



Road safety awareness is a national movement requiring responsible behaviour from all road users: MoS Shri Harsh Malhotra

Shri Harsh Malhotra Flags Off 3rd Edition of PHDCCI Uttarakhand Adventure Ride, Reaffirms Government's Commitment to Road Safety

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Minister of State for Road Transport & Highways and Corporate Affairs Shri Harsh Malhotra emphasized that road safety awareness initiatives are not merely isolated events but integral components of a larger national movement aimed at fostering a culture of responsible road usage across the country.

The Minister reaffirmed its unwavering commitment to strengthening road safety and promoting responsible driving behaviour as he flagged off the 3rd Edition of the Uttarakhand Adventure Ride organised by PHD Chamber of Commerce and Industry (PHDCCI).

Shri Malhotra noted that under the visionary leadership of Prime Minister Shri Narendra Modi and the guidance of Minister for Road Transport and Highways Shri Nitin Gadkari, India has made remarkable strides in expanding and modernizing its road infrastructure. However, he stated that ensuring safety ultimately rests on the collective responsibility and conduct of citizens.

Highlighting the significance of the initiative, the Minister commended PHD Chamber of Commerce and Industry (PHDCCI) for successfully organizing the Uttarakhand Adventure Ride and bringing together a diverse group of stakeholders. He observed that the initiative effectively blends adventure tourism with public awareness, thereby amplifying the critical message of road safety among varied sections of society.

Underscoring the scale of the challenge, Shri Malhotra pointed out that road accidents continue to pose a major public safety concern in India, with nearly 1.8 lakh fatalities reported annually. He further highlighted that approximately 45% of these fatalities involve two-wheelers, underlining the urgent need for riders to adopt safe and responsible practices. He urged citizens, particularly the youth, to act as ambassadors of road safety and lead by example.

Reiterating the Government's proactive and comprehensive approach, **Shri Harsh Malhotra elaborated on the Ministry's 4E Strategy—Engineering, Enforcement, Education, and Emergency Care**—which serves as the cornerstone of India's road safety framework. He highlighted significant progress in improving road engineering, rectifying accident-prone black spots, strengthening enforcement through legislative measures such as the Motor Vehicles (Amendment) Act, 2019, and enhancing emergency response mechanisms nationwide.

The Minister further stated that under the leadership of Prime Minister Shri Narendra Modi, several citizen-centric initiatives—such as the **PM RAHAT Scheme** and the **Rah-Veer Scheme**—have been introduced to encourage timely assistance to accident victims. He emphasized that building a responsive and compassionate society is essential to reducing fatalities and strengthening post-accident care systems.

Applauding the strong emphasis on youth engagement, Shri Malhotra stated that youth are being sensitized through interactive sessions and awareness programmes. He stressed that inculcating responsible driving habits at an early stage is critical for nurturing a long-term culture of road discipline in the country.

He urged all road users to strictly adhere to traffic rules and refrain from risky behaviours such as riding without helmets, overspeeding, using mobile phones while driving, and underage driving.

Reinforcing the importance of safety, Shri Malhotra remarked:

“Helmet is not a choice, it is protection.”

“Speed is not power, it is risk.”

“Life is important—no call is more urgent than safety.”

Highlighting the growing role of technology, Shri Malhotra referred to the use of AI-based traffic monitoring systems, Intelligent Transport Systems (ITS), automated enforcement mechanisms, and FASTag-enabled seamless mobility in improving road safety outcomes. However, he emphasized that technological advancements must be complemented by responsible human behaviour to achieve meaningful and lasting results.

The event witnessed the participation of 40 riders representing the Armed Forces, government ministries, corporates, and the motorcycling community. Shri Malhotra lauded their dedication and noted that such multi-stakeholder engagement reflects a unified national effort towards achieving safer roads.

Concluding his address, the Minister called upon all citizens to take a collective pledge to follow traffic rules, practice responsible driving, and actively spread awareness within their communities. He reiterated that road safety is a shared responsibility, requiring sustained and collaborative efforts from the government, institutions, and citizens alike.







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