

“Interesting nudge from Bengaluru traffic police”



Weekly Learnings 50 / 2023

This is an interesting nudge from Bengaluru traffic police. To notify your employer if you are a traffic offender. I am from Bengaluru and found this a bit of a puzzle.

I spoke to several CEOs on this, and most thought it was a bad idea. Interesting that nearly 59 per cent of people polled thought this was fine.

1. Bengaluru traffic is the butt of many a joke and is this simple OPTICS management to show ' We are doing something '
2. An employee's behaviour outside work is that person's responsibility. If the employee runs over somebody then it is a criminal case and not a traffic offence like jumping a signal or driving in the opposite direction
3. Are there better nudges?
 - a. Can we have license points as in many countries?
 - b. Can we inform the insurance company so that the premium is impacted?
 - c. Can we revoke the license for a week in case of a traffic violation? I don't know, I am putting alternative nudges.
4. The root cause is that most people in India learn to drive on a 2-wheeler where weaving in and out of traffic, lane cutting is normal and driving on the wrong side is 'smart', add to this our extreme impatience.
5. India is a vertical society where loss of face is not taken well. Is this a let's shame them into compliance nudge?
6. What does the Bengaluru traffic police expect the company to do once notified? Maintain a register, reprimand the employee, fine the employee, cut his / her salary, or forget it.
7. Worse will follow when the traffic police start publishing a scorecard saying that this IT company has 10 traffic violations and this bank had 20 in January 2024. That will be worse. This will suddenly transform into an objective for the mentioned company.

8. Is this nudge worse than the problem it's trying to solve. All nudges involve Attitude, behaviour, and communication, what are we missing? We might be taking civil liberties into the office now.

Finland has a unique traffic fine method, fines are a percentage of your salary, and the more you earn and flout a traffic rule, the more you pay as a fine!!!

Let's see how this NOTIFY nudge works!!

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inshorts

May notify bosses if employees break traffic rules: Bengaluru Police

Bengaluru police have started a new initiative in which they are notifying companies about their employees' traffic violations. When a person is caught breaking traffic rules, a list of violations by the rider is sent to their employer on WhatsApp, traffic police said. The idea is to raise awareness and make people more conscious about traffic rules, they further said.

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Yes (59%)

No (41%)