

## **Integrating Road Safety into Mainstreaming Education and Other Initiatives with Holistic Approach in the State: A Case Study of Madhya Pradesh, India**

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**Abstract :** Road safety education is a composite subject which should be viewed holistically if taken into account behavior change communication, safe road infrastructure and low enforcement. Specific and customized road safety education is crucial for each type of road user and learners in the formal and informal teaching and various kind of training programs directly sponsored by state and center government, as they are active contributors to shaping a community and responsible citizens. The aim of this discussion article is to explore a strategy to integrate road safety education into the formal curriculum of schools, higher education institutions, driving schools, skill development centers, various government funded urban and rural development training institutions and their work plans as standing agenda. By applying the desktop research method, the article conceptualizes what the possible focus of road safety education and training should be. The article then explores international common practices in road safety education and training, and considers the necessary synergy between education, road engineering and low enforcement. The article uses secondary data collected from documents which are then analysed in a sectoral way. A well-designed road safety strategy for mainstreaming education and government-sponsored training is urgently needed, facilitating partnerships in various sectors to implement such education in the students and learners in multidisciplinary ways.

**Keywords :** road safety education, curriculum-based road safety education, behavior change communication, low enforcement, road engineering, safe system approach, infrastructure development consultants

**Conference Title :** ICRSTRS 2022 : International Conference on Road Safety, Transport and Road Statistics

**Conference Location :** Sydney, Australia

**Conference Dates :** January 28-29, 2022