



Global Road Infratech Summit & Expo

“Vision Zero India: Integrating Safety, Sustainability and Technology in Infra”

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Hotel The Ashok New Delhi India**

A New-Age Integrated Education–Engineering Model for Urban Road Safety: Evidence and Innovations from Sarvejana Foundation

Dr. A.V. Gurava Reddy , Dr. B. Janardhan Reddy , Prof. Bandhan Majumdar,
Dr. Siddardha Koramati and Mr. Praveen Kumar



Our Verticals



HAPPYKNEES
One for Mother One for Other



STOP
ACCIDENTS
..For **Life** to **GO** on!



Sarvejana Hip & Knee Academy
for Research & Education



Our Board



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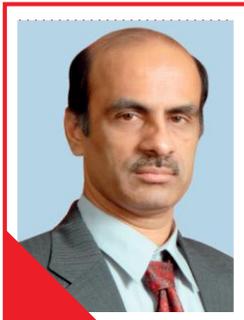
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The 5 Es Framework for STOP

Education

1



Road Safety Championships for Schools and Colleges



Developed road safety literature through books, Vega Vilapam and Bandi Shatakam



Awareness through magician events



Flagship public outreach initiative: Yama Dharmaraju Road Safety Campaign



'Stop Road Accident' Quiz App



Installation of Helmet Sculpture



Table-top Road Safety Awareness Paper Initiative for Hostels



Creative Sticker Design Campaign on Road Safety



A unique model engaging millions of parents through children, featuring an oath by PV Sindhu to sensitize parents—especially fathers.



Petrol Bunk Association: Helmet and Sticker Promotion



Entered into MoUs with 19 educational and other institutions

The 5 Es Framework for STOP

Engineering

2



Road Safety Audits



Wipro Junction Development



GHMC and Traffic Police Department Convergence Meeting on Road Safety Audit and Helmet Sculpture

Enforcement

3



**Articles on Speed Management
Good Samaritan Awareness**



Submitted letters to the CMO office suggesting revision of fines for not wearing helmets and published related articles

Emergency Response

4



Driver Eye Tests



Trauma Network Centres



First Responder Workshops

Empowerment Through Advocacy

5



Raising public awareness through policy-oriented and informative articles

Work Done So Far – Key Highlights

Turning Hyderabad to SAFERabad

- 1 •Created a digital family advocating road safety awareness
- 2 •Road Safety Championship Competition– Schools and Colleges
- 3 •Oath by PV. Sindhu – Daughter to Father
- 4 •Road Safety Quiz App – To increase awareness of road traffic rules to the public
- 5 •By Improving Junctions (Wipro Circle)
- 6 •Campaign on 7 Deadly Sins causing road traffic accidents
- 7 Road Safety Audits
- 8 Collaboration with 19 institutions on Road Safety Awareness

WIPRO Circle Made Pedestrian-Friendly

-  Chevron Signs

-  Pedestrian Crossing Signs

-  Intersection Ahead Signs

-  Go Slow Signs

-  Peripheral Transverse bars

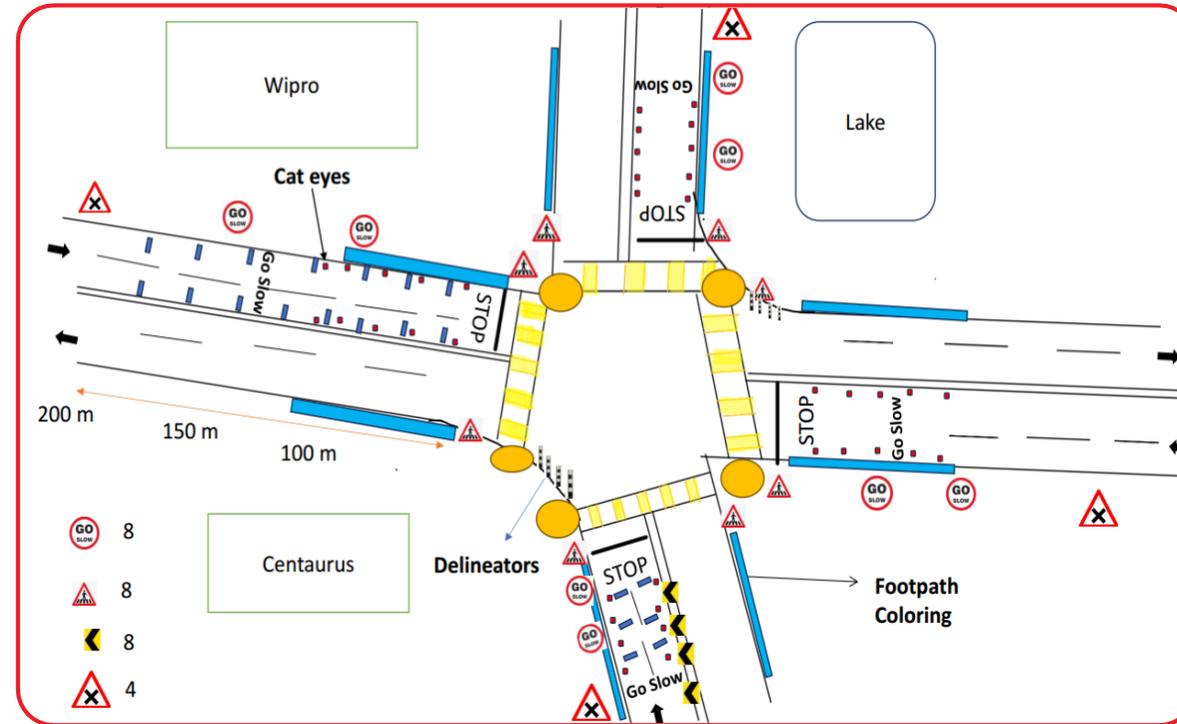
-  Lane Markings

-  Zebra Crossing

-  Yellow Carpet Zones for pedestrians

-  "Go Slow" Marks / "STOP" Marks

-  Delineators



Year	Fatal Crashes
2024	6
2025	2

67 %
 Fatal Crash Reduction

Source: Cyberabad Police Department.

Improving junctions



High-risk zone transformed into a monitored, safer stretch through road redesign and awareness



Road Safety Audits & Convergence Meetings

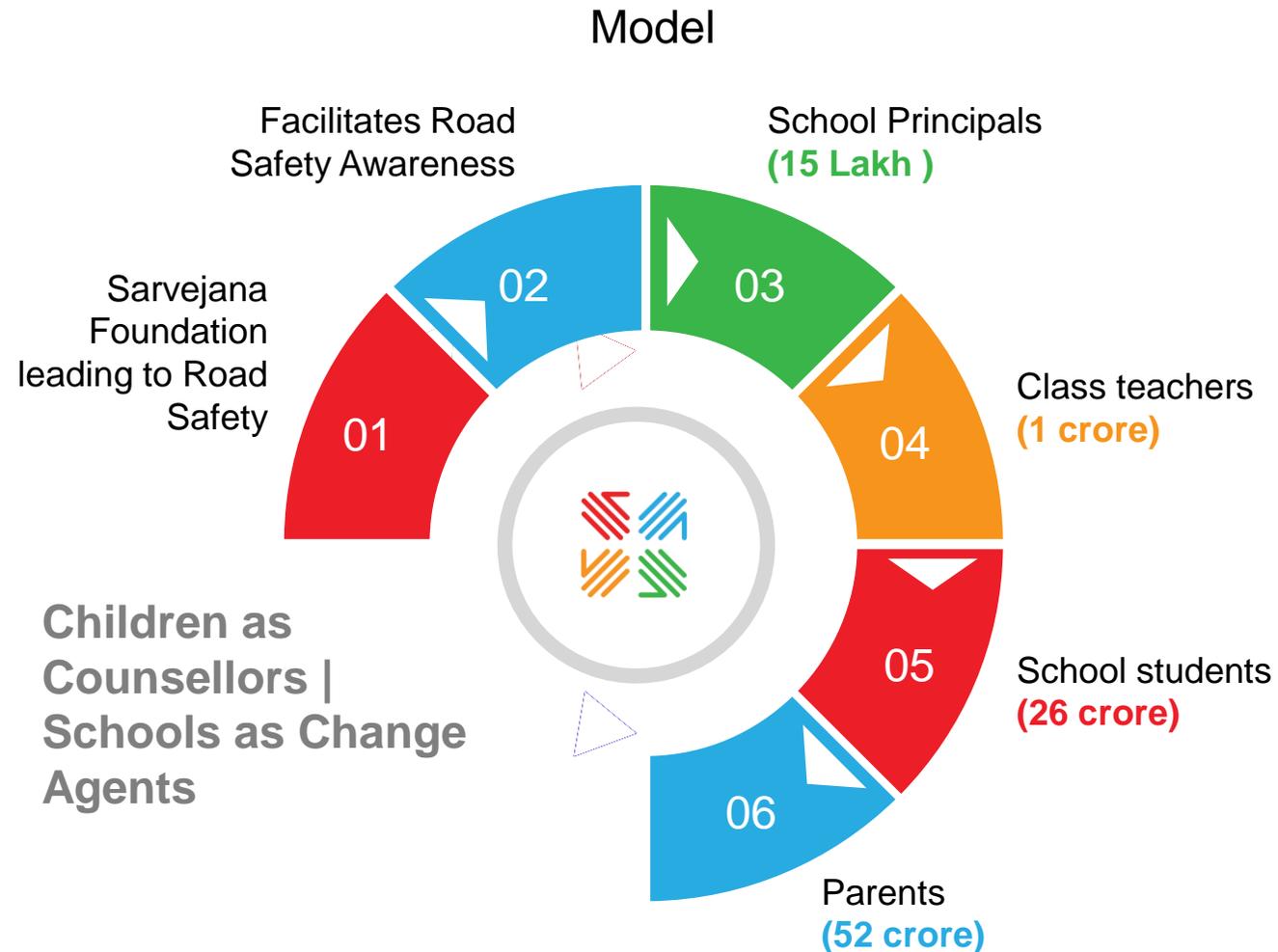


High-risk zones

- **Begumpet-
Rasoolpura Stretch –
5KM**
- **Sharmirpet Highway
– 20 KM**
- **Tarnaka Junction**
- **Habsiguda Junction**



Sarvejana's Ripple Effect:



Sarvejana Foundation has developed a transformative **school-led and college-led model** to drive **road safety awareness** across India.

Children, empowered with knowledge and values, will influence **52 crore parents**—making every home a hub of road safety change.

Model- 1 turns classrooms into **campaign centers**, and students into **agents of change**, ensuring awareness travels beyond school gates and into every household.

Model- 2 similar methodology for colleges

Road Safety Championship Competition



1st winner - DWPS - Kompally



2nd winner - HPS - Ramanthapur



DPS - Khajaguda



DPS - Miyapur

Road safety awareness activities conducted in 1,117 schools

The total students reached through awareness programs are 3,80,250.

15 schools honored as Road Safety Champions for promoting safe road behavior.

- Delhi World Public School won **First Prize** with ₹1,00,000 and a merit certificate.
- Hyderabad Public School secured **Second Prize** with ₹50,000 and a merit certificate.
- All other schools received **₹10,000 each with merit certificates** for participation.



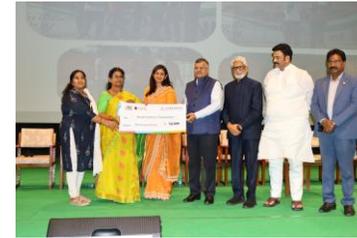
G Pulla Reddy - Mehdiapatnam



HPS - Begumpet



New Little Scholar - Kismatpur



Oasis School - Shamshabad



Pearson School - Kompally



Radcliffe School - Balanagar



The Gaudium School - Kolluru



DPS - Nacharam



ZPHS - Alwal



ZPHS - Nizamabad



ZPHS - Rayapolu, Siddipet

Road Safety Quiz App



Quiz Winners

A MASSIVE AWARENESS CAMPAIGN FOR A SAFER TOMORROW

- Launched on March 2nd by PV. Sindhu.
- 15,000+ citizens participated.
- Cash awards for top performers.
- Quiz based learning to promote road safety rules.

Oath by PV. Sindhu – Daughter to Father



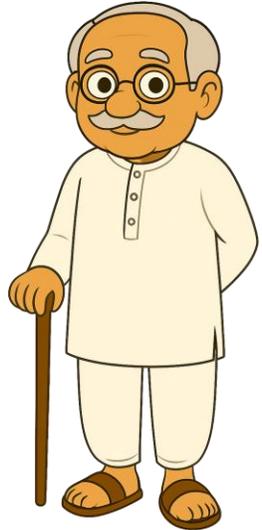
I hereby take this Road Safety Pledge:

- I pledge to follow road safety rules and be a responsible citizen.
- I will use footpaths, follow traffic signals, wear a helmet or seat belt, and avoid reckless road behaviour.
- I will encourage my family and friends to obey traffic rules, avoid distractions, follow speed limits, and never drive under the influence.
- As a Road Safety Ambassador, I will spread awareness and help make our roads safer.
- Safe roads, safe lives—together, we can make a difference.

Let's make Hyderabad into Saferabad and India into Safer India!

SAFErabad Family – Our Mascots

Gyaaneshwar



The **wise mentor** who spreads knowledge and guidance. Shares insights on traffic rules, road design, and community awareness. Acts as a positive influence for both adults and children.

Convenience
Krishna Rao



Represents the mindset of people who prioritize **convenience over safety**. Taking shortcuts, ignoring traffic rules for quick gains. In other words he is a gentleman only when there is a policeman.

Safe
Savitri



The **ideal role model** for road safety. Follows rules, wears helmets/seatbelts, and promotes safety at home and community.

Reckless
Ravi Kumar



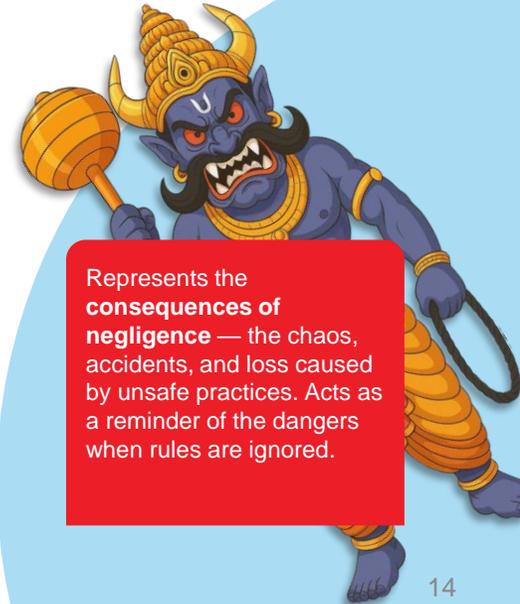
Depicts **dangerous behaviors** like over speeding, jumping signals, and distracted driving. Represents the critical challenges **STOP** is addressing.

Righteous
Raksha



Symbolizes the **next generation** — young, aware, and eager to make a difference. Always ready to oppose even elders if they are wrong.

Yama
Dharma Raja

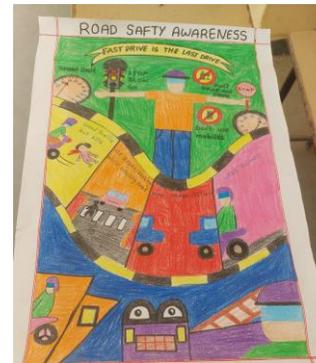


Represents the **consequences of negligence** — the chaos, accidents, and loss caused by unsafe practices. Acts as a reminder of the dangers when rules are ignored.

Road Safety Championship Competition



With creativity and imagination, children express vital lessons on road safety. These young minds are tomorrow's responsible citizens, shaping a safer future.



Yamadharma Raju Campaign



The YAMA Campaign uses a powerful visual and behavioral intervention at high-risk junctions to confront traffic violators with the consequences of unsafe driving.

By triggering instant awareness, guilt, and self-reflection, it nudges motorists to pause, correct their behavior, and comply with traffic rules.



Strengthening Road Safety Advocacy

Telangana Today

The roadside heroes we need

With every Raah Veer, India transforms its roads from sites of tragedy into spaces of hope



Dr A V GURAVA REDDY

The crash reality we live with Every year, road crashes claim more than 15 lakh lives in India — one of the highest in the world. According to the Road Accidents in India 2023 report, the country witnessed 4,80,583 road accidents, leading to 1,72,890 deaths and 4,62,825 injuries. Globally, the WHO estimates 13 lakh deaths annually due to road traffic injuries, with low- and middle-income countries accounting for nearly 90% of fatalities.

At the state and city levels, the story is the same: Telangana reported 7,660 deaths in 2023, and Hyderabad alone recorded 2,943 accidents and 335 deaths. Behind these grim numbers is a hard truth: most victims die not because of the crash itself, but because help didn't reach in time. This is where the idea of the "Good Samaritan" comes in.

Origin of the Good Samaritan
The term Good Samaritan comes from a parable in the Bible (Gospel of Luke 10:25-37), where a traveller is beaten and left on the road. While others pass by, a Samaritan stops, tends to his wounds, and ensures he receives care. Over the centuries, this story has become a symbol of compassion towards strangers in distress.

In India, the spirit of this parable took shape in the Good Samaritan Law (2016, strengthened by 2020 rules), which legally protects bystanders who help road crash victims. They cannot be forced to reveal their identity, detained unnecessarily, or harassed in hospitals or police stations.

Shift to Raah Veer
Despite the law, awareness remained low, partly because the phrase "Good Samaritan" felt unfamiliar, rooted in a cultural context that many Indians couldn't easily connect with. To bridge this gap, the government of India

launched the Raah Veer scheme in April 2023, referring to rescuers as "Raah Veers" — literally "Heroes of the Road." The term is simple, local, and instantly relatable. It conveys bravery, responsibility, and honour.

The Raah Veer scheme not only acknowledges life-saving acts but also motivates the public through cash awards and certificates of appreciation.

What does the Raah Veer Scheme offer?

- Earlier, under the Good Samaritan scheme, a rescuer was given only Rs 5,000 as a reward. With the launch of Raah Veer (April 2023), this has been enhanced fivefold to Rs 25,000 per incident, recognising the courage and importance of immediate life-saving action through certification of appreciation, along with the cash award.
- An individual can be recognised up to 5 times a year.
- The award is processed through District Appraisal Committees (DACs) headed by the District Magistrate, with verification from police and hospitals.
- Each DAC includes the District Magistrate, SSP, CMOH, and PTO of the district.
- The DAC reviews and approves proposals monthly and forwards the list to the State/UT Transport Commissioner for further action.
- States and UTs are required to publicise the scheme widely, so more people come forward.
- This makes Raah Veer not just a moral duty but also a nationally recognised act of courage and service.

Call for Decentralisation
Although the Good Samaritan Law was instituted in 2016, its implementation across India has been patchy. As per available information, of the 28 States, only a few — such as Karnataka, Jharkhand, Delhi, Bihar, and Rajasthan — have taken real steps to operationalise

the law. In most States, awareness is low and guidelines are poorly followed. Another deterrent has been the tedious process. Currently, to recognise a Raah Veer, the process involves multiple steps: the police or hospital must issue an official acknowledgment on letterhead with full details of the incident; this is then forwarded to a District Appraisal Committee (chaired by the District Magistrate with senior officials as members). The committee reviews cases monthly, sends them to the State Transport Commissioner, and only then is payment made through the Public Financial Management System (PFMS). Further, State-level monitoring committees meet quarterly, and only three cases per State are nominated annually for national awards (Rs 1,00,000).

While the intent is good, such layers of verification and paperwork often discourage bystanders from stepping forward — highlighting the need to decentralise approvals to local-level committees like Tahsildars, SHOs, and trusted NGOs such as the Red Cross.

Limited Raah Veers
Even with supportive laws and rewards, the number of people who actually step forward is still limited. Studies and media reports show that fear of police harassment, lack of knowledge about rights, and hesitation to get involved still prevent many from helping. Surveys indicate that only 25-30% of bystanders say they would intervene.

The country cannot reduce its staggering road deaths without building a culture where helping is the norm, not the exception

But every time a Raah Veer acts, lives are saved. From citizens in Hyderabad stopping traffic to rush a bleeding biker to college students in Bengaluru calling ambulances, these stories prove the power of ordinary people.

The Way Ahead
India cannot reduce its staggering road deaths without building a culture where helping is the norm, not the exception. This means:

- Spreading awareness about the Raah Veer scheme through schools, colleges, and workplaces.
- Celebrating Raah Veers through recognition programmes at the city, State, and national levels.
- Integrating IOR ambulance services with community training, so ordinary citizens know how to act in the golden hour.
- Shifting mindset from fear of involvement to pride in saving a life.
- Decentralising and simplifying the procedure for awarding Rs 25,000 under the Raah Veer scheme to ensure timely recognition and quick execution.
- Encouraging civil society organisations to act as platforms to identify and recognise Raah Veers.

The scheme is part of the broader 4E approach (Education, Enforcement, Engineering, and Emergency Care), which India has been pursuing to improve road safety.

Final Word
The name may have changed from Good Samaritan to Raah Veer, but the essence remains the same: compassion, courage, and the belief that every life matters. With every Raah Veer who steps forward, India moves closer to turning bystanders into lifesavers — and transforming its roads from sites of tragedy into spaces of hope.

(The author is Chairman, Sarvejana Foundation)

By Dr A V Gurava Reddy

Should Telangana raise its traffic fines?

When it comes to traffic penalties, Telangana has followed a more moderate approach. While many states in India have adopted the Motor Vehicles (Amendment) Act, 2019, with significantly higher fines for violations, Telangana continues to operate with "several provisions" of its earlier Motor Vehicles Act (2011), providing an opportunity to review and align its penalties in the future.

This means a helmetless ride in Hyderabad could cost you as little as 200, while a similar offence in Andhra Pradesh, Karnataka, Tamil Nadu, or Delhi/NCR could result in a fine of around 1,000. Driving Without a license might attract only 500 in Telangana, whereas it can be 5,000 in these other states.

Over speeding in Telangana generally draws a fine of about 1,000 but can go up to 2,000 in AP and Karnataka, and as high as 5,000 in Tamil Nadu and Delhi. Similarly, using a mobile phone while driving is fined around 1,000 in Telangana, compared to 2,000 to 5,000 in other states.

As per records, Telangana reported nearly 26,934 road crashes and 7,261 deaths and 15,401 injuries in 2024. This raises a difficult question: Are lower fines failing to deter risky behaviour on our roads?



Nationally, the latest Road Accidents in India 2023 report by Ministry of Road Transport and Highways (MoRTH) shows that 1.72 lakh lives were lost on Indian roads in 2023 — that is one death every three minutes. Speeding was the single biggest killer, responsible for 68% of all deaths. Equally alarming, non-use of helmets claimed 54,598 lives, while non-use of seat belts caused 16,025 fatalities. Another striking global comparison adds perspective: the US recorded 17,031 road accidents compared to India's 4,84,515, nearly four times higher, yet fatalities were only 42,514 in the US versus 1,68,491 in India — about four times fewer deaths. This contrast highlights how better enforcement standards, safer road design, and robust emergency response systems can dramatically reduce deaths even when crashes occur.

neering, Enforcement, Education, and Emergency care. Better road engineering can reduce blackspots and protect vulnerable road users. Strong enforcement ensures that risky behaviours such as tailgating, speeding, and driving without helmets are curbed. Education creates long-term behavioural change, especially among young adults, who account for the majority of victims. Finally, robust emergency care systems — ensuring golden-hour treatment — save countless lives even after crashes occur. Telangana can adopt this holistic framework while re-examining its penalty structure, making enforcement part of a larger safety ecosystem.

Way forward for Telangana
Authorities must consider updating fines to MVAA 2019 or higher, especially for high-risk behaviour like speeding, drunk driving, and non-use of helmet/seatbelt. It must conduct educa-

PENALTIES ISSUED, COLLECTED IN 2024
8cr challans issued across India
₹12,000cr fines assessed;
₹9,000cr unpaid — nearly 75% unpaid

- Key violations: speeding, drunk driving, wrong-side driving, helmet/seat belt non-compliance, obstructive parking
- Other measures include licence suspension, registration holds, increased insurance premiums, and legal summons for prolonged non-payment
- In Telangana, total fines amounted to ₹535 crore

NATIONAL BEST PRACTICES
Gujarat: Known for robust implementation of electronic enforcement systems, including extensive use of ANPR (Automatic Number Plate Recognition) cameras for speed, red-light, and lane violations

Kerala: Camera-led enforcement and e-challans; lessons on compliance and fine collection

Delhi (NCR): Regular helmet/seat belt drives, stricter penalties, and transparency through reporting

Karnataka: License suspensions and higher fines for repeat offenders.



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Source: Ministry of Transport, Government of India

Other Activities

Helmet Sculpture Initiative – Current Status & Next Steps



STOP Plan for the next 3 years



Conclusion

- Demonstrated effectiveness of an **Education–Engineering–led** road safety model
- Achieved **67%** crash reduction at the pilot urban junction
- Outcomes from **structured education** and behavioural interventions
- High community and stakeholder **engagement** across programs
- Model proven to be **scalable, cost-effective, and adaptable**
- Suitable for **replication across urban corridors** in India



THANK YOU !

“Let’s Build a Safer, Healthier India – Together”

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