

# Every 10 mins, 3 die in mishaps. Intel wants to get insight into safer Indian roads

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**Hyderabad:** Every 10 minutes, three people die on Indian roads, as per the transport research wing of the Union ministry of road transport and highways. A quick back-of-the-envelope calculation shows that 432 people die each day, translating into a colossal loss of approximately 1.57 lakh lives each year.

With road safety being a major area of concern, US-based chipmaker Intel has joined hands with premier city-based research institution, IIIT Hyderabad, to better understand the road conditions in India, which in turn can help innovators come up with customised solutions to make Indian roads safer.

Intel India country head Nivruti Rai said, "...With the ability of artificial intelligence (AI), compute, memory and logic, we believe that many of these (road accidents) can be avoided..."

## ROAD TO SAFETY

10 minutes

3 die on Indian roads

24 hours

432 die



365 days

1.57L lives

► Intel has partnered with IIIT Hyderabad to understand road conditions in India

► This may help innovators come up with customised solutions to make Indian

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Nivruti Rai | INTEL INDIA COUNTRY HEAD



red manner is the hardest to get for any AI coder and this will give a lot of startups access to this data and (enable them to) build algorithms on top of it... We are looking forward to creating opportunities and in the end the goal of making roads safer and better to drive on with an AI solution," she explained. Rai pointed out that Intel, along with

IIIT Hyderabad, will continue to build more "diverse" data sets from different geographies. IIIT Hyderabad professor CV Jawahar pointed out that in the coming days data will be collected from rural parts of Telangana also. So far, the data collection with the help of EVs has been restricted to Hyderabad and Bengaluru. "This is just the tip of the iceberg. More data in diverse conditions has to be collected." Jawahar pointed out that the institute has been conducting many challenges wherein academicians, and innovators are building algorithms on these datasets to solve many problems. He said some of the issues that can be addressed using these data sets include detecting traffic violations, quality of roads, identification of places where traffic lights are not working and assessment of damage caused to roads due to rain, among others.