



Road Safety Management: Organizational Issues

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Abstract: Motivation is a psychological set of forces influencing the behaviour of an individual. To motivate the people on road, a motivator is expected to know the needs and the emotions of people. A motive is an idea, need or emotion within an individual which incites him to action. It is an impulse or urges that influences the urge and compels it to action. It can be aroused by some external influence or incentive or stimuli. Road safety is necessary for the people. Road safety can be understood as the measures and methods which are used to prevent road accidents. Till date we do not have any sustainable solution for road safety. Road accidents are one of the world's largest injury prevention problems. Motivation is the unique technique which helps in changing the attitude and behaviour of people in drastic way. Government agencies and NGO can play effective role for spreading the awareness regarding traffic rules among people which will motivate them to be careful while on road.

Key Words: Safety, Motivation, Traffic Rules, Awareness, The Ministry of Road Transport and Highways.

I. INTRODUCTION

Motivation is a psychological set of forces influencing the behaviour of an individual. To motivate the people on road, a motivator is expected to know the needs and the emotions of people. According to **Edwin B. Flippo**, "Motivation is the process of attempting to influence others to do their work through the possibility of getting a reward."

According to **Koontz and O'Donnell**, "To motivate is to induce people to act in a desired manner."

According to **W.G. Scott**, "Motivation is a process of stimulating people to act to accomplish desired goals."

According to **Dale S. Beach**, "Motivation can be defined as a willingness to spend energy to achieve a goal or a reward."

A motive is an idea, need or emotion within an individual which incites him to action. It is an impulse or urges that influences the urge and compels it to action. It can be aroused by some external influence or incentive or stimuli. Therefore, motivation involves providing the incentives or stimuli to people on road which influence their motives and cause them to confer their best related to their expectations on road.

II. RESEARCH METHODOLOGY

This paper is based on the three segments. First segment includes the introductory part of motivation. Middle part of the paper includes the overview of motivation and road safety. The objective of this study is to identify the role of motivation in road safety measures. Ending part of the study

includes the discussion part which is the concluding part of this paper.

III. MOTIVATION AND ROAD SAFETY

Motivation process can be the effective technique for persuading the people regarding road safety. Motivation process has the following main characteristics:

1. **It is a Process:** Motivation is a continuous process which involves for main steps. Motivation process is completed when these four steps are followed. Recognition of need is the basic step in this process that leads to designing the strategy of motivation. Strategy provides techniques of fulfilling these needs. Lastly, the evaluation of performance helps the marketer to study the effect of overall process.
2. **Motive Based:** This process is based on motives. Motives fill the energy among people on road. Motives can persuade the people to act in the particular direction which will determine their decision. These motives can be classified as motivational, situational, cognitive and physiological motives.
3. **It is Responsive:** Motivation process is completed with the final response. An effective feedback can create the specialized base of evaluation. For ensuring proper response an appropriate feedback system should be established for evaluating the feedback from people.



4. **It Leads to Morale:** Morale can be termed as esprit de corps which means the capacity of people related to belief and loyalty.
5. **Helpful in Decision Making:** Decision making process involves various steps. Motivation helps the people in road safety decisions. They want to satisfy their needs by considering different aspects such as security, ego, competition etc. All these components play effective role in decision making.
6. **Positive and Negative:** Motivation of people may be either positive or negative. For example fear creates negative attitude of people towards things and people. It is opposite concept. Positive motivation is reward oriented. When people see any reward in any event they are influenced by the positive motivation.

Road safety is necessary for the people. Road safety can be understood as the measures and methods which are used to prevent road accidents. Till date we do not have any sustainable solution for road safety. Road accidents are one of the world's largest injury prevention problems. According to the report of World Health Organisation (WHO), approximately 1.3 million people die each year on the world's roads, and between 20 and 50 million sustain non-fatal injuries. People can be motivated to be alert related to road accidents and their consequences. The awareness of traffic rules will be of great importance which will motivate people related to the consequences of road accidents. [9] proposed a system about Efficient Sensor Network for Vehicle Security. Today vehicle theft rate is very high, greater challenges are coming from thieves thus tracking/ alarming systems are being deployed with an increasingly popularity. As per as security is concerned today most of the vehicles are running on the LPG so it is necessary to monitor any leakage or level of LPG in order to provide safety to passenger. Also in this fast running world everybody is in hurry so it is required to provide fully automated maintenance system to make the journey of the passenger safe, comfortable and economical. To make the system more intelligent and advanced it is required to introduce some important developments that can help to promote not only the luxurious but also safety drive to the owner. The system "Efficient Sensor Network for Vehicle Security", introduces a new trend in automobile industry. [10] discussed about Intelligent Sensor Network for Vehicle Maintenance System. Modern automobiles are no longer mere mechanical devices; they are pervasively monitored through various sensor networks & using integrated circuits and microprocessor

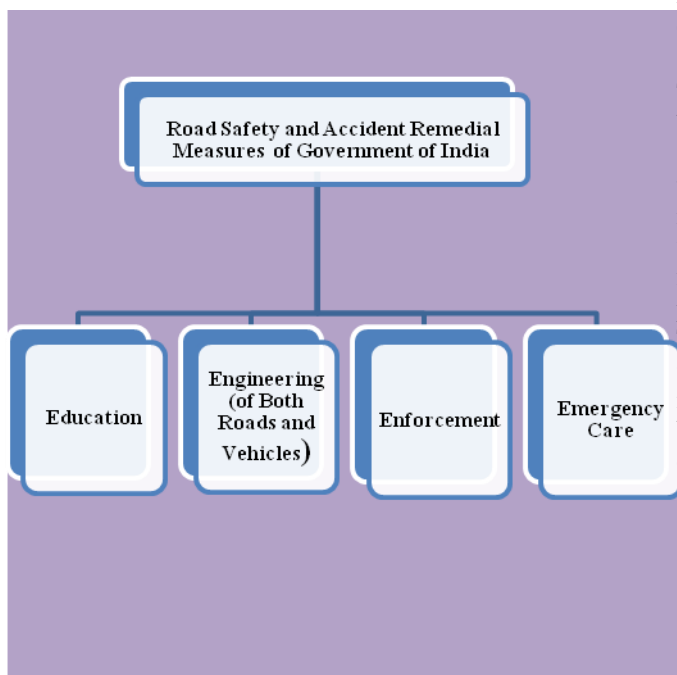
based design and control techniques while this transformation has driven major advancements in efficiency and safety. In the existing system the stress was given on the safety of the vehicle, modification in the physical structure of the vehicle but the proposed system introduces essential concept in the field of automobile industry. It is an interfacing of the advanced technologies like Embedded Systems and the Automobile world. This "Intelligent Sensor Network for Vehicle Maintenance System" is best suitable for vehicle security as well as for vehicle's maintenance. Further it also supports advanced feature of GSM module interfacing. Through this concept in case of any emergency or accident the system will automatically sense and records the different parameters like LPG gas level, Engine Temperature, present speed and etc. so that at the time of investigation this parameters may play important role to find out the possible reasons of the accident. Further, in case of accident & in case of stealing of vehicle GSM module will send SMS to the Police, insurance company as well as to the family members.

According to the information of National Crime Records Bureau, Ministry of Road Transport and Highway, Law Commission of India, Global Status Report on Road Safety 2013 following top 10 cities have the highest number of road crash deaths. These cities are given rank wise as follows:

1. Delhi
2. Chennai
3. Jaipur
4. Bengaluru
5. Mumbai
6. Kanpur
7. Lucknow
8. Agra
9. Hyderabad
10. Pune

Hence the capital of the country is having the first rank in case of road accidents. Awareness of traffic rules is urgently required in our country. Motivation of people can be an effective way for persuading the people to drive and move safely on road.

Government of India has taken various road safety and accident remedial measures in the country. The Ministry of Road Transport and Highways has formulated an effective road safety strategy for ensuring the road safety for the people. This strategy is based on 4-Es as follows:



Government has achieved the substantial progress in reducing road accidents by implementing this strategy. Following table depicts the trends of road accidents in the country:

TABLE 1

Decadal trends of Road Accidents, Registered Vehicles and Road Length in India (1970-2020)

Year	Road Accidents ('000)	Road Accidents Deaths ('000)	Road Accidents Injuries ('000)	Registered Vehicles ('000)	Road Length (000 km)	Fatality Rate (No. of Deaths per 10,000 vehicles)	Vehicle Density (No. of Vehicles per km of Road)
1970	114	15	70	1401	1189	103.5	1.2
1980	153	24	109	4521	1492	53.1	3.0
1990	283	54	244	19152	1984	28.3	9.7
2000	391	79	399	48857	3316	16.2	14.7
2010	500	135	12774	3316	4582	10.5	27.9
2020	366	131	348	NA	NA	NA	NA

Source: Report on Road Accidents in India 2020, Ministry of Road Transport & Highways, Transport Research Wing, Govt. of India

Above data shows the declining trend in accidents in 2020 which is great achievement of Government of India. The organizational setup of the government in the form of

Ministry of Road Transport and Highways has been an effective strategy in the area of road safety

IV. DISCUSSION

The outcomes of this paper are showing that in our country's big cities have maximum numbers of accidents. These accidents can be decreased by motivating the people to obey traffic rules. Motivation is the unique technique which helps in changing the attitude and behaviour of people in drastic way. Government agencies and NGO can play effective role for spreading the awareness regarding traffic rules among people which will motivate them to be careful while on road. The Ministry of Road Transport and Highways of Government of India is playing very effective role for motivating the people in the effective way and the results are before us which shows the number of accidents have declined drastically in recent years.

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BIOGRAPHY



Naib Singh is an Associate Professor of Commerce (H.E.S-1) in the Higher Education Department, Haryana. Presently he is working in Govt. P.G. College, Ambala Cantt. He has 16 years of teaching experience of Graduate and Post Graduate classes. He is Master of Philosophy in Commerce from Kurukshetra University Kurukshetra. He is UGC-NET qualified in Commerce. Presently he is pursuing Ph. D. in Management from Punjab Technical University, Jalandhar (Punjab). He has submitted the thesis for the award of degree. He has been appointed as the paper setter for various UG and PG semester and annual examinations of Kurukshetra University Kurukshetra. He is on the panel of external examiner for various practical and Viva-Voce examinations of the Kurukshetra University Kurukshetra. He has published 31 books in the subjects of Business Environment, Business Management, Legislation, Statistics, Marketing and Economics. He has got published more than 74 research papers in various reputed edited books, National and International Journals. He has presented research papers in 66 seminars/conferences and workshops. He is on the Editorial Board of 15 National and International Journals.