



Ashwini Bagga

Road Safety Expert, Corporate Trainer & Speaker

Website: www.ashwinibagga.com

PHOTOGRAPH



INTRODUCTION

Born and brought up in Jaipur, erstwhile a **Software Engineer** turned **Road Safety Expert, Corporate Trainer, and Speaker** in the field of Road Safety and allied issues.

Served as **Consultant** to **State Road Safety Cell, Department of Transport & Road Safety, Rajasthan** under the **Project Management Services** established by **Grant Thornton Bharat LLP**.

I am an avid reader, travel freak and an eager learner and at present undergoing **Ph.D.** from **Manipal University Jaipur** on Road Safety. Besides being an active member of various social, cultural, and literary forums, I also spare time for my passion for writing and guitar.

OBJECTIVE

To become a change agent for Road Safety and allied issues and serve various national and state level stakeholders for providing consultation on policy matters, planning, strategy design, implementation, and reporting. Conduct capacity building programs on road safety for stakeholders and community groups across the nation.

EXPERIENCE

- **2021 – 2022: Consultant** in Department of Transport & Road Safety, Government of Rajasthan under Project Management Unit setup in State Road Safety Cell at Jaipur HQ.
- **2019 – 2020: Consultant** in Department of Transport & Road Safety, Government of Rajasthan under the Consultancy Services to the State Road Safety Cell at Jaipur HQ.
- **2016 – 2018: Consultant** at State Road Safety Cell, Department of Transport & Road Safety, Government of Rajasthan under Project Management Consultancy Services by Consulting Engineers Group Ltd. for Rajasthan Road Sector Modernization Project funded by World Bank.
- **2010 – 2016: Project Manager** in Muskaan foundation for Road Safety, Udaipur.
- **Past: Senior Software Engineer** in Fusion Outsourcing Software, Udaipur.
- **Past: Technical Architect**, Harlax Software Pvt. Ltd., Jaipur.



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LANGUAGE PROFICIENCY

- **ENGLISH:** Read, Write, Speak
- **हिन्दी:** Read, Write, Speak
- **ਪੰਜਾਬੀ:** Read, Write, Speak
- **اردو:** Read, Write, Speak

INTERNATIONAL CERTIFICATIONS

- **Certified Internet Specialist** from Juniper Networks in 2009
- **Microsoft .NET Framework** – Application Development Foundation in 2008

NATIONALITY



ACADEMIC QUALIFICATION

- **Ph.D. (Computer Science)** – Manipal University Jaipur (Pursuing)
- **M.Sc. (Computer Science)**, JRN RV University in 2016
- **M.A. (English Literature)**, University of Rajasthan in 1998
- **B.A. (Hons)**, University of Rajasthan, Jaipur in 1995
- **Senior Secondary**, Subodh Public School, Jaipur in 1991
- **Secondary**, Subodh Public School, Jaipur in 1989

DATE OF BIRTH

07-OCT-1974

PROFESSIONAL QUALIFICATION

- **Diploma in Creative Writing in English** from IGNOU in 2016
- **A' Level (with All India 1st Rank in C.G.)** from NIELIT in 2004
- **Export Marketing Diploma** from UPEC Kanpur in 2000
- **O' Level** from DOEACC Society, New Delhi in 1996

ORGANIZATIONS ASSOCIATED WITH

- **Member:** International Public Safety Association, AZ - USA
- **Road Safety Expert:** JPN Apex Trauma Centre, AIIMS - New Delhi
- **Panel Expert:** Safety Professional Association of India, Jaipur
- **Founder Member:** Community for Safer Roads, Jaipur
- **Road Safety Expert:** Neurotrauma Society, Jaipur

ROAD SAFETY PROJECTS UNDERTAKEN

- Initiated project **Life Belt** in collaboration with Transport Department, Traffic Police Jaipur and EHCC Hospital. Teachers, Senior Students and Drivers are being trained for Basic Life Support and Good Samaritan. Project was launched in February 2019 and is still running.
- Worked on pilot **Project for Providing School Education** in selected school of Udaipur. Trained



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teachers, commercial drivers, and students under this project - 2015.

- Worked on a project for **Wonder Cement Ltd.** and trained approximately 1200 commercial drivers at the plant in Nimbaheda in 60 sessions - 2015.

ACHIEVEMENTS AS ROAD SAFETY EXPERT

- In compliance to the directions of Hon'ble Supreme Court Committee on Road Safety compiled and published accident analysis report titled **Road Accidents in Rajasthan – 2018**.
- Prepared draft of **Rajasthan State Public Transport Policy** in compliance to point numbers 12.9, 12.10, 15.3 and 27.43 of State Government's Manifesto – 2018.
- Coordinated and assisted in activities **Rajasthan State Electric Vehicle Policy** developed by Transport Department and Yes Bank.
- In compliance to the directions of Hon'ble Supreme Court Committee on Road Safety prepared a **Scheme u/s 135 of Motor Vehicle Act, 1988** for Investigation of Road Crashes, Development of Way Side Amenities and Traffic Aid Posts on highways.
- In compliance to Hon'ble Chief Minister's Budget Declaration (129), 2020-21 developed **Rajasthan Road Safety Road Map-2020** based on Tamil Nadu Model of Road Safety.
- In compliance to Hon'ble Chief Minister's Budget Declaration (130), 2020-21 prepared **Guidelines for CM Road Safety Award**.
- In compliance to Hon'ble Chief Minister's Budget Declaration (129), 2020-21 prepared a document titled **Prototype of a Model Traffic Park** for developing sustainable traffic parks in Rajasthan.
- Developed a policy for **Administering Financial Assistance to Non-Government/Non-Profit Organizations** for conducting Road Safety Activities in Rajasthan.
- Prepared **Guidelines for Developing Road Safety Corners at Dealer's Point** to propagate road safety in the state.
- Prepared and submitted a **Project on Road Safety** to Ministry of Economic Affairs, Finance Department, Government of India being implemented under Technical Cooperation Project in collaboration with Govt. of Japan.
- Prepared Guidelines for Organizing **State and District Level Activities for 31st National Road Safety Week, 2020**.
- Conducted **Training Sessions on Traffic Control Devices: Road Signs** at Jaipur and Ajmer for Enforcement Personnel of Transport Department and Traffic Police on 05 Jan, 06 Jan, 17 Sep & 18 Sep 2020.
- Addressed Stakeholders on **Roadmap for Designing District Level Action Plan** in Zone Level Road Safety Orientation Workshops organized by State Road Safety Cell, Transport Department held in Jaipur, Jodhpur, Udaipur, Kota, Ajmer, Bharatpur and Bikaner divisions.
- Developed a comprehensive **Road Safety Action Plan (2018-2020)** for the State of Rajasthan that has been approved by the Hon'ble Minister of Transport and PWD. The Action Plan has been submitted to the **Supreme Court Committee on Road Safety, AIIMS - New Delhi** and **World Health Organization - South East Asia Region**.
- Designed and Developed **Road Safety IEC Material** for the State of Rajasthan which included: Posters (5), Road Safety Booklet – Bilingual (1), Foldable Brochure – Size A3 (1), Leaflets – Size A4 (2) and Road Safety Calendar 2017 (1).



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- Provided valuable inputs in the **Survey of Rectified Black Spots** in Chittourgarh district.
- Other regular activities like **Reporting of Events, Planning, Drafting and Quarterly Reports** being submitted to **Hon'ble Supreme Court Committee on Road Safety** etc.
- Proactively monitored and contributed in **Road Safety Education and Awareness Programs** being organized under **Rajasthan Road Sector Modernization Project** conducted by NGO's engaged in different divisions in Rajasthan.
- Addressed community groups as a **Speaker** in various **Road Safety Orientation & Training Programs**.

ROAD SAFETY AWARENESS CAMPAIGNS

- Organized **District Level Road Safety Quiz** in Jaipur in collaboration with Rotary Club Jaipur Pink City.
- Organized **District Level Road Safety Quiz** in Udaipur in collaboration with Rotary Club Elite.
- Organized **Ek Shaam Sadak Suraksha Ke Naam** at Railway Training Institute in collaboration with Transport Department, Udaipur during 27th National Road Safety Week – 2016.
- Organized **Red Flag Campaign** in 2012, 2013 and 2014.
- Organized **Road Safety Carnival** Maharana Pratap Smarak Samiti, Udaipur– 2014.
- Organized **Road Safety Carnival** at B.N. College, Udaipur – 2013.
- Regularly conducting Road Safety Awareness Trainings and Orientation Programs at various schools, colleges (for students and teachers) and corporate. The corporate includes **Wonder Cement Ltd., Ultratech Cement, Bharat Petroleum Corporation Ltd., Indian Oil Corporation Ltd., Life Insurance Corporation of India, Rajasthan State Road Transport Corporation, Reliance Mart, Fusion Outsourcing, K.S. Automobiles, Alakh Nayan Mandir Hospital** etc.

TRAINING PROGRAMS PARTICIPATED (ROAD SAFETY)

- **5 Day FDP on Road Safety Issues and Challenges** – Organized by National Institute of Technology, Warangal in Dec 2020.
- **Road Safety Legislation** – Organized by Johns Hopkins International Injury Research Unit, USA & World Health Organization in May 2020.
- **Road Safety Injury Prevention and Control in Low & Middle-Income Countries** – Organized by Johns Hopkins International Injury Research Unit, USA in May 2020.
- **Management Practices for Safer Roads** - Organized by United Nations Institute for Training & Research in May 2020.
- **Youth and Road Safety: Championing Safer Road Users** - Organized by United Nations Institute for Training & Research in May 2020.
- **3 Days – Intensive Training Course on Road Safety** at Jaipur on 20 – 22 Nov 2019 Organized by Asian Institute of Transport Development in Association with Ministry of Road Transport & Highways, New Delhi.
- **2 Days – Trauma Management and Triage Protocol Workshop** at Sardar Patel Medical College, Bikaner on 28th to 29th Jan 2017 Conducted in Association of WHO, AIIMS and Transport Department.
- **2 Days – Strengthening Trauma and Emergency Care Workshop on Triage Protocol** at SMS Hospital on 24 – 25 Oct 2017 Conducted in Association of WHO, AIIMS, Transport Department and SMS Hospital.



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- **1 Day – Post Crash Management of Road Traffic Injury Victims** at SMS Medical College Conducted by JPN Apex Trauma Centre, AIIMS, New Delhi in 2017 on 8th May 2017.
- **3 Days - Capacity Building Program for Trauma Care System Development for the State of Rajasthan** at JPN Apex Trauma Centre, AIIMS, New Delhi in 2017 from 8th Mar to 10th Mar 2017.
- **3 Days - Road Safety Capacity Building** at Rajsamand organized by Sardar Patel University of Police Security & Criminal Justice, Jodhpur in 2015.
- **5 Days - Road Safety & Traffic Management** from CIRT Pune in 2013.

CONFERENCES & WORKSHOPS PARTICIPATED

- **1 Day – State Support Program for Strengthening Road Safety** organized by Ministry of Road Transport and Highways on 23rd October 2019 at New Delhi.
- **1 Day – National Conference on Road Safety** organized by CUTS International on 25th September 2019 at New Delhi.
- **1 Day – Legislative Gap Analysis for Road Safety in Rajasthan** organized by CUTS International on 29th May 2019 in Jaipur.
- **2 Days – International Symposium on Road Safety and Trauma Management** organized by Sardar Patel Medical College and Indian Red Cross Society on 17th – 18th January 2019.
- **3 Days – Promulgation of Best Practices in Integration of Emergency and Trauma Care System in SEAR** organized by AIIMS and WHO at New Delhi from 2nd – 4th April 2018.
- **4 Days – World Road Meeting 2017** an International Road Safety Conference organized by International Road Federation, Geneva India Chapter from 14th to 17th Nov 2017 organized at India Exposition Mart, Greater Noida, NCR Delhi.
- **1 Day - Role of Schools in Safety of Children** Organized by Muskaan Foundation for Road Safety on 29th April 2017 in Jaipur.
- **1 Day – Advocacy on Road Safety Amendment Bill (2016)** Organized by Consumer Unity and Trust Society on 30th March 2017 in Jaipur.
- **1 Day – Road Safety Issues and Management** Organized by Rajasthan Police on 25th Jan 2017 in Tonk.
- **1 Day - Road Safety Issues and Management** Organized by Rajasthan Police at Police Head Quarters on 20th Jan 2017 in Jaipur.
- **1 Day – Pursuing 4Es for Road Safety in the Mission Mode IRF** Organized by International Road Federation and Ministry of Road Transport and Highways on 13th Jan 2017 in New Delhi.
- **1 Day – State Level Workshop on Road Safety** Organized by Ministry of Road Transport and Highways in Collaboration with Transport Department, Rajasthan, Centre for Road Safety and Association of State Road Transport Undertaking on 28th Dec 2016 in Jaipur.
- **3 Days – Safety of Powered Two Wheelers and Vulnerable Road Users** Organized by Institute of Road Traffic Management in Collaboration with National Highway Traffic Safety Administration (NHTSA, USA) from 28th to 30th Nov 2016 in New Delhi.
- **1 Day – Fast Tracking Road Safety Initiatives in Rajasthan** Organized by Muskaan Foundation for Road Safety and International Road Federation on 24th Oct 2016 in Jaipur.
- **1 Day – Dimensions of Road Safety** Organized by Transport Department, Rajasthan and Muskaan Foundation for Road Safety on 19th Mar 2016 in Jaipur.



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CONFERENCES CONDUCTED

- Conference on **Road & Traffic Management of Udaipur for Better and Safer Tomorrow** Held in Pacific University, Udaipur on 20th December 2013.

ARTICLES PUBLISHED

- **Road Crash Data Analysis and Prediction Using Machine Learning Algorithms**, 4th International Conference on Cybernetics, Cognition and Machine Learning Applications (ICCCMLA), Goa – October 8-9, 2022, published in IEEE Xplore, DOI:10.1109/ICCCMLA56841.2022.9989171
- **Review of Machine Learning Techniques in Road Crashes**, International Conference on Computation Automation & Knowledge Management (ICCAKM-2020), Dubai - January 10, 2020, published in IEEE Xplore, ISBN: 978-1-7281-0667-0.
- **A Rustic Snapshot of Road Safety in India** – Souvenir Published by Road Safety Line for Seminar on Road Safety a Challenge Held on 1st Sep 2018.
- **Concrete v/s Bitumen Roads: Where the Future Lies** - Drivers Duniya, Edition Mar-May 2017.
- **The Unethical Road Users** - Drivers Duniya Magazine.
- **Road Safety and Well Being** – International Seminar on Education-Well Being & National Integration held in Association with Indo-German Society at BNPG College on 12-13 Nov 2013.

BOOKS PUBLISHED



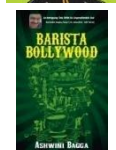
Sadak Suraksha Sulekh Mala (Hindi)

A Road Safety Cursive Writing book for students of class 6 to 8, Published by Community for Safer Roads in 2019 (under publication).



Sadak Sarita (Hindi)

A Book Comprising Short Stories on Road Safety for School Students, Published Jointly by Transport Department & Education Department Rajasthan.



Barista Bollywood (English)

A Contemporary Fiction Comprising Story of 3 Young Professionals and Their Struggle to Get Niche in Indian Film Industry, i.e., Bollywood. Published by Himanshu Publications in 2017, ISBN: 978-8-1790-6626-3.



A Guide for Road Safety (Bi-Lingual)

A bi-lingual (English and Hindi) booklet on Road Safety Published by Transport Department Rajasthan in 2017.



Essentials of Road Safety (English)

A Book on Road Safety Specially Designed for Students of Class 6 to 9 to be Taught as Regular School Curriculum. Edition 1 & 2, Published by Himanshu Publications in 2015, ISBN: 978-8-1790-6519-8.



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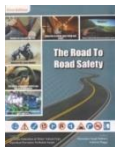
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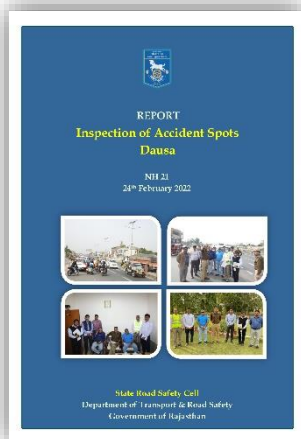
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Road to Road Safety (English)

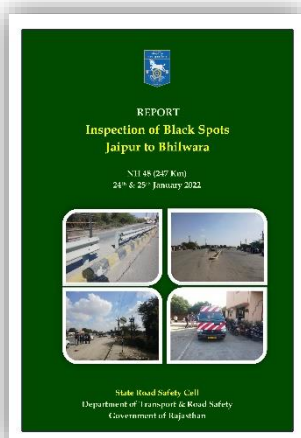
A Generalized Book on Road Safety Published by All India Motor Vehicle Department Executive Officers Association in 2013.

REPORTS PREPARED



Inspection of Black Spots – Dausa (NH 21)

A joint team from State Road Safety Cell, Department of Transport & Road Safety and Police paid an inspection visit at Dausa. The team led by Prof. Venkatesh Balasubramanian, RBG Labs, IIT Madras inspected blackspots on NH 21 in Dausa district and suggested short and long term remedial measures. The inspection report prepared comprises observations of each black spot along with photograph and GPS coordinates of each location and suggested remedial interventions for the spot. The report was presented to the Hon'ble Transport Minister and senior officers of Department of Transport & Road Safety, Police and Officers of National Highway Authority of India.



Inspection of Black Spots – Jaipur to Bhilwara (NH 48)

A joint team from State Road Safety Cell, Department of Transport & Road Safety and Police inspected the stretch from Jaipur to Bhilwara via Naseerabad and Gulabpura (NH 48). Various black spots on 247 kilometers of the stretch were inspected. The team also inspected facilities available on various Toll Plaza in order to deal with accident situation. For rectification of black spots, the team suggested several short and long term measures. The report was presented to the Hon'ble Transport Minister and senior officers of Department of Transport & Road Safety, Police and Officers of National Highway Authority of India for quick implementation of short term measures.



DPR of Road Safety Web Portal

Rajasthan Knowledge Corporation Ltd, Jaipur in association with Department of Transport & Road Safety decided to launch an exhaustive Road Safety Web Portal under its CSR initiative. To initiate the project, a Detailed Project Report (DPR) was prepared comprising the content, functional specification, system requirement, human resource requirement and technology to be used for development. The DPR was divided into two sections Grown Ups (for 16 years and above) and Kids Zone (for 10 to 15 years). The content to be developed for the portal shall comprise road safety articles, awareness material, IEC, short films on road safety, animation, learning modules, and quizzes etc.



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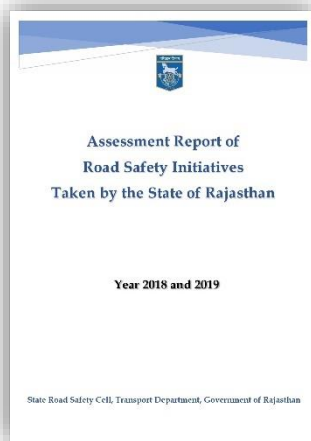
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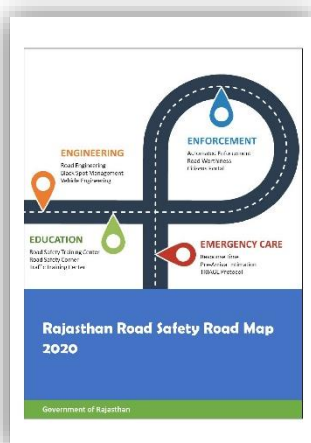


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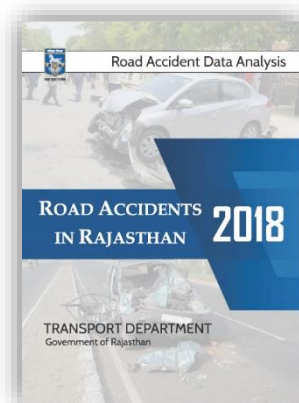
Assessment Report of Road Safety Initiatives

The Hon'ble Supreme Court Committee on Road Safety directed the Lead Agency to submit an Assessment Report of the road safety initiatives taken by the state in year 2018 and 2019 explaining the reasons why the said initiatives could not lead to achieve expected reduction in number of fatalities. The Assessment Report of the Road Safety Initiatives taken by the state of Rajasthan comprised detailed analysis of all the initiatives grouped according to five pillars of road safety namely Road Safety Management, Safer Roads and Mobility, Safer Vehicles, Safer Road Users and Post Crash Response. After approval, the report was submitted to committee



Rajasthan Road Safety Road Map – 2020

Based on initiatives taken by the Tamil Nadu Government in the field of road safety and its appreciable results, the Government of Rajasthan has decided to adopt the Tamil Nadu model of road safety by customizing certain interventions according to conditions prevailing in Rajasthan. As an added initiative, the Government has targeted to prepare a comprehensive road map on the lines of TN model which has been announced by the Hon'ble Chief Minister of Rajasthan in its Budget Declaration 2020-21. The road map contains set of initiatives to be taken by stakeholder departments.



Road Accidents in Rajasthan – 2018

The first volume of Road Accidents in Rajasthan – 2018 comprises detailed analysis of road crashes occurred in Rajasthan in calendar year 2018 along with other relevant trends of the past ten years. The report consists of ten sections having information related to Scenario of Road Transport and Accidents, Profile and Trends of Road Accidents, Accidents by Road Category and Features, Accidents by Vehicle Type, Accidents by Road User Category, Causes of Road Accidents, Spatial and Intertemporal Distribution of Accidents and Initiatives Taken by the State Government.



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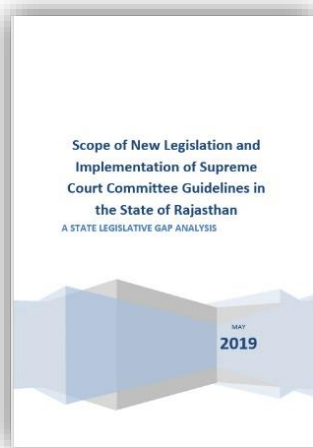
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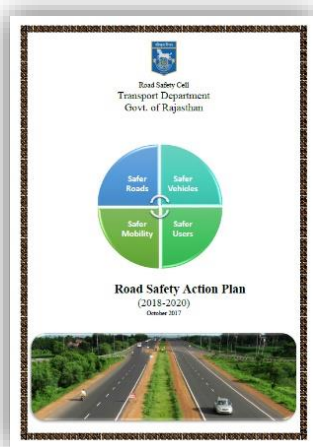


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Legislative Gap Analysis for Road Safety in Rajasthan

The comprehensive report was prepared and submitted to Consumer Unity and Trust Society, Jaipur that comprehensively explains the legislative gaps prevailing in the state related to road safety. The report explores possibilities of implementing necessary amendments in the state motor vehicle laws for five major key risk factors. For the assignment, Motor Vehicle Act 1988, Central Motor Vehicle Rules 1989, Rajasthan Motor Vehicle Rules 1990, Motor Vehicle Amendment Bill 2017, State Road Safety Policy, Important Orders, Notifications of Transport Department.



Road Safety Action Plan (2018 -2020)

In compliance to the directions of Hon'ble Supreme Court Committee on Road Safety, prepared a comprehensive Road Safety Action Plan 2018 – 2020 in consultation with various stakeholder departments including Transport, Police, Medical & Health, Road Owning / Managing Agencies, Education etc. The action plan was formulated integrating objectives of Rajasthan State Road Safety Policy and the activities were grouped according to five major pillars of road safety. The plan comprised a brief analysis of road crashes in Rajasthan covering activities for short term and long terms for achieving stipulated targets for year 2018, 2019 and 2020.

IRC GUIDELINES STUDIED

IRC:8-1980	: Type Designs for Highway Kilometer Stones (Second Revision)
IRC:35-2015	: Code of Practice for Road Markings - Second Revision
IRC:53-2012	: Road Accident Forms A-1 and 4 (Second Revision)
IRC:62-1976	: Guidelines for Control of Access of Highways
IRC:67-2022	: Code of Practice for Road Signs (Fourth Revision)
IRC:92-1985	: Guidelines for the Design of Interchanges in Urban Areas
IRC:93-1985	: Guidelines on Design and Installation of Road Traffic Signals
IRC:103-2012	: Guidelines for Pedestrian Facilities (First Revision)
IRC:119-2015	: Guidelines for Traffic Safety Barriers
IRC: SP:21-2009	: Guidelines on Landscaping and Tree Plantation
IRC: SP:43-1994	: Guidelines on Low-Cost Traffic Mgmt. Technique for Urban Areas
IRC: SP:44-1996	: Highway Safety Code
IRC: SP:55-2014	: Guidelines on Traffic Management in Work Zones (First Revision)
IRC: SP:85-2010	: Guidelines for Variable Message Signs
IRC: SP:88-2010	: Manual on Road Safety Audit



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AWARDS & APPRECIATION

- **State Appreciation Certificate** for Contributing in 31st National Road Safety Week Observed from 04th Feb to 10th Feb 2020 in Jaipur.
- **Samaj Ratna Award** for Contributing in the Field of Road Safety by Human Rights Vision on 23rd May 2019.
- **Appreciation Certificate** for Outstanding Management of PMC for RRSMP Project on 20th Jan 2018.
- **State Appreciation Certificate** for Contributing in 28th National Road Safety Week Observed from 30th Jan to 6th Feb 2017 in Jaipur.
- **Sahitya Shree Award** for the Contribution in 11th International Writer's Festival Conducted by India Inter Continental Cultural Association from 14th to 15th October 2016 in Udaipur.
- **Appreciation Certificate** for Contributing in 26th National Road Safety Week Observed from 23rd Feb to 28th Feb 2015 in Udaipur.
- **All India 1st Rank** in Computer Graphics in A' Level Examination.

PERSONAL INFORMATION

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Emergency Contact : +91-87641-37564 (Spouse – Nisha Bagga)
Passport No. : T3164120

DECLARATION

I hereby declare that the details furnished above are true to my best knowledge and belief.

Signature

Date

JAIPUR
Place



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