

Protecting Women: GPS–tracked Panic Buttons to be Mandatory on Public Transport

Prime Minister Manmohan has approved a project tracking public transport and the introduction of panic buttons in a bid to improve the safety of women in 53 cities across India.

New Dehli ([PRWEB](#)) January 16, 2014 -- The Rs 1,405-crore (220 million USD) project approved by Cabinet Committee on Economic Affairs (CCEA) on the 2nd January 2014 will be implemented on two levels: national (National Vehicle Security and Tracking System) and state (City Command and Control Centre). It is the first project of the Nirbhaya Fund for women’s safety. It will cover a population of more than a million and aims to give aid to women in distress in minimum response time. The project will be initiated during the next two years. Safety elements to be introduced include: tracking and geo-fencing of all public transport vehicles with visual and text signals denoting violations.

Additionally, panic buttons will be installed on all public vehicles and CCTV added to public vehicles with large seating capacity. The CCTV footage will be authorised for use as evidence in the arrest of any individual accused of instigating an incident. The tracking, geo-fencing and panic buttons all require telematics products, making this government project a catalyst for growth of the telematics industry.

“Local government tenders are a key driver of the Indian telematics market, with big scope for investment across many regions of the country. This is really positive because government involvement is vital to the expansion of nascent industries” – Precksha Saksena-Sood, MD, Telematics Update.

The Nirbhaya Fund is one of many government tenders recently announced it was working towards better safety and security on India’s public transport and on the roads. These tenders constitute a huge injection of funds into the Indian Telematics Industry. For instance, the Jawaharlal Nehru National Urban Renewal Mission (JnNURM), extended into 2014, is aimed at creating ‘economically productive, efficient, equitable and responsive Cities’. This represents a total investment of over \$20 billion during seven years. Much of this investment has been and will continue to be put into the installation of telematics boxes into public transport vehicles. The Telematics India and South Asia 2014 event in May, Bangalore, will have targeted sessions on this subject. Topics will include mapping the Government investment landscape and making the most of opportunities arising as a result of these tenders. Expert speakers at this conference include Vijay Kakade, Director, Automotive & Transportation, Frost and Sullivan and Chandrika Shetty, Head of Telematics India, Volvo.

Other key topics to be included at the Telematics India and South Asia 2014 conference include:

- The structure of the Telematics Ecosystem]
- Improved Customer Experience: leading to customer loyalty
- Global Solutions for and Indian Audience

For further information on key topics to be covered at the conference, access the website at:

<http://www.telematicsupdate.com/india-south-asia/conference-agenda.php>

Maruti Suzuki India said that last year’s conference was an “Ideal platform to meet the stake holders who will define the vehicle telematics future for the Indian Market”.



Tata Elxsi stated that the conference "Was an extremely important event for India & Asia. It was clear that many of the companies participating had not networked with each other so bringing them together in this event will enhance Telematics activities".

To see the Telematics India and South Asia 2014 conference program and speaker line-up, access the website at <http://www.telematicsupdate.com/india-south-asia/> or contact the Telematics Update team at [india\(at\)telematicsupdate\(dot\)com](mailto:india(at)telematicsupdate(dot)com).

About Telematics Update:

Telematics Update Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

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