INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



Indexed & Listed at: Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar, Indian Citation Index (ICI), J-Gage, India [link of the same is duly available at Inflibert of University Grants Commission (U.G.C.), Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world. Circulated all over the world & Google has verified that scholars of more than 5943 Cities in 193 countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

CONTENTS

Sr.	TITLE $\ell_{\rm NAME}$ OF THE AUTHOD (6)	Page
No.	TITLE & NAME OF THE AUTHOR (S)	No.
1.	PERFORMANCE OF WOMEN ENTREPRENEURS IN INDIA	1
	N. RAJESWARI & M. CHANDRAIAH	
2 .	ROAD SAFETY LAWS FOR A SUSTAINABLE SMART CITY	5
	Dr. ANAND PALIWAL & VEERENDRA SINGH RATHORE	
3.	MAKE IN INDIA - A BOOST TO THE MANUFACTURING SECTOR	12
	Dr. MAMTA JAIN & PURVA RANU JAIN	
4.	THE IMPACT OF TOTAL QUALITY IMPLEMENTATION ON CUSTOMER SATISFACTION	17
	WITHIN MALIAN FIRM SOACAP	
	Dr. TIEDIAN FANE, Dr. SALIMOU KEITA & Dr. ABDOULAYE SEKOU TRAORE	
5.	A STUDY ON THE ROLE OF EXIM BANK IN FINANCING FOREIGN TRADE	22
	NAVPREET KAUR & SHALINI ARORA	
6 .	EMERGING CORPORATE GOVERNANCE PRACTICES IN INDIAN BANKING SECTOR	25
	P. VIJAY	
7 .	A STUDY ON TRENDS IN GROWTH OF INDIAN AGRICULTURAL EXPORTS UNDER WTO	29
	REGIME	
	K. MAHESWARA RAO	
8 .	ROLE OF MSME IN INDUSTRIAL ESTATE WITH REFERENCE TO KOLLAKADAVU	32
	INDUSTRIAL ESTATE	
	JISHNU DAS V S & Dr. PRAKASH C	
9 .	LIQUIDITY OF JORDANIAN ISLAMIC BANKS AND THE GLOBAL ECONOMIC CRISIS (2008)	35
	MADDALLAH SALEEM MUSALAM ALKAAIDI	
10 .	WORK LIFE INTEGRATION INSTEAD OF WORK LIFE BALANCE: A THEORETICAL	38
	UNDERSTANDING	
	SAIMUNA TASKIN	
	REQUEST FOR FEEDBACK & DISCLAIMER	41

<u>CHIEF PATRON</u>

Prof. (Dr.) K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India) Chancellor, K. R. Mangalam University, Gurgaon Chancellor, Lingaya's University, Faridabad Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

Late Sh. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

Dr. BHAVET Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR

Prof. S. L. MAHANDRU Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

FORMER CO-EDITOR

Dr. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Gua-

dalajara, Mexico

Dr. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

Dr. CHRISTIAN EHIOBUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. ANA ŠTAMBUK

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

Dr. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula **NEENA** Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL Advocate, Punjab & Haryana High Court, Chandigarh U.T. CHANDER BHUSHAN SHARMA Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

v

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> or online by clicking the link **online submission** as given on our website (*FOR ONLINE SUBMISSION, CLICK HERE*).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled '_____' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. <u>The qualification of</u> <u>author is not acceptable for the purpose</u>.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>**pdf.**</u> <u>**version**</u> is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

- c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be typed in **bold letters**, centered and fully capitalised.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. HEADINGS: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION REVIEW OF LITERATURE NEED/IMPORTANCE OF THE STUDY STATEMENT OF THE PROBLEM OBJECTIVES HYPOTHESIS (ES) RESEARCH METHODOLOGY RESULTS & DISCUSSION FINDINGS RECOMMENDATIONS/SUGGESTIONS CONCLUSIONS LIMITATIONS SCOPE FOR FURTHER RESEARCH REFERENCES APPENDIX/ANNEXURE

The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript

- 12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self-explained, and the **titles must be above the table/figure**. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES**: The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they may follow Harvard Style of Referencing. Also check to ensure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- *Headers, footers, endnotes* and *footnotes* should *not be used* in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

• Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

ROAD SAFETY LAWS FOR A SUSTAINABLE SMART CITY

Dr. ANAND PALIWAL DEAN UNIVERSITY COLLEGE OF LAW MOHANLAL SUKHADIA UNIVERSITY UDAIPUR

VEERENDRA SINGH RATHORE RESEARCH SCHOLAR UNIVERSITY COLLEGE OF LAW MOHANLAL SUKHADIA UNIVERSITY UDAIPUR

ABSTRACT

A healthy, safe, accessible and sustainable public transportation system acts as a lifeline of the city. It is one of the pillars on which the economical growth of that area depends and flourishes in the time to come. But the scenario prevailing in developing countries including India and the researches reveals that the condition of public transport is not as per the requirements of the cities. No doubt that we might come across certain exceptions to the clause. With the rapid growth, various cities have turned into the business hub of the country including Mumbai, Delhi, Vishakhapatnam and Kolkata. In contrast to the set economic growth the benchmarks of public transportation system, traffic management and parking systems have not evolved at par. Be it lack of awareness, unwillingness to frame the policies or non-implementation of the existing laws or extreme pressure from private & political domain, the phenomena is harming the citizens of the country. The time has come to emphatically raise the issue for the need of a planned and effective public transportation system for the masses.

KEYWORDS

road safety laws, smart city.

JEL CODE 018

INTRODUCTION: PRESENT SCENARIO IN INDIA

The trend of public transport is quite different as compared to the high income group countries. Be it lack of proper transport resources, mismanagement or any other reason, the general public here prefers to travel in their own vehicles. Still, more than 60% percent of the Indian population resides in the rural areas and the most of the rural population travels into the urban area for employment. As a result the urban areas has to suffer problems like

- Traffic Congestion
- Air and Noise Pollution
- Road Crashes
- Inefficient Enforcement

Take an example of the India's national capital New Delhi. Earlier travelling in DTC buses was the only medium of public transport available in the city. Later Delhi Metro was introduces that levitated the burden and helped in controlling congestion on road. After several years of launch of Metro, the condition of Delhi's traffic is still getting worsened day by day.

The Metro runs stuffed during the peak hours and in addition to the Metro the roads of Delhi mostly experiences traffic jam almost each and every day. With the over increasing population of private vehicles the level of pollution has risen dramatically. Delhi now known as one of the most polluted cities in India. Commuters in the city mostly use their own vehicles for transit. The scenario itself proves that to curb the situation the two things are required to be done on priority basis:

- Expansion of public transport services
- Motivate people reduce using personal vehicle for solo transit

According to the present vehicle population in India, the present manpower available in the country could not enforce more than five percent vehicle in a day, which is almost near to negligible.

In 2016, fifty million plus cities accounted for a share of 18.7 percent in total road accidents in the country, 11.8 per cent in total persons killed in road accidents and 16.7 per cent in total persons injured in road accidents. Chennai had the highest number of road accidents (7486) while Delhi had the highest number of deaths (1591) due to road accidents. Accident severity in terms of percentage share of 50 million cities was 19.8 per cent in 2016 against 14.9 per cent in 2016.

14	ABLE 1: AC	CIDENTS & L	JEATHS IN	INDIA – 201	6*		
Urb	an Rural		Urban		ral	То	tal
Accident	Killed	Accident	Killed	Accident	Killed		
2,16,813	57,840	2,63,839	92,945	4,80,652	1,50,785		
(53,487)	(38.4%)	(82,584)	(61.6%)				
Fatal		Fatal					

TABLE 1: ACCIDENTS & DEATHS IN INDIA – 2016¹

ROAD TRAFFIC DEATH AND INJURIES – A MAJOR THREAT FOR INDIA

Details indicating the total number of accidents, persons killed and injured with accident severity in the 50 Million plus cities is illustrated. Out of these fifty Million plus Cities Chennai reported the highest number of road accidents (7486) during 2016 followed by Delhi (7375), Delhi reported highest number of road accident deaths (1591) followed by Chennai (1183). Cities with highest reported accidents depicted in the following:

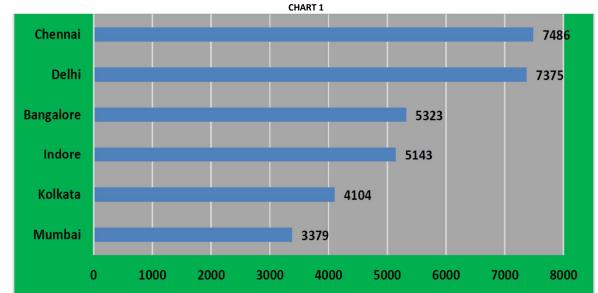
¹ Road Accidents in India – 2016, Ministry of Road Transport & Highways, New Delhi

VOLUME NO. 8 (2018), ISSUE NO. 02 (FEBRUARY)

²TABLF 2

:: 1	NUMBER OF FATAL ACCIDENTS & DEATHS IN MAJOR CITIES				
	S.R.	City	Total Accident	Deaths	
	1	Chennai	7486	1183	
	2	Delhi	7375	1591	
	3	Bengaluru	5323	835	
	4	Indore	5143	431	
	5	Kolkata	4104	407	
	6	Mumbai	3379	562	

TOP FIVE CITIES WITH HIGHER ROAD ACCIDENTS



An analysis of road accidents in urban and rural areas for the calendar year 2016 reveals that rural areas are more prone to road accidents. The total number of road accidents in urban areas were lower (2,16,813) as compared to number of accidents in rural areas (2,63,839). The percentage share of accidents in rural areas and urban areas were 54.9 and 45.1 respectively in total number of accidents in the country. A comparison of percentage share of fatal accidents, total accidents, persons killed and injured in rural vis-à-vis urban is illustrated.

The table indicates that significant investment & improvement in rural roads is required for reducing accidents in rural areas.

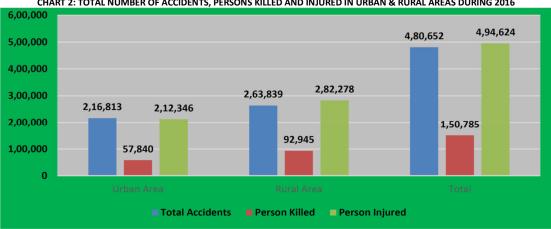


CHART 2: TOTAL NUMBER OF ACCIDENTS, PERSONS KILLED AND INJURED IN URBAN & RURAL AREAS DURING 2016

THE ROLE OF LAW IN PREVENTION OF ROAD CRASHES

It is very unfortunate to know that in India there is no lead and independent agency to look after the issues of Road Safety whereas it has become the biggest challenge. India now ranks at top worldwide in terms of road crashes and casualties. The largest world economy and neighboring country China had subsequently reduced its road crash deaths to fifty percent in past ten years. Whereas in India the graph of road traffic deaths and injuries is still rising.

There is no specific or independent law governing the issue of road safety. The only prevailing law that regulates vehicles in India is Motor Vehicle Act 1988. According to the present situation of Indian roads, the technology of vehicles, vehicle population and enforcement etc. this law lacks provision to control and regulate road and road users. The law, according to its title, doesn't govern the non-motorized vehicles and pedestrians whereas these are considered as the one of the most vulnerable road users category in India.

The present law has turned ineffective due to several reasons:

- Not sufficient man power for enforcement
- The fines and penalties imposed for traffic offence has not been modified
- No comprehensive and transparent enforcement
- The bridge between vehicle population and enforcement manpower is increasing day by day

² Road Accidents in India – 2016, Ministry of Road Transport & Highways, New Delhi.

THE ROLE OF SMART CITY IN BRIDGING THE GAP

After swearing in as the 14th Prime Minister of India Mr. Narendra Modi launched the Smart City Mission in India. The idea behind developing Smart Cities in the country lies in the objective is to promote cities that could provide core infrastructure and give a decent quality of life to its citizens. The focus remains on sustainable development in myriad the areas with the use of technology by building smart solutions. The government wishes to create a replicable model that could aspire the other cities within and outside the nation.

Using public referendum the local administrations in their respective cities invited suggestions from the general public for the facilities the citizens foresee that must be included for developing a smart city. Based on the data collected, the central government declared twenty cities in the first phase to be developed as smart city in India, they are:

S. No.	City
1	Bhubaneswar
2	Pune
3	Jaipur
4	Surat
5	Kochi
6	Ahmedabad
7	Jabalpur
8	Visakhapatnam
9	Solapur
10	Davanagere
11	Indore
12	NDMC
13	Coimbatore
14	Kakinada
15	Belgravia
16	Udaipur
17	Guwahati
18	Chennai
19	Ludhiana
20	Bhopal

⁴THE CORE INFRASTRUCTURE ELEMENTS OF A SMART CITY

Smart Cities Mission of the Government is a bold, new initiative. It is meant to set examples that can be replicated both within and outside the Smart City, catalysing the creation of similar Smart Cities in various regions and parts of the country. The core infrastructure elements in a smart city would include:

- 1. Adequate water supply
- 2. Assured electricity supply
- 3. Sanitation, including solid waste management
- 4. Efficient urban mobility and public transport
- 5. Affordable housing, especially for the poor
- 6. Robust IT connectivity and digitalization
- 7. Good governance, especially e-Governance and citizen participation
- 8. Sustainable environment
- 9. Safety and security of citizens, particularly women, children and the elderly
- 10. Health and education

The list given above describes some of the basic niceties of the urban development plan to reach the goal of a smart city. The list is not yet complete and the individual cities are free to add more features according to their prevailing environment and needs.

SUSTAINABLE SMART CITY - FUTURE SAFE AND EFFECTIVE METHOD FOR ROAD SAFETY

The new political regime has introduced many impending transformations that would certainly catalyze the rapid industrial and economical growth of our country, India. Developing *Smart Cities* in the country is one of the essential initiatives taken by the Govt. of India. This would help introducing multidimensional development in the selected cities.

Before getting up to or dreaming about living in a smart city, we need to understand the necessity, concept and the purpose of a smart city. When asked to a widest group of people about this concept, the immediate thoughts that swarms into their brain, is a technically advanced city only. Hallucinating, day and night, about an over illuminated city like Las Vegas is not something that a smart city bestows. It is something beyond that, it is an imagination which is still concealed somewhere behind the horizon. That people needs to acknowledge.

The concept of a smart city is basically delineates to develop a system, with intervention of the information technology, would save power, energy, maintain cleanliness, offer timely & hygienic medical health services, protect the environment, conserve cultural heritage, conserve flora & fauna and above all it will dispense a lifestyle that interestingly, will save human efforts and time.

Efficient transportation system plays an important role for the economic development of every city. Being smart or not effective and accessible public transport is the need of the hour. Despite the expansion of road network, the problem of inadvertent traffic congestion and road accident fatalities are on the rise in every emerging city is alarming. Implementing safer, accessible and efficient public transport system is the only comprehensive solution that could be foreseen to curb the issue of road accidents.

In the pretext of developing a smart city, it is essential to contemplate about developing an Urban Transport Plan that could answer the issue of safety and transportation needs of people living in. The transportation system plays an important role in elegancy of the city. It is required to build a Transit Oriented Development (TOD). There is need to encourage Non-Motorized Transport System and Public Bicycle System in every city. Developing Unified Metropolitan Transport Authority (UMTA) and Urban Transport Fund are also required for strengthening the public transport system.

Before transforming and building up the new infrastructure for unified public transport, it is essential to rectify the engineering flaws of existing roads including bridges and flyovers. A competent team of auditors must exercise the road safety audit at par international standards eradicate the road engineering faults. The meaning, usage and importance of road furniture must be recognizable to the general public and proper attention should be paid for its maintenance.

OBJECTIVES OF THE STUDY

To comprehensively evaluate issues regarding road safety like the public transportation system and remedies as per the laws of developed nations and trying to implement the same in India. Learning from the best practices of sustainable cities, such as provisions for vulnerable road users, the public bicycle sharing system,

³ www.smartcities.gov.in

VOLUME NO. 8 (2018), ISSUE NO. 02 (FEBRUARY)

provisions for non-motorized vehicles, ensuring safe infrastructure standards, effective policy for enforcement, need for unified metropolitan transport authority (UMTA) and parking management. This article also focusses on the current scenario discussing several issues that are deemed as important to resolve for creating sustainable cities in India.

RESEARCH METHODOLOGY OF THE STUDY

The study relies on observational studies and first hand experience of the researcher. Informal and semi-structured interviews with the parking operators, law enforcers, municipality officers, road users, traffic police, and business partners helped generate evidence base for the study. The perspective and viewpoints of the aforementioned stakeholders have been discussed in detail in the proceeding section. The article also emphasized on the interlinked phenomena between public transportation and sanitation and how its effective management can help build sustainable city and safer roads.

ISSUES WITH PUBLIC TRANSPORT SYSTEM & REMEDIES

Lack of a predefined fare policy & procedures, ineffective control on operation of stage carriage and contract carriage, unnecessary competition and unavailability of timely means of transport to the commuter, these are some of the basic issues related with the operation of the public transport. Without forming stringent policies for managing public transport system in a city it won't be possible to visualize about smart transportation system.

To put a break on the rat race of different public transport mediums, its necessary to bind and control all the mediums under one authorial system. This could be done by forming a Unified Metropolitan Transport Authority. UMTA must be headed by an experienced and technically sound professional from the Transport Department. UMTA would have autonomous control over all means of public transport mediums excluding auto rickshaw and taxi.

In the new system of transportation governed by UMTA all stage and contract carriages would be hired on a fixed contract on monthly basis. With the immediate effect, the rivalry and competition would come to end.

The route of all the carriages will be fixed and they will be issued permit according to their route plan. The availability of stage carriage would be decided according to the volume of passengers available during the different hours of the day. The carriage would ply according to the fixed schedule provided to them. Strict penalties could be imposed on those who fail to follow the schedule.

A unified electronic fare collection system should be implemented. This will also facilitate the commuter. The ITS based last mile connectivity based smart public transport system would offer a hassle free method to roam in the entire city using a single ticket.

These tickets could be obtained from different locations including bus stops, railway station, metro station, public places, malls and even general stores. Apart from the specified locations ticket vending kiosks could be installed on different locations in the city. The unified ticket could be issued for hourly, daily, weekly or monthly basis. With the use of the electronic fare, collection system the public transport could also be made conductor free.

To build the Transit Oriented Development it is necessary to develop a Transport Hub that integrates and interconnects various modes of public transport such as Metro, Mono Rail, Bus Rapid Transit System (BRTS), City Bus, Auto Rickshaw and Public Bicycle Sharing System. The ITS enabled integrated public transport system must support Advance Travel Information System (ATIS) which will offer ease of travel and help in saving time.

Developing hi-tech integrated transport mechanism alone won't be able to resolve the issue of traffic congestion on road. Without ample community participation it will be difficult to imagine the success of a smart transportation system. To encourage the mass for shifting to public transport instead of private vehicles for their daily needs a paradigm shift is required from paid to subsidized or free public transport. Besides integrated transport system there must exists an equivalent integrated fare collection mechanism that could work at par all the modes available as public transport.

In Belgium, the public transport is operated on subsidy in ratio of 67:33. The public transport is offered free to students. Similarly, the vehicles approaching the city from distant areas, when reaching into the vicinity of forty kilometers, should automatically become the part of integrated transport system. This would prevent any kind of obstacle in the flawless movement of the traffic within the city.

PUBLIC BICYCLE SHARING SYSTEM

In many European countries bicycle is considered as the most effective, pollution free and economical method for public transport. Countries where cycling is widely used, like Denmark, bicycles are provided for free to the local citizens. To encourage cycling in our country a separate infrastructure should be build, like dedicated cycle track. Separate policies for cycling must be formed to offer safety for bicycle riders. Public Bicycle System could be developed so that people could hire cycle from one bicycle point for their journey and should drop the same at the bicycle point available near by the destination. This would offer great ease of portability to the road users especially pedestrians and the tourists visiting the city.

PROVISIONS FOR NON-MOTORIZED VEHICLES

The non-motorized vehicle includes pedestrians and bicyclists. Apart from building the cycling tracks the pedestrian movement facilities needs to be enhanced from the points of their safety. The road must offer walkway or footpaths for pedestrians. For safe road crossing dedicated pedestrian crossing, foot over bridge and subways should be build. Pedestrians should also be trained about the safety measures they should take while moving on road.

INFRASTRUCTURE STANDARDS

There are three kinds of standards pertaining to road safety. First is Vehicle Standards which are recommended by Automotive Industries Standards (AIS). Second is Road Standards which are governed by Indian Road Congress (IRC). The last is Road User Standards which can be divided into two segments, Motorized Vehicle Road Users and Non Motorized Vehicle Road Users.

Driving a motorized vehicle is governed through the Motor Vehicle Act. The law came into existence in 1989. Currently all the vehicles are issued Registration Certificate and Drivers of these vehicles are issued Driving License that is governed under this law. The existing process of issuing driving license is not that much effective. It is required that the driving licensing system must be made effective, transparent such that license could be issued to the competent applicants.

On the contrary, there are many accidents that are caused due to non-motorized vehicles. These include Battery Operated Vehicles (BOV), bicycle, cycle rickshaw, hand pulled and other kinds of carts. All kinds of non-motorized vehicles and road users do not come under the periphery of the motor vehicle or any other act. Since, there are adequate amount of non-motorized road users and they are the most vulnerable too because mostly they seldom obey any traffic rules. Thus, it becomes a stringent requirement to spread road safety awareness among this category of road users. By creating awareness at large, this vulnerable group of road users could be turned into the safe road users in the country. Few standards should also be laid for this category of road users and they must be enforced to obey the traffic rules.

POLICY FOR EFFECTIVE ENFORCEMENT

The present enforcement system is more or less surrounded by controversies and complications. The maltreatment and abuse of the present enforcement system has made it ineffective. To make it competent and effective the first thing that is required on the priority basis is to make it transparent through complete automation. Integrating the enforcement system to the Traffic Management System with the use of ITS could be made effective, transparent and comprehensive. **NEED FOR UNIFIED METROPOLITAN TRANSPORT AUTHORITY (UMTA)**

Integration of all the mediums of public transport could not be achieved till it is controlled centrally by a system. The structure should be evolved in a manner that the different sources of public transport from metro to public bicycle system should be controlled and monitored by UMTA. In addition the different forms of public transport must function independently in their own periphery without any intervention of UMTA. Their management of finance must also be controlled to centrally and the entire transportation hub must be fuelled by an Urban Transport Fund (UTF).

UMTA and UTF must be formed in every city to control the unified public transport system. Individual cities should be given sovereignty to reframe traffic management policies and traffic rules to manage and enforce the traffic according to their own traffic condition and geographical constraints.

9

⁵PARKING MANAGEMENT

Parking could be used is an effective measure to reduce traffic congestion in the city. Lack of effective and timely public transport encourages public to utilize their private vehicle. More and more vehicles on road would demand for more parking. We need to ensure three things to reduce the use of private vehicles. First, before applying the parking policy for a city its public transport system should be made comprehensive and accessible. A stringent parking policy must be framed that should levied heavy parking fee in the most congested areas which would help restricting the use of private vehicles.

New parking places could be developed on Public & Private Partnership (PPP) basis. It must be ensured that adequate parking areas should be reserved in residential areas, multistoried apartments. Despite the residents of the apartments, parking fee must be charged from the owners of additional vehicles utilizing the parking area of other apartments. Ample parking should be made available at railway stations, bus stand etc. Private and public vehicles parked in the no parking zone should be toed or removed from the area. Parking should be made chargeable in markets and that must be governed by Taxo Meter. It can also be controlled while integrating it to the ITS through Advanced Parking Management System. The hourly parking fee will lead to lesser traffic congestion on the road and during the peak hours. Where there is scarcity of space, multilevel parking system or underground parking space could be built.

ISSUES IN MANUAL PARKING SYSTEMS

Most Indian cities are seeing a growing vehicle population causing road congestion and pollution. Parking spaces are getting scarce. Public's interaction with parking operators all of which are based on cash payments are a source of harassment and growing corruption.

Parking tenders and lucrative site allotments are being politically manipulated to favor a chosen few, with toll-bypass being an accepted norm resulting in revenue loss to the Municipality. After tender allocation, the Municipality loses control of the situation and remains helpless even while the public suffers through the wrong doings of a parking mafia, which does not respect the law. The end result is that the harassed road users feel helpless and become impatient with the prevailing situation. Road rage taking its toll within the city is one of the consequences of such public frustration.

All across India, currently public parking is handled using uneducated manpower at site. This has its limitations and creates more chaos primarily due to usage of parking space beyond available capacity. Added to this, lack of improvement of the parking environment takes place due to under reporting of revenue collected. India's plan for building Smart Cities need to overcome such parking problems through the use of game changing technology. In such circumstances, where space continues to be a major constraint and pollution a major threat, its optimum use through automated systems is the only way forward. Need of the hour is to deploy computerized system based fool-proof parking solution at such sites which can work on 24x7 basis even without human interface.

Safe and smoothly-flowing traffic is necessary to maintain modern economy and life style. Efficient transportation expands the range of opportunities for residents and contributes to the welfare and prosperity of urban centers, constituting an integral part of smart city approach. For smooth public transport, it is necessary to deploy intelligent solutions that include traffic management with rule enforcement for automated parking.

To handle growing urban vehicle population, building more roads and parking spaces is not the only way out of this dilemma. A comprehensive mobile based payment solution that makes optimum use of available parking space and aggregates it with other complimentary needs of a road user need to be seriously considered. So as to become a win-win proposition to all, such a solution has to work as an aggregator for servicing the needs not only of the road user, but also of all other players in this ecosystem.

ROLE OF PARKING OPERATORS, LAW ENFORCERS AND MUNICIPALITY

It has to be one platform that works at addressing various needs of the road users all across the city (and even the country) as also every other player within the operating environment. Today, with the growing use of mobile phones, cloud based computing technology, provides such an opportunity to the Government to deploy a city-wide centralized parking solution viz. for Delhi with its over 5.8 million two-wheelers and 2.7 million cars.

ROAD USERS POINT OF VIEW

- It should work seamlessly across a city (and preferably across a country ultimately) both for on-street and off-street parking on 24x7 basis. Also be usable
 on toll roads without the need to stop and pay. Thus, it should not be dependent on any human interface.
- Is should be easy to activate and accessible from any mobile phone: feature phone or smart phone or prepaid card for even an illiterate user'
- It should be easy to use across languages and help to locate/reserve available parking space.
- Navigate to it, end or extend the parking time and pay for it using one click mobile based payment process in a manner which generates receipts, usage history' reports etc.
- It should be usable for payment of toll and traffic violations, fuel, insurance, washing, towing, tyre repairs and purchases at convenience stores.
- It should be supported with SMS, helpline; IVR Parking session by the user could start and end using two different means.

PARKING OPERATOR'S POINT OF VIEW

Parking operators would like to keep the road user informed about the status of parking availability at his end and seek a convenient way to handle payments without the least burden of technology deployment. Thus, they would like to:

- Attract the user by informing him of parking availability
- Monitor the parked cars for duration of usage
- Collect payments without using payment machines' At the same time' they wish to avoid
- The hassle of handing out change or swiping cards for small value payments.
- Monitor parking violators and be able to penalize them on the spot.

ROLE OF TRAFFIC POLICE IN PARKING

Traffic police would like to facilitate fast track traffic movement. Hence they would like to Advise traffic status, congestion, accidents, blocked roads and available parking in an area.

- They would also like to identify traffic violators and receive payments from them for traffic offenses.
- Police can check for stolen cars through LPR based verification of all parked vehicles.

ROLE OF OTHER BUSINESS PARTNERS

- For fast track traffic movement, Toll stations should be able to eliminate "stop and pay" reduce number of manned pay stations.
- Gas stations and convenience stores would like to fast track their transactions to reduce user waiting time.
- Service stations would like to promote their car care services repair, towing, tyre puncture, car-wash etc.
- Insurance companies would like to be available 24X7 to meet vehicle owner's insurance needs
- Banks would like to facilitate smooth payment transactions to the mobile user at all times.

GENERAL PARKING GUIDELINES

There are certain guidelines that must be issued for the welfare and convenience of the general public pertaining to the norms of the parking. They could be summarized as follows:

- Parking must be automated and accessible to the vehicle owner on 24x7 basis.
- The parking must be charged on per hour basis and different tariff plans should be made according to the weight and size of vehicle.
- For transparency the parking systems should be levied through electronic payment system.
- For fare calculation of the parking charges taxo meter must be installed at designated parking stops.
- The vehicle carrying multiple passengers and those used for public transport must be offered parking at subsidized rate.
- The parking at railway station, bus terminus etc. must be free of cost for the passengers.

⁵ Parking Management for Smart Cities, Span Technologies, New Delhi

VOLUME NO. 8 (2018), ISSUE NO. 02 (FEBRUARY)

- The apartments being constructed must reserve twenty-five percent extra parking spaces for social gathering like marriage and parties.
- The organizer must contact the traffic police to ensure free flow of traffic in case of marriage and public events even though they have ascertained the parking management.
- Before the purchase of new vehicle, the automobile dealer or the traffic police must ensure the availability of ample parking space with the vehicle owner. **BUILDING TRAFFIC PARKS IN INDIA**

According to the population of the city Traffic Park cum Training Center could be established for the general public. The following are the key highlights that could be included in the park:

- History and details of major traffic crashes of the world, state and the district.
- Eye Testing Center
- Steering Balance Test .
- Simulators for Two Wheeler, Car, Jeep, Bus, Truck etc.
- Crash Test Demo
- Old and New Vehicle Technology
- Vehicle and Road Codes
- Hall for showing videos related to Road Safety ٠
- Road Markings, Road Signs, Traffic Signals demonstration
- Safety Measures and Maintenance of Vehicle

⁶PUBLIC TRANSPORTATION AND SANITATION – AN INTERLINKED PHENOMENON

In tune with the smart city mission, the government of India has also initiated the nationwide campaign of clean India, which is termed as Swachchh Bharat Mission. Through this mission, a humble appeal has been made to the citizens of India keep cleanliness in our surroundings being it our residential areas or workplace. This nationwide campaign has been introduced to aware the mass about the health benefits behind sanitation.

Several psychological studies and researches reveal that the clean environment also helps in offering a positive attitude towards our daily activities and driving is also considered as an important part of our routine.

The way the garbage is collected and dispensed in India is not hygienic and invites several hazards to the environment, stray animals and even the moving traffic. For example the below picture of the garbage bin explains the habitat around the place. The surrounding area is dirty and unhygienic. This also attracts stray animals. Cows eat content thrown in polythene bags and eventually they die due to blockage in their stomach due to plastic. And further the unnecessary stray animals on the road become a cause for the road accidents.

The use of semi underground garbage bin is the most effective solution to this issue. In tune with the European countries, these kinds of bins can also be installed in India. Although, these bins, in imported from European countries, if imported would cost around 2 lac Rs. including import duties and other taxes. These bins can also be manufactured in India under the Make in India campaign. Manufacturing these bins would bring down its cost to around fifty thousand Rupees.



PICTURE 3



⁶ How can India become developed & corruption free, Anil Tripathi

These bins offer a horde of advantages, like:

- Its semi underground hence does not litter.
- Surrounding remains clean that one can even sit besides its.
- Its packed so stray animals would not be attracted and they will also remain safe.
- It does not foul thus commuters and passerby can pass through the area without any hesitation.
- Neat, clean and healthy and safe environment for traffic as well.
- The capacity of bin is 3 tons and can serve the garbage collection for 250 homes.
- It can be emptied within 1 minute through JCB.

It is evident that if our roads would be clean, clear and pollution free then in effect to it will create a positive effect to keep the road users vibrant and filled with positive energy. The road users having a stable mindset would be less prone to rash driving that will result in creating a safe and healthy environment on roads. It has been noticed that erstwhile people mostly create litter at the public places including the public transport. Mostly trains and buses stuffed with passengers used to have unhygienic situations. But after this mission not even the public properties even the efforts are also put in to keep the public transport clean and

hygienic. Indian Railways has launched helpline number where the passengers could call to report any unhygienic situation in a coach. It is believed that a clean environment would also help in reducing the number of road crashes to some extent and would add an important milestone in achieving sustainability for evolving towards smart city.

CONCLUSION

Smart cities are not build overnight. It requires consistent effort from the law makers, the administrators, stakeholders and most importantly the cooperation of the citizens of the country. As the nationwide campaign like "Swach Bharat Mission" takes a firm footing, sense of awareness and responsibility among the masses is created with the help and support of the media. Similar endeavor from various stakeholder departments highlighting different issues of concern as brought fore in this article shall help make and grow India as a sustainable nation with safe infrastructure, safe roads and safe environment.

REFERENCES

- 1. Annual Report 2015-16 of MoRTH, Government of India
- 2. Challenges (pdf), www.smartcities.gov.in
- 3. How can India become developed & corruption free, Anil Tripathi
- 4. Parking Management for Smart Cities, Span Technologies, New Delhi
- 5. Road Accidents in India 2015, Ministry of Road Transport & Highways, New Delhi
- 6. Smart City Features (pdf), www.smartcities.gov.in
- 7. Strategies (pdf), www.smartcities.gov.in
- 8. What is Smart City (pdf), www.smartcities.gov.in
- 9. www.habagroup.fi/en
- 10. www.morth.nic.in
- 11. www.smartcities.gov.in
- 12. www.transport.rajasthan.gov.in

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as, on the journal as a whole, on our e-mail <u>infoijrcm@gmail.com</u> for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals

NATIONAL JOURNAL OF RESEARCH COMMERCE & MANAGEMENT





