

ROAD SAFETY WEEK 2015

Web-based Promotion Plan

INDIAN FEDERATION OF ROAD SAFETY
PUBLICATIONS DIVISION
HYDERABAD

IFROS-RSW14

Road Safety Week 2014 took place from 20th to 26th of January and the theme of the week was “Walk for Road Safety”. This magnificent week was illustrious and accomplished by conducting road shows, public meetings TV Shows and conferences in association with Individuals, Government agencies, Corporates, Schools, Clubs and Community Groups.

Footnote for IFROS-RSW14: We are all human: we dream, get side-stalked, run late and make many mistakes. But on roads, disturbances can be deadly. When we are using roads, all we need is tune in to road safety and give to it - our full thoughtfulness - predominantly if we are at the wheel, nonetheless when we are driving, riding, cycling, walking, running, you name it – we need to keep ourselves safe and others safe too.

We requested every person to initiate to tune in to road safety - that means encouraging to do your greatest part to keep concentrated on the task at hand, and never tapping yourself and others in danger for the account of a call, text or other doings that can wait.

During the RSW14 we pleased drivers to turn off their phones, and everybody to help safeguard themselves and others by not talking on the phone to someone who is driving, and the minute when on foot or bicycle receiving off the phone, taking out headphones and taking care to be attentive on the task at hand.

IFROS-RSW15

The underpinning for project IFROS-RSW15 is under design for updates please keep checking back for information on Road Safety Week 2015 in www.ifros.org, which will be available soon.

Road Safety Week is a community event promoted by Indian Federation of Road Safety (IFROS) but run by you. It's your chance to get abundant publicity and responsiveness for a road safety campaign run by you at your municipality, company, club or school.

Whoever you are, wherever you live, support us in increasing the awareness of the terrible bloodshed on Indian roads by getting involved in Road Safety Week, 2015. Practice Road Safety Week to convey some important road safety messages to your fellow citizens, social groups, colleagues, children and friends while you start acting towards your road safety campaign to better prominences year-round.

Signing up

Get connected to www.ifros.org and follow the tab IFROS-RSW15 for Road Safety Week 2015 errands and information. Electronic execution folders with downloadable posters, indications and guidelines will be sent out from early 2015.

Sign up for RSW15

Road Safety Week registration form

Fill in this registration form to get your email package with free electronic resources posters, indications and guidelines to accomplish a successful Road Safety Week 2015. We'll start emailing packs from November onwards.

Organization Name :
Job Title :
Full Name* :
Town/ City* :
District/ Block* :
State/ UT :
Email* :

Road crashes are not road accidents. They are avoidable and need to be stopped.

IFROS works to stop road deaths and provides awareness help and support among road users.

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Phone Number* :
Who are you* : Community Campaigner
Driving Instructor
Emergency Service Worker
Employer
Health Worker
Road Safety Professional
Teacher or Child Carer
Youth Worker
Other

Your Road Safety Week plans

It's great for us to know what you plan to do in Road Safety Week 2015, so we can monitor the value of the Week. Click as many as applicable.

Tell us a bit more about what you're planning, or tell us :
something else you are doing if it's not on the list!
(max. 100 words)

How many people are you hoping to reach in total
through your initiative? (tick one)

- Less than 10
- 10 – 50
- 51 – 100
- 101 – 500
- 501 – 1000
- More than 1000
- Whole School (Please Specify No of Students)

Who is your initiative aimed at? (tick as many as apply)

- Children
- Young People
- Parents
- Drivers
- Cyclists
- Local Residents
- Company Drivers
- Others

How did you hear about IFROS?

SUBMIT

Take part in our survey

Are you are a driver or motorist? If so, please take part in IFROS' rapid online survey on driver distractions without any name acknowledged. The results will help to report towards IFROS' communications and public relations wing to work on driver distractions.

>> Need to prepare online Survey <<<

Get planning!

Whether you are a school, community, company, emergency or road safety professional, it's easy to get involved in IFROS' Road Safety Week 2015. Just shoot an Email to ask@ifros.org to find out about the theme of Road Safety Week 2015, we will send you our Road Safety Week planning tips for ideas of activities to function.

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Participate in Road Safety Week 2015 competitions;

Closing date for all competitions is December 31.

- ▶ If you're 14-25 years old, or working with young populaces in that age group, enter the IFROS-RSW15 competition.
- ▶ If you're a primary or intermediate school, you are invited to participate SAPROS-RSW15 competitions.

Donate

If you are intending to raise money for "IFROS-RSW15" find out how to send your money to IFROS.

IFROS possibly may not continue its effort towards road safety without donations or fundraising events by individuals, companies, schools, clubs and communities. See below for particulars of how to make a donation or pay in money that you have fundraised.

Donate online

Simply click on the donate button in the menu bar in the IFROS website.

Bank transfer or in person

Transfer money directly into IFROS's bank account, or deposit money directly into IFROS' bank account at any Axis Bank branch. Account Number: IFSC No:
For further details simply Email to ask@ifros.org.

By cheque

Send a cheque made payable to Indian Federation of Road Safety;
1-8-144, AVAS Building, P.G Road, Secunderabad – 500003, Telangana, INDIA.

Supporters

Road Safety Week 2014 was sponsored by SAFAR, Govt. of A.P., few corporates of Mindspace and institutions of Hyderabad, the whole week was also supported by several nodal agencies and NGOs.

Keep up to date with IFROS

Sign up to our IFROS Newsletter, keeping you up to date with IFROS activities.

Road Safety Week evaluations

Read the financial estimation report for IFROS-RSW13

Read the financial estimation report for IFROS-RSW14