controlling what we can control the most - “ Our Fleet ”
- Need for creation of Voluntary Code of Conduct / Standard
- Then move on to other areas of road safety.



Proposed Working Model of Organization



Shell-GRSP-CII Collaboration

Shell:

- Initial management and financial input
- Long-term commitment
- Participation of Shell Road Transport, Health and Safety Specialists

Global Road Safety Partnership (GRSP):

- Knowledge of International good practice
- Formulation of project
- Leveraging the expert network and partners in India



Shell-GRSP-CII Collaboration

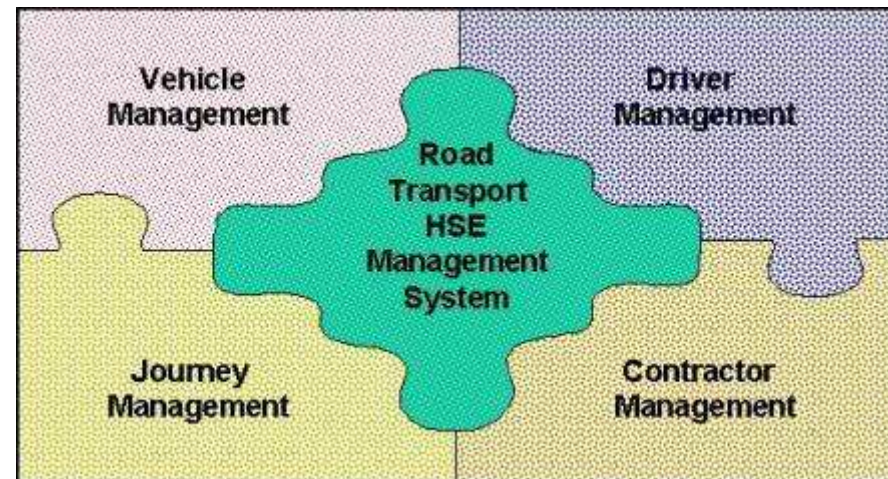
CII:

- It is India's premier business association representing over 7500 organizations, founded over 113 years ago
- Provides its Institute of Quality to assist with development of the fleet safety standard



“Safe Fleets” Programme

- A comprehensive program to built a Road Safety Management capability in Indian Industry
- The program is based on Shell’s Road Transport, Health and Safety system encompassing 5 elements
 - Safety Management System
 - Driver Management
 - Contractor Management
 - Journey Management
 - Vehicle Management



“Safe Fleets” Programme

Phase 1- Truck operators in South India

- Code of conduct developed and endorsed
- Training modules developed and piloted

Phase 2 - IT Transport Services

- Focus on Bangalore
- Involve IT and BPO's (all those involved with mass movement of people)



“Safe Fleets” Phase 2 Milestones

- Expert workshop developed the Voluntary Code
- High level consultation engaged support from 5 lead companies
- Gap analysis with 5 companies identified system weaknesses
- Risk identification started with Infosys



Images



Extract from Management System

- Road Transport Safety Policy clearly defined and displayed in all relevant languages and signed by highest authority
- Display of Safety Records and Communications
- Near Misses and Potential Incidents recording and monitoring
- Emergency Response Plan and Testing (drills)
- Identification of Risks and putting in control measures
- Compliance to laws and procedures



“Safe Fleets” Phase 2 Action Plan

- Companies to endorse the code/standard by signing an MoU
- Training programmes and tools developed and to be implemented
- Organizations to be supported and hand held for effective implementation.
- Audits to be carried out by an independent agency
- Organizations to be accredited and certified based on audits
- System to be cascaded through training of trainers
- System to be linked to ISO standards



“Safe Fleets” Phase 2 Organisation

- Project coordinated and monitored by multisectoral committee
- Project managed by a full time CEO provided by Shell
- Project evaluated through benchmark system
- Advice on international good practice provided by GRSP
- Project methodology and outcomes disseminated worldwide
- Project sustainability established through funding for safe fleet services



Ambition

Success in Bangalore shall be showcased and replicated across India.



Thank you for your interest

