



In loving memory
of Durva Bhasin

ABOUT US:

The NGO started in year 1999 in the wake of the death of 17-year-old Durva Bhasin, who lost her life in a road accident. She is the daughter of the founder member couple, Mr. Pramod Bhasin and Dr. Mridul Bhasin. As road safety is a shared responsibility the NGO uses an integrated, community-centric approach to the complex issue of road safety.

AIMS AND OBJECTIVES:

1. To work for the United Nations Sustainable Development Goals.(SDGs)
2. To work on 5 pillars of United Nations i.e. Road Safety Management, Safer Roads & Mobility, Safer Vehicles , Safer road users and Post Crash Response.
3. To develop and regularly update education programmes Campaigns and specialized training programs for capacity building on road safety for youth, stakeholder departments and community
4. To draw attention of policy makers through advocacy on matters pertaining to road safety.



AWARDS & RECOGNITIONS

We are proud recipient of National Road Safety Award by Ministry of Road Transport and Highways (MoRTH) twice



Year 2020

Hon'able Minister Transport Shri Nitin Gadkari &
Hon'able Minister Defense Shri Rajnath Singh
presenting the National Award to Muskaan



Year 2010

The then Minister Transport Shri Kamal Nath
presenting the National Award the Muskaan

WHO
WE ARE

A charitable trust that has been
working relentlessly

PAN INDIA

for more than

TWO DECADES

to build a culture of safety on
roads through various road
safety Interventions.



KEY FOCUS AREAS

Capacity Building / Training with various categories of audience like youth, drivers, executives, labors and cross section officers from stakeholders departments.

Education Awareness with education institutions and community at large using interactive tools i.e. performing and visual art like theatre, orientation workshops, practice, field visits, dance, music and arts etc.

Advocacy for policy level interventions with State and National Government

Community Initiatives with target based projects having 4 E's as components i.e. engineering, enforcement, emergency response and education

ALL SEGMENTS APPROACH

- Now, why is this inclusion important ?
- It is important as ALL segments go to make road safety and NONE can stand in isolation when the government talks of awareness generation about road safety.
- As they say, 'Knowledge is power' – empowering all stakeholders is crucial.



Safe System Approach

Pillar 1

- Road Safety Management



Pillar 2

- Safe Vehicles



Pillar 3

- Safe Road Users



Pillar 4

- Post Crash Response



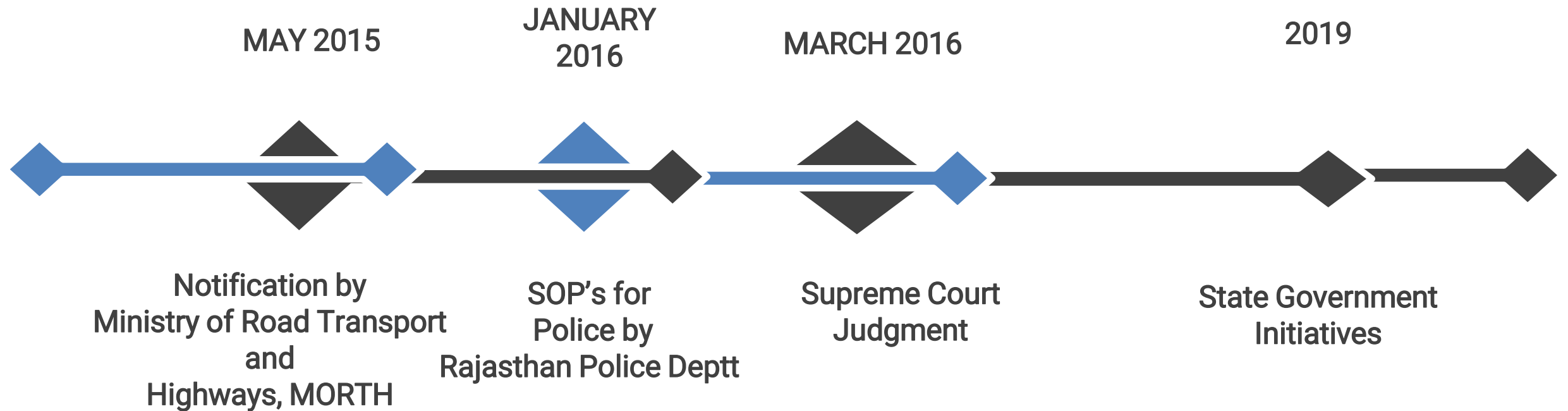
Pillar 5

- Safer Roads



STRENGTHENING POST CRASH RESPONSE

Rajasthan : Advocacy for Good Samaritan



Year 2019 and 2020

Advocacy with Chief Minister Office and Principal Secretary Finance for proper implementation of Good Samaritan law and this to be a part of budget announcements

- Cash Reward for Good Samaritan
- Free Treatment for road accident victims in all hospitals (Govt. and private)
- Rehabilitation of victims families- no beginnigs

Discussion with Private Hospitals



Advanced and Basic Life Support Training and with Medical & Health, Toll Plaza Staff and Community

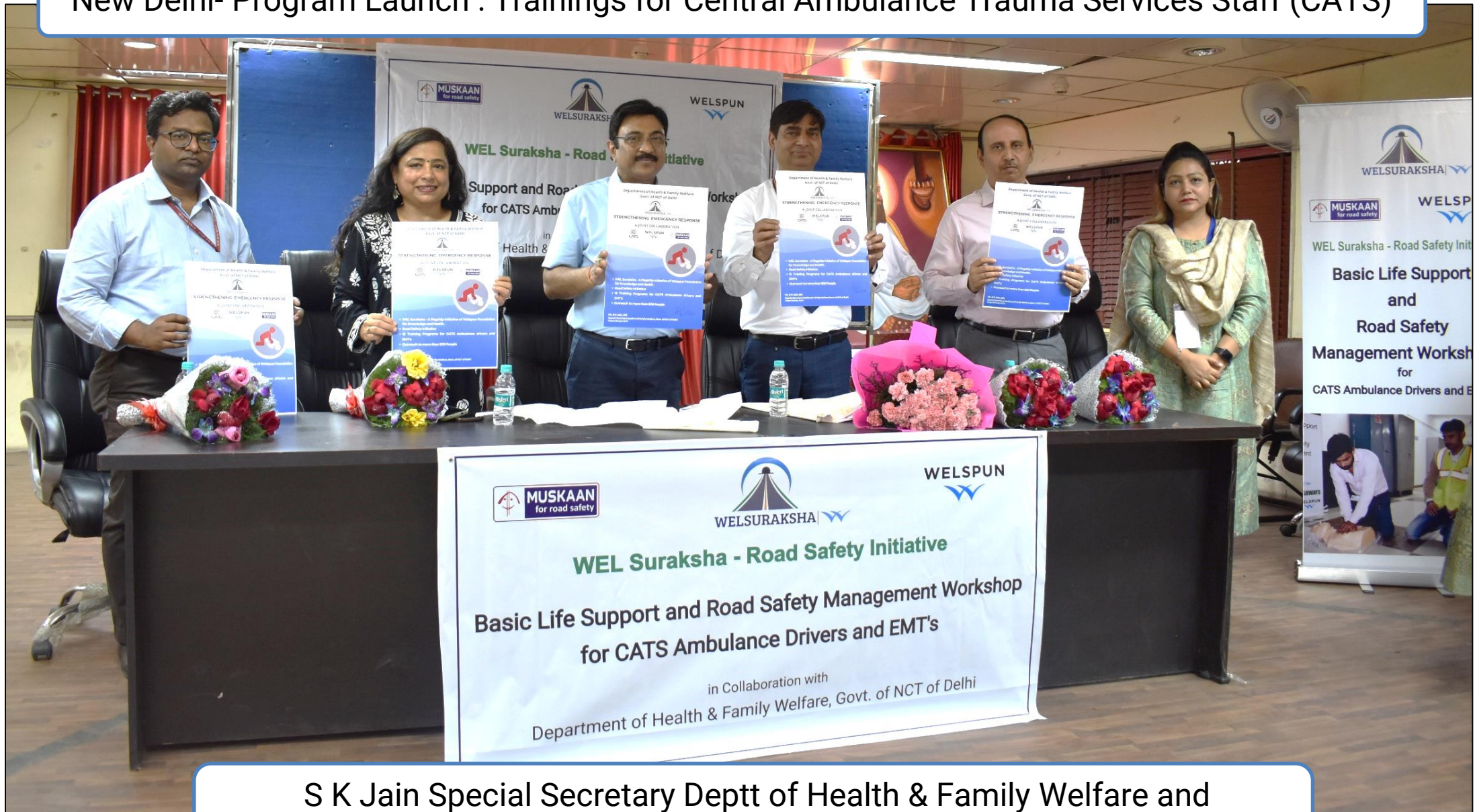


BLS training workshop at Manoharpur Police Station for Toll plaza staff and community liaison group (CLG)



Paramedic staff, Civil Hospital Haryana

New Delhi- Program Launch : Trainings for Central Ambulance Trauma Services Staff (CATS)



S K Jain Special Secretary Deptt of Health & Family Welfare and Dr. Subhash Giri Medical Director Guruteg Bahadur Hospital, CATS Official

Nayara Energy : Jamnagar Gujarat



Road Safety Management , Basic Life Support
and Good Samaritan Training for Police
Personnel Dwaraka Gujarat

Toll Plaza Staff



Basic Life Support Training with Toll Plaza Staff ,
NH-16 Odisha

Motor Vehicle Driving Regulations

Movement of Traffic

Right & Responsibility of way

Distance & Tailgating

Pedestrian Safety

Adherence to Road Signals, Signs & Markings

Parking



Adobe Acrobat
Document

ODISHA: Crash Investigation Workshop for Police and Transport with Muskaan as Knowledge Partner



DG. Govt. Of Odisha addressing the inaugural Session at Bhubaneswar in the presence Hon'able Minister Transport, Principal Secretary Transport and Commerce and Transport Commissioner



Haryana



New Delhi

Police



Safer Road Session with Addl. SP Rank Officers at Rajasthan Police Academy



Road Safety Traffic Management Workshop for Gorakhpur Police, UP

Engineers



Safer Roads Workshop with Engineers with Dr. Rohit Baluja as expert

Bihar Concessionaires



Mr. Chandrashekhar CGM, BSRDCL
and Ms. Neha Khullar Director Projects
Muskaan addressing the audience at
TOT program

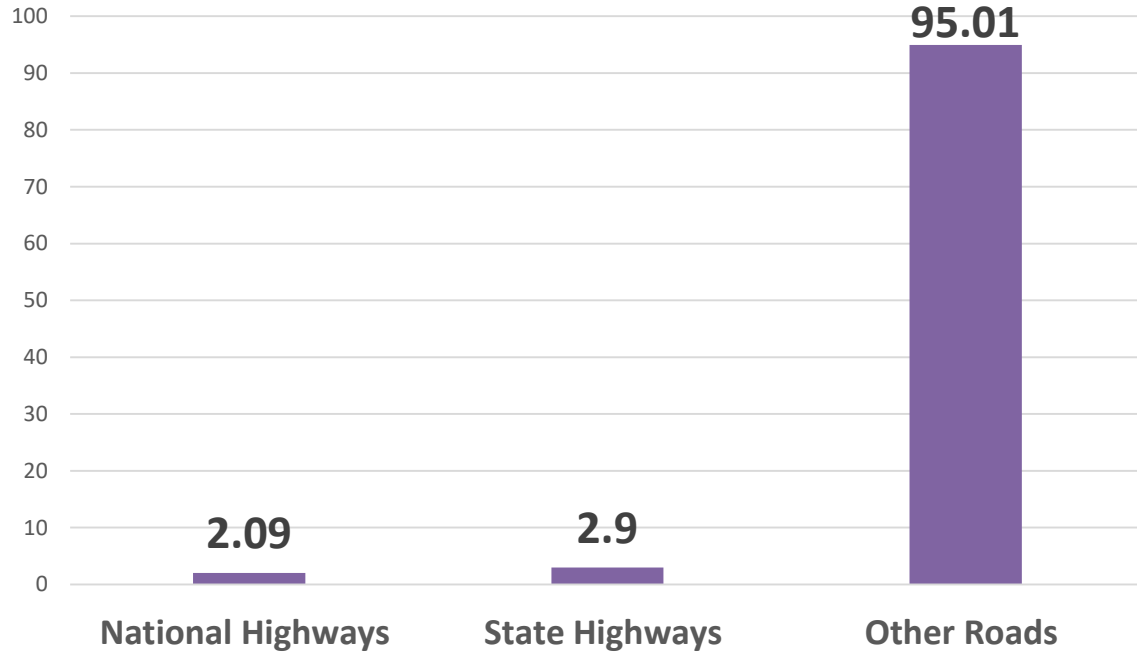


Group photo of participants of TOT Program

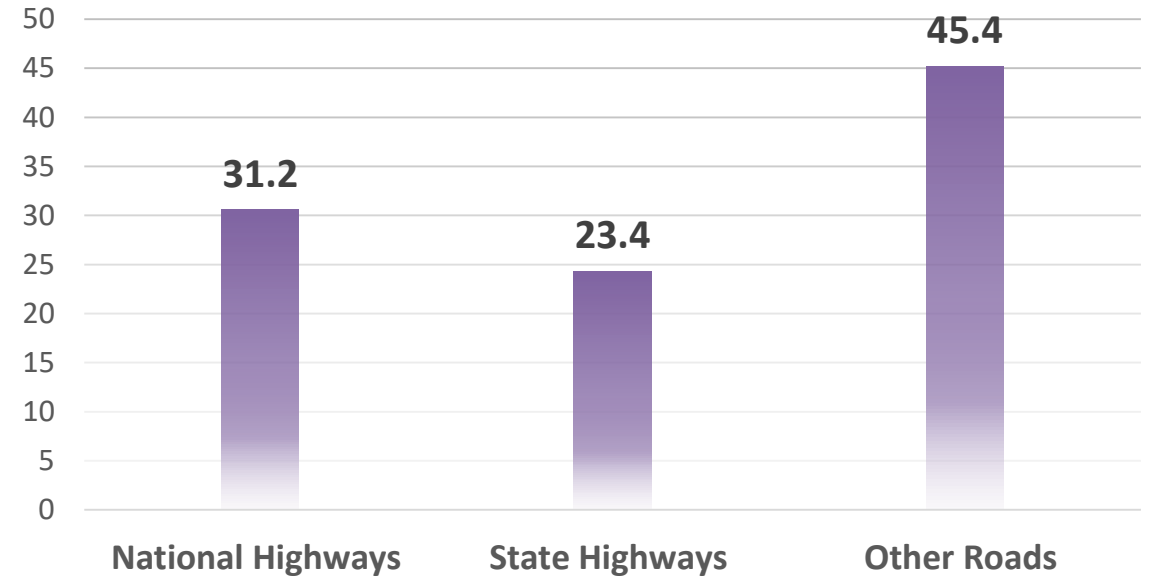
National Scenario

Report by Ministry of Road Transport and Highways

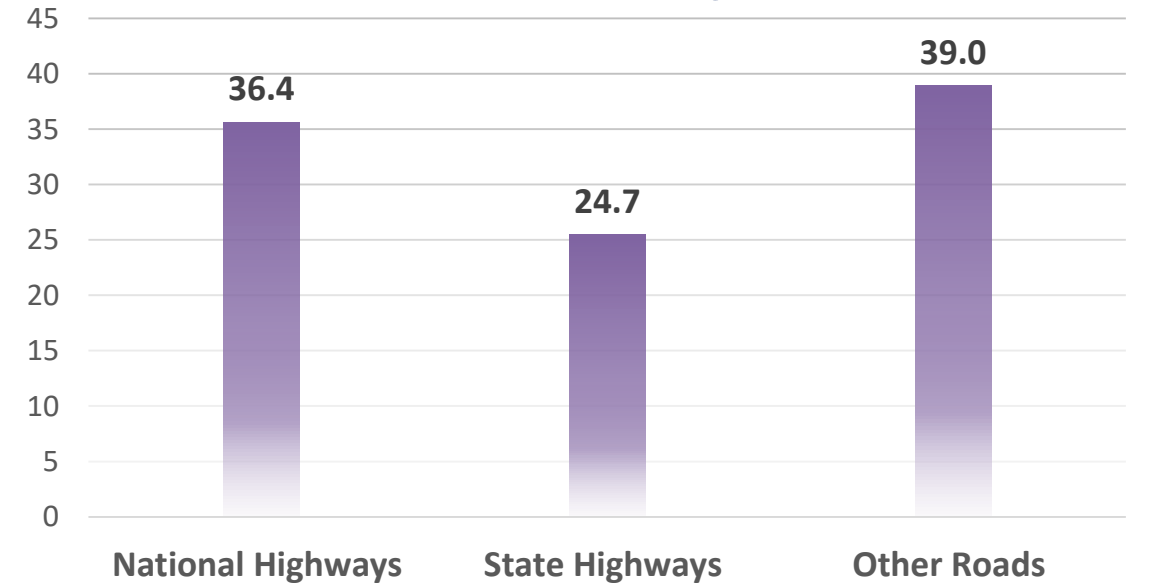
ROAD LENGTH



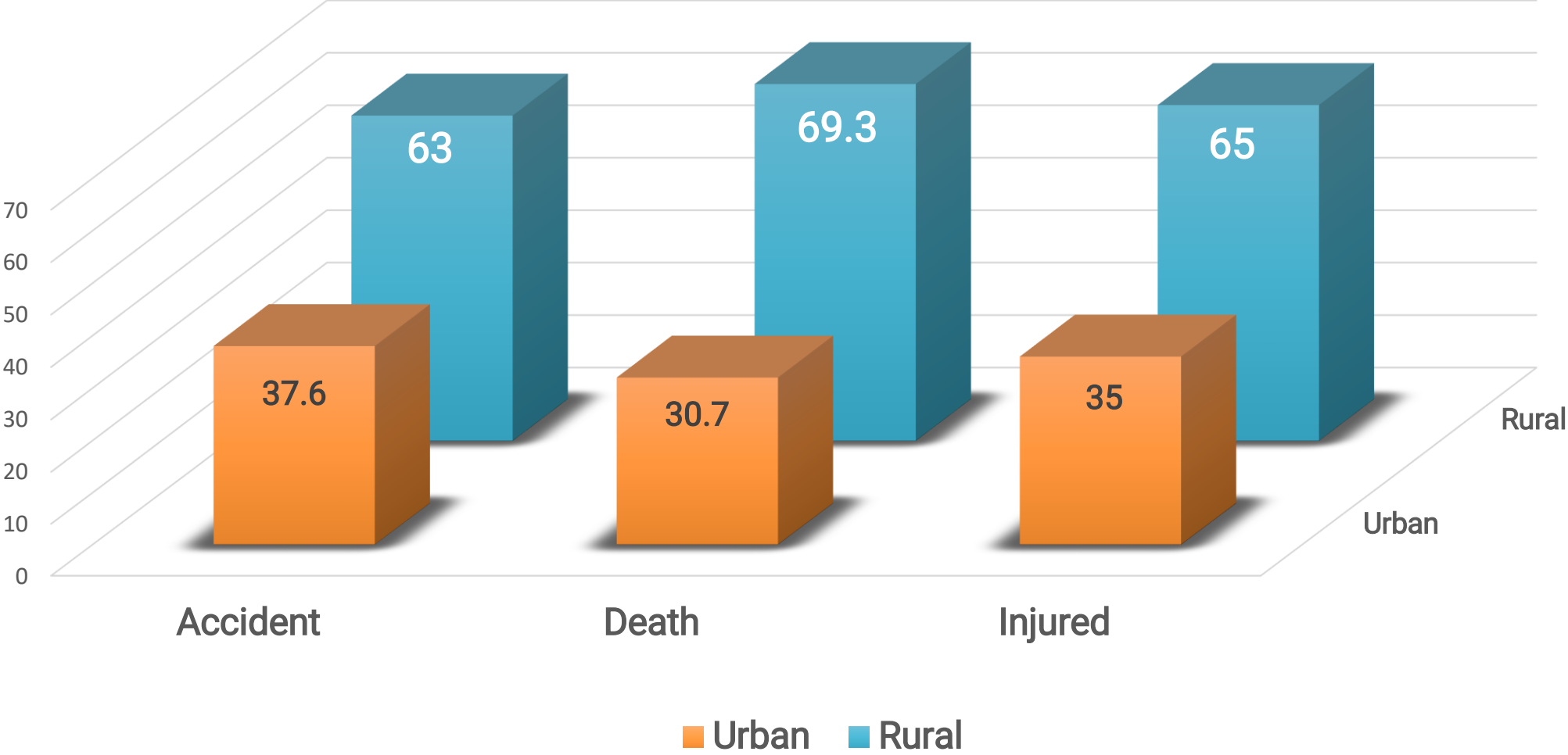
ACCIDENTS



FATALITIS



Road Accidents, fatalities and Injuries in Urban and Rural areas





Road Safety orientation workshop at Kukas,
Gram Panchyat, Amber



Road Shows

On Road Campaign And Road Shows



Inclusion of our Curriculum in CBSE Books

Central Board of Secondary Education

(An autonomous Organisation under the Union Ministry of Human Resource Development, Govt. of India)
SHIKSHA SADAN, 17-ROUSE AVENUE, INSTITUTIONAL AREA, NEW DELHI-110 002

CBSE/ACAD/EO/LIFE SKILLS/2006

16th June, 2006

Mr. Mridul Bhasin,
Muskan,
45 Hathroi,
Jaipur

Dear Mr. Bhasin,

The Central Board of Secondary Education is pleased to appoint you as a member of the Core Committee for the revision of its Life Skills Document for Class VI.

With regards,

Yours sincerely


(DR. SADHANA PARASHAR)
EDUCATION OFFICER

Encl : Life Skills Book for Class VI



Road Safety Session at Cambridge Court High School, by Dr. Mridul Bhasin

Bihar



An inauguration rally was organized by Bihar State Road Development Corporation Ltd. Road Safety School Education Mobile Van equipped with LED and other teaching aids (BSRDCL) to launch the Road Safety Education mobile units. These units were inaugurated by hon'able Chief Minister Shri Nitish Kumar



Road Safety Orientation at Indian Institute of Technology (IIT) Roorkee

Youth
College and Universities



Road Safety Orientation at Malviya National Institute of Technology (MNIT)



Freak accident claims life of St Anselm's student in Jaipur's Malviya Nagar - The PinkCity Post

Jaipur: A four-year-old girl on his way to school with her father was killed in a freak accident in the city's Malviya Nagar area on Tuesday. The girl was crossing the...



Total Number of Registered Motor Vehicles in India is

27.37 Cr

Share of Motorized Two-wheelers

20 Cr (73%)

Number of victims on
two-wheelers killed is around

69385 (45.1%)

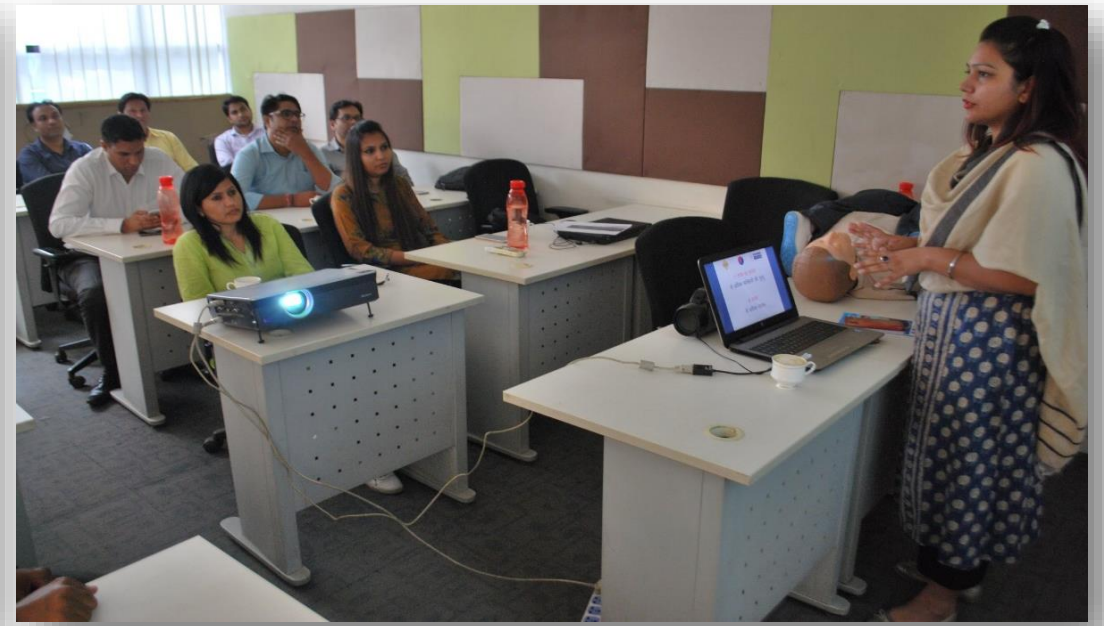
of the total road traffic deaths

Road Safety Training for Corporate Executives

Safe Two Wheeler Riding



Two-wheeler riding training and practical demonstration with plant labors at Neemrana Japanese Zone- NH -48



Training the Defense Forces : An honorable Task



600 Army Personnel
Trained in
Himachal - Pradesh

120 Military Police
Personnel

AIR FORCE
Regular training sessions
for Air Force personnel
during road safety week



Training programs for Commercial vehicle drivers and School Transport Drivers

Regarding transportation of children from school to home and home to school, it is imperative that school drivers should have proper training in transporting the children safely. Our module emphasizes sensitivity, information, awareness along with defensive driving skills and fatal factors

The professional drivers in India at times lack professionalism as they are mostly uneducated and untrained. There are frequent instances of speeding, drunk driving and at times underage driving - more frequent on highways (National and State). We have worked with Jaipur Metro Corporation, Rajasthan State Roadways Transport Corporation (RSRTC), Hindustan Petroleum Corporation Limited, and Mini Bus, Uber Cabs Pvt. Ltd., Jaipur Transport and Operators Association, Tata Motors, etc

Rajasthan State Roadways
Transport Corporation (RSRTC)
Private Cab Drivers
Truck Drivers
Mini Bus
Off – Road vehicle drivers of
Metro
Drivers of hazardous goods
Auto Drivers etc.

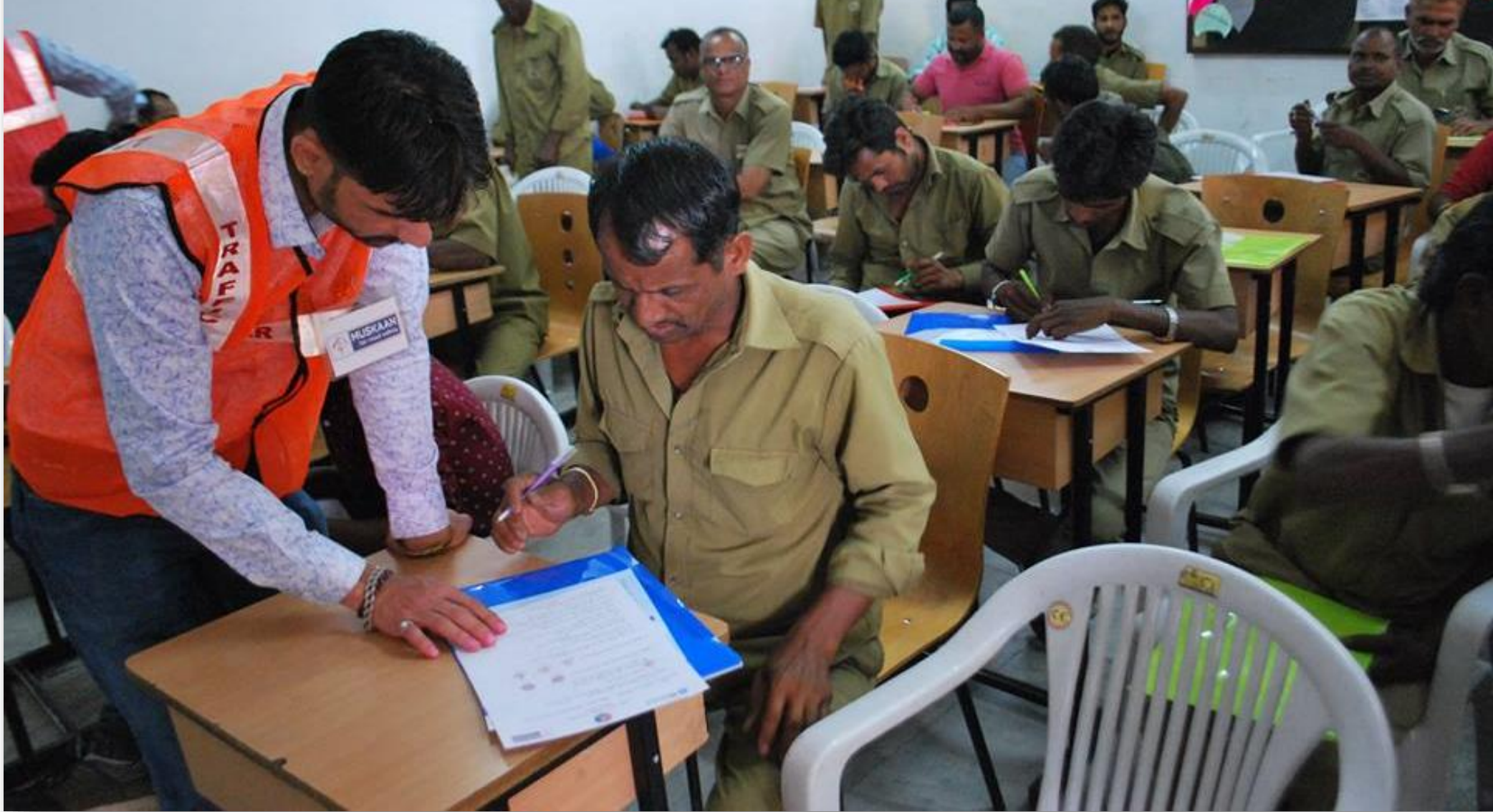
year 2018 around
1200 Drivers
engaged in school
transport were
trained across
Rajasthan in
different districts

During COVID-19 we initiated to train the drivers of (RSRTC) on the theme of safe mobility and COVID Safety. Total 20 such trainings were done covering around 600 drivers and conductors with controlled numbers.

Till date we have covered around 20,000 commercial vehicle drivers through our training programs

In the year 2016 training imparted to 2200 Drivers engaged in school transport with support of CSR in Jaipur

School Transport Drivers



Training with Commercial Vehicle Drivers and School Transport Drivers

Mobility in COVID-19 : Roadways Drivers



Trained around 600 drivers and conductors of Rajasthan State Roadways Transport Corporation

MUSKAAN'S BELIEF



**ALL SEGMENTS NEED TO BE
EDUCATED AND MADE AWARE**

THANKS!

45 A, Hathroi, Jaipur (Rajasthan)

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[Email: jaipurmuskaan@gmail.com](mailto:jaipurmuskaan@gmail.com)



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