

**A COMPREHENSIVE 5Es - BASED SCHOOL  
ROAD SAFETY INTERVENTION:**



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**CSR Partner: Kuttukaran Group**

## THE KUTTUKARAN GROUP

**Kuttukaran** is the parent company of leading automobile dealerships for global brands across India. Their experience of over 85 years uniquely positions them to expand their footprint across the country. Building on the foundation of their automobile business, they have diversified in different directions.



## THE SCMS GROUP

**SCMS Group of Educational Institutions**, with a rich legacy spanning over 50 years, stands as a distinguished centre of academic excellence and innovation. Guided by a clear vision to be a leader in providing value-based education in harmony with the evolving global order, SCMS remains committed to its mission of developing globally competent and socially responsible leaders through progressive, innovative, and industry-relevant education systems.





# SCMS INSTITUTE FOR ROAD SAFETY AND TRANSPORTATION

ESTD.APRIL 2023

<b>Crash Prevention Course</b>	<b>4817</b>	<b>3,01,616 Participants</b>
<b>SurakshitMarg</b>	<b>2,63,330</b>	
<b>First Response Group</b>	<b>1072</b>	
<b>Road Safety Awareness</b>	<b>26,158</b>	
<b>Know Your Vehicles</b>	<b>4772</b>	
<b>PACE</b>	<b>812</b>	
<b>Seminar</b>	<b>595</b>	
<b>GIZ Women Drivers Training</b>	<b>60</b>	



# PROGRAM OVERVIEW

- **SurakshitMarg** is a school-centred road safety program designed and implemented by **SCMS Institute for Road Safety & Transportation (SiRST)** as a CSR initiative of the **Kuttukaran Group**, aligned with the **5Es framework** and **Safe System philosophy**
- Initially implemented in **94 schools** across **Ernakulam and Thrissur** districts of Kerala.
- Phase 2 has scaled the program to **300 schools**, with plans to expand to **1,000+ schools within two years**.
- The initiative directly benefits **around one million students, parents, and community members**.

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# EDUCATION



- Teacher Training and Training-of-Trainers (ToT) programmes conducted by SCMS expert faculty enabled teachers to deliver age-appropriate, curriculum-aligned road safety modules.
- **Over 52,000 students** were developed as Road Safety Ambassadors, driving peer-to-peer and family-level behavior change.
- Student-led activities were supported by a structured evaluation rubric assessing innovation, public outreach, and school-zone safety audits.



# ENGINEERING



- **Low-cost, high-impact school-zone improvements** (speed restrictions, signage, road markings, visibility) implemented by schools.
- **IRF India school-zone audits led to 47 site-specific interventions in Phase 1.**
- **Major infrastructure gaps** escalated to **District Road Safety Authorities (DRSA)** with support from the **Kerala Motor Vehicles Department.**



# ENFORCEMENT



- As part of positive enforcement, trained student Road Safety Ambassadors used structured scorecards to assess driving behavior of parents, neighbors, and school transport drivers.
- Commonly documented violations included **speeding** and **non-use of helmets and seatbelts**.
- These efforts were reinforced by active support from the **Kerala Motor Vehicles Department** through school-zone speed enforcement and strict helmet and seatbelt compliance.
- The combined approach strengthened behavior change through community–authority convergence.



# EMERGENCY MEDICAL CARE

- **Emergency Medical Care** strengthened post-crash response through training in first aid, trauma care, and emergency response.
- Training included teachers, students, staff, community members, and local stakeholders near schools.
- **73 First Responder Groups** were formed at identified **black spots** in Phase 1.
- Enabled rapid golden-hour response; **Kerala has 692 identified black spots statewide.**



# EVALUATION



- **Evaluation** was embedded throughout the program lifecycle.
- **Traffic-psychologist–designed questionnaires** assessed knowledge, attitudes, and self-reported and observed behaviors.
- Findings were complemented by **school-zone accident data analysis** to measure **real-world safety outcomes**.



# IMPLEMENTATION

- Implemented across **94 schools** with **100% student participation**.
- Delivered **1,165 road safety activities** across participating schools.
- Conducted **94 school-zone safety audits**.
- All interventions completed within a **three-month implementation period**.
- Sustainability ensured through **performance-based financial incentives** for schools.

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# RESULTS & IMPACT ASSESSMENT

- **No major road accidents** reported in participating school zones.
- Measurable improvements in **pedestrian behavior, helmet and seatbelt compliance, and safer driving practices.**
- Strong **student-led influence** driving behavior change within families.
- Achieved a high **IRECS impact score of 4.82 / 5.**
- Demonstrated strong performance across **Inclusivity, Relevance, Effectiveness, Convergence, and Sustainability.**

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# Scale-Up



Evidence from the initial phase strongly supports scale-up to 300 schools, with a clear roadmap to 1,000+ schools, driven by early stakeholder engagement, student ownership, and strengthened district-level coordination. The scaled phase integrates digital tracking and governance linkages, positioning SurakshitMarg as a replicable, evidence-driven 5Es-based Safe System model for sustainable school road safety in India and comparable contexts.





# OUR ASSOCIATES

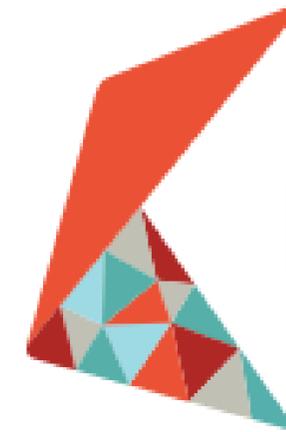


DRSA – Ernakulam & Thrissur

# THANK YOU



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**Kuttukaran**  
journeys with you