

Creation of a Zero Tolerance/ Accident Free Zone in Delhi.

Indian Merchants' Chamber in association and support of the Vera Institute of Justice, New York and the Ford Foundation has embarked on a two-year public private partnership initiative beginning 15th April 2004. This project has received the approval of Economic Affairs (DEA), Ministry of Home Affairs, Government of India.



This project called the Business Initiative for Professional Policing (BIPP) is an experiment based on the assumption that private sector has the influence and resources to bring about change in the police service. Private sector can take a lead in defining its needs and suggest improvements in the police service primarily with the objective of fostering a secure environment conducive to business and entrepreneurial growth. Two BIPP projects have been initiated in India, in Mumbai and the second in Delhi.

In Delhi, this project aims to create a Zero Tolerance Accident Free Zone on a 10km. stretch with the help of Institute of Road Traffic Education (IRTE) and Delhi Police. The IRTE has initiated the work on the 10 km stretch extending from Burari Chowk to Shanti Vana in cooperation and partnership with the Delhi Traffic Police. This stretch records over 70 fatalities occurring from road accidents annually.

The Aim of the project is to demonstrate how an accident prone section of an arterial road can be converted into a Zero Tolerance Accident Free Zone. The methodology involves a complete road safety audit of the road environment,

scientific accident investigation and analysis as well as involvement and participation of all traffic management agencies in implementation of remedial measures. These measures would include improvements in road and traffic engineering, road user education supported with strategic enforcement.

The mission of the initiative is to replicate the success in other parts of the country as well as share the methodology with other developing countries.

The Center for Analysis and Research in Road Safety (CARRS) at IRTE is handling this project. Dr. R. K. Raghavan, former Director of India's Central Bureau of Investigation is the principal advisor to the BIPP Projects in India. The projects are being coordinated by Dr. Vijayanti Pandit at the Indian Merchants Chamber in Mumbai.