

Public Relations Department, Chandigarh Administration
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Press Release

Chandigarh, November 14:- Chandigarh Industrial & Tourism Development Corporation (CITCO) acts as a tourism face of Hospitality Industry in Chandigarh and is accordingly involved with various NGOs to fulfill its societal responsibilities.

In this light, ArriveSAFE, an NGO on Road Safety, The Chandigarh Industrial and Tourism Development Corporation Limited (CITCO) and AIESEC, an International Student Organization plans to celebrate the United Nations World Day of Remembrance for Road Traffic Victims on Sunday 16th of November at 11.30 a.m. at Sukhna Lake, Chandigarh Together with victim's relatives, students and professionals we as a society will remember the victims.

Think about possible incidents in your own life for a moment. In a split second, a crash transforms lives forever through the loss of beloved fathers and mothers, sons and daughters, brothers and sisters, grandchildren, colleagues, classmates and friends. Each and every one of these deaths causes ever lasting pain and suffering. These emotional scars never go. We don't wish anybody to be in such situation but wishes don't govern REALITY. This scaring reality hits us daily through media and recently only a Mohali family lost four members in a car crash, leaving behind an unfortunate aged grandmother.

Road traffic crashes kill 1.2 million people every year and injure or disable as many as 50 million. Road traffic crashes are the second leading cause of death globally among young people aged 5 to 29 years and the third leading cause of death among people aged 30 to 44 years.

According to Sh. Harman Sidhu, President, AriveSAFE, Indian roads hold the distinction of having maximum road fatalities in the world. It is a telling statistic - India has just 1% of the world's vehicles, but accounts for 10% of the world's road accidents. 105.000 people die and more than one million life altering injuries each year. There are many more that go unrecorded. The Planning Commission in India has put the social cost of these crashes at Rs 55,000 crores in 2002 (at 2000 prices), which constitute about 3% of GDP for the year.

Even though deaths and injuries happening due to road crashes surpass destruction levels associated with medium scale war, it doesn't shock or surprise most of us. Why should we be? We have accepted this as a part of our life. None of our family member or friend is involved but what if.

Observation of 16th November as per United Nations Guidelines, this day provides an opportunity to draw the public's

attention to road traffic crashes, their consequences and costs, and the measures which can be taken to prevent them. The cause can no longer be ignored due to its colossal socio-economic and emotional impact on our society. We need your help to reach out and educate masses and SAVE lives.

Just imagine if you could turn back time and prevent these tragedies from happening, how relieved you would have felt. There are so many actions that could have been taken.

According to Mrs. Niharika Rai, IAS, Managing Director, CITCO, we cannot turn time back and save those who have already died on our roads, but we can prevent many such incidents from happening in future.

In order to have safety of our lives and others, we should always remember ' Start Early, Drive Slowly and Reach Safely'.

The United Nations World Day of Remembrance for Road Traffic Victims

To remember the people killed and empathize with the suffering of bereaved families;

To draw attention to the epidemic scale of road traffic deaths and injuries, and the potential risk to all road users;

To raise awareness of the magnitude and impact of road traffic crashes on families and society, and the need for improved post-crash care and support for the bereaved and injured;

To highlight the potential for preventing road traffic crashes and the importance of a more serious response to law-breaking on the road;

To offer everyone the opportunity to review their contribution to road traffic injury prevention

The Day of Remembrance for Road Traffic Victims was initiated in 1993 by RoadPeace, the United Kingdom charity for road traffic victims. Since then, the day has been observed and promoted worldwide by RoadPeace, the European Federation of Road Traffic Victims and its many associated organizations.

On 26 October 2005, the United Nations General Assembly adopted resolution UN60/5 on improving global road safety. The resolution called for the third Sunday in November to be recognized as an annual day of remembrance for road traffic victims.

The UN World Day of Remembrance for Road Traffic Victims offers an annual opportunity to increase public awareness of the burden of road traffic collisions on communities, and to emphasize the need to initiate and promote efforts to control this major public health and development problem, and to assist victims. More information about the World Day of Remembrance for Road Traffic Victims can be found at the special website www.wdor.org and on www.arrivesafe.org.