



ASSOCHAM 7th Edition
**RESPONSIBLE BEHAVIOUR &
 SMART MOBILITY**

A Roadmap to Safe Road-Safe Life
 31st May, 2023 | New Delhi

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The Associated Chambers of Commerce and Industry of India

ASSOCHAM 7th Edition

RESPONSIBLE BEHAVIOUR & SMART MOBILITY

A Roadmap to Safe Road-Safe Life



"Road Safety" is one of the paramount concerns across the globe.

In line with the vision of Hon'ble Prime Minister Shri Narendra Modi to reduce road accidents by 50 percent by 2025 and aligning with Sustainable Development Goals (SDGs) aiming to provide access to safe, affordable, accessible, equitable & sustainable transport systems for all by 2030. The government's utmost priority is to enhance road safety and rigorously work on improving the overall condition of the road structure in the country.

According to WHO data, adopting responsible behaviour can reduce serious road crashes, related injuries & death by half, while using properly strapped full-face covering helmets can reduce fatal injuries of two-wheeler riders up to 64% & brain injuries by 74%. WHO latest report also draws our attention to the fact that 93% of the world's fatalities on the roads occur in low-and middle-income countries, even though these countries have approximately 60% of the world's vehicles.

Innovations & Technology are the key enablers to achieve the goal of safe road ecosystem. World Economic Forum has also initiated the Road Safety 2.0 initiative in India.

ASSOCHAM has an unflinching commitment towards Vision Zero in reducing road crashes and related fatalities by engaging its members and active stakeholders at the grassroots level in cascading awareness, policy advocacy, etc. Also involving school children through interactive classroom sessions & simulation practices to develop the right attitude towards road safety and smart mobility, eventually to make a robust ecosystem.

To highlight the need for policy intervention and concerted efforts of key stakeholders involving Government representatives, vehicle manufacturers and others in paving the way forward to accomplish the goal of Safe Roads – Safe Lives. ASSOCHAM is organizing the "Responsible Behaviour & Smart Mobility: A Roadmap to Safe Road-Safe Life" on Wednesday, 31st May 2023 in New Delhi.





SESSION DETAILS

Inaugural Session

- To Discuss the challenges, opportunities, and sharing best practices on digital innovations for road safety
- Sustainable solutions to the problem of road accidents and raising awareness of road safety risk factors.
- Government encouragement through policies interventions to enhance road safety and reduce fatalities.
- Significance of Insurance Protection to mitigate risk
- Significance of 4E's of safety in reducing the road crashes and related fatalities
- Smart mobility and sustainability

Session – I Transforming Road Safety through Innovation & Technology

- Use of AI and automotive technology to address road safety issues.
- Innovative solutions to prevent road crashes.
- Sharing the best practices and ideas especially by adopting technology to enhance road safety.
- Role of collaborative endeavours to improve the overall situation.

Session- II Target Vision Zero: Adapting Safe Behavioural Practices & Identifying Sustainable Solutions

- Knowledge dissemination, positive attitudes & enriching behaviour, skills towards better understanding of traffic laws.
- Role of corporates, Industry leaders and startups to achieve Vision Zero.
- Close Coordination among vehicle manufacturers, infrastructure players and other key operators to achieve the common goal towards road safety.
- Important role and effect of educational intervention to inculcate safe traffic behaviours.

Participants Profile:

| | |
|---|---|
| Policy and Decision makers | Tyres, helmets, and other motor parts manufacturers |
| Central and State Government Officials | Hospitals |
| Road Construction Companies | Insurance Companies |
| Professionals from Development Sector/NGOs | Motor Training colleges and Institution |
| Bus, Shuttle and Car rental Service Providers | IT companies |
| Academic Institutions, Schools, and Colleges | Researchers, Innovators, Investigators, and Assessors |

SPONSORSHIP OPPORTUNITIES

| Presenting Partner | Platinum Partner | Gold Partner | Silver Partner | Supporting Partner |
|---|---|---|---|---|
| Rs. 5 lacs | Rs. 4 lacs | Rs. 3 lacs | Rs. 2 lacs | Rs. 75,000/- |
| Speaker Opportunity in the Inaugural Session | Speaker Opportunity in the Inaugural Session | Speaker Opportunity in two Technical Sessions | Speaker Opportunity in one Technical Session | Logo in the event mailers |
| Speaker Opportunity in Two Technical Sessions | Speaker Opportunity in one Technical Session | Logo in the Event Mailers | Logo in the Event Mailers | Logo will be on the ASSOCHAM Website |
| Corporate video during the break | Corporate video during the break | Logo will be on the ASSOCHAM Website | Logo will be on the ASSOCHAM Website | Branding in Social Media Platform |
| Logo will be on the ASSOCHAM website | Logo will be on the ASSOCHAM Website | Branding in Social Media Platform | Branding in Social Media Platform | Logo on backdrop and thank you panel at the venue |
| Branding in Social Media Platform | Branding in Social Media Platform | Logo on backdrop and thank you panel at the venue | Logo on backdrop and thank you panel at the venue | Logo in the Newspaper Advertisement |
| Logo on backdrop and thank you panel at the venue | Logo on backdrop and thank you panel at the venue | Logo in the Newspaper Advertisement | Logo in the Newspaper Advertisement | 4 Complementary delegate passes |
| Logo in the Event Mailers | Logo in the Event Mailers | Social Media Message/byte | Social Media Message/byte | |
| Logo in the Newspaper Advertisement | Logo in the Newspaper Advertisement | 7 delegate passes | 5 delegate passes | |
| Social Media Message/ byte | Social Media Message/ byte | | | |
| 10 delegate passes | 8 delegate passes | | | |

*Stalls (2x2 mtrs.) also available, contact for more details.

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