

# Impact Assessment

## UNITED FOR ROAD SAFETY

(United Way Mumbai)

Corporate Social Responsibility Project by  
Mahindra and Mahindra Ltd.

March 2023

Prepared by KPMG Assurance and consulting services LLP



# Table of Content



<b>01</b>	<b>Introduction</b>	<b>3</b>
<b>02</b>	<b>Need of the Project</b>	<b>4</b>
<b>03</b>	<b>Project Interventions</b>	<b>5</b>
<b>04</b>	<b>Approach &amp; Methodology</b>	<b>6</b>
<b>05</b>	<b>Respondent's profile</b>	<b>8</b>
<b>06</b>	<b>Research Findings</b>	<b>9</b>
<b>07</b>	<b>Testimonials</b>	<b>10</b>
<b>08</b>	<b>IRECS Evaluation</b>	<b>11</b>
<b>09</b>	<b>Photos</b>	<b>12</b>

# About the Project

## OBJECTIVE

The implementation covers multiple aspects such as Education, Engineering, Emergency response and Advocacy in the cities of Mumbai, Pune, Nashik, Igatpuri, Zaheerabad, Bengaluru, Chennai & Haridwar.

### Project Components & Interventions

#### Education

Safe Two-Wheeler Riding

Global road safety Education for Next Generation

#### Engineering

Road Safety Audit

#### Emergency Response

Jeevan Doot

#### Advocacy

Respect the Stop line

### Impact Locations



# Need for Road Safety

Road safety is one of the biggest global health concerns as well as a key contributor to urban and sustainable development. Improving the road safety behaviour of drivers could have a transformative impact in improving economic and individual well-being in India.

## INDIA'S PROGRESS SO FAR



Motor Vehicle  
Amendment Act passed  
in 2019



National Road Safety  
Policy



Road Accidents  
Dashboard by MoRTH



National Road Safety  
Strategy (2018 to 2030)

## INDIA'S ACCIDENT STATISTICS

4<sub>Lakh+</sub>

Road accidents have  
been reported

1130

Accidents reported  
every day

422

Deaths reported  
everyday

10.4%

Increase in injuries

12.6%

Increase in road  
accidents 2021

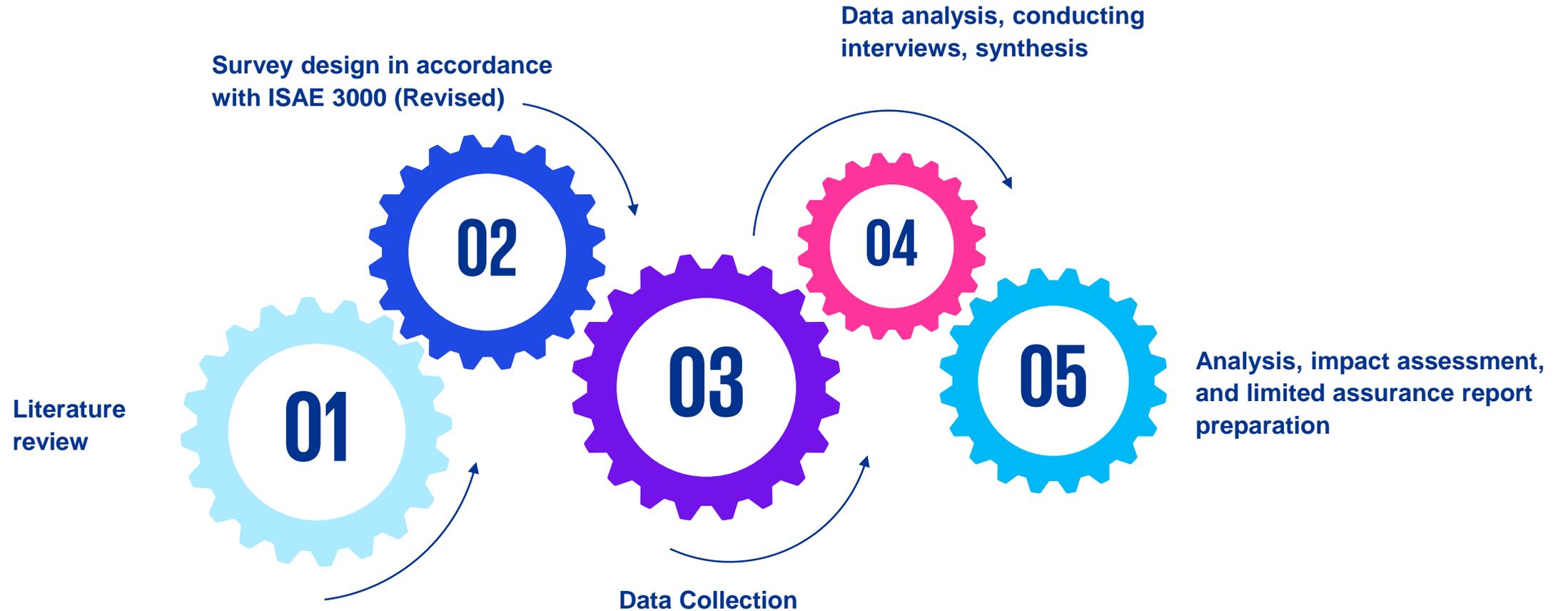
16.9%

Increase in number of  
deaths

# Road Safety Interventions

Project Intervention	Component	Brief of the project	Expected Impact	Impact Achieved
Education	Safe Two-Wheeler Riding	Two Wheels One Life- Education & sensitization of youth in safe two-wheeler riding practices	No. of locations: 8 No. of Trainings: 100 No. of participants: 10000-12000 No. of locations: 5 No. of Schools: 32	No. of locations: 8 No. of Trainings: 102 No. of participants: 6386 No. of locations: 5 No. of Schools: 29
	VIA-Global Road Safety Education for New Generation Education of students on road safety	Educating and inculcating Road safety awareness among schools children from 10-14 years of age through 13 hour-long session on safe walking & safe cycling	No. of students engaged: 3200	No. of Children: 3784
Engineering	Road Safety Audit	To study current road safety concerns around the spots & possible solutions to eliminate risks	No. of spots: 13	No. of spots: 13
Emergency Response	Jeevan Doot	Creation of force of trained first responders to provide timely emergency care to road accident victims	No. of Locations: 6 No. of participants: 840	No. of Locations: 6 No. of participants: 988
Advocacy	Respect the Stop line	Sensitization of motorists through a week long campaign at every spot on 'Respect the Stopline' to promote the importance of halting before pedestrian crossings & giving access of zebra crossing to pedestrians	No. of Locations: 13 No. of Activities: 78 No. of motorist sensitized: 15600	No. of Locations: 13 No. of Activities: 78 No. of motorist sensitized: 15600

# Approach and Methodology



# Findings and Analysis

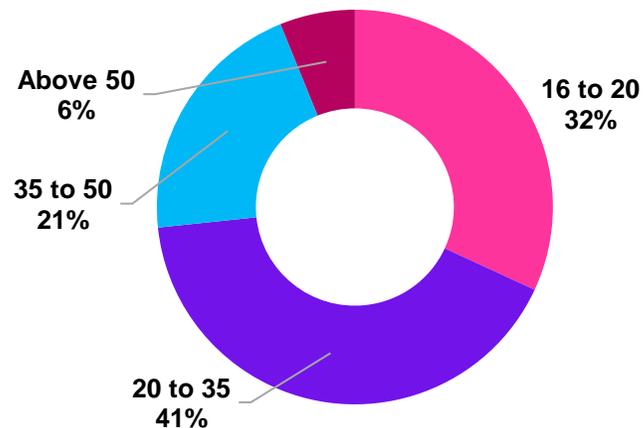


# Respondent's Profile

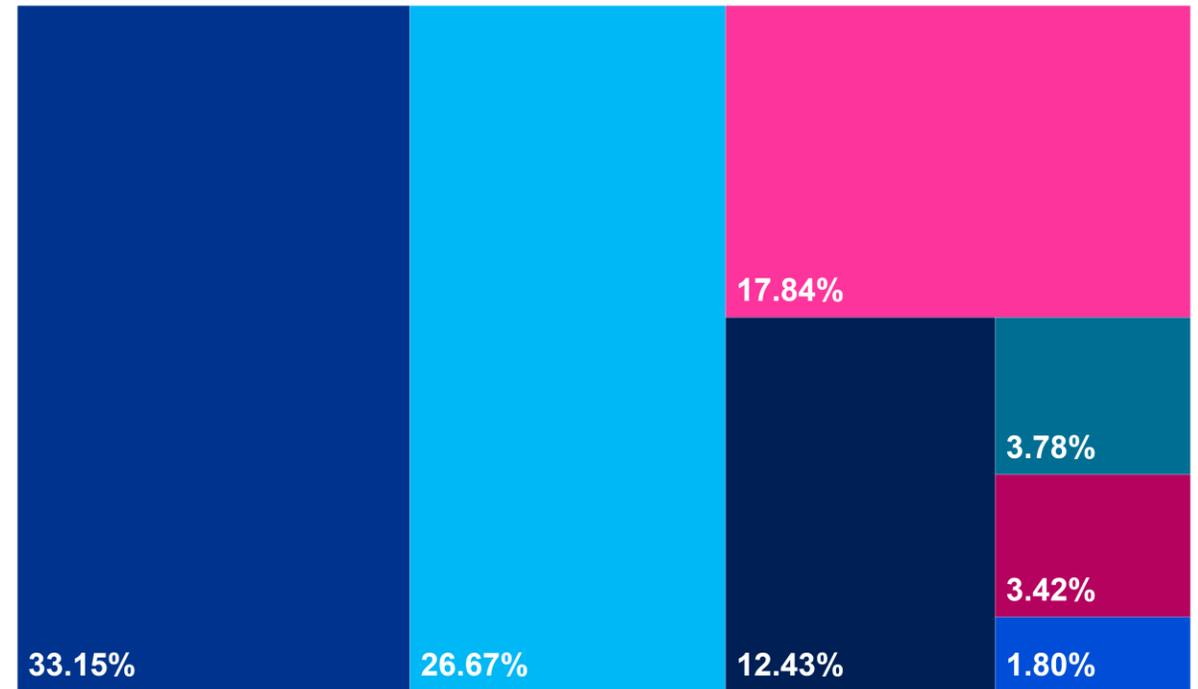
## Gender Distribution



## Age Distribution



## Beneficiary Distribution



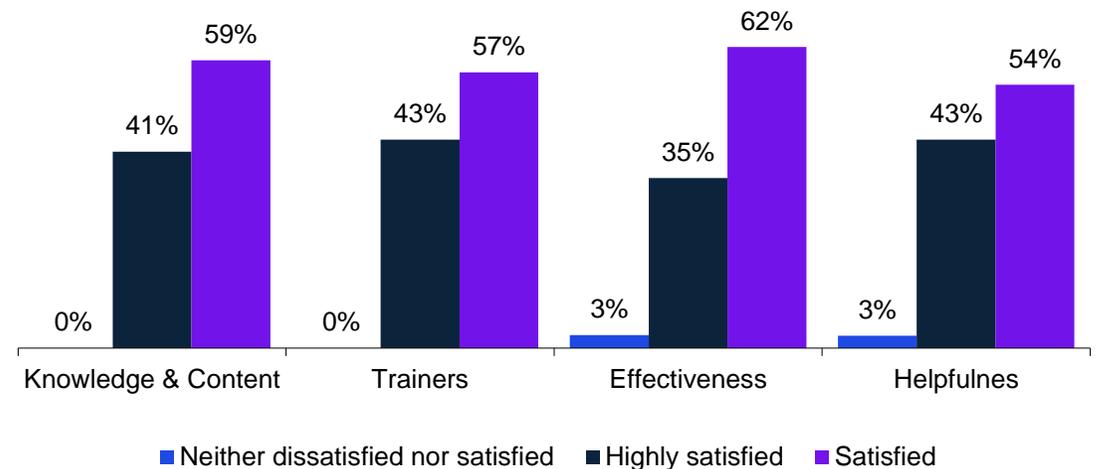
- College youth
- Community members
- Private job
- Traffic police
- Housewife
- Driving teacher
- Taxi or auto-rickshaw drivers

# Findings

## Effectiveness of Components



## Satisfaction of Project



# Testimonials



*“Appreciation for those who are respecting the stopline is very important. Currently, fines are charged for not following the rules, but appreciation is given for following them is a great thought and implementing it was a great job.”*

**- Traffic Police, Samtanagar, Mumbai**



*“When the traffic line turns red people who stop their vehicles after the Zebra crossing, volunteers appreciated by giving them a batch of being good. At this time people came to meet us personally and appreciate our students’ efforts and conveyed “Thank you for appreciation”*

**- Faculty, Thakur College, Mumbai**



*“Very helpful. It was a rider who was riding his bike very fast. Suddenly he lost his balance due to heavy traffic and had an accident. Thanks to Jeevan doot project I knew how to help and took him to the hospital immediately”*

**- Community member, Mumbai**



*“These awareness Programmes aim to develop citizen’s mindset towards the good habit of following rules and regulations related to road safety.. We all are thankful to UWM & Mahindra Rise for such a wonderful initiative. We are expecting same in the future also.”*

**- Faculty, Thakur College, Mumbai**

# IRECS Assessment

## Inclusiveness

The project focuses on improving road safety through multiple aspects like education, emergency response, engineering and advocacy, the project covers diverse stakeholders such as road users, students, truck drivers, traffic police and other government officials also stake holder through collaboration with MSRDC/ IRB/ Highway police on making project more inclusive.

01

02

## Relevance

With increasing road casualties, 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. the UN General Assembly adopted a resolution "Improving global road safety", proclaiming the Decade of Action for Road Safety 2021-2030, with the ambitious target of preventing at least 50% of road traffic deaths and injuries by 2030. Thus, contributing to national goal.

## Sustainability

The project is sustainable as it has helped develop awareness and knowledge among the participants and provides non-perishable first aid kit to the participants.

05

03

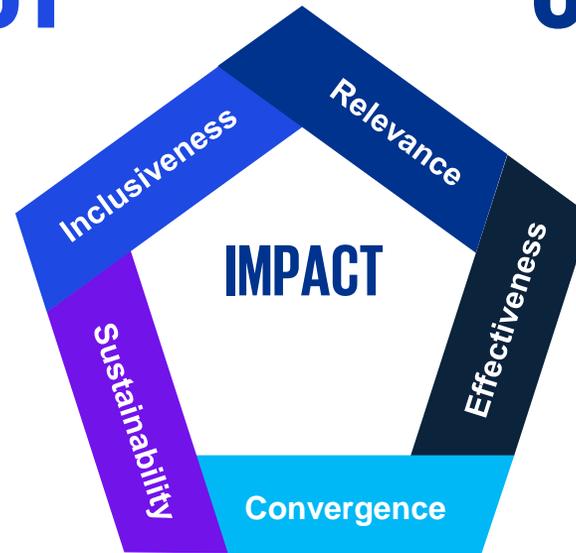
## Effectiveness

The project has been highly effective in terms of various aspect of road safety like creating first response force, enable community to act as mediator between victim and ambulance, knowledge about law and enforcement and handling the critical casualties.

04

## Convergence

Convergence is an integral part of improving road safety, thus the project has been able to collaborate with Government stakeholders, involve various community members, this has help project to be holistic in nature.



# Stakeholder Interactions



Figure 1 Jeevandoot kit



Figure 2 Interaction with traffic police



Figure 3 Interaction with faculty of Thakur College



Figure 4 Interaction with College Students

# Thank You

## Disclaimers:

- This report has been prepared for Mahindra and Mahindra Ltd. ("Client") based on the terms of the Contracts ("Contract") executed between Mahindra and Mahindra Ltd. and KPMG Assurance and Consulting Services LLP ("KPMG" or "we").
- The performance of KPMG's services and the report issued to the Client are based on and subject to the terms of the Contract.
- This report sets forth our views based on the completeness and accuracy of the facts stated to KPMG and any assumptions that were included. If any of the facts and assumptions is not complete or accurate, it is imperative that we be informed accordingly, as the inaccuracy or incompleteness thereof could have a material effect on our conclusions.
- While performing the work, we assumed the genuineness of all signatures and the authenticity of all original documents. We have not independently verified the correctness or authenticity of the same.
- While information obtained from the public domain or external sources has not been verified for authenticity, accuracy or completeness, we have obtained information, as far as possible, from sources generally considered to be reliable. We assume no responsibility for such information.
- Performance of our work was based on information and explanations given to us by the Client. Neither KPMG nor any of its partners, directors or employees undertake responsibility in any way whatsoever to any person in respect of errors in this report, arising from incorrect information provided by the Client.
- Our report may make reference to 'KPMG Analysis'; this indicates only that we have (where specified) undertaken certain analytical activities on the underlying data to arrive at the information presented; we do not accept responsibility for the veracity of the underlying data.
- In accordance with its policy, KPMG advises that neither it nor any of its partner, director or employee undertakes any responsibility arising in any way whatsoever, to any person other than Client in respect of the matters dealt with in this report, including any errors or omissions therein, arising through negligence or otherwise, howsoever caused.
- In connection with our report or any part thereof, KPMG does not owe duty of care (whether in contract or in tort or under statute or otherwise) to any person or party to whom the report is circulated to and KPMG shall not be liable to any party who uses or relies on this report. KPMG thus disclaims all responsibility or liability for any costs, damages, losses, liabilities, expenses incurred by such third party arising out of or in connection with the report or any part thereof.
- By reading our report, the reader of the report shall be deemed to have accepted the terms mentioned hereinabove.