FICCI

COMPENDIUM ON 'BEST PRACTICES IN ROAD SAFETY IN INDIA'

7Th Edition of FICCI ROAD SAFETY AWARDS & SYMPOSIUM 2025

VISION ZERO: LIFE FIRST, ALWAYS

4th September 2025 | New Delhi

Analytical Contacts

Ms Neerja Singh
Assistant Secretary General, FICCI

Ms Komal Sharma
Additional Director - Infrastructure, FICCI

Ms Chahak Mittal
Assistant Director - Transport Infrastructure, FICCI
+91-7840048304 | chahak.mittal@ficci.com

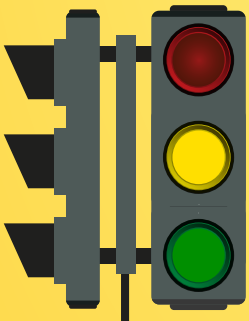
Mr Anshuman Chaudhary
Assistant Director - Logistics & Road Safety, FICCI
+91-9451172671 | anshuman.chaudhary@ficci.com

roadsafety@ficci.com

AWARD CATEGORIES

Category	Description	Eligible initiatives
I: Excellence in ENGINEERING	Celebrates excellence in design and implementation of physical infrastructure & vehicle technology that prioritises safety	Redesigning accident-prone areas, traffic calming measures, infrastructure for vulnerable road users, Intelligent Transport Systems, vehicle safety features, road safety audits
II: Excellence in EDUCATION (Awareness)	Acknowledges initiatives aimed at raising awareness and fostering a shift in public behaviour and mindset towards road safety	Road safety curriculum, public awareness campaigns, specialised training programmes, community-led programs, innovative communication strategies
Excellence in ESTABLISHMENT (Institutional & Policy Framework)	Recognises foundational work in creating robust systems, policies, and organisational culture dedicated to road safety	Developing and implementing road safety policies, establishing dedicated road safety management systems, creating public-private partnerships, championing legislative or policy changes, implementing data collection and analysis systems
Excellence in ENFORCEMENT	Honours outstanding initiatives in fair, effective, and consistent enforcement of traffic laws & regulations	Targeted enforcement drives, technology for traffic monitoring and enforcement, campaigns for compliance with safety laws, systemic improvements in licensing and registration, PPPs
Excellence in EMERGENCY CARE	Recognises initiatives that have improved post-crash response and 'Golden Hour' outcomes for road accident victims	Training programs for bystanders and first responders, improving ambulance and emergency medical services, upgrading trauma care facilities, implementing technology to shorten response times, establishing effective communication systems

FICCI



Category I:

Excellence in ENGINEERING



Category Description

(Celebrates excellence in design and implementation of physical infrastructure & vehicle technology that prioritises safety)

(One)

Savitar Services Pvt Ltd

Integrated hardware & software solutions (ADAS & DMS) for Indian automotive sector



Initiative Overview

Implemented: *2021*

Implementation State(s): *Delhi, Maharashtra, West Bengal, Uttar Pradesh, Tamil Nadu, Karnataka, Telangana, Gujarat*

In response to India's alarming road safety statistics and rising freight-related accidents, Savitar Services launched the initiative in 2021 to integrate Advanced Driver Assistance Systems (ADAS) and Driver Monitoring Systems (DMS) into high-risk linehaul commercial vehicles operating on major accident-prone freight corridors. The objective was to create a technology-driven ecosystem for safer freight movement and enhanced driver welfare.

The solution leverages AI-powered analytics combined with real-time driver assistance tools such as collision warnings, lane departure alerts, fatigue detection, and distraction monitoring. By focusing on preventive safety, the initiative aims to minimise human errors that contribute to over 70% of road accidents in India.

Over the last three years, 500+ heavy commercial vehicles have been equipped with these

systems. All vehicles are linked to a centralised data platform that aggregates inputs from on-road incidents, driver behaviour scores, and vehicle health diagnostics. The model is capex-light, offering both upfront purchase and subscription-based deployment, making it accessible for small, medium, and large fleet operators alike.



Photo 1: ADAS Systems for all vehicle-types

Impact & Achievements

Accident Reduction:

- Achieved an 80% reduction in accident probability across equipped corridors
- Significant drop in rear-end collisions and lane-drift incidents
- Fatigue and distraction detection averted several high-risk driving situations

Cost Savings:

- Average savings of ?3-5 lakh per avoided accident
- Cumulative annual savings estimated at ?7.5 crore
- Fleet operators benefit from up to 20% insurance premium discounts
- Improved fuel efficiency by 8-12%, translating into ?20,000-30,000 saved per vehicle annually

Operational Efficiency:

- 15-20% improvement in overall fleet utilisation
- Reduced downtime due to early maintenance alerts
- Driver scoring systems improved compliance and accountability

Behavioural Transformation:

- Real-time performance feedback fostered better driving discipline

- Reduced mobile phone usage and minimised drowsy driving incidents
- Enhanced driver retention by promoting a culture of safety

Scalability & Replicability:

- Designed to scale across thousands of vehicles nationwide
- Complements India's 'Vision Zero' approach and aligns with government-led road safety priorities

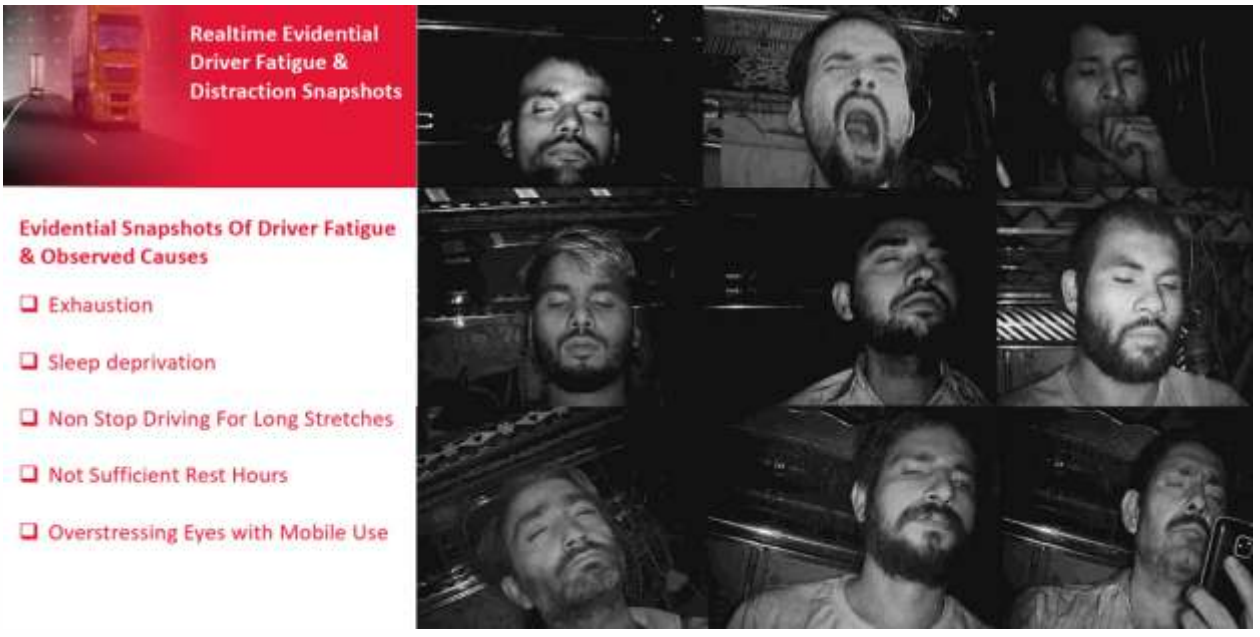


Figure 1: Evidential snapshots of driver fatigue captured

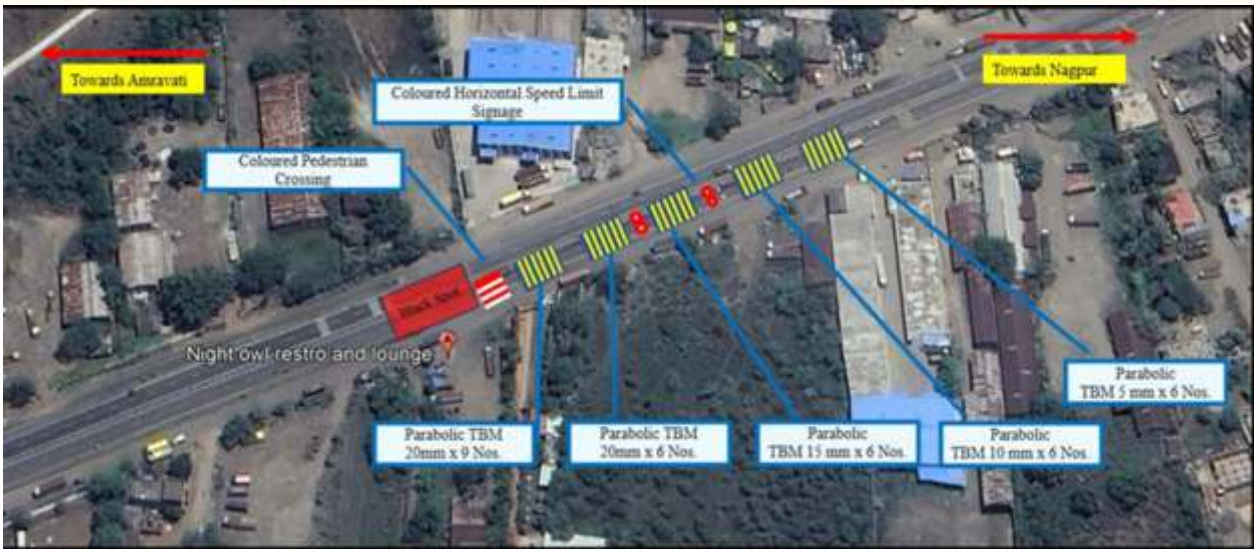
What makes the initiative unique?

- One of India's first large-scale ADAS and DMS deployments in linehaul logistics.
- Combines AI-powered fatigue detection, collision avoidance, and driver behaviour analytics in a unified platform.
- End-to-end approach includes sensor integration, real-time alerts, analytics, and centralized 24/7 monitoring.
- Achieved >80% accident reduction within 12 months while improving fleet efficiency.
- Simultaneous rollout in multiple metro regions demonstrates scale and coordination.
- Measurable ROI makes it technically, financially, and socially impactful, pioneering India's commercial vehicle road safety transformation.

(Two)

Kataline Infraproducts Pvt Ltd

Innovative Cold Plastic Parabolic TBM & Coloured Surfacing for Speed Reduction



Initiative Overview

Implemented: *March 2023*

Implementation State(s): *Maharashtra (Nagpur-Amravati Highway - NH-53)*

Recognising the gaps in conventional safety interventions, Kataline Infraproducts spearheaded a collaborative road safety initiative at Waddhamna Junction on the Nagpur-Amravati National Highway (NH-53) in Maharashtra, officially classified as a 'Black Spot' due to its history of frequent crashes.

The intervention introduced Parabolic Transverse Bar Markings (TBMs) and coloured cold plastic road surfacing using advanced two-component cold-applied plastic materials. The parabolic TBMs were installed in single-layer applications, allowing precise shaping with variable thicknesses between 5 mm and 20 mm. These were placed in a staggered, incremental sequence at calculated distances from the hazardous intersection. This gentle, progressive design encourages drivers to gradually reduce speed, unlike abrupt speed breakers.

In parallel, vivid-coloured surfacing was applied to highlight critical pedestrian crossings and enforce speed-limit awareness. These coloured markings remain visible even under poor lighting, heavy rainfall, and adverse weather conditions. The implementation strictly followed national design standards (IRC 35:2015 and IRC 99:2018) and was guided by on-ground field research and real-world sight-distance measurements.

Impact evidence: Data collected before and after implementation confirmed that the cold plastic TBMs successfully achieved up to 67% sustained speed reduction across vehicle categories, without causing discomfort or jolts common with conventional speed breakers.

Impact & Achievements

Effective Speed Management:

- 85th percentile speed reduced from ~70 km/hr to 30 km/hr before vulnerable road-user crossings
- Speed reductions achieved smoothly without harsh jerks or discomfort

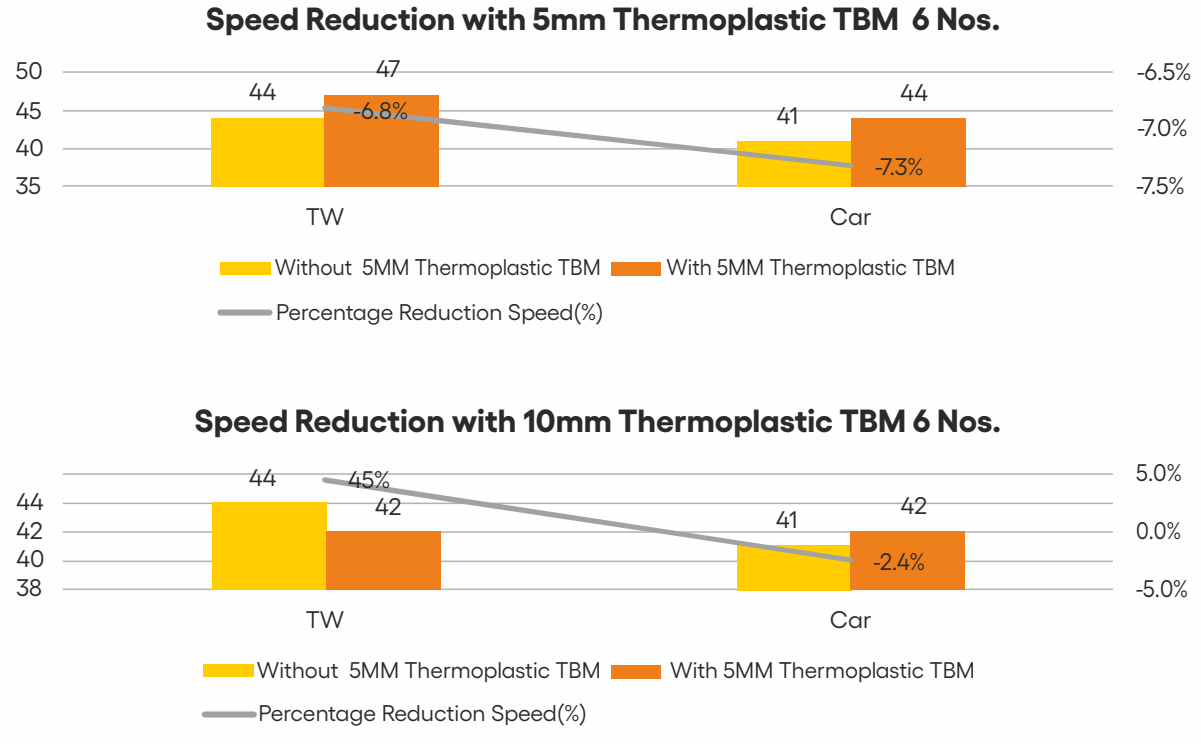
Sustained Crash-Free Performance:

- Zero accident fatalities reported in two years post-installation

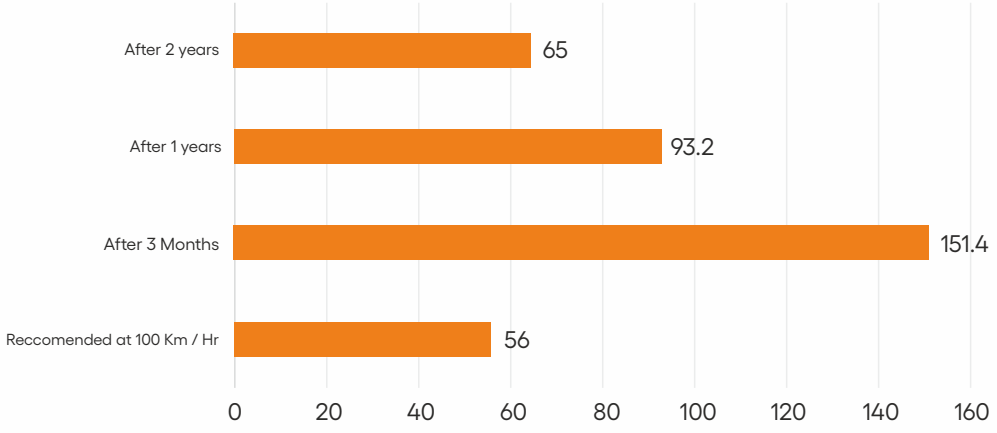
Sustainability and Material Innovation:

- Use of environment-friendly, cold-applied, two-component plastic materials
- Markings maintain visibility, shape, and thickness for over two years without reapplication

Compared to thermoplastic markings that typically require re-marking every six months, this results in significant cost savings and lower maintenance cycles.



Infographic 1: Data Analysis of Speed Reduction of Thermoplastic TBM



Infographic 2: Preview sight distance of horizontal coloured surfacing

What makes the initiative unique?

- **Innovative speed-calming design:** Uses cold plastic Transverse Bar Markings (TBM) in a precise, parabolic shape for smoother, progressive speed reduction compared to conventional thermoplastic TBMs.
- **Staggered installation:** TBMs are installed in a gradual, incremental pattern, starting with thinner bars and building up thickness near hazards to slow vehicles effectively.
- **Enhanced visibility:** Applies long-lasting coloured road surfacing using Plastitrak, ensuring vibrant reds and whites remain visible even after years of heavy traffic.
- **Data-driven & human-centric approach:** Solutions are tailored using real-world crash data, sight distance measurements, and first-responder feedback.
- **Proven results:** Achieved significant speed reduction, improved driver response, and zero crashes since implementation, setting a new standard for black spot treatments in India.

(Three)

Hindustan Petroleum Corporation Ltd

Intelligent Transportation System (VTS) for LPG Transportation



Photo 2: VTS device for trucks

Initiative Overview

Implemented: *April 2022*

Implementation State(s): *Pan-India*

To enhance safety and control in LPG logistics, a Centralised Vehicle Tracking System (VTS) was implemented in bulk LPG tank trucks and packed LPG trucks under HPCL LPG SBU. The initiative ensures real-time monitoring, compliance, and a 15% reduction in road incidents in 2024- 25 versus 2023-24. The VTS enables safe, efficient movement of 656 TMT LPG through over 15,000 trucks from 55 plants to 6,300+ distributors. It generates alerts for route deviation, over speeding, night driving, unauthorized stoppages, harsh braking, and continuous driving. Each truck has a GPS-based device with voice alerts in 15+ languages, mobile notifications, and in-cabin warnings for immediate corrective action.

Monitoring is handled 24x7 by M/s Saltriver Infosystems and Emnovil Pvt Ltd, enabling rapid emergency response and early intervention. Critical exceptions are analysed daily, with monthly MIS for proactive counselling of erring drivers. Over 12,000 letters have been issued, and geo-fencing ensures adherence to 13,000 approved routes. The initiative also reduces fuel consumption, downtime, and strengthens compliance with safety regulations.

Overall, VTS has made LPG road logistics safer, disciplined, and data-driven, reflecting HPCL's commitment to public safety, efficiency, and responsible energy transport.

Key highlights:

- **Safety & accident reduction:** Real-time monitoring and alerts reduced road incidents by 13%, enabling timely interventions
- **Cost optimisation:** Optimised routing and fewer violations lowered fuel, maintenance, and insurance costs
- **Exception handling:** 24x7 control room and automated reports enable quick emergency response and reduce human error
- **Driver accountability:** Multilingual alerts and analytics support training, awareness, and discipline
- **Compliance & transparency:** Geo-fencing and time-stamped logs ensure traceability and contract adherence

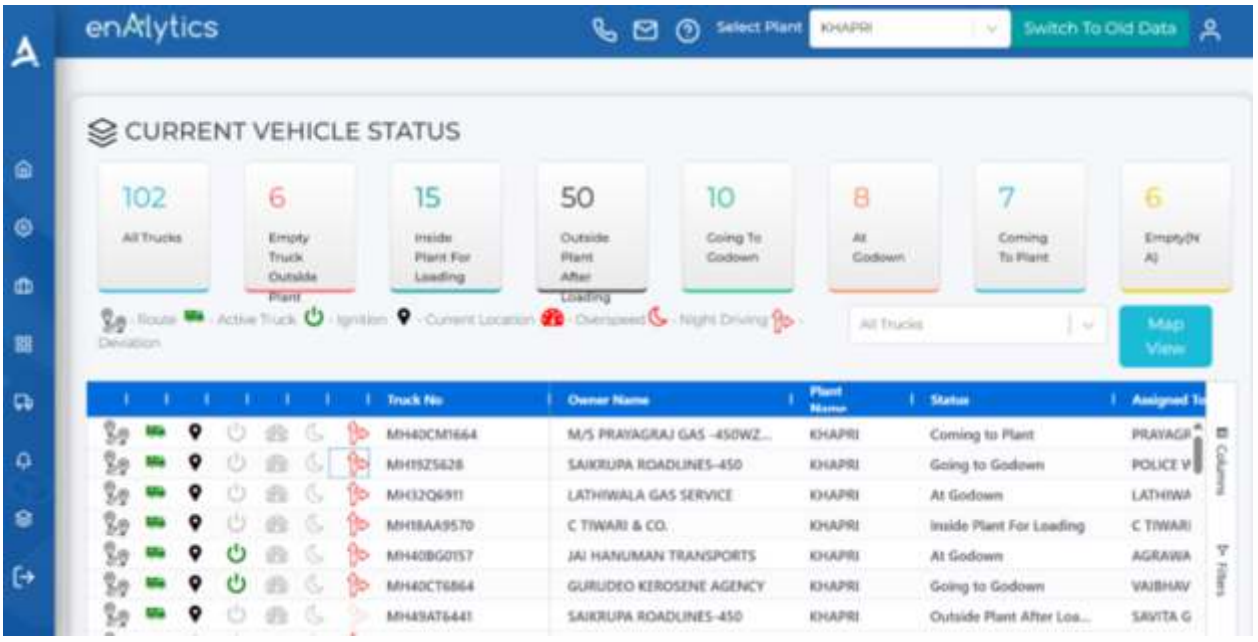


Photo 3: VTS Dashboard

Impact & Achievements

- Implemented across 5,392 bulk LPG tank trucks and 8,314 packed LPG trucks under HPCL LPG SBU
- GPS-based device with voice alerts in 15+ languages
- Over 12,000 letters have been issued
- Geo-fencing adherence to 13,000 approved routes

What makes the initiative unique?

- The Centralised Vehicle Tracking System (VTS) by HPCL LPG SBU is unique in scale, integration, and impact for hazardous LPG transport. It goes beyond GPS tracking with a voice-enabled, centrally monitored safety ecosystem
- Allows for real-time exception management detects route deviations, over-speeding, harsh braking, and night driving, alerting drivers via multilingual in-cabin messages and enabling data-driven counselling
- Geo-fencing of 13,000+ routes, 24x7 monitoring, and emergency protocol integration ensure operational visibility and compliance
- Over 12,000 automated violation notices reinforce accountability
- By combining technology, behavioural science, and logistics intelligence, the initiative reduces road incidents by 13%, lowers costs, and enhances public safety

Jury Special Mention

LightMetrics

'RideView Drowsiness Detection' – Video telematics for safer roads



Initiative Overview

Implemented: *2025*

Implementation State(s): *Worldwide*

Drowsy driving is a silent killer, causing over 100,000 crashes globally each year and resulting in thousands of fatalities. In India, driver fatigue is a major contributor to highway accidents, particularly in long-haul trucking. RideView Drowsiness 2.0 by LightMetrics tackles this challenge by proactively detecting early signs of fatigue, which is well before drivers become critically impaired.

Unlike conventional systems that rely on late-stage cues like prolonged eye closure or head nods, RideView uses Edge AI to analyse blink frequency, blink duration, and transitional closures in real time directly on the dashcam. Personalised thresholds adapt to each driver's normal patterns, ensuring precise, timely alerts, even without network connectivity. With the forthcoming AIS-184

mandate on driver drowsiness and attention warning in India, RideView offers a future-ready, scalable solution that aligns with government road safety goals while protecting lives, fleets, and businesses.

Its key benefits include proactive accident prevention, is Edge AI-powered, enables personalised detection by observing an individual driver behaviour/patterns for higher accuracy, is fleet friendly, reduces vehicle downtime and insurance costs, and is driver-centric, fostering a culture of safety and care.

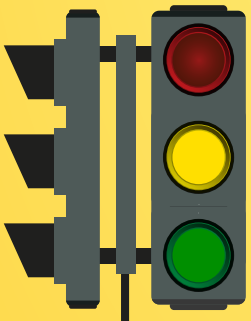
Impact & Achievements

- Implemented globally across diverse fleet environments
- 3500+ power units equipped in large utility fleets
- 97% precision and 93% recall in drowsiness detection
- Over a 90-day study, fleets saw 85% overall reduction in risky driving events
- Significant declines in driver distraction, tailgating, and harsh braking.

What makes the initiative unique?

- Detects fatigue much earlier than competitors (As per Karolinska Sleepiness Scale state 6 vs. industry norm of 9)
- Uses subtle, multi-layered cues like blink rate, blink duration, eye openness, yawning, and head nodding
- No additional hardware, works seamlessly with existing dashcams
- Offers haptic feedback (seat vibrations) for high-impact alerts
- Highly configurable to fleet-specific needs and government compliance standards

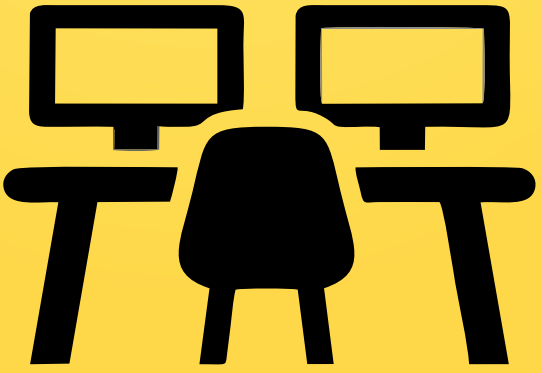
FICCI



Category II:

Excellence in EDUCATION

(Awareness)



Category Description

(Acknowledges initiatives aimed at raising awareness and fostering a shift in public behaviour and mindset towards road safety)

(One)

Ashok Leyland

Driver Training Institutes & Awareness Activities on Road Safety



Initiative Overview

Implemented: *March 2024*

Implementation State(s): *Pan-India*

Ashok Leyland's Pan-India road safety initiative has been implemented through its Driver Training Institutes across 10 states. The programme targets drivers, students, teachers, enforcement agencies, corporates, and the general public. It combines traffic rule compliance, awareness campaigns, defensive driving training, health and eye check-up camps, and community engagement to address both negligent driver behaviour and systemic road safety challenges. So far, the initiative has reached over 3.27 lakh beneficiaries across India, driving behavioural change and promoting long-term road safety awareness.

The initiative involved awareness activities such as rallies, road shows, quizzes, poster competitions, skits, and the use of print and social media to reach a wider audience; Defensive & safe driving training for truck, bus, car, two-wheeler, and three-wheeler drivers; School and college engagements through structured sessions for students and teachers, ensuring early sensitisation to road safety practices; Stakeholder collaboration with traffic authorities, government officers, enforcement agencies, and corporates to expand reach and impact; and Health check-ups and first aid training recognising that healthy drivers are safer drivers, with a focus on regular medical evaluations, eye tests, and first aid preparedness.

Impact & Achievements

- Training interventions have benefitted 3.27 lakh+ individuals across India
- Comprehensive driver education has covered safe driving practices, traffic rules, healthy eating habits, discipline, and promoted responsible driving behaviour
- Youth awareness among school and college students has fostered a culture of responsible road usage and Good Samaritan values.
- Addressing concerns of weaker eyesight has tackled one of the key contributing factors for road accidents by identifying drivers with vision problems
- Regular health & eye check-up camps have helped drivers detect and correct eyesight and health issues, improving overall road safety

Name of the Program	Nos. of Beneficiaries
School / Colleges / Institutes / Universities (Teachers & Students)	5506
Defensive & Safe driving Habits(Truck / Trailer / Tipper / Dumper / Excavators/Bus Drivers/Car / 2-Wheelers / 3-Wheelers)	235024
Hazardous Goods movement- Petro chemical products (Tanker Drivers)	7021
Road Safety creating awareness through training, road shows & rallies- (Pedestrians / Cyclists / General public/ Govt. officials/ Corporates)	15016
Road Safety & Medical Health Awareness (Drivers & General Public)	63234
First Aid Training-(Drivers-Fresher / Refresher)	1998

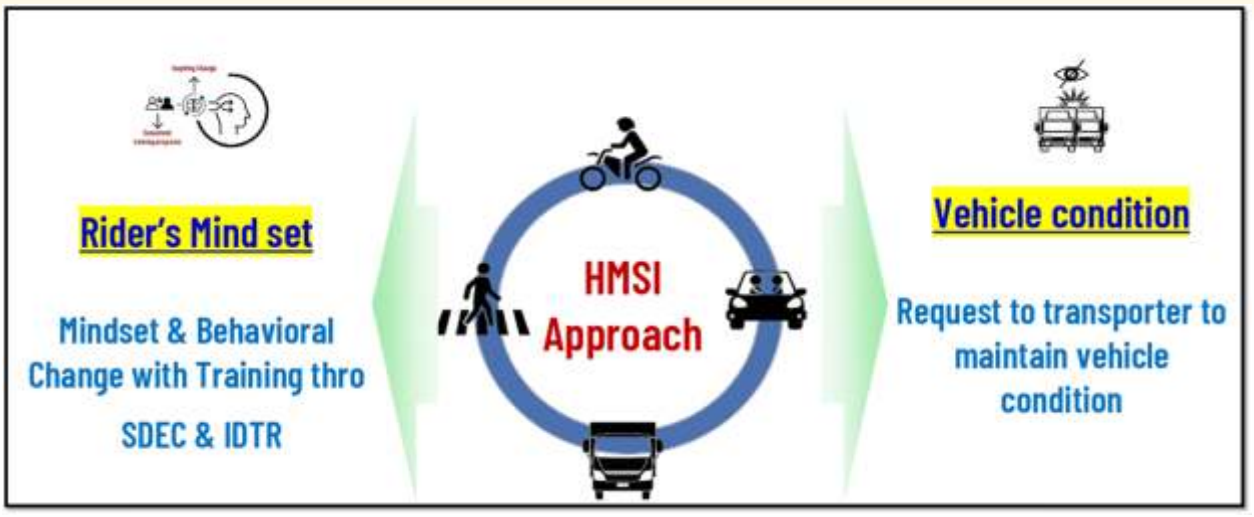
What makes the initiative unique?

- **Wide geographic reach:** Implemented across 10 states and extended to major cities nationwide.
- **Multilingual training:** Conducted in eight languages, Hindi, English, Tamil, Telugu, Odia, Kannada, Gujarati, and Punjabi, ensuring inclusivity.
- **Comprehensive target groups:** Covers drivers, students, teachers, government officials, enforcement agencies, corporates, petroleum companies, vehicle dealers, fleet owners, and the general public.
- **Holistic approach:** Goes beyond training to integrate health and wellness, including eye/ear check-ups, full-body screenings, AIDS awareness, stress management, yoga sessions, and de-addiction programs.
- **Environmental focus:** Promotes fuel-saving techniques, vehicle maintenance tips, and eco-friendly driving habits to reduce pollution and conserve energy.
- **Long-term cultural change:** Prioritizes early road safety awareness among children and youth to nurture responsible road users for the future.
- **Collaboration & outreach:** Works closely with traffic authorities, enforcement agencies, corporates, and educational institutions for maximum impact.

(Two)

Honda Motorcycle & Scooter India

Road Safety Awareness for Students



Initiative Overview

Implemented: *2006*

Implementation State(s): *Pan-India*

Honda Motorcycle & Scooter India's (HMSI) road safety initiative adopts a holistic, multi-age approach to instil safe road behaviour, reduce accidents, and foster long-term behavioural change.

Through its flagship "Catch Them Young" programme, HMSI engages children (5-13 years) via interactive activities, traffic education, road safety games, and sign awareness. For youth and adults, HMSI conducts simulator-based trainings, safety riding workshops, and theoretical sessions to improve risk prediction and situational awareness.

Special initiatives like free scooter training for women, corporate and college awareness sessions, and Pre-Delivery Safety Advice (PDSA) for Honda customers ensure that all age groups and road users are covered. By combining technology, education, and empowerment, HMSI is shaping a culture of responsible and safe road usage across India.

Impact & Achievements

- Above 97 lakh participants trained since inception
- Above 26 lakh individuals trained in 2024 alone

Beneficiaries include:

- Children (5-13 years) via Catch Them Young and other school programmes

- Youth & working professionals through college and corporate outreach
- Women via free scooter riding training
- Free kids' helmets distribution
- Honda customers through PDSA sessions and simulator training
- Truck drivers via specialised Back Hit Awareness and vehicle inspections
- License seekers via six Safety Driving Education Centres (SDECs)



What makes the initiative unique?

- Dedicated Catch Them Young modules, games, and interactive learning for children
- Simulators, KYT danger prediction, and E-Gurukul online portal make safety education engaging and accessible
- Free scooter training for women promotes gender inclusion and safe mobility
- PDSA ensures safety awareness starts at vehicle purchase for customers
- Initiatives span schools, colleges, corporates, traffic authorities, and local communities
- Awarded by Delhi Traffic Police (2025) for organising Road Safety Summer Camp, along with multiple local awards and ministry appreciation

(Three)

United Way of Mumbai

Awareness drives on safe mobility through 'ViA Safe Mobility Ambassador Programme'



Initiative Overview

Implemented: *April 2019*

Implementation State(s): *Pan-India*

The 'ViA Safe Mobility Ambassador Programme', led by United Way Mumbai since 2019, is a child-centric road safety initiative supported by TotalEnergies India, the corporate foundations of Michelin and TotalEnergies, and the Global Road Safety Partnership (GRSP).

Targeting government and low-income schools in urban areas, the programme empowers children aged 10-14 years to become advocates for safe mobility, particularly on their way to school. A highlight of the programme is also the international poster-making competition, where students depicted real-world road safety challenges and solutions. These posters were showcased in schools, communities, and international platforms, amplifying their voices globally.

By fostering peer-to-peer learning and nurturing youth leadership, ViA builds a generation that not only practices road safety but also champions it within their communities. The programme has been developed and implemented using the following two-phase approach:

Phase I: Awareness Phase	Phase II: Commitment Phase
Students learn safe mobility practices through interactive, module-based sessions, group activities, and discussions on topics like safe walking habits, avoiding distractions, and understanding driver blind spots.	Students are recognised as ViA Safe Mobility Ambassadors, trained to analyse mobility risks, suggest viable solutions, and influence peer behaviour through creative outreach such as street plays, flash mobs, poster exhibitions, songs, videos, and surveys.

Impact & Achievements

- Sensitised 1,16,000+ students & teachers about road safety
- Recognised 4,000+ student ambassadors
- Trained 3,100+ teachers on pedestrian safety
- Engaged 750+ schools for road safety awareness
- Reached 11 cities across India
- Over 90% participants reported increased confidence in advocating for road safety
- Pre- and post-programme surveys show a 40% improvement in students' understanding of road safety rules
- Several schools have joined the government-led Road Safety Patrol (RSP) initiative as a direct outcome of ViA's interventions



What makes the initiative unique?

- Child-centric and peer-led approach, empowering students as advocates for safe mobility
- Whole-school engagement model involving students, teachers, and communities
- Two-phase structure ensures sustained learning and advocacy
- Creative competitions provides edge to students at a global platform
- Use of interactive methods like street plays, flash mobs, surveys, and poster exhibitions to deepen learning
- Focus on government and low-income schools, reaching vulnerable, at-risk groups
- Targets children aged 10-14, enabling early and sustainable behaviour change
- Ambassadors extend awareness beyond classrooms, influencing families and communities
- Combines education, creativity, and advocacy to foster a generation of proactive road safety champions

Jury Special Mention

Rathinam College of Arts & Science

'RideView Drowsiness Detection' – Video telematics for safer roads



Initiative Overview

Implemented: *July 2019*

Implementation State(s): *Tamil Nadu (Coimbatore)*

'Safe Ride 360°, an NSS Youth Movement for Road Safety, is a pioneering and sustained road safety campaign initiated by Rathinam College of Arts and Science, Coimbatore, under the National Service Scheme (NSS). Launched in July 2019, this initiative has been executed every Friday, making it one of the most consistent youth-led civic safety movements in India. Built on a 360-degree framework, it addresses awareness, enforcement support, education, and behavioural change through immersive weekly interventions. Over 200 trained NSS volunteers conduct diverse formats such as helmet and seatbelt campaigns, flash mobs, street plays, placard rallies, signal discipline demonstrations, walkathons, poster-making drives, and awareness booths.

In close partnership with the Coimbatore City Traffic Police, Regional Transport Authorities, and civil society partners like the UYIR Club, the initiative plays a direct role in traffic regulation and safety assistance during high-risk festivals like Diwali, Pongal, Vinayagar Chaturthi, Christmas, and temple Kumbhabhishekam events, providing real-time crowd management support.

A standout feature is its school-based outreach model, where volunteers regularly visit government and corporation schools to organise road safety competitions and reward winners with experiential visits to the Coimbatore Children's Traffic Park, facilitated jointly with UYIR Club and Traffic Police. The campaign is also active during National Road Safety Month, Youth Road Safety Fortnight, and the World Day of Remembrance for Road Traffic Victims, garnering community participation and media coverage.

With over 1.8 lakh people directly impacted, Safe Ride 360° has evolved into an institutionalised movement rooted in consistency, collaboration, and community trust. Its unbroken 5-year run, festival-time traffic support, and youth-led school interventions make it a national model for grassroots road safety engagement and an exemplar deserving jury recognition at the 7th edition of FICCI Road Safety Awards 2025.

Impact & Achievements

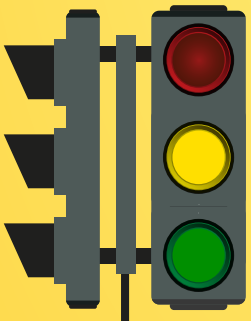
- Over 1.8 lakh citizens sensitised on helmet use, seatbelt discipline, and signal compliance through 230+ public campaigns since 2019
- Helmet compliance improved by 21% in target zones, as recorded by traffic police sampling during peak times
- More than 35 government schools engaged, with 1,200+ children visiting the Traffic Park to connect awareness with action
- NSS volunteers supported traffic police during six major festival seasons annually, helping reduce minor collisions and congestion incidents by up to 30% near temples and commercial hubs
- Over 700 road safety skits, flash mobs, and public demonstrations staged, drawing consistent local media attention and public engagement
- Post-activity NSS surveys show a 92% increase in road safety awareness among college peers and partner school students
- Operates at less than ?30 per capita outreach cost, leveraging volunteerism, partnerships, and low-cost IEC materials for maximum impact
- Uninterrupted five-year continuity has fostered a replicable community policing model anchored in youth leadership and civic trust

What makes the initiative unique?

- Integrates youth-led civic engagement with real-time enforcement and education to create a living model of community policing
- Combines weekly on-ground campaigns with festival-time traffic regulation, co-managed by student volunteers and city police
- Entirely student-powered with zero paid workforce, proving how institutional volunteerism can function as a structured civic service
- Collaborates with Uyir Club and Coimbatore Traffic Police for professional alignment while ensuring strong local ownership

- Regular school outreach through competitions and traffic park visits instills lifelong road safety habits from an early age
- Maintains unbroken 5-year continuity, demonstrating institutional sustainability and long-term commitment
- Extremely cost-efficient at less than ?3.50 per capita, making it highly scalable across districts and states
- Goes beyond spreading awareness by actively shaping public conscience, improving traffic behaviour, and creating a replicable "citizen enforcer" model for India

FICCI



Category III:

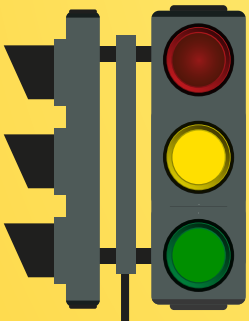
Excellence in ESTABLISHMENT

Institutional & Policy Framework)

Category Description

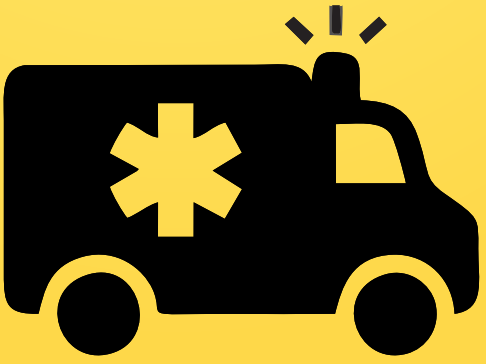
(Recognises foundational work in creating robust systems, policies, and organisational culture dedicated to road safety)

(Unfortunately, this category does not have a winner for this year)



Category IV:

Excellence in ENFORCEMENT



Category Description

(Honours outstanding initiatives in fair, effective, and consistent enforcement of traffic laws & regulations)

Maruti Suzuki India Ltd

Automated driving test tracks & Institutes of Driving and Traffic Research



Initiative Overview

Implemented: *2017*

Implementation State(s): *Delhi, Haryana, Uttar Pradesh, Uttarakhand, Bihar, Haryana, Chhattisgarh, Gujarat*

Maruti Suzuki India Ltd. (MSIL) has undertaken several road safety initiatives aimed at improving driving skills, strengthening enforcement, and enhancing awareness. Two flagship interventions under this umbrella are the Automated Driving Test Tracks (ADTT) and the Institutes of Driving and Traffic Research (IDTRs), which leverage modern technology to introduce transparency, efficiency, and convenience in driver training and testing.

Realising the challenges in the traditional licensing system, MSIL conceptualised ADTT to modernise driving test facilities at RTOs through state-of-the-art tracks, real-time camera monitoring, analytics-driven assessment, and biometric-enabled processes - ensuring a transparent and efficient license issuance system.

Complementing ADTT, IDTR was designed as a flagship program to provide world-class driver training through scientifically designed modules, simulator-based sessions, and behaviour-

focused learning. The initiative not only imparts technical skills but also builds responsible road conduct among diverse beneficiary groups, including women drivers, corporate employees, tribal youth, traffic police, and government officials.

For instance, at Delhi's Rohini ADTT, automated testing significantly reduced the license test pass percentage from 84.16% to 34.77% in the first year, ensuring that only skilled drivers qualified. Over time, this figure stabilised at around 65%, reflecting improved driving standards among aspirants.

Impact & Achievements

- **IDTR Network:** 8 centres covered across 6 states under CSR program
- **ADTT Reach:** 45 automated test track centres established
- **Driving Skill Improvement:** At Delhi ADTT, test pass rates dropped initially but improved as aspirants enhanced skills
- **Training Scale:** 4.3 million individuals trained via IDTRs and Road Safety Knowledge Centres (RSKCs)
- **FY 2024-25 Impact:** 3.2 lakh individuals trained; 80-100 driving tests conducted daily at each ADTT
- **Wide coverage:** Radar and cameras at 13 high-traffic junctions in Delhi & 23 in Haryana; 14 ADTTs in Delhi, 17 ADTTs in Uttar Pradesh, 4 ADTTs in Uttarakhand, 7 ADTTs in Bihar, 2 ADTTs in Haryana, 1 ADTT in Jammu. Around 30 ADTTs are planned to be set up in FY25-26



Photo 4: Aritra Technology

What makes the initiative unique?

- State-of-the-art driving test tracks with varied formations
- Transparent, technology-driven driver testing
- Integration of camera vision technology, RFID devices, sensors, and boom barriers
- Automated detection of driving errors (unscheduled stops, reverse gear, improper parking)
- Objective, analytics-based grading - minimizing human intervention

Jury Special Mention

Sightsavers India

RAAHI: National Truckers Eye Health Programme








Initiative Overview

Implemented: *September 2017*

Implementation State(s): *Punjab, Delhi, Haryana, Rajasthan, Uttar Pradesh, Madhya Pradesh, Gujarat, Chhattisgarh, Maharashtra, Telangana, Goa, Karnataka, Tamil Nadu, Kerala, Andhra Pradesh, Odisha, West Bengal, Jharkhand and Assam*

Sightsavers India's RAAHI - National Truckers Eye Health Programme is a pioneering initiative that places eye health at the heart of road safety. Anchored in a robust hub-and-spoke model, the programme is powered by RAAHI Drishti Kendras (static vision centres) and a vast network of outreach camps across India's busiest transport corridors.

The initiative stems from a critical insight: 'Clear vision isn't optional, it's vital for safe mobility.' Studies show that uncorrected refractive errors (URE) impair a driver's ability to judge distances, read road signs, and react to hazards, directly increasing crash risks. The World Health Organisation identifies URE as a leading cause of visual impairment globally.

Sightsavers India's landmark study, "Eyes OK Please", conducted among truckers and transporters, revealed that 46.7% (or 8,188 out of 17,546 individuals) screened had URE. With 9.3 million trucks moving 65% of India's freight, impaired vision among drivers poses a serious challenge to road safety.



Photo 5: In 2016, Sightsavers launched the report 'Eyes OK Please', conducting an evaluation of truckers' eye health across 10 locations in India. Approximately 17,546 truck drivers were screened for the study

RAAHI bridges this critical gap by delivering comprehensive, on-the-spot eye health services:

- Vision screening and refraction
- High-quality Ready2Clip™ spectacles and custom lenses
- Cataract screening and referrals
- BP and body weight checks
- Diabetic retinopathy screening
- Eye health counselling and compliance support
- Financial literacy workshops for truckers and allied workers

Most truckers receive spectacles instantly, while custom orders are delivered to a convenient location, minimising disruption to their work. A centralised supply chain ensures quality and consistency, while tech-enabled patient tracking, QR-coded IDs, and SMS follow-ups in local languages support long-term compliance.

By integrating vision care into the road safety ecosystem, RAAHI addresses an overlooked yet critical pillar of sustainable mobility.

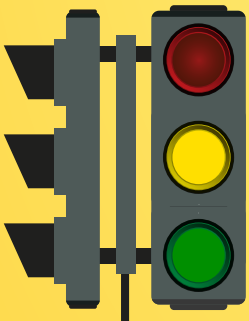
Impact & Achievements

- 1 Million+ eye screenings completed
- Provided Ready2Clip glasses with 93% on-the-spot correction
- Tech-enabled real-time monitoring across all sites
- High satisfaction rate: 97% of truckers report improved vision and experience
- Over 11,20,955 truck drivers reached
- Over 4,40,990 spectacles delivered across India's major freight corridors
- Operates via 27 static vision centres, 3 mobile units, and 10,000+ outreach camp locations across 52 cities in 19 states
- Adopted by 38 partner organisations and 80+ eye health institutions nationwide



What makes the initiative unique?

- Mapped on India's busiest freight corridors - Golden Quadrilateral and NSEW routes
- Multi-modal operations: Static centres, mobile vans, and pop-up outreach camps
- Instant access to Ready2Clip and reading glasses; custom lenses delivered conveniently
- Follow-up mechanisms with tele-calling and SMS, ensuring 97% compliance
- RAAHI app simplifies registration and tracking
- GIS-based mapping for real-time outreach monitoring
- Centralised supply chain guarantees quality and consistency
- QR-coded IDs for personalised, long-term patient tracking



Category V:

Excellence in EMERGENCY CARE



Category Description

(Recognises initiatives that have improved post-crash response and 'Golden Hour' outcomes for road accident victims)

Maruti Suzuki India Ltd

First Responder Training Programme & IDTRs



Initiative Overview

Implemented: *2022*

Implementation State(s): *Delhi, Haryana, Bihar, Gujarat*

Maruti Suzuki India Limited (MSIL) launched its First Responder Training Programme in April 2022 under its healthcare-focused road safety initiatives. Implemented across the company's Institutes of Driving and Traffic Research (IDTRs), the program trains drivers, transport professionals, and IDTR staff to handle road emergencies effectively. Conducted by AIIMS-certified trainers, the hands-on training uses medical mannequins and real-life simulations to teach first aid, CPR, trauma care, patient handling, and emergency response protocols.

Impact & Achievements

- Trained 21,000+ individuals, creating a nationwide network of trained first responders and strengthening India's pre-hospital emergency care system
- IDTR staff and trainers empowered with emergency skills
- Community members and road users safeguarded through quicker interventions
- State healthcare systems supported via reduced treatment burden
- Mass awareness stakeholders engaged through manuals, campaigns, and outreach through road safety manuals

- Establishment of Zydus Sitapur Trauma Centre (a 24x7 Trauma and Emergency Care Centre) for seamless transition from roadside care to hospital treatment

Awards & Recognition:

- Recognised for 'Driving Safety' at Auto Car India Awards & the Golden Peacock Award
- Road Safety Campaigns recognised at HDFC Ergo Awards
- Road Safety Award accoladed by Government of Gujarat
- Recognised with India CSR Award & Mahatma Awards for 'Technology in CSR & Project of the Decade'

What makes the initiative unique?

- Combines prevention and post-accident response in a single, integrated framework
- Delivered by AIIMS-certified trainers using hands-on methods and real-world simulations
- Targets high-risk commercial drivers, empowering them as trained first responders
- Strengthens the broader emergency ecosystem through ambulance donations and trauma care facilities
- Includes state-level policy engagement via development of the Haryana Road Safety Manual
- Offers a scalable, replicable model for corporations and governments to adopt nationwide

Jury Special Mention

Highway Delite

Raksha QR: Emergency & Parking Assistance Stickers





Initiative Overview

Implemented: *June 2023*

Implementation State(s): *Pan-India*

RakshaQR is India's first emergency assistance QR code designed to improve road safety and vehicle security. Affixed to any type of vehicles, including two-wheelers, four-wheelers, or commercial vehicles, the QR code stores critical information such as emergency contacts, owner details, and insurance data. In case of an accident, a good Samaritan can scan the

RakshaQR sticker and instantly connect to the family's emergency contacts via a virtual call line, safeguarding privacy. Simultaneously, the family receives an SMS with vehicle and medical insurance details to take immediate action.

RakshaQR team also tracks the call location and, depending on the severity of the incident, coordinates medical assistance from nearby hospitals. Beyond emergencies, it assists vehicle owners in situations like no-parking violations, valuables left in vehicles, and incorrect parking by enabling bystanders to notify owners securely.

In one of the instances, a vehicle owner in West Bengal avoided fines and traffic disruption when a passerby used RakshaQR to notify him about illegal parking, demonstrating how the solution helps prevent both emergencies and inconveniences.

Key highlights:

- Designed for all-vehicle types (2W, 4W, CV)
- QR-enabled access to medical data, family contacts, and one-tap navigation to nearby hospitals enables swift action
- Enables instant alerts for parking violations, misplaced valuables, threats to vehicle safety
- Engages bystanders as active participants during emergencies, fostering a safety-first culture
- Shortens the time between incident and medical response while safeguarding personal data
- Empowers good Samaritans and integrates hospital support through Highway Delite's rapid response coordination

Impact & Achievements

- Onboarded 5,000+ RakshaQR customers
- 300+ emergency calls successfully connected between bystanders and family members
- 1,100+ parking-related calls helped avoid fines, towing, or traffic disruptions
- Vehicle owners, commuters, pedestrians, good Samaritans, and medical responders all benefit from faster, secure communication

What makes the initiative unique?

- Combines life-saving medical response with vehicle security in a single solution
- Affordability, scalability, and simplicity make it viable for mass adoption
- Provides instant access to driver medical data, emergency contacts, insurance details, and nearby hospital routes
- Integrated help desk for automated alerting, emergency coordination, and data logging
- Privacy-first design - all calls are routed via secure cloud lines, masking personal numbers
- Insurance details are accessible only to vehicle owners and family members, preventing misuse

NOTES

NOTES

NOTES



About FICCI

Established in 1927, FICCI is the largest and the oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialisation, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policymakers and civil society, FICCI articulates the views and concerns of industry. The organisation serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to more than 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policymakers, and the international business community.