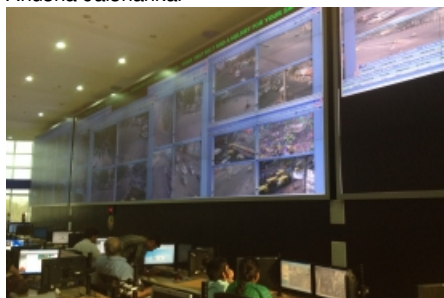


Positive Strokes: Positive Strokes - Encouraging Good Road Behavior

Bangalore, IndiaBangalore, India



Anusha Jaishankar



Year Founded:

2013

Project Stage:

Start-Up

Budget:

\$1,000 - \$10,000

Website:

<http://cmcaindia.org/positive-strokes>

Facebook:

<https://www.facebook.com/CMCA2000/photos/a.341935079240163.1073741826.3395948428...>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Traffic rules and enforcement do not prevent blatant traffic violations. Youngsters and new drivers quickly pick up and imitate existing road behavior. Positive Strokes is a proactive, community-oriented intervention aiming to flip the balance of unsafe to safe drivers by rewarding good drivers.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

we could make the majority of road users behave responsibly and understand that their vehicles are capable of untold calamity

About Project

Problem: What problem is this project trying to address?

Of Bangalore's 1 crore (10 million) population, 62% is between 19 and 34 years of age. Despite official traffic rules that must be studied in order to obtain a license to drive, the behavior of traffic on the road is invariably, in blatant violation of the rules. Regardless of what is learnt, youngsters and new drivers quickly pick up and imitate existing road behavior. This perpetuates illegal and unsafe driving practices.

Solution: What is the proposed solution? Please be specific!

This project proposes to identify and positively reinforce good road use, so that we may alter predominant road behavior to be rule abiding and safe. This will also set the stage for introducing new rules with a reasonable expectation that rules will be followed. This project is based on the fact that rewarding good behavior will inspire and motivate greater good behavior. Bangalore is home to a high tech Traffic Monitoring Centre. Using this youth volunteers will be allowed to watch other drivers' behavior and commend good behaviors. This fosters and sense of ownership of the problem and equips the youth volunteers with a personal sense of right and wrong behavior on the road aiding the behavior change that we hope to encourage.

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

The project will directly/indirectly reach three specific groups of individuals: (1) Youth volunteers who watch other drivers' behavior. One of our volunteers considered himself to be good driver but didn't usually notice the zebra crossing. Another said that he didn't usually use an indicator. They both said that they would pay more attention to these behaviors in future. Watching others made them more aware of these issues. (2) People getting commended for good behavior will be given a sticker to place on their vehicles, will be reminded each time of their good behavior and will hold themselves to a higher standard. (3) Others who see the sticker or hear about the program will be influenced to earn a commendation for themselves.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

The program was launched on April 5, 2014. It is divided into 4 campaigns - the first of these ended on April 26, 2014. In the 1st campaign 35 volunteers captured around 327 vehicles demonstrating close to 450 good behaviors. About 200 vehicles are violation-free for 6 months. Please see Impact Reports 1 & 2 under the Update tab in this project entry, for information on good behaviors recorded and the publicity and awareness generated by the first campaign. During the Junction Event on April 26, 2014, we gave away on-the-spot commendations to 100 vehicles and rule-abiding pedestrians. We expect to scale up this to 500 to 700 commendations in the 2nd campaign starting on July 19, 2014, and gradually increase this number further in the 3rd and 4th campaigns. We expect more people to become aware that they can individually be responsible for a behavior change among road users.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

The aim is to influence behavior change using experiential learning. Working alongside the police gives a new perspective & ownership of issues. These spread strategies will be employed: (1) Get insurance companies on board to provide good driver discounts, based on commendations received from the Positive Strokes program (2) Have companies that own large vehicle fleets, cab companies and contract cab agencies employ Positive Strokes within their programs (3) Work on Positive Strokes with public transportation (4) A forum for working on ideas and strategies for long term development.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

The plan is to run this as a joint initiative for one or two years and then institutionalize this within the Bangalore Traffic Police organization. Right now, the project has received an annual sponsorship from Fastrack, a division of Titan. In the meantime, we would like to develop a task force or forum that will be involved in strategic planning, infrastructure and policy recommendations in the field of road safety.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

There are many road safety initiatives today such as educating school children, distributing educational material, demonstrations etc. This project is different in these ways: (1) Youth and new drivers will be engaged in identifying good road behavior. This exercise will allow them to observe driving behaviors from outside the road situation inculcating a sense of ownership in them. (2) This will be a sustained effort to change road use behavior. A prominently displayed reward on the vehicle will serve as a reminder to the driver and serve as a positive influence on other road users.

Team

Founding Story

After living and working in the US for over 16 years, when I returned to Bangalore, I found myself shocked at the culture on the road. What's worse, I slowly found myself picking up some behaviors I wouldn't have approved of earlier. I had heard the story of positive-tickets, a system used by the Vancouver police force to reduce juvenile crime. Today, 62% of Bangalore's population is youth aged 19-32 - these are young/new drivers who are highly influenced by popular road culture. They are also the group that most respond to positive reinforcement. The idea of using positive reinforcement to change road behavior was born. It was developed by meeting and talking to various subject experts in the community, police officers etc.

Team

Dr. Manjunath Sadashiva: Director, CMCA. Track record of working in Civil Society Organizations & initiatives, Participatory Governance. Mrs. Vrunda Bhaskar: Managing Trustee, CMCA - Resource Mobilization, track record in execution of public events specifically with Traffic Police dept. Mr. B. Dayananda, IPS: Addl. Commissioner of Bangalore Traffic Police. Advisor Provides access to tech infrastructure at The TMC, resources and support.

About You

About You

First Name

Anusha

Last Name

Jaishankar

Twitter URL

Facebook URL

About Your Project

Organization Name

How long has your organization been operating?

Please select

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen.

Project

Organization Country

, KA, Bangalore

Country where this project is creating social impact

, KA, Bangalore

What awards or honors has the project received?

Funding: How is your project financial supported?

Businesses.

Supplemental

Partnerships

CMCA: This idea is currently being incubated by CMCA, an NGO that works with children and youth.

Bangalore Traffic Police: The idea has reached start-up stage as an initiative of CMCA and the Bangalore Traffic Police.

Fastrack: The annual sponsor for this program is Fastrack, a division of Titan.

How does your idea encourage citizens to participate in making roads safer?

Road Safety (or the lack of it) is every road user's problem. However, for most people standing out in traffic to try to affect change is out of the question.

This program is designed so that youth can watch traffic from the safety and comfort of an indoor high tech traffic monitoring system and get a sense of participation and ownership.

Beneficiaries are youth who watch other road users' behavior and road users who receive rewards.

Barriers: What barriers might hinder the success of your project and how do you plan to overcome them?

1. Change in policies regarding the use of the Traffic Management Centre - will negotiate continued use of the TMC facility or else scale up on on-road junction events.
2. Availability of volunteers - if volunteers are not available, will sponsor/employ dedicated staff at the TMC to monitor good road behavior.
3. Government changes causing a reshuffling of priorities - will maintain records to show positive impact that the program is having.

Additional Information

Positive Strokes is based on the belief that a proactive pat-on-the-back is better than a slap-on-the-wrist after the fact.

Is your project targeted at solving any of the following challenges?

Active citizenship: Projects that work to promote active engagement with road safety from individual citizens, pedestrians, communities, and social networks, or that use education as a tool to raise awareness and promote engagement, Technology: Projects that leverage technology to promote road safety.

Would you like your project to be considered for the Bangalore People's Choice Prize?

Yes

If yes, how is your project applicable to the Bangalore context?

Bangalore has a fully functional Traffic Management Centre which is currently used to identify violators. As of today in a 12 hour period each day, about 1900 to 2000 violations are captured through the Traffic Management Centre alone. In addition, many more violations are captured through Blackberry smart phones, interceptors and other high-tech means. All these violations are recorded in a central violations database.

About 80-90% of these violating vehicles have recorded addresses in the RTO (Regional Transportation Office, the vehicle and driver licensing authority in India) database.

The RTO database together with the Violations database make the system a formidable instrument in the implementation of Positive Strokes.

Bangalore has a population of over 100 lakh residents, 89% of which is educated. Along with enforcement, a gentle nudge in the right direction could provide the impetus required to change the predominant road behavior and make way for a more courteous, responsible and rule abiding culture on the roads.