

Fig.3. Survey on Road Traffic & Safety

#### PUBLICITY THROUGH DIFFERENT MEDIA:

Hoardings/flexes were put all around the north campus, pamphlets were distributed and demonstrations by the team members were given in order to spread awareness regarding the traffic jam problems



#### ACKNOWLEDGEMENT

We are grateful to Deputy Commissioner of Police (Traffic) North Zone for providing support in designing the project. We have regards for University of Delhi for giving us opportunity to explore the possible solution for raising traffic problems. Cover photograph courtesy Mail Today: 13/5/2014

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## INNOVATION PROJECT KMC-207

*Socio-political and psychological causes of road traffic jams problems, their environmental and societal impacts and suggesting remedial measures for smoothing road traffic in delhi-ncr.*



## KIRORI MAL COLLEGE

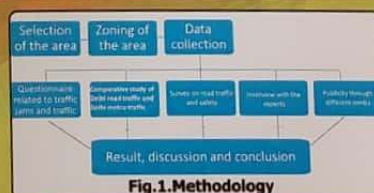
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## INTRODUCTION

Delhi is not only a political hub of the country, but also an important transportation hub as all the major roads such as NH-1, NH-2, NH-8, NH-24 pass through it. So there is influx of heavy traffic externally and at the same time, there is huge population of the city (16.7 million as per 2011 census), to support that there are already over 80 lakhs of vehicles and approximately 1,000 vehicles are added everyday on the Delhi roads which create additional pressure on the road traffic internally. To solve this problem many solutions in terms of bus corridor, ring roads etc. have come up but these projects are either badly congested or they have been abandoned due to their structural deficiencies. The flyovers are constructed for uninterrupted traffic movement, but most of them are terribly jammed. Even the campus of the Delhi University which is expected to be flawlessly smooth in traffic, brings nightmare to the commuters. Creation of awareness regarding proper observation of traffic rules and strict enforcement of penalties which in themselves would contribute in solving traffic problem to a large extent. With less traffic jams vehicular pollution could be reduced there by causing improvement in health of the people and environment. Project was taken up to spread the awareness so that people will change their attitude regarding their responsibilities in using the road. It is reported in the media that in the island city of Mauritius, hardly anybody attempts any queue-jumping (or for that matter traffic jams are hardly seen) even when the roads are having two lanes only, that too without any divider but people in Delhi-NCR show opposite traits, this may be due to certain socio-political or psychological traits specific to the

people living in Delhi-NCR region. The project aimed at finding out socio-political and psychological causes of traffic jam problems, the reason why certain roads are always jammed irrespective of the timing and if these traits are found, they may be modified/ transformed for solving traffic jam problems. Solution part involved the comparative study of Delhi road traffic with Delhi metro traffic management system. At the same time attempt were made to use appropriate psychological tools such as appeals, fear psychosis i.e. warning signals at different places with its consequences and the effects therein were observed. The usages of these psychological tools have been proved beneficial.

## METHODOLOGY

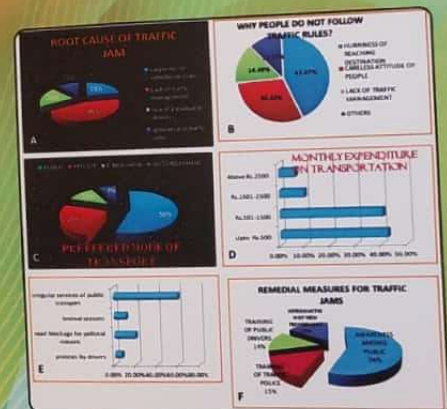


The study has been conducted for assessing the causes, implications and suggesting remedial measures for traffic jams in Delhi NCR. The questions related to Socio-political and Psychological causes behind traffic jams were asked to 250 respondents. The study area selected was Delhi University, North Campus. The intersections of three major roads passing through the Campus were selected namely Vishwavidyalaya Marg, Chhatra Marg and Guru Teg Bahadur Marg. The traffic

violations at different violations were also observed at the major intersections such as Malka Ganj Chowk, Patel Chest traffic signal and Ramjas College-Delhi School of Economics crossing.

## OBSERVATIONS

Findings of questionnaire related to traffic jam and related problems



Findings 2 :- Survey on Road Traffic & Safety

Figure-2: (A) pie chart showing root cause of traffic jams, (B) Pie chart showing why people do not follow traffic rules?, (C) Pie chart showing preferred mode of transport, (D) Bar chart showing Monthly expenditure of transportation, (E) Reasons behind blockage of roads and (F) Remedial measures of traffic jams.