



Impact Assessment of Rise for Road Safety (Save Life Foundation)

Corporate Social Responsibility Project by
Mahindra and Mahindra Ltd.

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Introduction

“The Rise for Road Safety” project aims at achieving near-zero fatality from preventable road crashes on Mumbai Pune Expressway.

An initiative launched under the guidance of the **Maharashtra State Road Development Authority (MSRDC)**, in partnership with **Mahindra and Mahindra Limited** and **SaveLIFE Foundation (SLF)**.



The implementation covers road safety through multiple aspects such as **Coalition building, Engineering, Enforcement, Emergency and Trauma Care, Public Education and Awareness** in the cities of Mumbai, and Pune.



About

The project is an initiative launched under the guidance of the Maharashtra State Road Development Authority (MSRDC), in partnership with Mahindra and Mahindra Limited and SaveLIFE Foundation (SLF).



Project Location

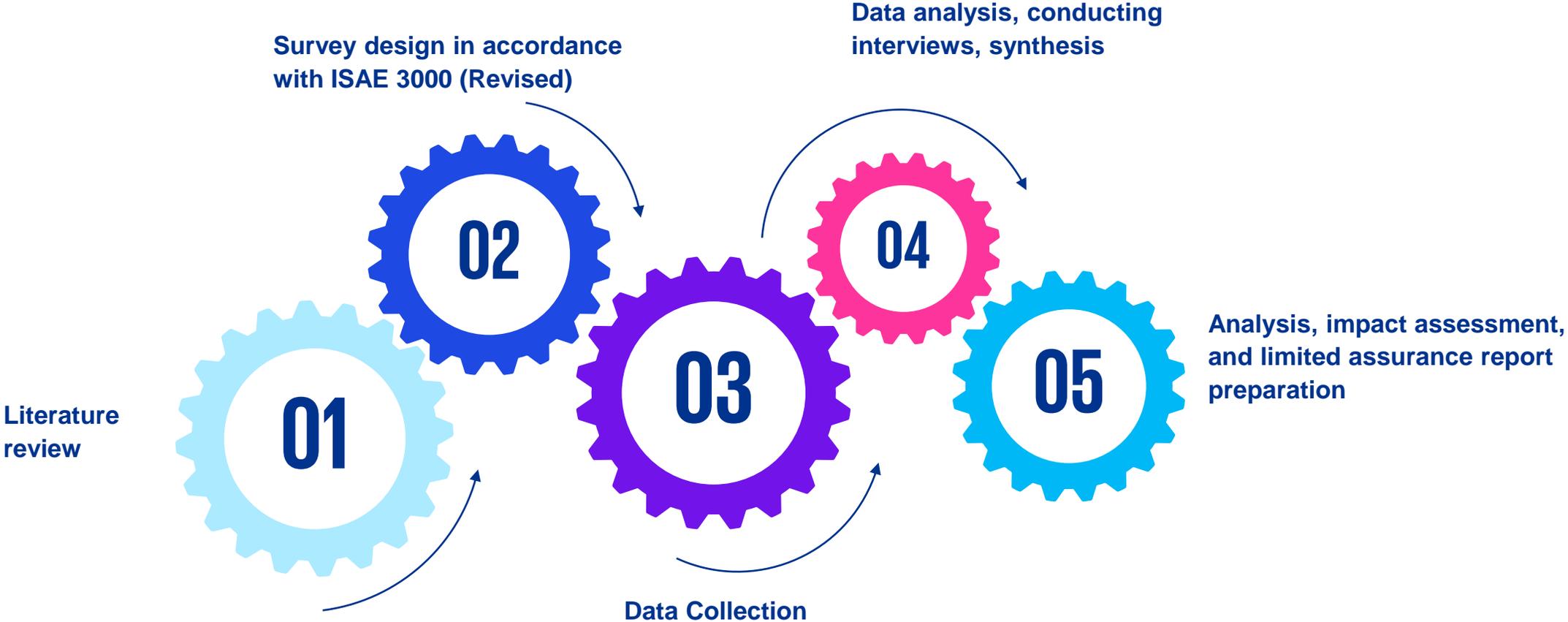
The Mumbai–Pune Expressway (officially Yashwantrao Chavan Expressway) It was fully operationalized in 2002



Need of Community

On an average 422 deaths reported everyday in India, with 12.6 % increase in road accidents 2021 and MPEW being a busiest corridor, the project was required to curtail the fatalities and create awareness.

Survey Methodology





Findings from Impact Assessment



Survey Composition

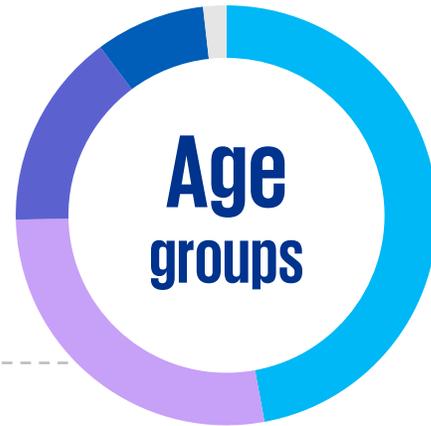
Structured questionnaires were used to collect quantitative data and qualitative data.

Age Distribution



The respondents were from age group (in years):

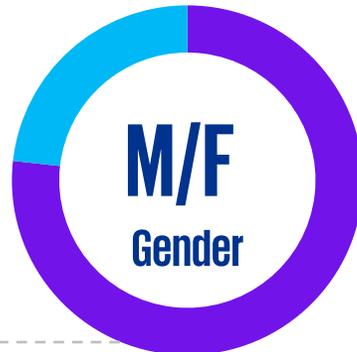
- 18-30 (47%)
- 31-40 (27%)
- 41-50 (15%)
- 51-60 (9%)
- 61-70 (2%)



Gender Distribution



Out of total respondents 76% were male and 23% were female.



Safety on Expressway



89% of the surveyed respondents shared that now they feel safe on expressway after Mahindra's "Rise for Road Safety" project intervention.

They also shared that this project has helped them gain awareness and improve knowledge about the safe travel and driving practices.



Findings (1/2)



Speed camera signage

71%

respondents believe that standardizing speed limit signages is highly effective in improving road safety.

Study result reveal that **89% of the respondents** find that the **S Curve signage**, which is a part of project component implemented by M&M Ltd., is effective in improving road safety on the road.

The responses revealed that **64% of the respondents** consider **Whole Lane Tactile Edge Lines**, which is a part of project component implemented by M&M Ltd., to be highly effective in improving road safety.

97%

Effectiveness of Chevron Sign Board



Response from the beneficiary suggests that the Chevron signboard is useful for enhancing road safety, with 97% of the respondents supporting the claim.

Findings (2/2)

Effectiveness of
Speed Camera
65%



65% of the respondents stated that Speed Cameras are very effective in enhancing road safety.

Effectiveness of Warning sign boards

68% of the respondents stated that Warning Sign Boards and additional speed limit signs are very effective in improving road safety.

Aware about implementation

95% of the respondents reported that they have noticed Mahindra Rise visual aids on the roadside.



Speed limit and S curved signages

Effectiveness of
Rumble strips at High Fatality Zone
(HFZ)

60%

As per the survey results, 60% of the respondents believe that Rumble Strips at High Fatality Zones (HFZ) are highly effective in enhancing road safety.

Beneficiaries Testimonials



It helped me in following road rules regulations effectively with necessary signages and boards on expressway.

More such activities should be carried out.

- Road User



I learnt overtaking is not good on expressway we should always follow lane discipline.

- Road User



The signages installed along the roadside keep me aware and alert, about the coming barriers while driving.

- Road User



IRECS Evaluation



IRECS Evaluation

Inclusiveness

The project focuses on providing road safety through multiple aspects like engineering, emergency response, awareness and coalition building the primary beneficiary have been road users from all sections.

Sustainability

The project is sustainable due to components of awareness, knowledge and infrastructure provided to road users, government stakeholders and emergency responders for enforcement.

01

02

Relevance

With increasing road casualties on the expressway, the project is highly relevant as it addresses in important factors in road safety such as road infrastructure, road safety awareness and discipline among commuters on the MPEW.

05

03

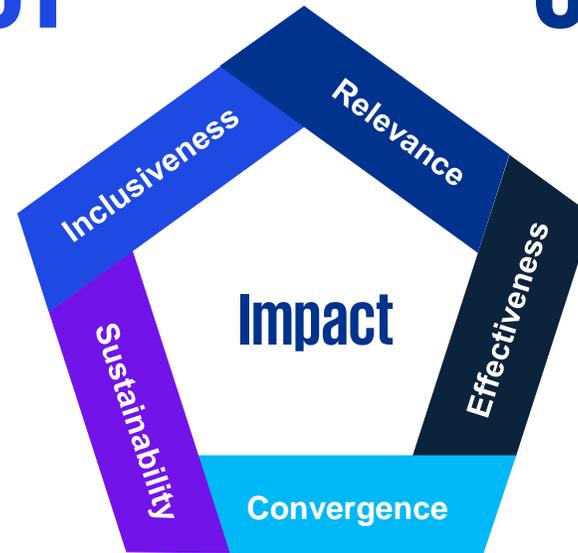
Effectiveness

The project has been highly effective for the road users on the expressway through various means like signages, boards, audio messages and application developed to reduce casualties. A total of 60% respondents suggesting these measures to be highly effective.

04

Convergence

Convergence is an integral part of improving road safety, thus the project has been able to collaborate with Government stakeholders such as Maharashtra State Roadways and Development Corporations, Maharashtra Police, and Highway Safety Patrolling Department.



Photos



Image 1: Signages on expressway.



Image 2: Emergency signages.



Image 3: Emergency signages.

Thank You

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