

ICICI Lombard's "Ride to Safety" initiative to spread awareness about the fatal consequences of not using helmets which can lead to traumatic accidents with severe head injuries. Especially as the major killer category responsible for these fatalities is two-wheelers (22.4%).

The program aims to promote the use of helmets both for the rider and the pillion rider- mostly children, as they often ride as pillion passengers and are unprotected.

Since its inception in 2015, Prabhaav has been conducting training, workshops, awareness campaigns, and organising rallies on road safety in Pune, Nagpur & Ahmedabad.

"Road Safety Workshops"(using online and in-person sessions) were conducted in more than 600 schools over the last 8 years and benefitted more than 100000 lives, including students, parents, and the school staff. The takeaway of the campaign continues to be the distribution of high-quality helmets both for children and adults. Schools over the last 8 years and benefitted more than 100000 lives, including students, parents, and the school staff. The takeaway of the campaign continues to be the distribution of high-quality helmets both for children and adults.



Road Safety: JSL – Stain-Less Roads

Road accidents lead to 17 hourly deaths and cyclists for 3% of these. The major killer categories responsible for these fatalities were cars, taxis, vans & LMVs (22.7%), and trucks & lorries (19.1%) and two wheelers (22.4%).

Prabhaav Foundation undertook a “Stain-Less Roads” project under the CSR Initiative of Jindal Stainless Foundation in the cities of Hisar, Delhi, and Jajpur. The mission is the reduction of two-wheeler fatalities by safeguarding bicyclists by providing them with Road Safety Awareness and First responders training. Under this program, since 2019 we trained more than 3000 students and school staff and distributed 3000 bicycle helmets.

To protect and safeguard cyclists, especially on highways, busy state roads, and city roads, reflective tapes were put on the cycles. These (Red, Yellow, and White) tapes reflect the light from oncoming vehicle's headlights making them visible to the drivers. They were attached to cyclists belonging to the local public, daily wage workers from the DCM mill and the JSL factory, and school children. The cyclists appreciated the effort as they understood the reflectors & importance and benefits.



Steer to Safety Program



Michelin India and PVR - Steer to safety program, launched a campaign across 200 Delhi schools for young adults. This program used multiple mediums for creating awareness on road safety.

Prabhaav conducted behavior assessment tests and trained students across these schools. A structured Psychometric test, “Skills for life Effectiveness” measured the attitudes relevant to road safety, helping the assessor make a reliable decision on the driver's attitudes and the required intervention.



PB Fintech-Road Safety Education for cyclists

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PB Fintech Limited, through its CSR arm, Prabhaav Foundation, is committed to promoting road safety among young cyclists. Recognizing the importance of educating and equipping the youth with essential safety measures, the initiative aims to create a culture of responsible cycling and reduce the risk of accidents on the roads. We managed to conduct interactive workshops to educate young cyclists on road safety norms, rules, and best practices. In collaboration with schools across Delhi NCR, PB Fintech distributes cycle helmets to students. These helmets not only provide protection but also promote the importance of wearing safety gear while cycling. Parents are actively involved in the initiative, receiving information on the benefits of insurance cover. They are educated on the various types of insurance available, including life insurance, vehicle insurance, and general insurance, highlighting the importance of financial protection and security.

The project in collaboration with PB has shed light on emphasizing the significance of road signage knowledge, participants are educated on understanding and interpreting traffic signs. This knowledge enhances their ability to navigate roads safely.

