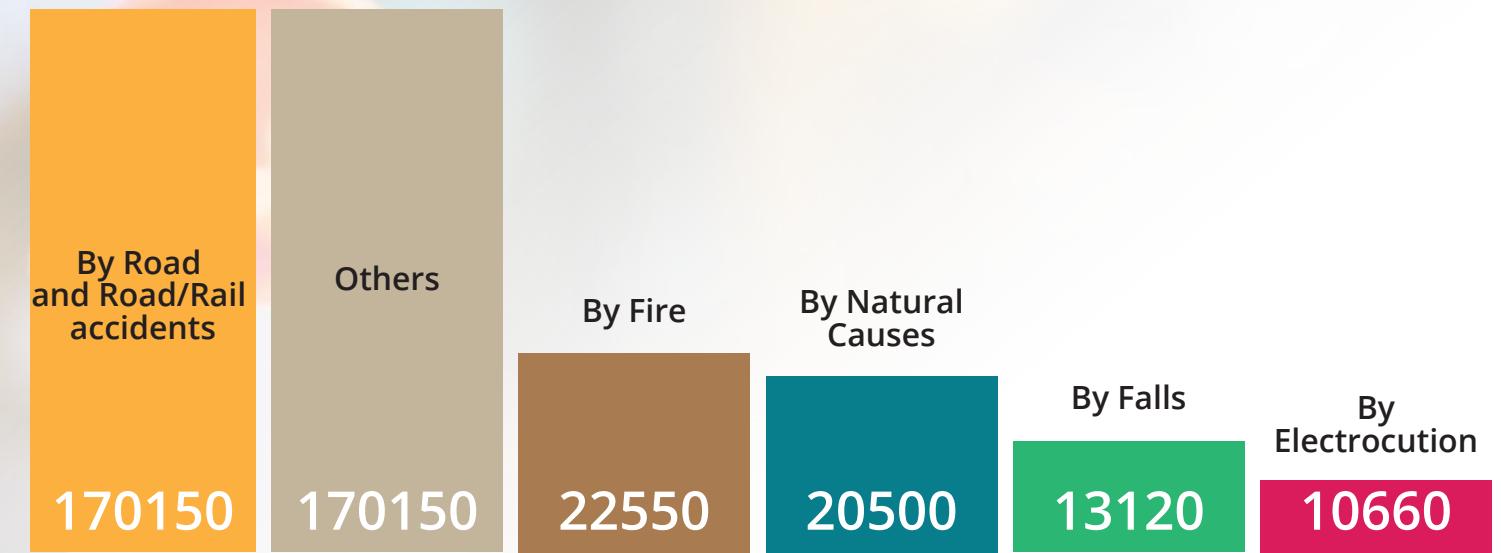


INDIA PUBLIC SAFETY STATISTICS 2013



Death from natural / unnatural causes
410000

OUR APPROACH

In today's globalized world, the Industry and the Society have to necessarily engage with each other very closely and dialogue on a constant basis. From a Public Safety perspective, such a dialogue must include the Government, the Regulatory Institutions that exist to protect the interests of the average citizen, Manufacturers, Enforcement Authorities, Academics, Legal Systems, Citizen Groups and others.

The results of such a dialogue can be very rewarding, the significant ones being:

- Research-based input for the formulation of 'appropriate public safety policies'.
- Standards for Public Safety for the products that we use in our everyday lives.
- Education and Awareness about public safety.
- Piloting of locally relevant solutions.

In the chosen areas of focus for India, namely Fire & Electrical Safety, Road Safety and Workplace Health & Safety, UL has hence chosen to target its efforts around - Technical Research, Safety Standards, Education & Awareness and locally relevant Safety Solutions.



ROAD SAFETY: All Ears to the Ground

Over 140,000 people were killed in road accidents in 2013 alone according to the National Crime Records Bureau report for the year. Road Accidents are the fastest growing public health hazard today in India and even globally. To this, when we add the number accident victims who were seriously injured, we have a challenge of mammoth proportions.

In 2013, UL took the decision to join the cause for Road Safety in India, bringing with it, the approach of Safety Science, well aware that it may be sometime before significant results can be seen.

“Participating in the Changemakers Challenge was a very rewarding experience. The positive change we can create for better Public Safety is very significant”

- Anusha Jaishankar
Winner of UL Ashoka Changemakers Challenge



“Progress is being made to make the world's roads safer, but this critical work must be intensified and accelerated.”

- WHO Global Status Report on Road Safety (2013)

UL AND ASHOKA: Crowdsourcing Innovation for Road Safety

It is well known that the role of the Social Entrepreneur in addressing large complex challenges like Road Safety is more relevant today more than ever before. Understanding the need to encourage 'local and holistic solutions' for Road Safety, UL, in 2014, partnered with Ashoka Changemakers, one of the largest networks of social entrepreneurs worldwide, to launch a competition aimed at crowdsourcing innovative ideas for road safety. Over 80 entries were evaluated by an expert panel of judges with 4 winners being chosen for continued mentoring and support.



NATIONAL SAFETY SCIENCE QUIZ 2014 (NSSQ): Inspiring the Young Indian

It can be said that the 'future of the children' of a country is the 'future of the country'. Emphasizing this, UL started a unique partnership in 2014 with the National Council of Science Museums, Government of India and the Visvesvaraya Industrial & Technological Museum Bangalore to launch the first national level quiz for high school students focused on Public Safety. The quiz encourages high school students to look at and understand the everyday public safety challenges around them, be it Road Safety, Electrical / Fire hazards or others and look at solutions.

Over 2000 students from Delhi, Mumbai, Kolkata, Chennai and Bangalore participated in the prelims in August 2014, from which 30 finalists were chosen for the Final Rounds. The finals were conducted in Bangalore in October 2014, the winners for the year being V. Harish Sidharth, Shubham Sopan Dighe, Daita Ravi Teja, Aman Desai, Atharva Beloskar, Rishabh Bhargava, Anirudh Roy, Malaika Rastogi, Daipayan Guha & Anurag Sahu.



The finalists had the opportunity to visit UL's Test Labs in Bangalore and witness various safety tests being performed.



SAFETY PARLIAMENT: When Students turned Parliamentarians

The month of November 2014 saw one more unique initiative to advance Public Safety in India, close on the heels of the National Safety Science Quiz. On the final day of the NSSQ, the student finalists turned parliamentarians, interacting with Safety Experts and Government Officials who acted as Ministers. This was a befitting finale for the NSSQ.

FIRE SAFETY:

A Focus on Developing India-Specific Solutions



It is well known that increasing population and search for prosperity have led to increasing urbanization all over the world and more particularly in countries like China and India. Between 250 and 300 Million people are expected to migrate to cities in India in the next two decades. Such urbanization brings with it, unique public safety challenges.

The ever-increasing 'high-rise buildings' as well as the 'high-density settlements' are areas that need special attention from all, especially the urban planners, public facilities providers and safety specialists. The Safety Councils that UL convenes are an effort in this direction, helping stakeholders come together and engage in a dialogue that is open and scope based.



FIRE SAFETY COUNCIL: The Platform for Fire Safety Community

The Safety Councils were first established in the US in 1913 by UL's founder William Henry Merrill to act as think tanks that can help UL focus on the key issues that need to be addressed. Today UL has multiple councils, some of the key ones being Fire, Electrical, Renewable Energy, Consumer and Insurance.

Recognizing the benefits that accrue from such a dialogue process for a developing country like India, UL decided to establish its first council outside of North America in India in 2007 with the establishment of UL India Fire Safety Council. The members who are chosen by invitation, based on their contributions and knowledge, meet annually to debate key fire safety challenges that India faces and help develop a recommendations for action. These are widely circulated subsequently.

The 6th meeting of the Indian chapter was held on September 30th and October 1st, 2014 in Mumbai.

The key recommendations that surfaced were

- A structured and practical training for the firemen cross the country that takes into account, recent incidents and the reasons for such fires.
- Steps towards stringent implementation of the building codes.



FIRE SAFETY FORENSICS MEET: Knowing the Reason for a Fire is Half the Battle Won

The year 2014 was a milestone year for UL in the Fire Safety area with the commencement of introductory training programs in the area of Fire Forensics. To help local capabilities in this vital area, UL helped bring two of the world's leading experts on the subject, Dr David Icove and Mr Gerald Haynes to India in October 2014. The Fire Forensics 101 program was conducted in Mumbai, Nagpur [National Fire Service College] and Pune [National Insurance Academy] to address wider audience.

WORKPLACE SAFETY: The Need of the Hour

As the Indian economy accelerates, and the added emphasis on manufacturing, the need to enhance safety of our people in their work environments cannot be overemphasized. Keeping this in mind, UL launched its WHS initiatives in India in 2014, partnering with two renowned organizations, the American Society of Safety Engineers and the Federation of Indian Chambers of Commerce and Industry.

SAFETY INDIA 2014: Promoting a Culture of Prevention

In May 2014, UL partnered with ASSE to convene Safety India 2014, a two-day (May 26-27, 2014) conference at Chennai to bring together professionals in the field and identify key challenges.



“An estimated 2.3 million people die every year from work-related accidents and diseases.”

- “Facts on Safety and Health at Work” ILO

FICCI SAFETY SYSTEMS EXCELLENCE AWARDS FOR WORKPLACE HEALTH AND SAFETY:



FICCI's (Federation of Indian Chambers of Commerce and Industry) Safety Systems Excellence Awards sponsored by UL are aimed to motivate organisations to build strong safety systems in their work places. The award recognises the best performers in the industry after a rigorous audit process.



IGNITING YOUNG MINDS: Education at the Centre of Safety

UI's efforts in building a safer India is anchored firmly on engaging with academia to advance safety science in an Indian context. This also supports the In India for India philosophy of UL.



BUILDING A SAFER FUTURE: Inspiring students to work for safety



India has significant public safety challenges that are crying for attention. We also pride ourselves in being home to a world-class technical talent pool that is waiting to be tapped. Taking the lead to connect the two together, UL, in 2010, signed a collaboration with IIT Gandhinagar, aiming to interest under-graduate students in Safety Science and R&D. Through this association, UL is striving, not only to advance Public safety in India but also create safety experts of the future.

The lead programs under this collaboration are :

- UL Safety Science Challenge
- UL Safety Science Scholarships

Under this program, UL and IIT Gandhinagar will collaborate on select research projects where the large percentage of work will be carried out by undergraduate students. The projects completed so far include reasons for electrical fires, electric 3-wheelers, drinking water purification and kitchen fires.

Each year, the winning students are chosen through an open competition to select 8 students. The winners work on the selected project during the academic year and also get the chance to spend two weeks at UL's laboratories in Chicago, learning the principles of Safety Science.

“ Our partnership with UL for developing a strong agenda on safety has been a game changer for our new Institute in a number of ways. It enabled us to engage our first and second year (freshman and sophomores) undergraduate students in serious research and the results have been overwhelming. The financial and technical support of UL for our Safety Center is a role model for us now to develop more such interdisciplinary centers at the Institute. ”



Prof. Sudhir Jain
Director, IIT Gandhinagar