

# SRI VENKATESWARA COLLEGE OF ENGINEERING

(an Autonomous Institution affiliated to Anna University, Chennai)

Pennalur, Sriperumbudur Tk - 602117



## Department of Civil Engineering

### A Report on Guest Lecture

Name of the Guest Speaker	: Dr. ANDREAS RAU
Designation	: Faculty Head and Principal Investigator (Rail, Transport & Logistics)
Institute	: TUM Asia, Singapore
Number of Students participated	: 81 (II/III/IV year students)
Topic delivered	: Transport Demand Management
Date & Time	: <b>02-09-2022</b> (Friday) 10.30 AM – 12.00 PM
Venue	: Placement Cell Conference Hall
Faculty coordinators	: Dr. M. Selvakumar & Mr.R.Mathiyazhagan
Convenor	: Dr. R. Kumutha, Head/ Civil

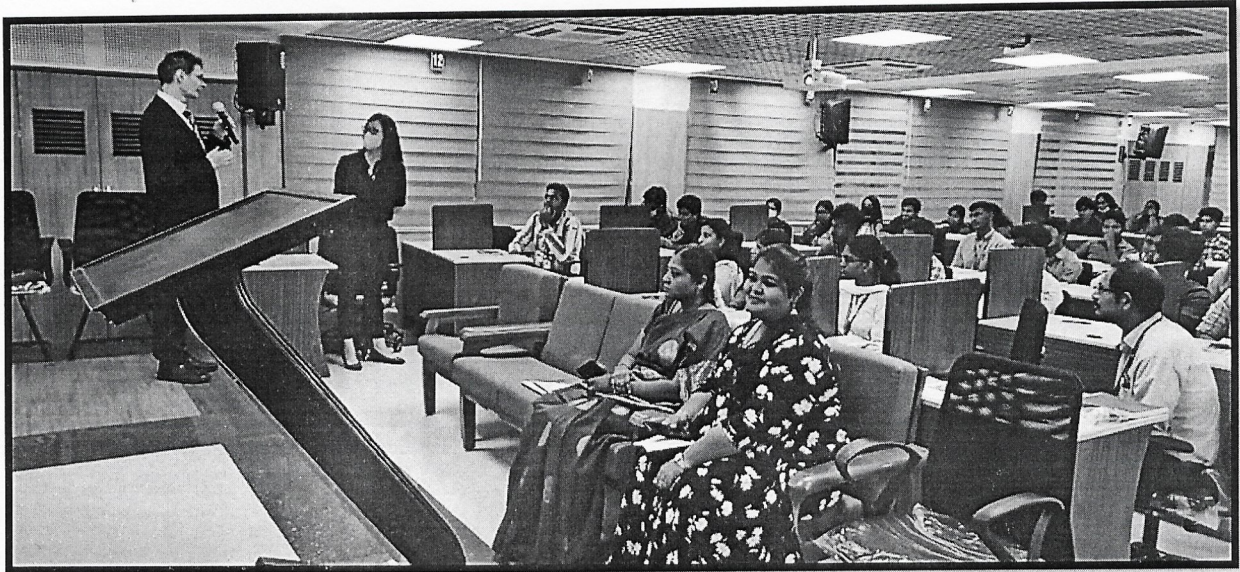
Welcome address was given by Dr.R.Kumutha, Head/ Civil Engineering

#### **Main points discussed:**

- Transport Demand Management – various ways/ methods to reduce traffic congestions and make the transport system more efficient in terms of time & cost was discussed and students were encouraged to ask questions
- The presentation mainly discussed the question how to reduce congestion on the road and maximize the efficiency of the transportation system.
- The talk was started with introducing the concept of “generated traffic” - the links between improvements of road infrastructure and the vehicles kilometres travelled. Examples from cities worldwide are shown.
- The principles and strategies of transport demand management has been presented. Suitable transport policies to reduce the traffic volume on the roads and give priority for traffic were discussed.

- The last part of the presentation focused on the implementation of these theoretical concepts into a real transport policy using Singapore as an example.

**Event Photos:**



*M. S. S.*

Faculty coordinators

*[Signature]*

HoD/Civil