



SAFE DRIVE SAVE LIFE

NGO FOR ROAD SAFETY



HELP SAVE 1,50,000 LIVES
WHO DIE EVERY YEAR FROM ROAD ACCIDENTS

CONTENTS

INTRODUCTION
PAGE 02

MESSAGE FROM PRESIDENT
PAGE 03

VISION - MISSION - MOTTO
PAGE 04

OBJECTIVES
PAGE 05

**OUR KARMA'S & UN ROAD
SAFETY PILLARS**
PAGE 06

ORIENTATION AND TRAINING
PAGE 09

INTERVENTIONS
PAGE 11

AWARENESS CAMPAIGNS
PAGE 13

LONG TERM PROJECTS
PAGE 17

**INTERNATIONAL ACTIVITIES AND
EVENT CELEBRATIONS**
PAGE 21

AWARDS & ACHIEVEMENTS
PAGE 24

सड़क सुरक्षा चौपाल

ग्राम सड़क सुरक्षा शिक्षा कार्यक्रम

आओ मिलकर शपथ उठाएं
सड़क दुर्घटनाओं में कमी लाएं

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INTRODUCTION

SDSL has been pre-eminent in spreading the message about road safety through a wide variety of grass root activities aimed at raising awareness amongst all levels of society as to the risks and consequences associated with the lack of road safety awareness. SDSL strongly feels that partnering with media provides impetus to the initiative and has close association with local and national media both electronic and print. SDSL believes that community involvement can give strong support to the cause of road safety and motivate political will, thus enable road safety actions to be prioritized and implemented.

"Road accidents can happen to anyone, and even if you are a competent driver, other people on the road may not be as alert and attentive. Road safety is a huge problem, not only in India, but worldwide, and the SDSL's road safety campaign aims to educate drivers about the dangers of the road and how to drive responsibly to your destination."

Adv. Om Sharma (Founder/President)





United Nations Global Road Safety Week 2017.

Save Lives
#SlowDown

VISION

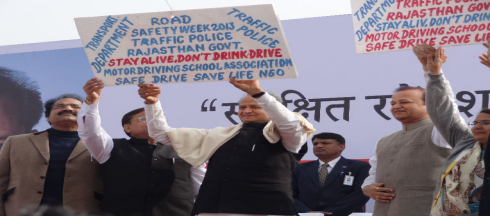
To ensure that India remains one of the world's safest countries for road users and to generate and sustain road safety awareness within the community, both now and into the future, SDSL recognized the need for a vision statement, together with a distinctive symbol which would raise public interest and support for road safety improvement.

MISSION

To act as a focal point to identify, innovate, initiate and implement road safety priority programs that will help reduce the number and severity of traffic accidents in India. There is "No U-turn" after a crash so it's better to avoid it, any way possible. Just imagine in these 5 minutes that you are busy reading this profile, several more must have died somewhere on the roads, not to mention how many getting injured.

MOTTO

**"Development
runs
through roads
so
let's make
them safe"**



Road traffic injuries are the major but still neglected public health challenges that require intensive efforts for effective and sustainable prevention. Road traffic system is one of the most complex and dangerous system with which people have to deal every day

OBJECTIVES

The broad objectives of SDSL are:

- **To reach out to Government, Media, Corporate and Community to solicit their support to prevent colossal waste of human life on Indian roads as India holds the dubious distinction of highest road crash fatalities in the World.**
- **To work as a pressure group to create political will and help improve road safety situation.**
- **Sensitize masses by raising awareness about road traffic injuries, their grave consequences and thus build community involvement around the issue of Road Safety.**
- **•Develop cost effective road safety programs to increase knowledge, awareness and skills amongst the Indian road users.**
- **To change the attitudes and behavior of drivers by creating peoples movement for safe behavior.**
- **Promote a positive attitude towards enforcement laws and infuse sense of courtesy and concern among road users.**
- **Regularly monitor relevant local and international road statistics and developments in order to effect improvements.**

OUR PROJECTS (KARMA)

We work as defined in the UN Road Safety 5 Pillars

Pillar: 1
Road Safety
Management

Pillar: 2
Safer Roads
and
Mobility

Pillar: 3
Safer
Vehicles

Pillar: 4
Safer Road
User

Pillar: 5
Post - Crash
Response

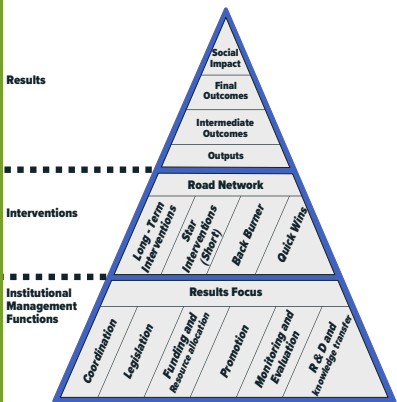
And we design our Project while in mind as the main thrust of crash prevention and control across the world has been on 5 E's

1. Engineering
2. Education
3. Enforcement
4. Emergency Services
5. Evaluation

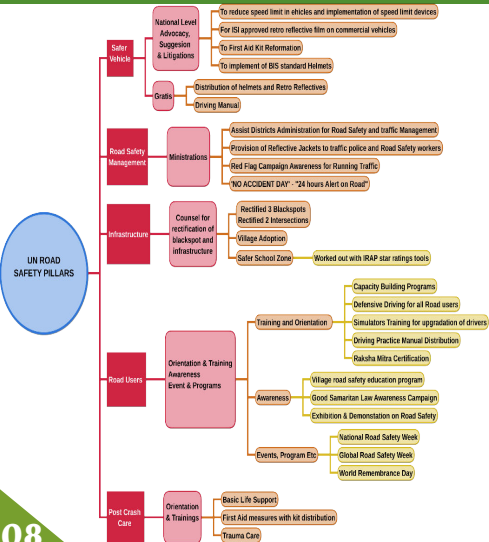
5 E's of Road Safety



Our Interventions and programs are designed with in the mind of below triangle pattern



Our Initiatives for long term and short term are focus as per define in UN Road Safety Pillars. Look at a glance in below Mind Map.



ORIENTATION & TRAININGS

Capacity Building Programs

Industrial Driver & Employee & Orientation

Orientation on Defensive Driving Techniques & Tools

Orientation on Safer Road User Behavior

Basic Life Support & CPR Training

Raksha Mitra Initiatives



These trainings and orientation are on advance level of courses, designed by the technical team of SDSL with the help of IITians, national and international driving instructors & Road safety experts, driving school managements, fleet and logistics managements, Doctors, etc. These program update the drivers, employees, trainees, etc with the various latest tools and techniques to how to be safe on roads and save their own life as well as others and help others in road crash by the knowledge of basic life support techniques.

HOW

We serve 2 hours, 4 hours, full day orientation program with our International & national level speakers and trainers. We are in tie-ups with various institutes with having our own flexible modules which is updated time to time

RESULT

SDSL has oriented more than drivers, employees, teachers, instructors, Raksha Mitra etc.

TARGET AUDIENCE

- Fleet Drivers
- Industrial Drivers
- Bus & Coach Drivers
- Auto & Taxi Drivers
- Instructors & Trainers
- Teachers & Employees



1. Safe School Zone →

Safe school zone project is one of it's kind intervention to assess schools using the international road safety assessment program (iRAP) star rating system, where a five star road is the safest and a one - star road is the least safe. In one of the assessment some measures done by the efforts of SDSL to improve safety on roads as 3 - star standard.

HOW

By using Road Safety assessment program (iRAP) star rating system

RESULT

Improved some safety measures on road as 3 - star standard.

INTERVENTIONS



BEFORE



AFTER



BEFORE



AFTER

2. Safe Road Infrastructure →

As per the guidelines under Safe Infrastructure UN Pillars SDSL took the initiative to improve black spot .

HOW

Encouraging governments and road authorities to set a target to “eliminate high-risk roads”.

Encouraging road authorities to commit to dedicated safer road infrastructure programs.

Promoting the safe system approach and the role of self-explaining and forgiving road infrastructure.

Identify the number and location of deaths and injuries by road user type, and the key infrastructure factors.

Identify hazardous road locations or sections where excessive numbers or severity of crashes occur and take corrective measures accordingly.

RESULT

Rectification of 3 Black-spots at NHAI and State Highways.

Rectification of one circle and one intersection.

Road crashes and fatalities reduced.

INTERVENTIONS



हदसे कम करने को परिवहन व पीडब्ल्यूडी ने चिन्हित किए सड़क मार्ग, हनुमानगढ़ रोड के आसपास बनेंगे स्पीड ब्रेकर

श्रीगंगानगढ़। बढ़ते सड़क हदसों को रोकने के लिए शहर के आसपास से निकलने वाले मुख्य मार्गों को चिन्हित

भास्कर सरोकार

हमने खोया, आप न खोएं

कर सुधार का प्रयास शुरू किया गया है। इसके लिए जिला परिवहन विभाग और पीडब्ल्यूडी विभाग सहित सैकड़ों ड्राइव सेवा लाइफ एनवीओ ने कागजातों का निरीक्षण किया। एनवीओ सैकड़ों ड्राइव सेवा लाइव के मोहन सोनी के अनुसार कुल ऐसे सड़क मार्ग हैं, जहाँ हदसों की आंशिक छूट है, इन्हें चिन्हित कर सुधार किया जाएगा। इसके लिए एक कमेटी बनाई गई है,

जो केंद्रीय सड़क एवं राजमार्ग मंत्रालय के मार्गदर्शक अनुसार रिपोर्ट तैयार कर कतबदार को देगी। इस रिपोर्ट पर संभवतया अगामी बैच में निर्णय लिया जा सके। सुधार को कागजातों का निरीक्षण में जिला परिवहन अधिकारी कुल किशोर मशूर, सार्वजनिक निर्माण विभाग के सहायक अधीक्षक विजय कुमार भी मौजूद रहे। मोहन सोनी ने बताया कि कमेटी ने हनुमानगढ़ रोड स्थित जैन कॉलेज के पास दिवाइटर में लंबा कट होने से हदसे होते हैं। इस कट को 12 फिट तक करने, पूरा कॉलेज, जैन कॉलेज व बुद्ध आश्रम को लिंक रोड्स पर स्पीड ब्रेकर बनाने की अनुरोध की गई है। वहीं लिंको बाइपास से कागजातों रोड पर फ्लाईओवर से पहले सड़क संकरी हो जाती है, जहाँ चालक को जागरूकता के लिए सफाई निशान लगाने की अनुरोध की गई।

SDSL works with diversified forms of awareness campaign among the public so that people get to know about the importance as well as urgency of road safety.

Such campaigns are named as:

- 1. Helmet Awareness and Distribution campaign**
- 2. Exhibition on Road Safety**
- 3. Reflector Campaign**
- 4. Traffic law and No Accident Day**
- 5. Candle march for the awareness of Road Safety**
- 6. Act on Road Safety (Nukkad Natak)**

AWARENESS

CAMPAIGNS



HELMET AWARENESS & DISTRIBUTION CAMPAIGN

SDSL organized a Krishna Rukmani helmet act, where Rukmani giving helmet to Krishna when he is going out of the house to protect his head while riding bike. This message spread road safety awareness to the public.



EXHIBITION ON ROAD SAFETY



Safe Drive Save Life and traffic police organized the exhibition of road safety activities posters which was done in the complete year by the joint efforts. Where Member of Parliament, Member of Litigate Assembly, various school kids, youngest, stakeholders, villagers, etc visited the exhibition.

REFLECTORS CAMPAIGN

Reflector campaign is run by SDSL every month of the year at the various activities like pasting of retro reflective tape to the carts, tractors, bicycles, etc.



At night, drivers are not able to see animals on road as uncertain appears on road and that is a major cause of road accidents on Indian roads. SDSL took pain to strip the reflector belt on loaf of cattle and tractors so that at night drivers can able to see the animals and trolleys on road and save their, others and animals lives.

TRAFFIC LAW & NO ACCIDENT DAY



No accident day was conducted successfully in the district where no accident was happened on that day. Where police and SDSL NGO volunteers served the tea to the trucks, buses and lorry drivers, and ask them to take rest if they feel sleepy. The enforcement was very strike and the media involvement was fully supportive for the awareness of the event.

CANDLE MARCH FOR ROAD SAFETY AWARENESS

To sensitize the mass a homage walk among the crowded places was initiated with the involvement of the district administration.



ACT ON ROAD SAFETY (NUKKAD NATAK)



SDSL and traffic police organized the act to spread road safety message among school kids and general public. Where various school kids, youngest, stakeholders, villagers, etc visited.

SDSL in the collaboration of Panah Ngo at Hatigoan, Assam, organized a road safety awareness program through nukkad natak to spread road safety awareness.

SDSL works with diversified forms of Long Term Projects

Such campaigns are named as:

- 1. Village Road Safety Education Program (VRSEP)**
- 2. School Road Safety Education Program**
- 3. City Towards Zero**
- 4. Defensive Driving Orientation and Driving Manual Kit Distribution Program**
- 5. Highway Towards Zero Fatalities**

SDSL

**LONG TERM
PROJECTS**



VILLAGE ROAD SAFETY EDUCATION PROGRAM

To work on the behavioral changes and awareness on importance of Road Safety, Basic First Aid & Good Samaritan Law, in their own language



SDSL Organized 20 Road Safety Chaupals in 20-gram panchayats at Sri Ganganagar District. Near about 5000 people participated with direct or indirect reach.

SCHOOL ROAD SAFETY EDUCATION PROGRAM



Save life human chain was organized in school to spread road safety message all over the world.

These programs are continuously done to educate our youngsters about road safety and road behavior.

DEFENSIVE DRIVING ORIENTATION & BOOK DISTRIBUTION

SDSL has given Defensive Driving Orientation course to the MNC companies for the four wheeler's drivers and two wheeler's riders to their employees.



CITY TOWARDS ZERO



Since the launch of City Towards Zero in 2014, by Safe Drive Save Life Foundation, the projected city has experienced a 30% percent decline in road accident fatalities in the last 5 years. The tireless work of city agencies, advocates and Safe Drive Save Life Foundation has paid surpluses in lives saved even in the face of a national upward trend in road accidents deaths over the same periods.

HIGHWAY TOWARDS ZERO FATALITIES

The project will be done on NH-62. Camps will be organized in the gram panchayats with a target of preparing Raksha Mitra and providing a behavioral change in the villagers with the knowledge of 'First Aid, Post Crash Care, Road Safety, Good Samaritan law and First Aid Training'



The area of focus in this project will be to provide 3 core things:

- **Orientation on Road Safety Awareness and Good Samaritan Law**
- **Orientation on First Aid, post crash care and Distribution of First Aid Kits**
- **Will be Preparing (Raksha Mitra) and they will be highly trained with the knowledge of first aid training and road safety awareness that will be proven very important in critical times called 'Golden Hour'.**

SDSL works with diversified forms of Road Safety International Activities and Events

Such campaigns are named as:

- 1. National Road Safety Week**
- 2. Global Road Safety Week**
- 3. World Remembrance Day**



NATIONAL ROAD SAFETY WEEK

As per every year Safe Drive Save Life Ngo organizes the road safety week in the collaboration of Transport Department and Police Department. The main objective is to aware the masses about their safety to secure their family and how to be cautions on roads.



SDSL spread the awareness about how people can make habit for road safety in their day to day life so that they can able to avoid the crashes on road

GLOBAL ROAD SAFETY WEEK



Global Road Safety Week is celebrated in every 2 years.

Many campaigns were organized by SDSL like:

- Demand Tree Campaign
- Save Life Human Chain

Every year SDSL make WDR in the memory of road accident victims. This time SDS organize this day with the local leaders to spread the positive message for road safety.



AWARDS AND ACHIEVEMENTS



Awarded with News18 Rajasthan, Road Safety Awards Rajasthan State Level Appreciation by Transport Dept.

Awarded with Alliance Advocate of Global Alliance of NGOs for Road Safety and Good Samaritan Law Awareness.



Awarded with Appreciations by various City administrations, Regional Transport Offices, District Transport Offices, Industries, etc.

Completion of Delft Road Safety Course for LMIC – 2021, Netherlands



NGO: SAFE DRIVE SAVE LIFE
Acronym: SDSL

Addresses:

Registered Office:
88, Manglam Greens, Bikaner
(Raj.) - 334402

Administrative Office:
96, Basement, Neelkanth Colony
Behind Diamond Tower,
Ajmer Road, Jaipur-302019

Contact: 0141-6781517, 8387999777,
9829162250
Website: www.safedrivesavelife.com
E-mail: sdsl4u@gmail.com