

ROAD SAFETY STUDY ON CHILD SAFETY & FIRST AID PREPAREDNESS IN INDIA

JANUARY, 2025

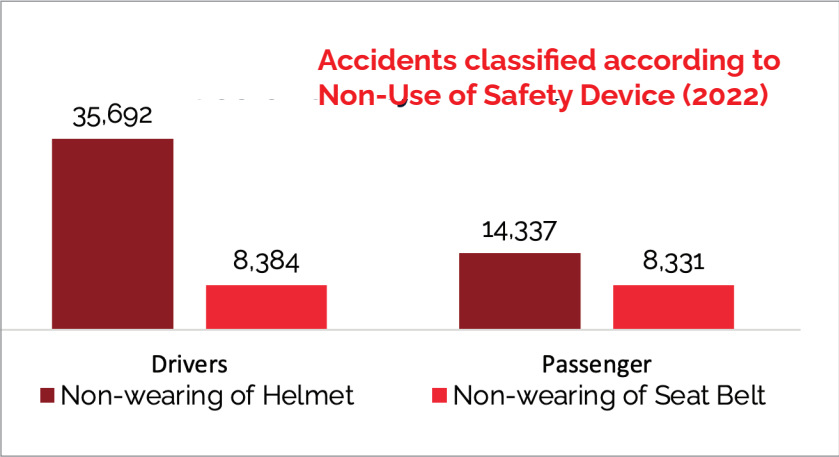
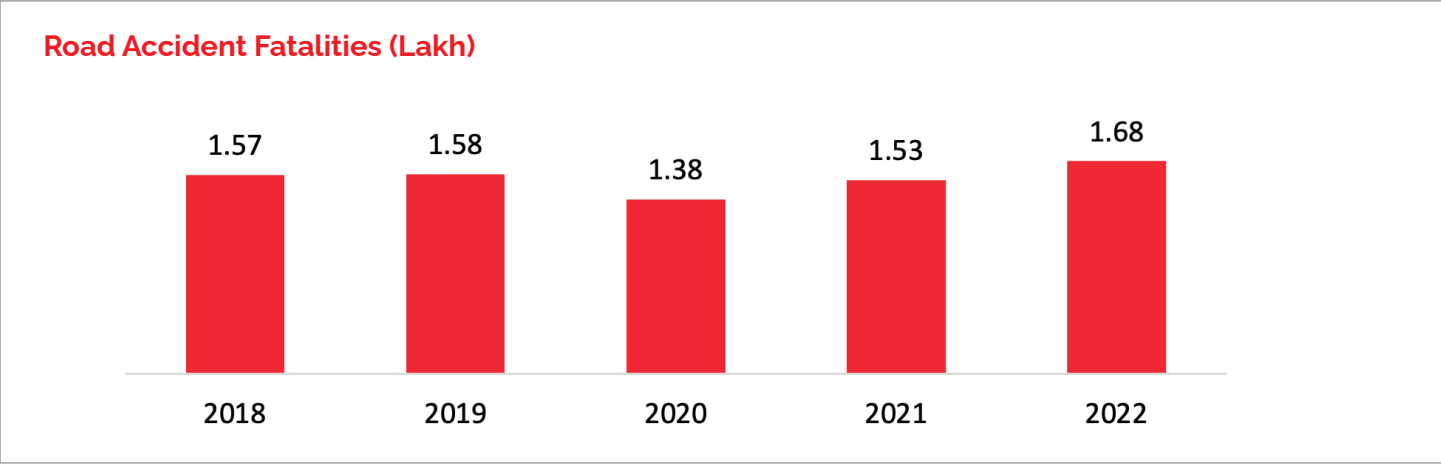


CONTEXT

The rise in motor vehicle registrations calls for stringent traffic rules to manage congestion, reduce accidents, and ensure road safety. Updated policies, better enforcement, and technology-driven solutions like smart traffic systems are essential to address the growing vehicle density.

Road Accident Fatalities (Lakh)

The data on road accident fatalities in India from 2018 to 2022 reflects an alarming trend, rising from 1.57 lakh in 2018 to 1.68 lakh in 2022. In contrast, there was a noticeable dip in 2020 to 1.38 lakh, likely attributable to reduced vehicular movement during the COVID-19 lockdowns.



The number of deaths due to not wearing helmets is significantly higher, highlighting the critical role of helmet use in preventing fatalities.

Deaths due to not wearing seat belts are relatively similar emphasizing the need for stricter enforcement of seatbelt use for all vehicle occupants.

9,528

Death of Minors due to Road Accidents (2022)

The reported 9,528 deaths of minors due to road accidents in 2022 highlight the urgent need for targeted safety measures. This alarming figure emphasizes the vulnerability of minors and calls for enhanced road safety education, more stringent traffic regulations, and improved child-friendly infrastructure, particularly near schools and residential areas

OBJECTIVE

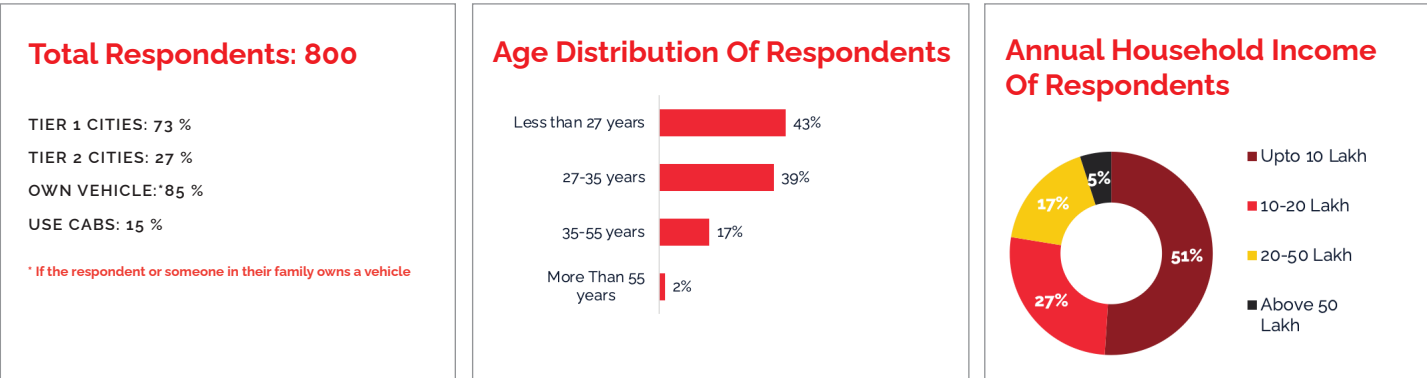
- Assessing Road Safety Awareness:** Evaluate the knowledge and understanding of road safety measures among residents of Tier 1 and Tier 2 cities in India, focusing on practices and compliance.
- Identifying Accident Contributing Factors:** Determine the key causes of road accidents and injuries, including human behavior, infrastructure issues, and environmental factors.
- Understanding Public Attitudes:** Analyze public perceptions of road safety laws, their implementation, and the effectiveness of enforcement measures in ensuring compliance.
- Usage of Safety Devices and Preparedness:** Gather data on adopting safety equipment like seat belts, child safety seats, helmets, and first-aid readiness among the public.
- Barriers to Assistance at Accident Scenes:** Identify challenges individuals face in offering or receiving help during accidents, including legal, social, and logistical obstacles.

DEMOGRAPHICS

73% of respondents are from Tier 1 cities- Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Pune, and Bengaluru, suggestive that the data is likely to be more relevant to urban populations.

A significant portion of the respondents fall in the younger age groups. 43% are under 27 years old, and another 39% are between 27 and 35 years old.

The largest segment of respondents falls within the up to 10 Lakh income range (51%), indicating a significant middle-class presence.



THE METHODOLOGY

- This survey was conducted among 800 participants across Tier 1 and Tier 2 cities through online surveys and in-person interviews. The key focus areas were.
- Awareness of road safety laws and regulations
 - Safety practices for passengers and children in cars and on two-wheelers
 - Seat belt usage habits
 - Attitudes toward helping accident victims (Good Samaritan Law)
 - Reasons for not following road safety rules
 - First aid knowledge and preparedness
 - Awareness and usage of child safety seats and harnesses

ANALYSIS

Road Safety Laws Awareness & Intention

Least Awareness: Only 26% of the sample were aware of the mandatory ISOFIX systems in cars.

People's perception of the enforcement of road safety laws: Over half (52%) of the population feels road safety laws are not strictly enforced. This doubt can make people less likely to follow the rules.

Ignorance (65%) dominates, signaling that campaigns should use clear, relatable examples that resonate emotionally, like consequences of non-compliance.

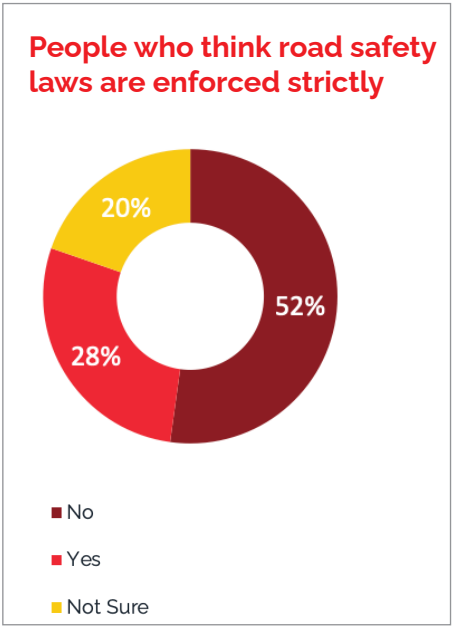
Awareness about following road safety laws

Children under 12 years cannot sit in the front seat of a car	43%
Mandatory ISOFIX (to install Child Seats) in a car	26%
Seat belts are mandatory for all passengers in a car	72%
Good Samaritan law protects those who help accident victims	33%
Not Aware of any of the above rules	8%

Reasons why people don't follow safety rules



Others:
Sense of authority or immunity.
Overconfidence: A belief that accidents won't happen to them.



A majority of people (95%) express a willingness to help a victim in a road accident, with 37% stating they would always help.

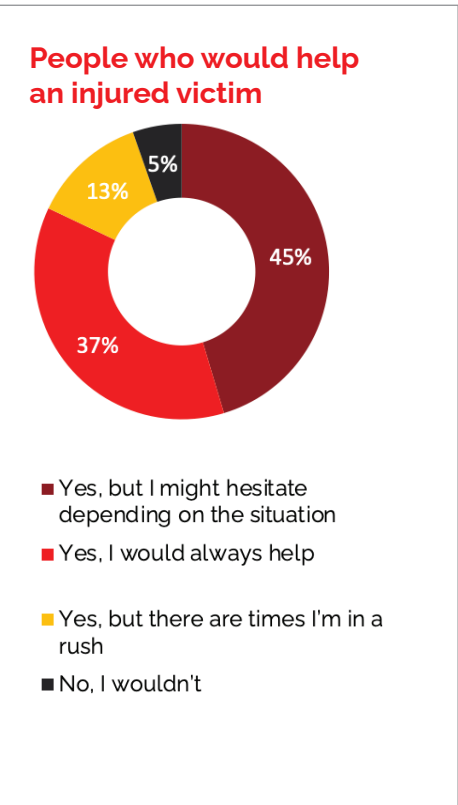
10% of people have helped injured victims in need without facing any adverse consequences.

The survey showed that 48% of people hesitate to help a victim due to concerns about getting involved in legal issues.

Why people hesitate to help a victim?



Others:
Fearful of looking at blood and overall environment
Some are not sure if it is a genuine case
Some women feel unsafe



ANALYSIS

First Aid Kit Awareness

A significant 80% of respondents have never thought and noticed whether their cab is equipped with a first aid kit, indicating a lack of awareness about this safety measure.

Only 12% have first aid kit and emergency tools both in their vehicles, reflecting lack of awareness for its importance in emergency preparedness.

55% of carry a first aid box at a fixed location suggesting higher awareness and proactive safety measures among vehicle owners.

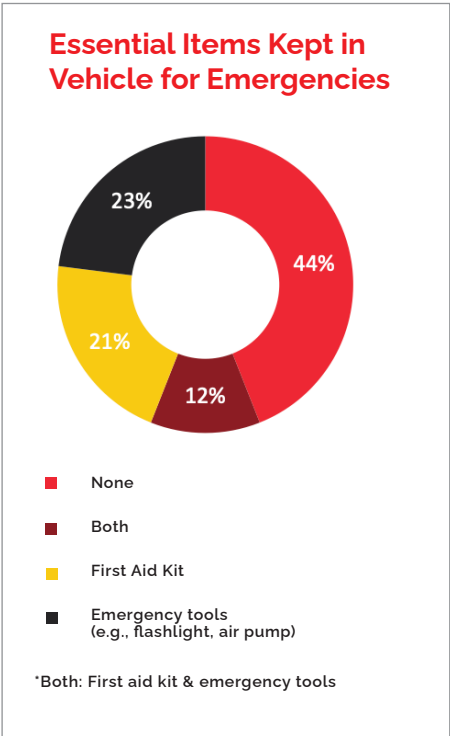
Have you ever thought if the cab is equipped with a first aid kit?

Never thought about it or No, I haven't noticed a first aid kit	80%
Yes, but I'm not sure if it's accessible or stocked	18%
Yes, I've seen it and feel confident it's available	2%

People who Carry First Aid Box (in their vehicles)



19% of the people who responded to this question stated that they did not require a first aid kit in their vehicle

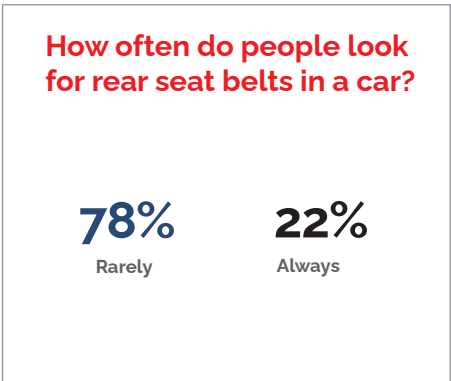
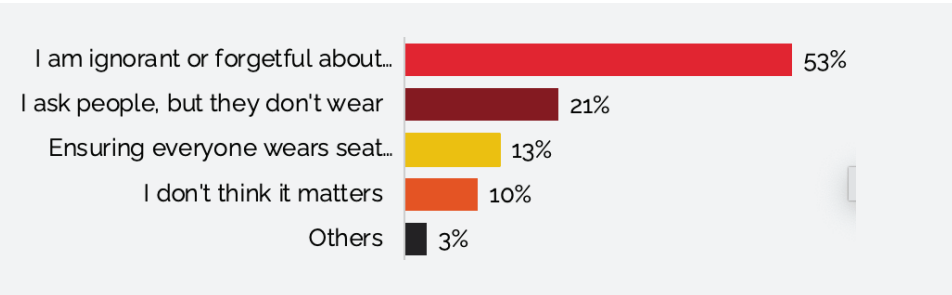


Rear Seat Belt Awareness

Only 22% of respondents always look for a rear seat belt in a car. A significant 78% rarely look, indicating a lack of awareness about rear seat belt safety.

Around 53% of the respondents are ignorant or forgetful of seat belt and only 13% make sure all passengers wear seat belts prioritizing passenger safety.

Do you make sure that the rear seat passengers wears a seat belt?



ANALYSIS

Child Safety Awareness

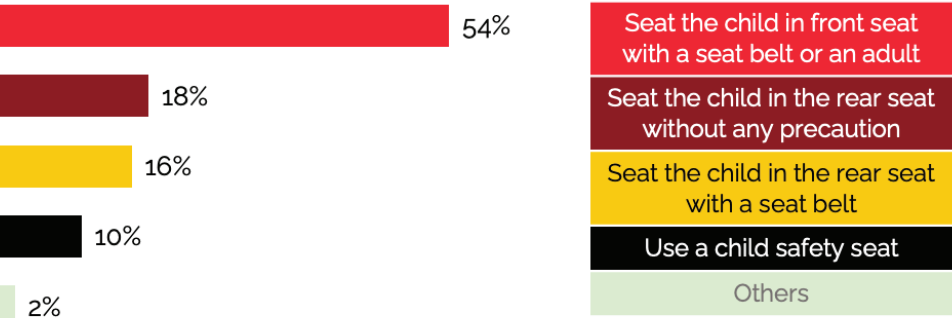
54% seat their child in the front seat with a seat belt or an adult, while only 10% use child safety seat citing lack of awareness of child safety seats. Only 34% of the respondents are aware of the child safety seat.

17% believe that a child safety seat is not safe, and 30% think that child is not comfortable, and it is safer to keep the child with them due to concerns related to child comfort and convenience.

Only 19% of respondents are aware of child safety harnesses for two-wheelers. Only 5% respondents of the total surveyed mentioned using a safety belt harness for their child.

Around 7% of respondents ensure both a helmet and a safety belt harness for their child while riding a two-wheeler. While helmet usage is relatively high, the use of dedicated child safety harnesses is significantly lower.

How will you ensure a child's safety while driving a Four-wheeler?



Others:
Some people like to drive slowly with a child on four-wheelers
Some people seat them on an adult's lap in the rear seat of the car

If you do not use a child safety seat, why?

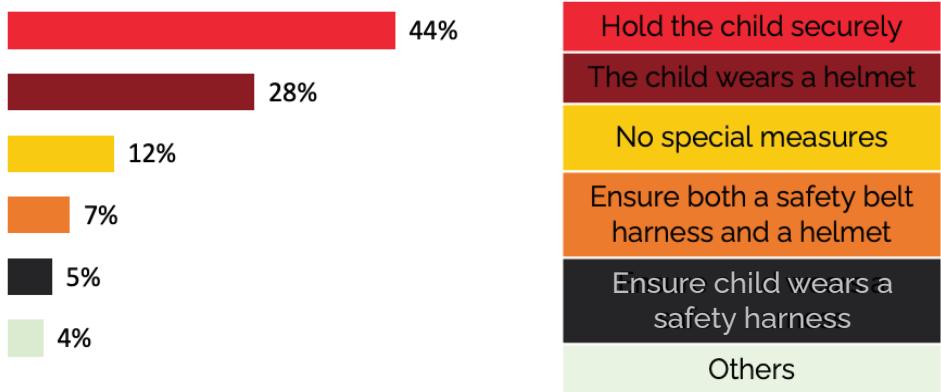


Are you aware of a child safety seat for four-wheelers?

34%
Yes

66%
No

How will you ensure a child's safety while driving a two-wheeler?



Some people avoid travelling with a child on two-wheelers

Are you aware of a child safety harness for two-wheelers?

19%
Yes

81%
No

KEY TAKEAWAYS

Low Awareness of Child Safety Measures: Only **19%** of respondents are aware of child safety harnesses for two-wheelers, and just 34% know about child safety seats for four-wheelers, highlighting a significant gap in knowledge.

Children at High Risk in Vehicles: **54%** of respondents seat children in the front seat with a seat belt or an adult, while only 10% use child safety seats.

Lack of Rear Seat Belt Usage: A staggering **78%** of respondents rarely look for or use rear seat belts, with 45% admitting they simply forget or never think about it.

First Aid Preparedness is Minimal: **80%** of participants never think about or notice first aid kits in vehicles, and only 12% carry both first aid kits and emergency tools.

Youth-Led Demographics and Awareness Gaps: With **82%** of respondents below the age of 35, the survey underscores the need for youth-focused awareness campaigns tailored to this demographic.

RECOMMENDATIONS

Child Safety : Enforce mandatory use of child safety seats in four-wheelers and safety harnesses on two-wheelers for riders with children.

Rear Seat Belt Usage : Launch nationwide campaigns emphasizing the life-saving benefits of rear seat belts through media and schools, as 78% of the respondents do not look for a rear seat belt in the car.

Fixed Location of First Aid Kits: Standardize fixed locations for first aid kits in all vehicles (e.g., glove box or under the seat) and impose fines for missing kits.

Awareness & Implementation:

Run campaigns in schools, hospitals, and online platforms about the risks of unsafe travel for children and the importance of child safety seats and harnesses. Organize live demonstrations on proper usage of safety equipment and the impact of non-compliance.

OEM endorsement of these products is crucial to ensure widespread adoption and save precious lives. Road safety awareness is paramount, and every journey should be a safe one.



Parasafe has been conceived with a clear vision to bring focus on safety in mobility space. For 12 years, Paracoat Products the mother company of Parasafe, made sincere efforts exhibiting child seats at our stalls to bring focus to child safety. In 2025, we envisaged Parasafe to bring a more concentrated and collective approach to road safety with key focus on child safety.

At Parasafe our focus is to innovate, aggregate and even remodel the best-in-class solutions available around the globe in the safety space for the Indian public and the automobile manufacturers. Our prime motive is to find a seat in the conversations happening in the country at the highest levels around road safety to be able to bring thought leadership and solutions that would lead to making Indian roads safer for the future generations.

ROAD SAFETY STUDY 2025

Keeping our goals in mind, we conducted a study with IMARC to Evaluate current awareness and practices in tier 1 and tier 2 cities in India. The survey has been conducted with 800 participants across Tier 1 and Tier 2 through on-line and in person interviews.

For more info visit [Parasafe.co](https://parasafe.co)

