



Safety begins with you....think!

SAFE DRIVE INDIA

.... International Road Safety

Profile *and* Products





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About Us

SAFE DRIVE INDIA is a Proprietorship company specialization in Road safety and Traffic Management. The objective is to bring awareness among all road users and to increase traffic efficiency in terms of Road Infrastructure.

SAFE DRIVE INDIA provides services to an extensive client base in both private and public sectors in India and Abroad

The company managed by the professionals having about 25+ years of Experience in the field of automobile and 10+ years in Road Safety

Trainer's Profile



Lead – **SAFE DRIVE INDIA**

Dheerendra Samineni

(Road Safety Expert, Trainer, Sr. Social Scientist)

Road Safety Engineering, England

Certified by RoSPA, UK

Crash Investigation & Reconstruction, Malaysia

Team Leader, World Bank Project (Road Safety)

Dip. In Automobile & Mech. Engg. from Indian Air Force

MA (PPM), Master's from Osmania University

Certified Level II Trainer by HE, Austria

Certified Lead Auditor ISO 39001:2012

National Council Member for ISTD (Indian Society for Training & Development 2015-16

President of India Award from former President Late Gyani Zail Singh (for Scouting) at Rashtrapati Bhavan, New Delhi

Trainers are Qualified for more than 20+ years in Automobile Industry

Associated with:

Various NGO's & Government Organizations in India & Abroad





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About Us

Training Locations:

■ Training & Survey Locations

■ Trainer Locations *Next Mumbai, Chennai, Bengaluru*



Certificates
&
Safe Cards

are issued at
selective training's only



Road Surveys & study done at:
Bahrain, Malaysia, United Kingdom

Map: Not to scale (for representation purpose only)

Introduced new badge system for practical's,
as direct entry to future Safe driving contest for
TW, Cars, Buses, Trucks categories.

Our Clients:

ACC Limited, Aditya Birla, ADP, Alliance One, Amazon, Ambuja Cements, Ace Driving, Afton Chemical, ASDC, Asian Paints, Assam Petrochemicals, Bayer Bio Science, Bayer Zydus, Biologicals E Limited, BPCL, Cairn India Limited, Coca-Cola, Compass Group, Dalmia Cements, Bosch, BPCL, Brandix, Dow Chemicals, Dr.Reddys Lab, DuPont, Express Roadways, Factset, FL Smith, Google, Godfrey Phillips India Ltd, Green Arrows, Gubba Cold Storage, Heidelberg Cements, Hindustan Unilever Ltd., HCL, IRSC, JP Morgan, Kesineni Travels, L & T, Lafarge Holcim, Mahindra Logistics, Mars International, Microsoft, Mitsubishi Elevators, Monsanto, My Home Industries, Nektar Therapeutics India Pvt. Ltd., NTPC, Pioneer DuPont, Praxair, pfizer Hospira, Pioneer, Praxair, Performance Specialty Products (India) Pvt Ltd., Reckitt Benckiser, Sanofi, Sharma Transports, SIAM, Signode, TATA Steels Jamshedpur, TCS, The Hindu, UPL Advanta Seeds, Usha Fire Safety, Unilever Nepal Limited, Vedanta, Vizag Steel Plant, World Business Council, Yateem Oxygen - King Of Bahrain, Zuari Cements (Italian Group) etc.



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Training Program

DDT

Awareness Program

Advance DDT

www.safedriveindia.com

SAFE DRIVE INDIA is a firm whose mission is to bring awareness among road users. The methodology of training is Theoretical (Interactive method) & practical sessions.

Defensive Driving / Riding Training (DDT)

DDT is the course specially designed for training licensed drivers. Content & language of courses and materials is according to the special needs of all vehicle categories & target audiences, e.g. executives, professional drivers, ladies, physically challenged personnel etc. The courses are incorporated with high level of visual content like photographs, films, graphics and animation for maximum impact. They are conducted with a high level of interaction and participation of trainees. Two modules of DDT are available ½ day and 1 day depending on how much time participants can spare and their interest in specific vehicle categories. Driving assessment, demonstration drives and feedback/ counselling are all optional parts of the DDT courses.

Training Content & Methodology



The major topics covered are:

- < Road markings and traffic signs
- < Understanding other road users
- < Driver or Rider Responsibility
- < Factors Which effect the Driving
 - stress, mobile, alcohol and drugs
- < Appropriate speed & follow. dist.
- < Driving under Critical conditions
 - weather, terrain, traffic, visibility
- < Defensive way of driving incl. hazard perception, overtaking, braking
- < Stress and fatigue management
- < Preventive maint. & safety devices (Seat-belts, Airbags, ABS, Mirrors etc.)
- < First Aid related to Accidents

The training employ a participative system using computer-based projection of audiovisual material developed - specially designed for India & Neighbouring Countries.



Complementary Programs

School Children

Students

Rural Area

Ladies Club

Samithis

Rural Youth

Complementary Program's:

Road Safety Awareness program as complementary for the companies who give assured sum of programs also open to all according to trainer availability.





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International Training's

Kingdom of Bahrain, Nepal, United Kingdom, Malaysia etc.

Defensive Driving Training, Audits, Safety Studies:

Defensive Driving course is the perfect way to ensure your drivers undergo continuous professional development. Drivers will learn an efficient approach to hazards and defensive driving techniques, helping them to minimize risk whilst driving. The principles will then be applied to town, country and motorway driving.

This best selling course gives drivers of cars, vans and HGVs the skills and techniques they need to reduce risk. Whether you run a fleet of cars, vans, Forklift or HGVs, this course will keep your team safer and your costs lower.



CSR Activities

Everyday 1.8 Billion Children go to School globally, 500 of them will not make it.

A need of Safe school zone and Road safety Awareness to children & students is necessary to become a good road user.

We support the organizations to train the youngsters.





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Practicals - Driving or Riding

Two Wheeler

Light Motor Vehicle

Heavy Vehicle

Forklift Trucks

Dumpers

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PURPOSE:

The purpose of the driving or riding assessment is to determine the driver or a rider ability to drive or ride safely.

Observation:

An in-car observation method with human observers in the car was studied to observe safety variables and register driver's behaviour in a correct and coherent way, and whether the drivers drove in their normal driving style, despite the presence of the observers.



Observation during Practical Assessment:

- Walk around / Controls adjustments
 - Checks before start lights/ mirror / windscreen etc.
- Reversing and Parking – In general
- Starting and Moving
 - Usage of mirror, indicators etc.
- Turnings – indicators / lane observation etc.
- Intersection Approach
 - Speed, lane selection, negotiation
- Speed
 - within limit, gear selection accordingly.
- Following distance
- Lane management
 - changing lanes by observing mirror etc.
- Overtaking and passing
- Usage of controls
 - Acceleration, clutch, handbrake etc.
- Defensive driving in general
- Anticipation
- Courtesy and consideration
- Blind spot avoidance etc.



Above assessment using camera and reports generated in ppt with corrective action and video clipping of each driver. (Optional)



Criteria for driving assessment:

Grades are given at par with their vehicle controls and its usage on road.



Driver's Screen-test

Driver's Screen Test -

DST is designed to test the driver before taking him/her into rolls.

Checks his/her attitude, On-Road assessment, Literacy rate, Medical examination, Mechanical knowledge etc. are considered to check his/her standards.



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Simulators

Two Wheeler Simulator

(Practice Mode & Test Mode)

Road Scenario available:

- City Roads Day, Night, Rain & Fog Mode
- Rural Roads Day, Night, Rain & Fog Mode
- Highway Roads Day, Night, Rain & Fog Mode
- Hill driving Day, Night, Rain & Fog Mode



- A Portable Simulator
- Light weight can carry anywhere
- Select the mode practice or test
- Select the route as convenient.
- After test mode a report is generated

Final report is generated in a pdf format, A route map travelled and driving faults with corrective action is displaced.

Car Simulator

Road Scenario available:

- Test Mode – Parking's Parallel parking etc.
- Ascend & Descend Test
- 8 – mode travel forward and Reverse
- S – Bend travel forward and Reverse. Many more

Driving Practice or Test:

- Traffic drive Level I, II & III , Highway Drive I, II & III
- Traffic with marking & Road signs
- Traffic without Road marking (Practice by drawing Imaginary lines)
- Driving with Difficult Conditions: Rain Drive, Fog Drive
- Night driving etc.



Events with Simulators and Safety Gadgets Display



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Night Driving

- Training Program

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Due to the fast growing industry, road infrastructure and the necessity for Travel, Tourism and Transport industry, we have created a module to drive safely at night.

The biggest difference between night driving and driving during the day is the difference in visibility. It sounds obvious, but when driving at night, your ability to see ahead, and the ability of other road users to see you, is reduced. Other effects caused by reduced light levels are: 1) **Difficulty seeing information** 2) **Contrast falls** 3) **Colours fade** 4) **Edges become indistinct** 5) **Extra strain on the eyes**



Night Driving - Rural Roads



Night Driving - Urban Roads



Night Driving - Cats Eyes

Night Driving Module:

Night driving module is specially designed for training licensed drivers of Travel, Tourism and Transport Industry. Content & language of courses and materials is according to the special needs of all vehicle categories & target audiences, The courses are incorporated with high level of visual content like photographs, films, graphics and animation for maximum impact. They are conducted with a high level of interaction and participation of trainees. This module is for 6 hrs around, 1730-2330hrs including driving assessment.



The major topics covered are:

- < Tntro to Road safety
- < Road markings and traffic signs
- < Understanding other road users
- < Driver Responsibility
- < Factors Which effect the Driving
 - stress, mobile, alcohol and drugs
- < Appropriate speed & follow. dist.
- < Dangers at Night
 - weather, terrain, traffic, visibility
- < Defensive way of driving incl. hazard perception, overtaking, braking
- < Stress and fatigue management
- < Preventive maint. & safety devices (Seat-belts, Airbags, ABS, Mirrors etc.)
- < First Aid related to Accidents

Conclusion:

Experienced in Night Driving training's at Delhi, Surat, Hyderabad, Mumbai etc. for MNC's and Others.



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Specialist Vehicles Training

PURPOSE:

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The purpose of Specialist Vehicle Training's philosophy is 'safety first' and the training programme is specifically aimed at producing safe and responsible operator first and foremost.

OPERATORS TRAINING:

Operator's Training is the course specially designed for training licensed drivers. Content & language of courses and materials is according to the special needs of vehicle categories. The courses are incorporated with high level of visual content like photographs, films, graphics and animation for maximum impact. They are conducted with a high level of interaction and participation of trainees. Two modules are available ½ day and 1 day depending on how much time participants can spare and their interest in specific vehicle categories. Operating Evaluation is optional part of these training.

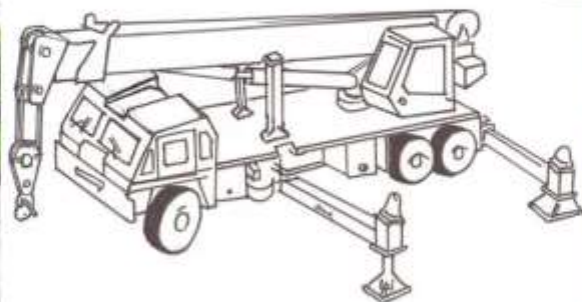
TOPICS COVERED:

General -

- > Operating instructions, warnings and precautions for types of industrial truck the operator will be authorized to operate.
- > Differences between the special vehicle and an automobile.
- > Vehicle controls and instrumentation: where they are located, what they do and how they work.
- > Engine or motor operation.
- > Steering and maneuvering
- > Visibility (including restrictions due to loading)
- > Fork and attachment adaptation, operation and use limitations (If any).
- > Vehicle capacity / stability.
- > Vehicle inspection and maintenance that the operator will be required to perform.
- > Refueling and/or charging and recharging of batteries.
- > Operating limitations.
- > Other operating instructions, warnings or precautions listed in the operator's manual for the types of vehicles that the employee is being trained on.

Specific Topics at Workplace -

- > Surface conditions where the vehicle will be operated.
- > Composition of loads to be carried and load stability.
- > Load manipulation, stacking and unshackling.
- > Pedestrian traffic where the vehicle will be operated.
- > Narrow aisles and other restricted places where the vehicle will be operated.
- > Hazardous (classified) locations where the vehicle will be operated.
- > Ramps and other sloped surfaces that could affect the vehicle's stability.
- > Closed environments and other areas where insufficient ventilation or poor vehicle maintenance could cause a buildup of carbon monoxide or diesel exhaust.
- > Other unique or potentially hazardous environmental conditions in the workplace that could affect safe operation.
- > Retraining required if changes in workplace conditions could affect safe operation (such as: new trenches, new worker access routes or new staging areas on construction sites).



CONCLUSION:

Experienced in Operators Training at Ultratech, Bayer Bio Science, Weather Ford, Maha Cement, Coca-Cola, Alliance One Industries Pvt. Ltd., Pioneer etc.



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Traffic Crash Investigations

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PURPOSE:

Accident analysis is carried out in order to determine the cause or causes of an accident or series of accidents so as to prevent further incidents of a similar kind. It is also known as accident investigation.

SEQUENCE:

Accident analysis is performed in four steps:

Fact gathering:

After an accident happened a process starts to gather all possibly relevant facts that may contribute to understanding the accident.

Fact Analysis:

After the initial process has been completed or at least delivered some results, the facts are put together to give a "big picture." The history of the accident is reconstructed and checked for its consistency.

Conclusion Drawing:

If the accident history is sufficiently informative, conclusions can be drawn about causation and contributing factors.

Counter-measures: In some cases the development of counter-measures is desired or recommendations have to be issued to prevent further accidents of the same kind.

REPORTS:

The final analysis is presented in the form of a detailed report supported by maps, photographs, a recreation of the accident is presented in the format 2D or 3D animation (Optional).



CONCLUSION:

Experienced in crash Investigation for Coca-Cola, Monsanto, Honda Cars, Cairn India etc.



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Route Risk Analysis

PURPOSE:

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The purpose of Route Risk Analysis (RRA) is included in documenting the identified risk factors and corresponding mitigating measures on particular routes. This could be applied to create a journey management process.

SCOPE:

This guideline applies to tasks involving driving a heavy vehicle or regular light vehicle road journeys for a prolonged period undertaken by any transport operations on public roads in high-risk geographies.

PROCEDURE:

Local hazards and risks will be identified and risk reduction measures will be taken to minimize exposure. All known hazards like steep gradients, narrow bridges, poor road surfaces, dangerous intersections etc. are listed and mapped as per low, medium, and High risk category and a mitigation plan is suggested, this could also include emergency help line services, such as police, ambulance and crane services. Route planning and scheduling must aim at avoiding hazards, unsuitable roads and congested areas as far as possible. Temporary route hazards (e.g. diversions, road works, flooded areas etc.) must be notified and communicated to the driver before commencing journey. The route hazard maps could be supplied to each driver for every route. This Risk list is subject to regular review and update as the risk profile changes.

SURVEY VEHICLE:

The survey vehicle- is equipped with a multi cameras with recording devices, laptop and GPS systems. The process of recording the road environment, risks, hazards as well as facilities available is carried out by joint team of traffic engineer, cameraman and road safety experts.

REPORTS:

The final analysis is presented in the form of a detailed report supported by maps, photographs, risk-rating and analysis. A booklet with mapping and photograph. The out-put of the risk assessment is also delivered in the form of files in Excel and ppt with videos of complete route.

BENEFITS:

The multidimensional approach of RRA process makes it useful for almost every one. Be it an individual or an industry. The benefits from this process include: • Driver • Road User other than driver • Road Maintenance agencies • Industries and corporate in Fleet Management and safe transportation of men and material.



CONCLUSION:

RRA conducted for Companies like Novartis (Road & Passenger based safety), GreenEarth Logistics, ACC Ltd., DuPont, Rio Tinto, Monsanto, Castrol India Ltd., Hindustan Unilever Ltd. Unilever Nepal Ltd. Cairn Energy, Bayer Bio science, Yateem Oxygen, Kingdom Of Bahrain etc. Over 30,000kms in India and Abroad.



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Part of the Karnataka Road Safety Program
Karnataka Road Safety Council



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Road Show & Campaigns

www.safedriveindia.com

PURPOSE:

The purpose of a road show is to build enthusiasm among participants and educate about the Road safety, answer questions, and encourage the participants towards Road safety awareness.

SCOPE:

Campaigns, Inhouse events like display of safety gadgets, Simulators, Seatbelt Convincer, Demo show, Eye camp, Classroom session, Skits etc.



Road Show: Educating by different means.



CONCLUSION:

Road Shows conducted at Necklace Road associating with other organizations, at Novartis etc.



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Vehicle Audit

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PURPOSE:

The purpose of the audit includes the overview of the current maintenance of the vehicle fleet. This is compared to the ideal situation and processes. The differences are examined and suggestions are made concerning the ideal fleet and record management system.

SCOPE:

Essential for Transporters, School Buses, Cabs, Travel / Transport Buses, etc.

The Audit Will Include The Following:

> Audit of vehicle documents, > Inspection of vehicles for overall roadworthiness, > Inspection of tyres fitted on vehicles, > Checking of brake systems, including all relevant aspects, > Inspection of Engine running condition etc.

The Report Will Include The Following:

> Vehicle document status, > Complete report on current maintenance systems, > Complete overview of possible problems
> Suggestions for overcoming of any problems > Outcome in Excel with priority Risk factors: High, Medium & Low.

Physical Observation:

> Vehicle Body, > Cabin / Doors/ Panels, > Rear View mirror, > Chassis, > Cabin roof, > Upholstry, > Seatbelt etc.



Physical Observation:

> Engine, > Brakes, > Suspension, > Clutch, > Differential, > Gearbox, > Axle, > Electricals, Battery > Windshield, > Bumpers etc.



Physical Observation:

> Tyre, > Fanbelt, > Radiator, > Miscellaneous etc.



CONCLUSION:

Vehicle Audits previous experience for Coca-Cola, HCL, Videocon, MS Cholamandalam, Bayer Bio Science, Novartis, Biological.E.Limited etc.



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Traffic Management

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PURPOSE:

The purpose of traffic management is to provide safety on site for workers and road users at all times and to ensure all risks associated with traffic within the workplaces are identified and managed. An efficient infrastructure for Traffic mobility is essential for maintaining and improving the quality of life within Factories / plants / campus or cities and ensuring sustainable development.

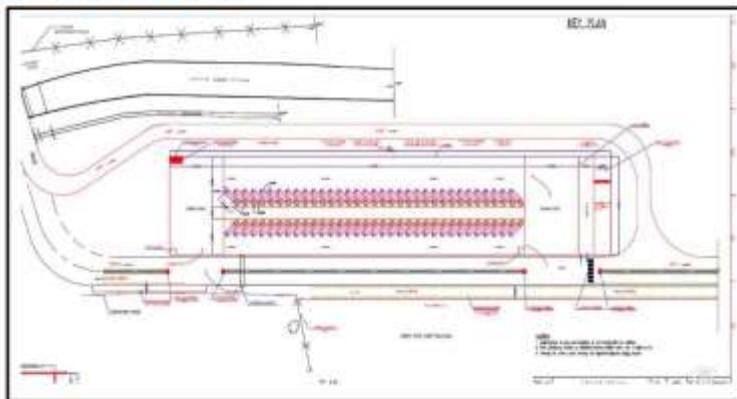
SCOPE:

A distinction must be drawn between "traffic engineering" and "traffic management". "Traffic engineering" is an integral part of "traffic management" but is largely confined to the application of physical measures to a road network and junctions usually to ensure safe operation.

PROCEDURE:

This procedure applies to all areas for vehicles and other road users like 1) Traffic Management Plan (Pickup & Drops, Different sizes of vehicle movements etc. 2) Identify Hazards Associated with Traffic 3) Risk Assessment. 4) Controlling Risks Posed by Traffic 5) Reviewing Controls.

Sample Reports:



REPORTS:

The final analysis is presented in the form of a detailed report supported by maps, photographs, risk-rating and analysis. A terminal designs in Autocad with proper measurements. The out-put of the Traffic Management is also delivered in the form of presentation.

BENEFITS:

The multidimensional approach of Traffic Management makes it useful for workers and other Road users for smooth operation and safe transportation of men and material.

CONCLUSION:

Traffic Management conducted for Companies like DuPont, ACC Ltd., Cairn India, Ambuja Cements, Bayer Bio science, Visakhapatnam Steel Plant etc.



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Certified Lead Auditor -

Road Traffic Safety (RTS) Management System,
ISO 39001:2012 of British Standards Institution



Pl. find the link about Safe Drive India on Times Now (English daily) National Channel.

<https://youtu.be/s-w-qPF8IU>

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Thank You

Have a Safe Journey

