



An Initiative By



International Road Federation  
अंतरराष्ट्रीय सड़क संघ

ACADEMIA AXIS  
CONNECT | CREATE | COLLABORATE



Knowledge Partner



# Alarming Reality: Road Safety in India

India faces a severe and escalating challenge in road safety:

- India recorded **480,583 road accidents** in 2023, marking a **4.2% increase** from the previous year. These crashes led to 172,890 deaths and **462,825 injuries**, which means the country lost 474 lives every single day on its roads.
- Young adults aged **18–45 years accounted for nearly 66%** of all fatalities, showing how deeply the crisis affects the working population.
- In 2023, those under 18 years old formed **9,489** of the fatalities ( $\approx 5.5\%$  of the total). MoRTH
- Alarmingly, schools contribute nearly **7.18 % of these fatalities**, indicating a critical vulnerability. (NCRB, 2022)

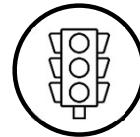
These statistics highlight not just a traffic problem, but a profound societal crisis impacting our most vulnerable citizens.





# The Causes

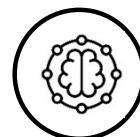
*Most common causes of accident identified:*



**Non-Compliance** with Traffic Rules and regulations



Inadequate Infrastructure and Insufficient Safety Measures



**Lack of awareness** about Traffic rules & safe driving practices.



**Distracted Driving and traffic congestion**



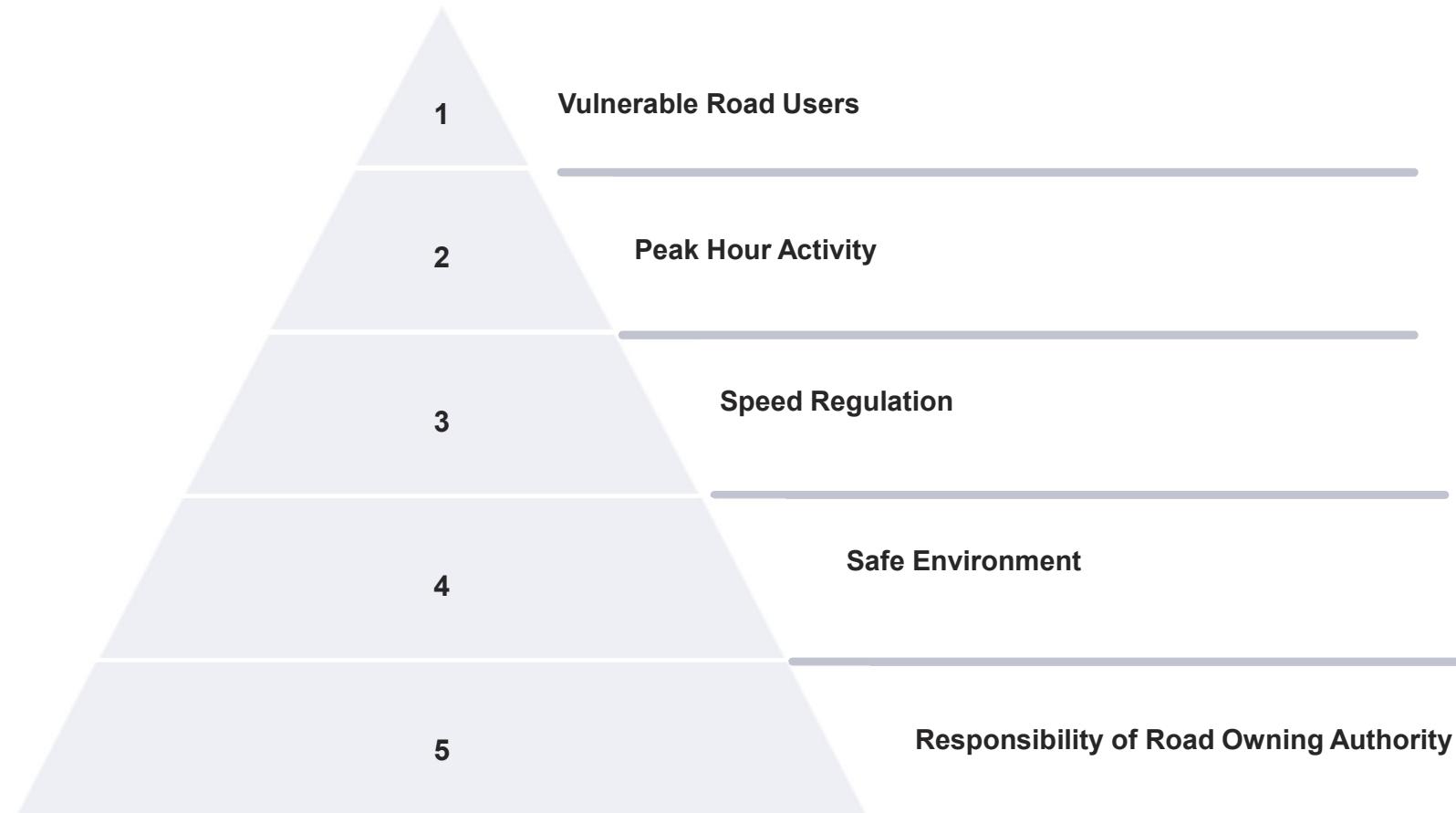
**Over speeding**





INDIA CHAPTER

# Why School Zone Safety Matters: Protecting Our Future

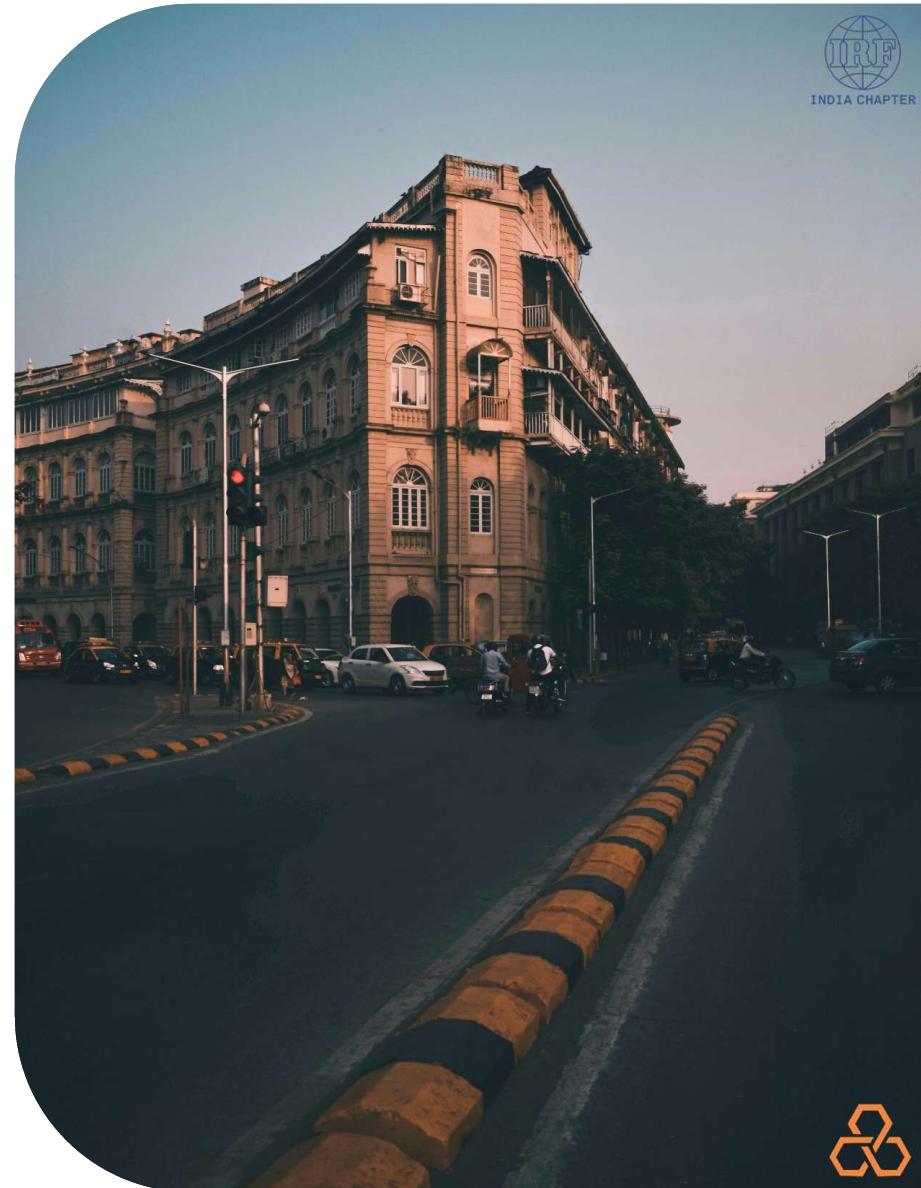




# Introduction

**The National Road Safety Mission for Schools (NRSM)**, is a nationwide initiative, launched in 2024, aimed at creating **Safe School Zones** and improving **road safety awareness and behavior among children** in India.

- Audits and **Recommendations for Creating Safe School Zones** across Schools in India.
- The initiative employs a pedagogical approach that **integrated interactive learning** modules, practical exercises, and a competitive **National Road Safety Olympiad**.





# Implementing Organizations -

*An initiative by Academia Axis Edtech and International Road Federation – India Chapter*

## International Road Federation - India Chapter

- The International Road Federation (IRF) is a **not-for-profit** membership organization active since 1948, committed to promoting sustainable road development of road networks in countries it caters to.
- **IRF-India Chapter** was established in 2011, with its headquarters in New Delhi. Its core mission is to achieve '**Safe Roads and Safe Road Mobility in India**', aligning with national development goals and global best practices.

## Academia Axis Edtech P. Ltd.

- **Impact EdTech Innovator** – Solving society's biggest challenges through education and technology using proven pedagogical methods.
- **Sustainable Change Through Integration** – Combining technological solutions with engaging educational practices to create lasting impact and social well-being.
- **Cross-Sector Excellence** – Diverse team of experts spanning technology, education, impact, business, and entrepreneurship sectors driving innovation and implementation.
- **Scalable Solutions** – Building comprehensive, age-appropriate learning ecosystems that reach millions of students with measurable road safety outcomes.





# Safe School Zone

*Ensuring Safe journey for Every Child and families*





# Safe School Zone

## *Key Components of the School Zone Safety Programme*

### Comprehensive School Zone Safety Audits

Thorough on-site evaluations of school surroundings to identify hazards and areas for improvement in infrastructure and traffic management.

### Color-Coded Safety Rankings

A transparent system that rates schools based on their safety audit findings, promoting competition and accountability.

### Recommendations for Corrective Actions

Detailed, actionable plans provided to schools and local authorities to rectify identified safety deficiencies.

### Capacity Building

Auditor certification course for the participants. After completion, he/she maybe eligible for audits.





# School Zone Safety Overview:

This **Program** was officially launched by the Hon. Minister Shri Nitin Gadkari Ji, highlighting the national importance of this initiative.

Follows **IRC: SP: 32 guidelines** for schools and prepared a detailed checklist for conducting School Zone Safety Audit.

**The checklist assesses overall school safety through five sections:**

- School infrastructure** – transport arrangements, parking, marshal deployment, patrol teams, and coordination with authorities.
- Road environment** – traffic volume, speeds, road geometry, footpaths, pedestrian facilities, signage, markings, calming measures, and overall safety infrastructure in the School Access and Proximal Zones.
- Crash data** – number and type of crashes involving students in the last three years.
- Vehicle & driver compliance** – permits, documentation, bus conditions, safety equipment, driver licensing, behaviour, and student commute safety.
- Road safety awareness** – school's efforts to promote road safety education, training, clubs, campaigns, and trauma care awareness

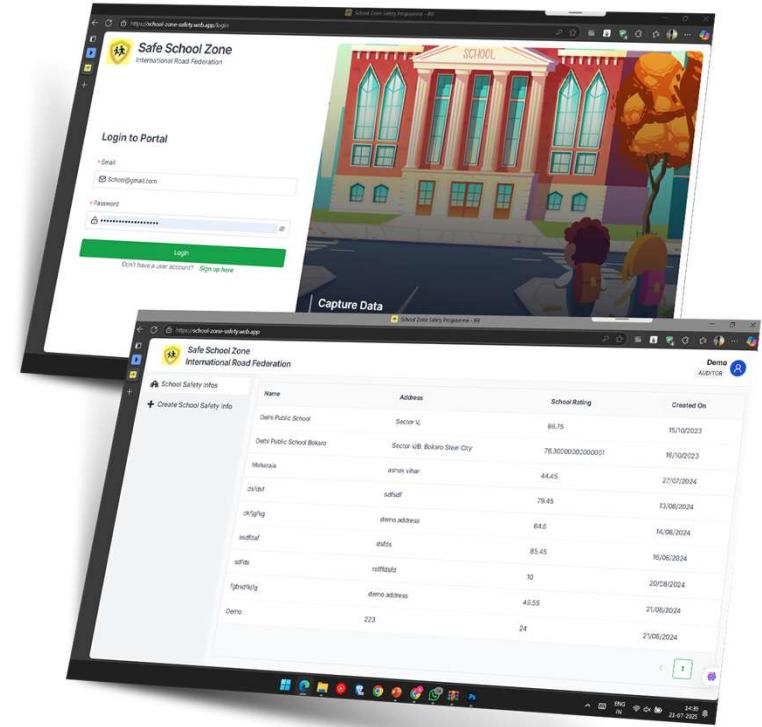


# Two-pronged approach:

1. School Zone Safety Portal
2. Capacity Building Programme

## 1. Portal Visibility

The School Zone Safety Portal—a digital platform for audit, score and display school zone safety ratings, enabling parental awareness and administrative accountability.



## 2. Capacity Building Online Course - Overview

Our comprehensive online course empowers individuals with the knowledge and skills needed for effective school zone safety. It features a robust curriculum designed by experts in road safety.

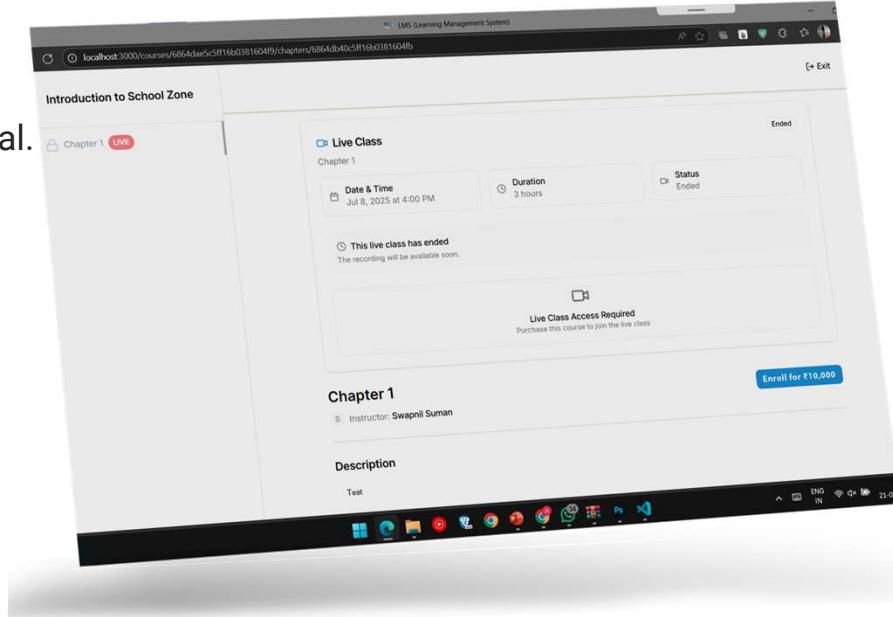
**10 Modules:** 8 theory, 1 on the Szs Portal, field survey tutorial.

### Topics Include:

- Road Safety Scenarios, Traffic Control Devices,
- Road Safety Engineering, and more.

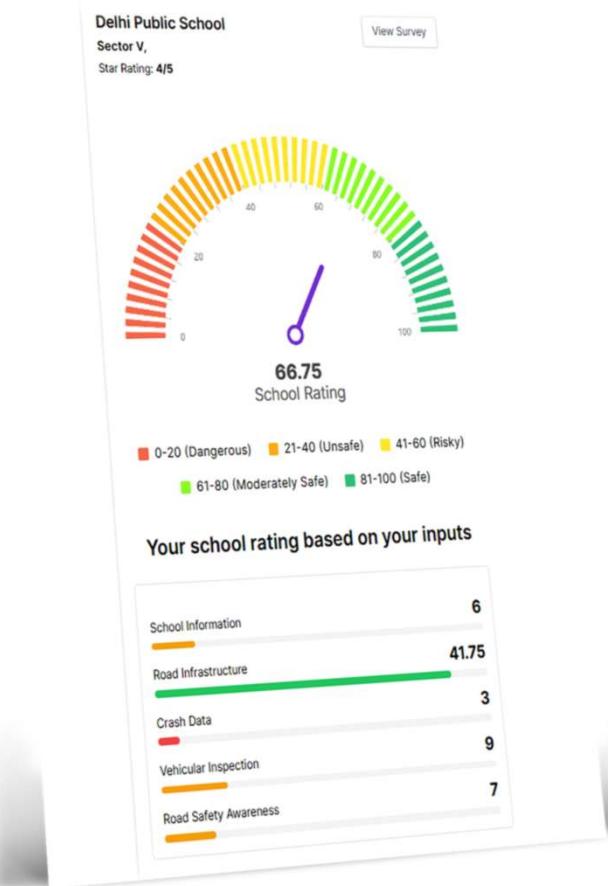
The certification process ensures participants gain practical expertise and adhere to best practices in school zone safety audits. A quiz at the end of each module tests comprehension and retention of key concepts.

**Eligibility:** Any Science Graduate & Engineering Stream.





# Sample Scorecard



## 0–20: Dangerous

Critical risk; no basic safety measures. Immediate action needed.

## 21–40: Unsafe

High risk; major gaps in infrastructure and enforcement.

## 41–60: Risky

Some measures exist but not adequate; needs upgrades.

## 61–80: Moderately Safe

Mostly safe with minor gaps; needs maintenance.

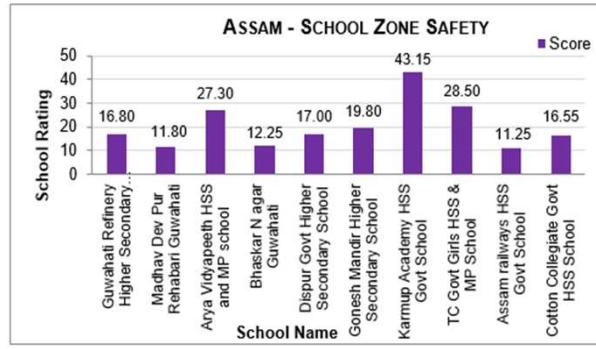
## 81–100: Safe

Well-equipped, child-friendly; model school zone.

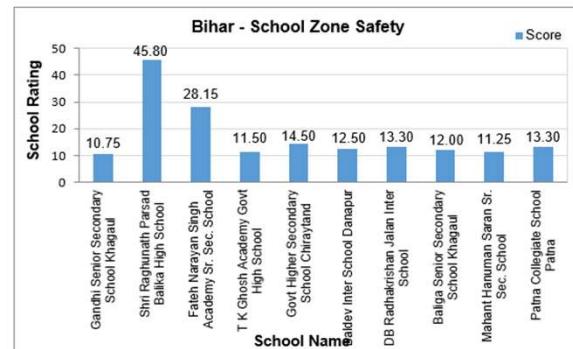


# Pilot 2024: Scorecard

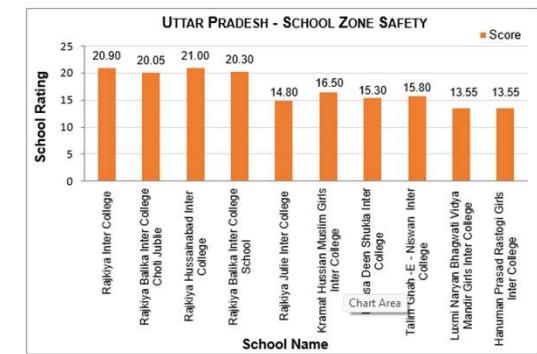
## Assam



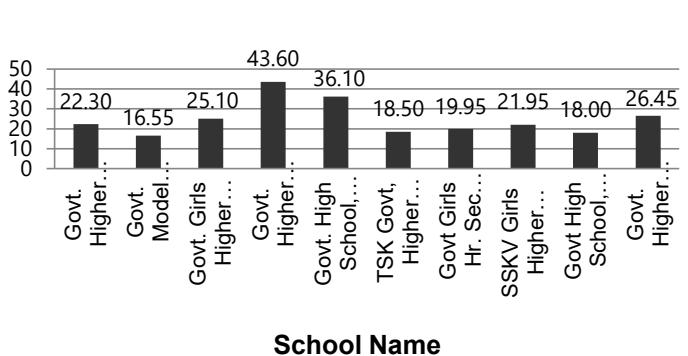
## Bihar



## Uttar Pradesh

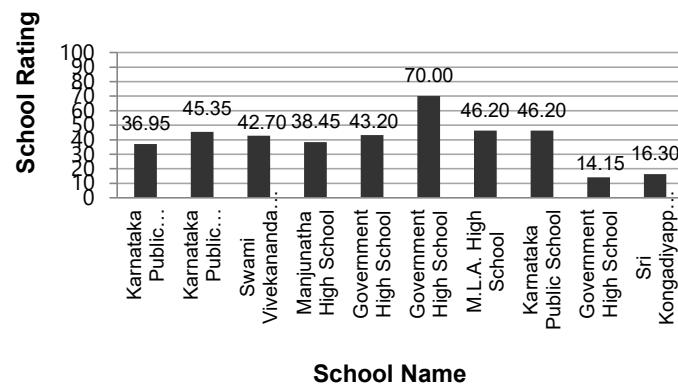


## Prefer School Rating



■ Score

## KARNATAKA



# Enhancing School Safety: Loreto Convent School, Delhi Cantt.

- ✓ Discover the transformative impact of the IRF IC's School Zone Safety Programme. This presentation showcases our successful implementation at Loreto Convent School, Delhi Cantt., highlighting a significant improvement in student safety and traffic management around the campus. We aim to inspire a proactive approach to road safety in school environments, creating secure pathways for every child.

BEFORE



AFTER



# Blueprint for Safety:

## Blue Bells International, GK, New Delhi

- ✓ Witness the remarkable transformation at Blue Bells International, GK, New Delhi, through the implementation of our comprehensive School Zone Safety Programme. Our efforts have focused on redesigning traffic flow, enhancing pedestrian pathways, and integrating clear signage to safeguard students and staff. This initiative serves as a model for creating safer school environments.

BEFORE



AFTER



# Enhanced Safety Measures: Blue Bells International

- ✓ Furthering our commitment to student well-being, this card illustrates additional improvements at Blue Bells International. These enhancements include advanced traffic calming measures, optimized drop-off and pick-up zones, and increased visibility for pedestrians. Our layered approach ensures a secure and efficient environment for daily school operations.

BEFORE



AFTER



# Some of Our Key Initiatives

- **Creating awareness** for Road Safety through Conferences, Seminars, and Lectures.
- Created a **Road Safety Anthem** in 23 Indian languages & 10 foreign languages.
- **Road Safety curriculum** for K12 Schools. Digital and In-class teaching aids
- **Capacity Building** through School Zone Safety Auditors Certification Course.
- **School zone safety audits** undertaken in 5 States identified by Ministry of Education as Pilot.
- **Enhancing First Aid (eFD)** Programmed for Commercial Drivers & Bystanders in association with MoRTH
- **Increasing visibility of Bicyclists** and Tractors/Trolleys through affixing **retro-reflective tapes**.
- **Web-based Road Accident Data (RADAR)** collection for comprehensive accident analysis.
- **Giving Road Safety Awards** for the road safety Pioneers and champions
- **5E Program** in various Indian states





# Why Partner with Us?

Partner with the International Road Federation – India Chapter (IRF-IC) to leverage our unparalleled expertise and impact in school zone safety.

## Proven Expertise in School Zone Safety (Szs)

IRF-IC brings deep, hands-on experience in conducting school zone audits and grassroot interventions across India.

## National Leadership in Road Safety Programs

Recognized by the Ministry of Road Transport & Highways (MoRTH), Ministry of Education, and State Governments for pioneering work in safety design, education, and community outreach.

## Pioneering Government-Backed Pilot

Selected by the Ministry of Education to lead the first-of-its-kind pilot school zone safety audit program in Assam, Bihar, Karnataka, Tamil Nadu, and Uttar Pradesh, with 50 senior secondary schools already audited and 150,000 schools have been earmarked



# Way Forward: A Path to Safer School Zones

The IRF IC's School Zone Safety Programme offers a comprehensive, data-driven solution for enhancing road safety around educational institutions. We actively foster a culture of safety, educating communities and implementing effective infrastructure changes. We invite educators and administrators to join us in this vital mission, creating safer roads and secure environments where children can thrive.



## Comprehensive Solution

Our programme offers a holistic approach to school zone safety, addressing all key aspects of traffic management and pedestrian protection.



## Fostering a Culture of Safety

Beyond infrastructure, we engage communities to build a shared commitment to safe practices near schools, promoting awareness and responsibility.



## Creating Safer Roads

Partner with us to implement proven strategies that protect our children, ensuring their journey to and from school is secure and accident-free.



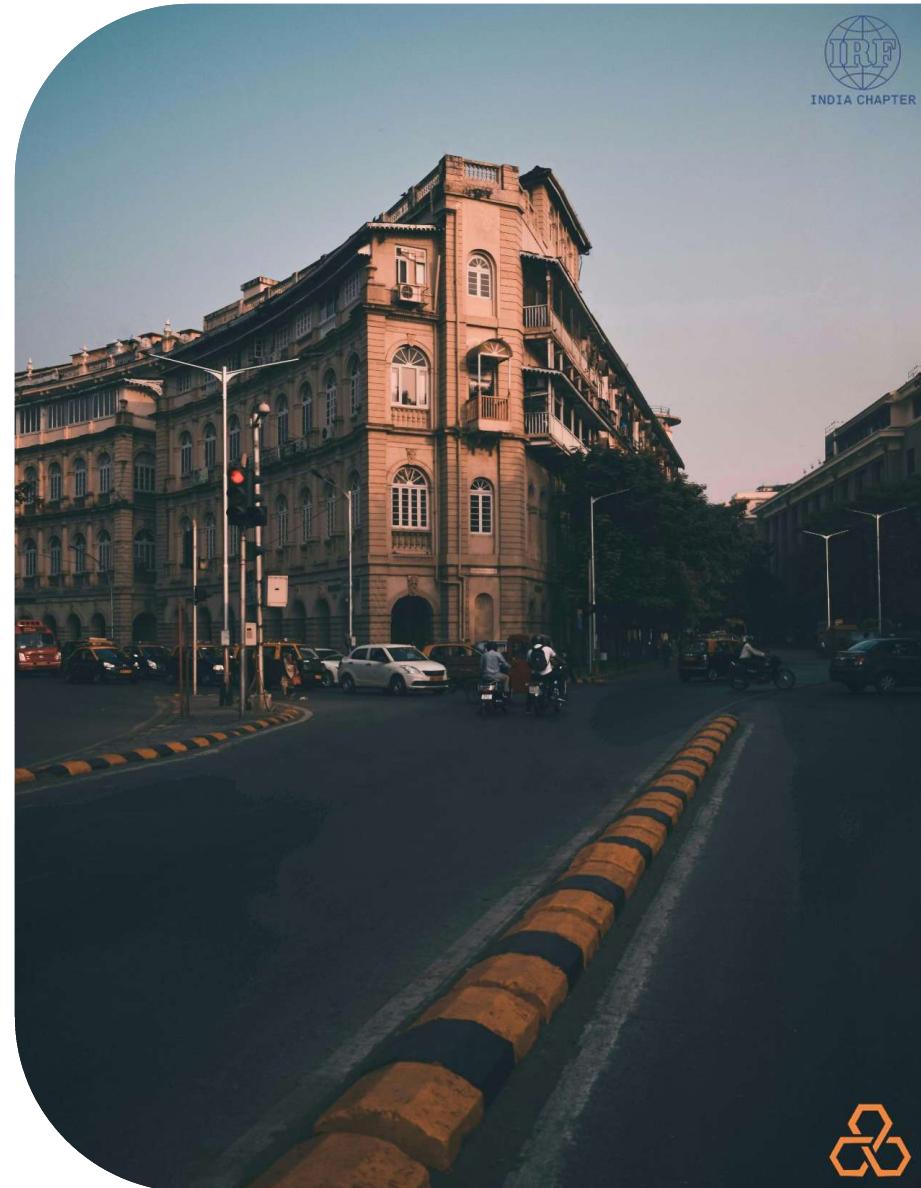


# Education

The National Road Safety Mission for Schools (NRSM), is a nationwide initiative, launched in 2024, aimed at creating **Safe School Zones** and improving **road safety awareness and behavior among children** in India.

- The initiative employs a pedagogical approach that **integrated interactive learning** modules, practical exercises, and a competitive **National Road Safety Olympiad**.

ACADEMIAAXIS |   
CONNECT | CREATE | COLLABORATE





# Advantages of the Program -

*Advantages NRSM initiative by Academia Axis Edtech and International Road Federation – India Chapter*

## 1 Global Pioneer

- Only K-12 road safety curriculum worldwide, unmatched by programs like CBSE's partial integration or IRSC's workshops.
- Aligned with Road Safety Policy, MoRTH 4E, SDG 3.6, and NEP 2020.

## 2 Cultural Relevance

- English, Hindi, Punjabi, Mizo – Multiple Languages
- Inclusive for all students, including special needs and rural areas.

## 3 Scalable Technology:

- Cloud platform, ready for more than 10 cr. students.
- Low-bandwidth apps and offline books for rural schools.
- Simulations, Anytime learning, Online gamified engaging content

## 4 Comprehensive Learning

- Progressive curriculum (Bloom's Taxonomy) ensures lifelong skills.
- Covers all road users: pedestrians, cyclists, future drivers.

Community Transformation

Data-Driven Accountability

AI Enabled Learning

Parental Involvement

Proven Impact



# Intervention for Road Safety Education

*National Road Safety Mission for Schools – Focusses on finding solutions*

## Our Mission



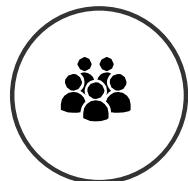
- To Envision roads that are **safe and environment friendly**.
- To **create a generation of responsible citizens who prioritize safety and environmental respect**.
- To make **Indian road, a global model of safety, connectivity, and care**.

## Our Approach



- Employ a **comprehensive, structured approach to instill road safety habits** in children from a young age.
- Focus on **interactive and engaging learning experiences**, involving both students and their families.
- **Equip 200 million school students** with the knowledge and skills to become responsible road users.

## Our Primary Audience

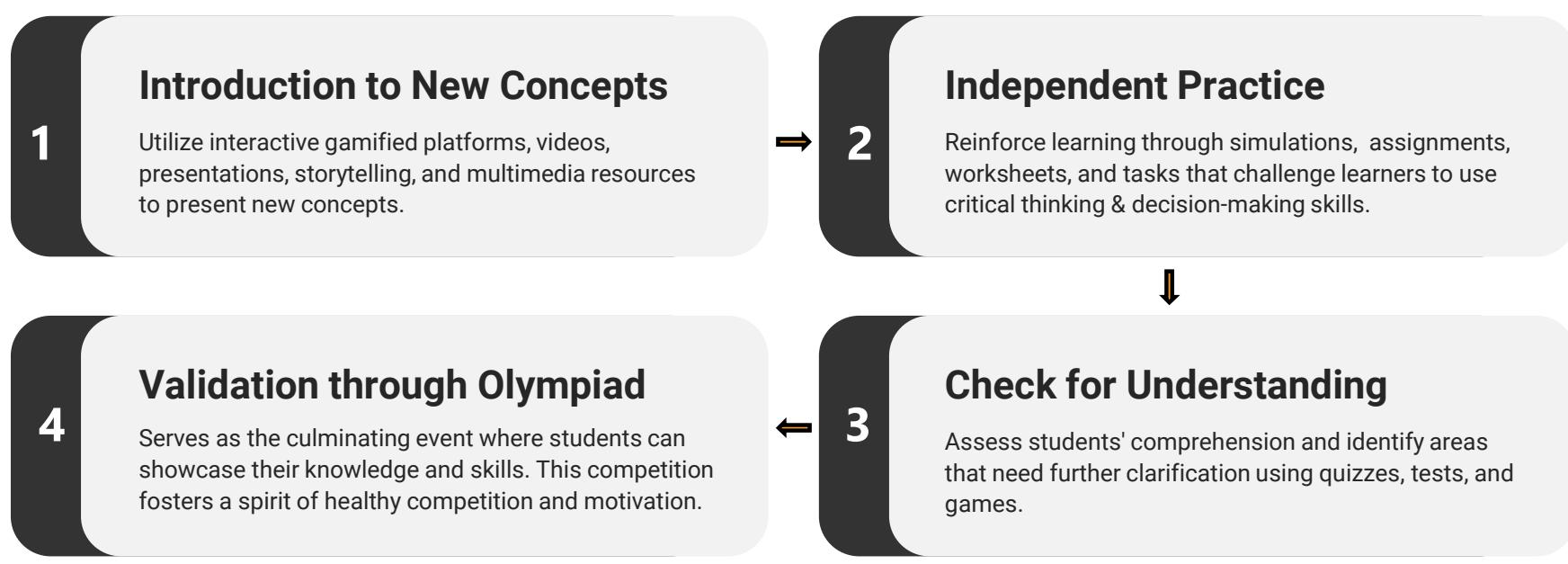


- Includes **elementary to high school students**, as well as **their families**.
- Young **learners from grades 1 to 12**.



# Approach

*Structured Methodology and Pedagogy*



Tailored Curriculum

Phase wise Learning

Parental Involvement

Student Engagement



# Curriculum Framework

*National Road Safety Mission –*

*Focusses on Structured, Progressive, Age-appropriate Curriculum to inculcate the Life-Saving skills and Knowledge*

## For Elementary School

Classes 1 to 5



- **Traffic Awareness:** Introduction to the concept and importance of traffic.
- **Traffic Signals and Road Signs:** Learning about basic traffic signals and road signs.
- **Pedestrian and Passenger Safety:** Understanding how to stay safe as pedestrians and passengers.
- **Bicycle Safety:** Introduction to safety gear and rules for riding bicycles.
- **Emergency Awareness:** Basic understanding of emergency vehicles and procedures.
- **Environmental Awareness:** Understanding the impact of pollutants on road safety.

## For Middle School

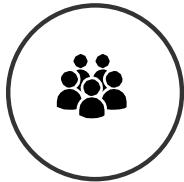
Classes 6 to 8



- **Advanced Traffic Signals and Road Signs:** A deeper understanding of road markings and traffic rules.
- **Emergency Procedures and First Aid:** Basic first aid and emergency response for road accidents.
- **Bicycle and Pedestrian Safety:** Advanced safety rules for navigating busy roads.
- **Environmental Impact:** Learning how vehicle emissions affect road safety.
- **Simulations:** Engaging in basic role-playing and practical exercises to reinforce learning.

## For High School

Classes 9 to 12



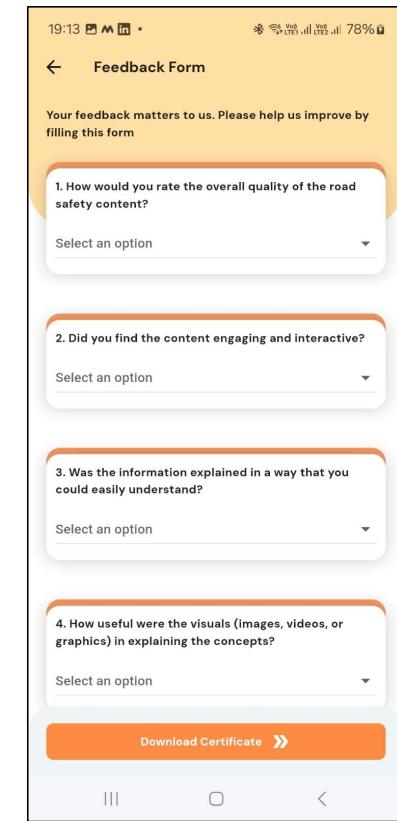
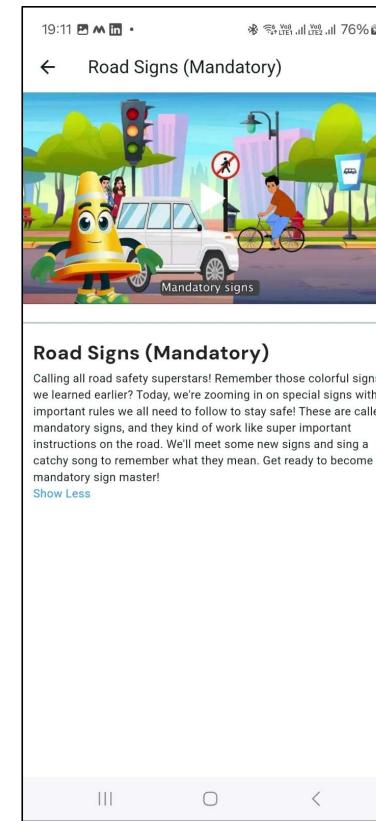
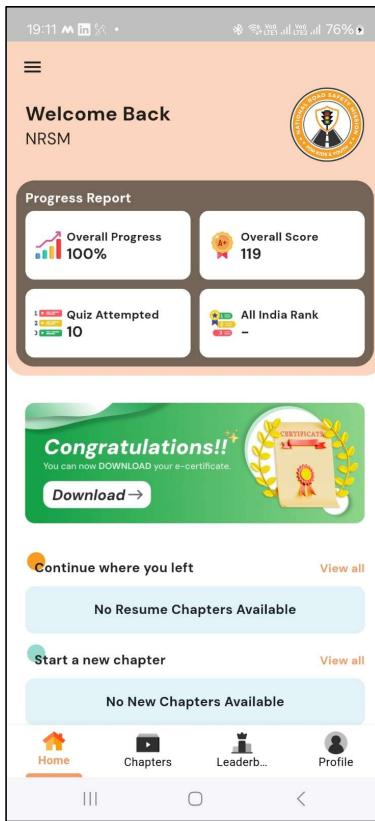
- **Defensive Driving:** Techniques for safe driving and managing aggressive traffic.
- **Advanced Emergency Response:** First aid, emergency response techniques, and injury prevention.
- **Vehicle Maintenance:** Understanding how vehicle maintenance impacts road safety.
- **Ethical Responsibility:** Fostering personal accountability for road safety and ethical driving behavior.
- **Autonomous Vehicles:** Introduction to future road safety with autonomous vehicle technology.
- **Simulations:** Advanced simulations to help students respond to road hazards in real-time scenarios.





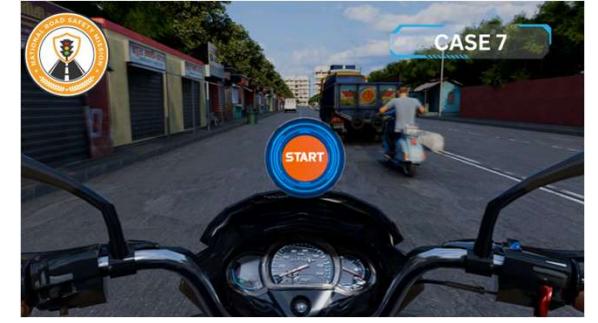
# NRSM – Tools & Enablers

## NRSM App – Glimpse



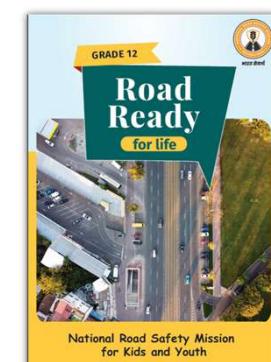
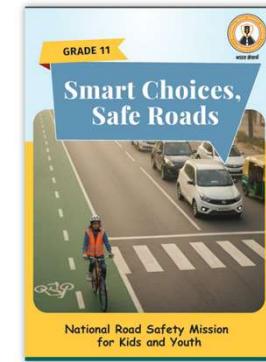
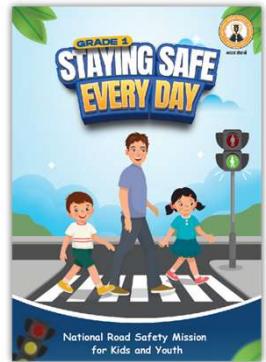
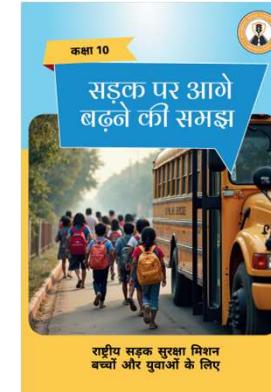
# NRSM – Simulations

*Simulations Based on Real Life Accidents – to improve hazard identifications in Students*



# Road Safety Education Books

Technology Enabled Books for Classes 1 to 12 in English and Hindi



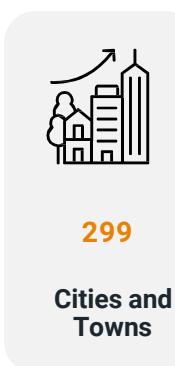
**Tech (AI) enabled books allows students to learn without teacher support using internet connected mobile**



**AY1**      Change cover pages

Amitt Yadave, 2025-11-13T07:03:14.197

# 2024 Pilot – Total Outreach & Engagement



Average Daily Users  
**25,587**



Average Weekly Users  
**78951**



# NRSM – The impact created

*Progression of students' learning outcomes over the entire span of the program*

## Key Insights

The assessment of students' learning outcomes over the course of the entire program indicates:

- **Baseline (Knowledge)** : Initial assessment of road safety concepts **before starting the course**, indicating a low score of **2/10**.
- **Midline (Comprehension & application)**: The assessment done midway evaluating students on their comprehension & ability to apply road safety indicated an improved score of **4.5/10**
- **Endline (Analysis & Evaluation)**: **After taking the entire course**, the final assessment indicated a substantially improved score of **7.5/10**.

## Learning Outcomes



| Assessment done using Road Safety Learning and Assessment Rubrics (RSLAR) framework based on Bloom's Taxonomy.





# The in-depth learning

NRSM vs Traditional Road safety programs in schools

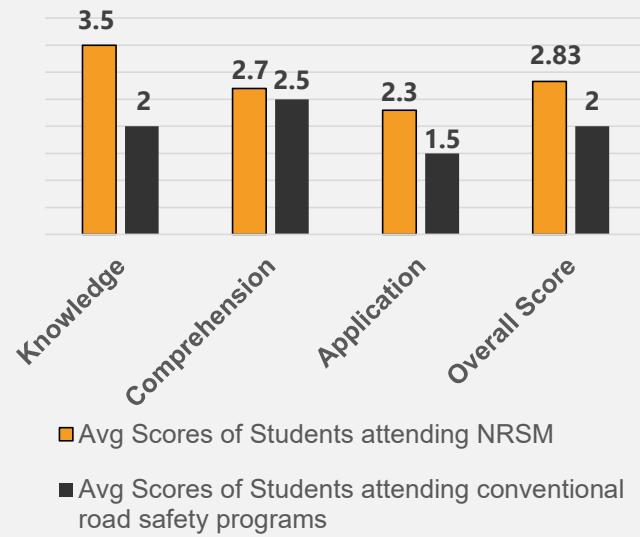
## Key Insights

Comparison of learning outcomes for **1800 students from 21 schools** conducting a conventional road safety awareness program.

**Participants of the National Road Safety Mission scored significantly higher** than the others, on parameters like

- Knowledge
- Comprehension
- Application

## Learning Outcomes



| Comparison based on Bloom's Taxonomy.



# NRSM – Parents' Perspective

*Net promoter Score (NPS) through a comprehensive survey of participants' parents*

Metric	Mean Score
Knowledge Before taking NRSM program	2.61
Knowledge After taking NRSM program	4.46
Overall Satisfaction	4.52
Parental Involvement	4.35
Recommendations	4.61

## Key Findings

- The initial low score of 2.61, made the need for a structured course imminent.
- An improved score of 4.46 made the effectiveness of the program evident.
- Overall satisfaction & recommendation scores indicate the positive reception of the program.
- Parents reported the program as an effective tool to learn many aspects of road safety themselves.





# NRSM achievers – Leading by example

Road safety Champions across the country



# NRSM achievers – Making their schools feel proud

*Road safety Champions across the country*

 **Vedansh International School**  
27 July ·

It is a proud moment for our school. In a remarkable display of knowledge and dedication to road safety, "Aryan Saroshe, a student of Grade VIII, has clinched the first position in the prestigious National Road Safety Olympiad 2024 in Madhya Pradesh." The event, held annually, aims to raise awareness about road safety among young people and foster responsible behaviour. This achievement serves as an inspiration and a call to action for others to follow suit in advocating for road safety.



**NATIONAL ROAD SAFETY MISSION 2024  
CERTIFICATE OF ACHIEVEMENT**

THIS CERTIFICATE IS AWARDED TO  
ARYAN SAROSHE THE VEDANSH INTERNATIONAL SCHOOL  
securing Rank 1 for Class 8 in the State Madhya Pradesh  
National Road Safety Olympiad 2024. We applaud your outstanding performance and commitment to making our roads safer.



 **Pioneer Convent School**  
30 July ·

Congratulations Naisha Singh for achieving 2nd position in Madhya Pradesh in National Road Safety Mission 2024 Olympiad



 **Gitanjali Devashray**  
6 August at 10:00 ·

National road safety olympiad winners.



**National road safety mission olympiad winner**  
**National Rank -1**  
**Hitika Vaswani**



 **St. Karen's High School**  
1 August ·

National Road Safety Mission Olympiad Summer 2024, was conducted for our students online on 23rd June 2024, where the students participated with enthusiasm. Their dedication to learning and mastering road safety knowledge has distinguished them not only at the state level, but also nationally.



 **Laurel High Global School**  
5 August at 11:44 ·

Congratulations to the students of Grades I to VI, on securing State 1st, 2nd and 3rd Ranks in the National Road Safety Olympiad 2024! 🎉



 **DAV Centenary Public School, Siwan**  
10 August at 17:19 ·

Celebrating the Creative Art Achievers! 🎉

We are thrilled to share the moments from the recent assembly where our Hon'ble Principal madam, along with our respected senior-most teacher, felicitated the outstanding Creative Art Achievers of the previous session. These talented students have not only excelled in their artistic endeavours but have also consistently supported various activities throughout the session on campus.

A special mention to the three remarkable students... See more







## Other Associated Programs



Capacity Building – SSZ Auditor  
for School Leaders



Teacher Training Program –  
Online and Offline



School Driver Education  
Program



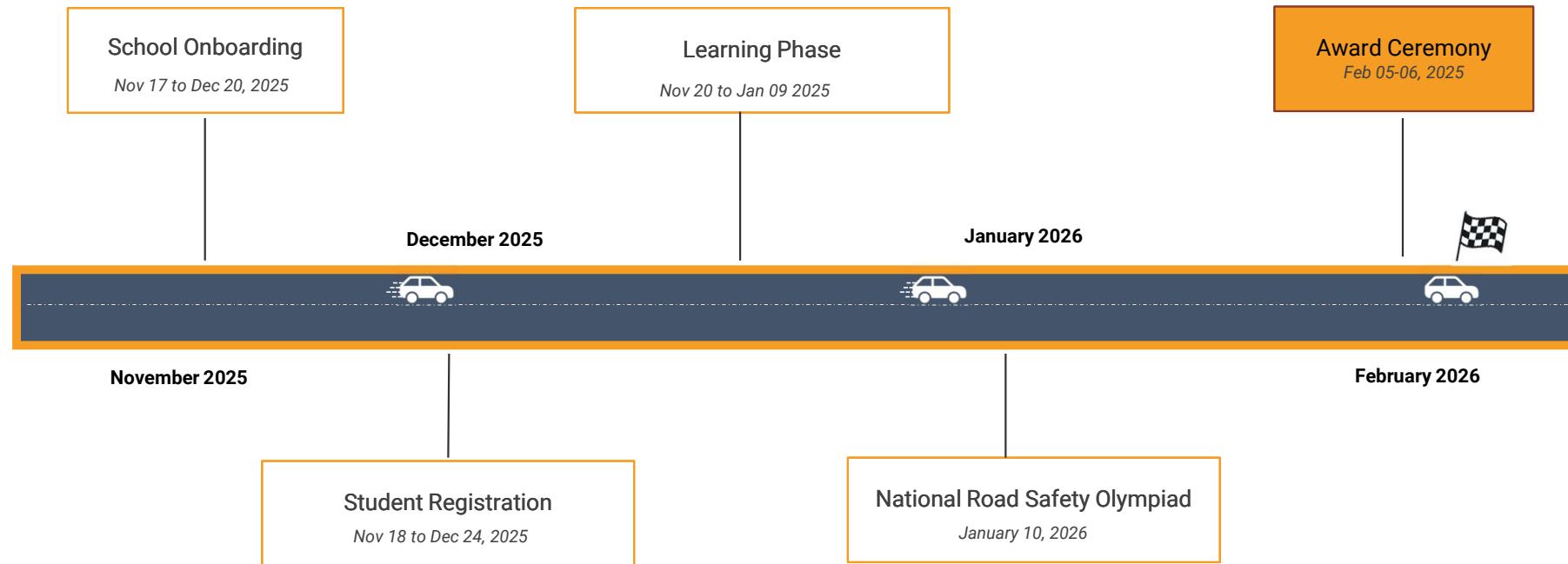
School Road Safety Clubs





# NRSM 2025 – *The timelines*

*Stay on track !*





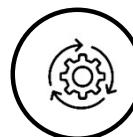
# With your support we can



Increase the outreach to 100 million students by 2026



Benefit More Students and Families



Foster Safety Culture in the Society



Make Indian Roads safer every year





# Thank you

K.K. Kapila

President (Emeritus) – International Road Federation

Akhilesh Srivastava

President – IRF- India Chapter

Amit Yadav

C.B.O. – Academia Axis Edtech



भारत सेवार्थ

Initiative by



International Road Federation  
अंतर्राष्ट्रीय सड़क संघ

ACADEMIA AXIS  
CONNECT | CREATE | COLLABORATE



Knowledge Partner

ATMA  
Automotive Tyre  
Manufacturers' Association

ITAC  
Indian Tyre Technical Advisors Committee