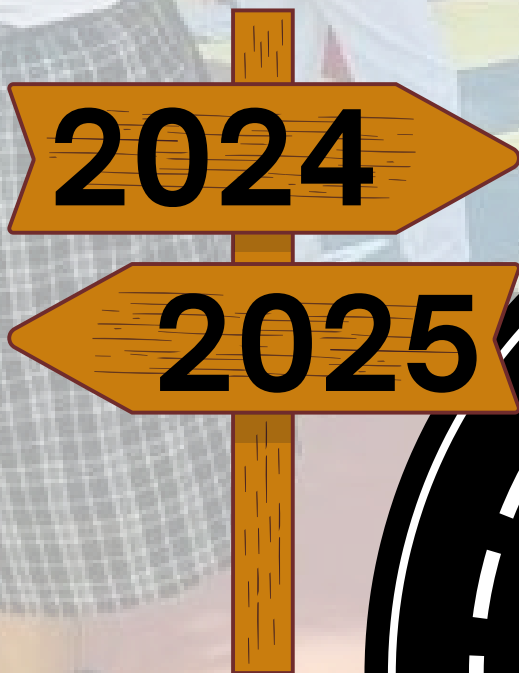


Innovations, Sustainable results and
Economic Solutions to Save Lives
on Roads




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ANNUAL REPORT





 **TRAX - A National
Road Safety NGO**

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Founder's Message



As we reflect on our remarkable journey through 2024-2025, I am filled with immense pride and gratitude for what we have collectively achieved. This year has been a testament to our unwavering commitment to making India's roads safer for every citizen.

Reaching over 1,47,829+ lives directly across states represents more than just numbers—it symbolizes families returning home safely, young minds embracing responsible road behavior, and communities united in our shared mission. From pioneering the Traffic Awareness Park to receiving international recognitions, each milestone reinforces our belief that sustainable change is possible.

Our partnerships with ICICI Lombard, L&T Finance, UNICEF, and numerous government agencies have amplified our impact exponentially. The success of initiatives like "Ride to Safety" and "Youth Drive for Safety" demonstrates the power of collaborative action in addressing this critical social challenge.

As we move forward, TRAX remains steadfast in our vision of creating a world where every journey is safe. Together, we will continue to innovate, advocate, and act until road safety becomes an inherent part of India's cultural.

Be Observant , Be Vigilant and Be Reactant !

With deepest appreciation

Anurag Kulshrestha
Founder & President

Founder's Message



Our journey of transforming India's road safety landscape. Witnessing our grassroots initiatives touch 1,47,829+ lives across the nation fills me with profound satisfaction and renewed determination.

Our comprehensive approach—spanning behavioral interventions, traffic infrastructure audits, policy advocacy, and post-crash care—has yielded unprecedented results. The success of our campaigns, particularly the achievement in Drunk Buster demonstrations and the establishment of innovative Traffic Awareness Parks, reflects our team's dedication and strategic vision.

What truly inspires me is seeing young ambassadors emerge as change agents, watching communities embrace helmet safety standards, and witnessing government bodies adopt our intersection designs. These transformations validate our belief that sustainable road safety requires collaborative effort across all societal levels.

Our international recognition, from Marrakech to Istanbul, has positioned TRAX as a global voice for road safety innovation. Yet, our greatest achievement remains the countless lives saved and families protected through our collective efforts.

As we advance towards our goals, I remain confident that our unified commitment will continue breaking barriers and setting new benchmarks in road safety excellence.

With warm regards and continued partnership

Rajni Gandhi

Founder & General Secretary



Message From



प्रो. (डॉ.) मनोरंजन परिड़ा
निदेशक

Prof. (Dr.) Manoranjan Parida
Director

सीएसआईआर – केंद्रीय सड़क अनुसंधान संस्थान
(वैज्ञानिक तथा औद्योगिक अनुसंधान परिषद)
दिल्ली-मथुरा रोड़, नई दिल्ली – 110025 (भारत)

CSIR - Central Road Research Institute
(Council of Scientific & Industrial Research)
Delhi-Mathura Road, New Delhi - 110025 (India)

No.DRRI/10.1
8th August, 2025

Dear TRAX Team

It is with great pleasure that I contribute this message to TRAX's Annual Report for 2024-25. As the Director of CSIR-Central Road Research Institute, I have had the privilege of observing various organizations working in the road safety domain, and I must commend TRAX for their brilliant and exemplary work in this critical field.

Grateful for the opportunity to write this message for an organization that shares our commitment to saving lives on Indian roads. What particularly impresses me about TRAX is their clear vision and the consistency with which they have been working in the road safety field. Your sustained efforts over the years reflect a deep understanding of the challenges we face in creating safer road environments.

TRAX's work plays a vital role in helping the government overcome and mitigate the hazards of lives lost on our roads.

I am particularly pleased to note TRAX's forward-thinking approach in bringing innovative safe road designs to the forefront. From a research perspective, organizations like TRAX are invaluable partners in the road safety ecosystem.

As TRAX continues their mission, I want to emphasize the critical importance of their work. Every life saved through their interventions represents a family protected from tragedy, a community made safer, and a step forward in our road safety goals. I extend my heartiest good wishes to TRAX for all their upcoming future endeavours. May their innovative approaches continue to yield positive results, and may their influence in promoting road safety culture expand to reach every corner of our nation. I am confident that TRAX will continue to build upon their impressive track record and create even greater impact in the years to come. Keep dedicating to this noble cause.

With best wishes and continued support,

(Manoranjan Parida)

प्रो. मनोरंजन परिड़ा / Prof. Manoranjan Parida
निदेशक / Director
सी.एस.आई.आर.-केंद्रीय सड़क अनुसंधान संस्थान
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Message From



**Message from Dr. Syed Hubbe Ali
Health Specialist, UNICEF (India Country Office)**

It gives me immense pleasure to contribute to TRAX's Annual Report.

TRAX has consistently demonstrated that their commitment to road safety goes far beyond speech – their actions truly speak louder than words. Through innovative approaches and dedicated implementation, TRAX has established itself as a credible and impactful organization in the road safety domain.

Our partnership with TRAX has been particularly fruitful in developing and implementing the Road Safety Awareness Traffic Park at DPS Nacharam School. This groundbreaking initiative, born from the collaborative efforts of UNICEF India, TRAX and DPS Nacharam School, represents a significant milestone in experiential road safety education. The infrastructure-based safety park we have brought to life serves as a practical learning environment where children can understand traffic rules, road signs, and safe practices through hands-on experience rather than theoretical instruction alone.

This innovative traffic park stands as a testament to what can be achieved when organizations with shared values come together. The park not only educates students about road safety but also creates a ripple effect, as these young ambassadors carry the knowledge to their families and communities. Through this initiative, we are nurturing a generation that prioritizes safety and responsible behavior on roads.

TRAX's approach to road safety education is commendable – combining awareness campaigns with practical, infrastructure-based solutions that create lasting impact. Their dedication to making roads safer for everyone, especially children and vulnerable road users, aligns perfectly with UNICEF's mission to protect children and ensure their well-being.

As we look toward the future, I am confident that TRAX will continue to innovate and expand their reach, creating safer road environments across India.

I extend my heartiest congratulations to TRAX on their achievements and wish the entire team continued success in their future endeavors. May your efforts continue to save lives and create awareness that transforms communities.

Warm regards,

A handwritten signature in purple ink, appearing to be 'Syed Hubbe Ali', written in a cursive style.

Dr. Syed Hubbe Ali
Health Specialist
UNICEF (India Country Office)



About The Organisation

TRAX has been the driving force behind India's road safety revolution, pioneering life-saving innovations and shaping national policies across the country. As a Non-Governmental, Non-profit organization with over 17 years of /dedicated service for road safety, TRAX has established itself as a pivotal force in shaping road safety policies and practices. Our mission is to significantly reduce road fatalities and injuries by promoting safe road practices, influencing policy decisions, and fostering a culture of responsible road use across the nation.

Team TRAX have road safety experts and advisors from National and International level who is passionate road safety enthusiasts guided by our core values of dedication, integrity, and transparency. As we continue to evolve and adapt to new challenges, TRAX remains steadfast in its mission to transform India's roads into safe spaces for all, setting new benchmarks in road safety excellence and inspiring similar movements across the globe.

Vision & Mission



Vision

Safer Roads- Safe Road Users
A world where every journey is safe drives us to design sustainable, long-lasting projects that resonate at the grassroots level through capacity building, training programs, and community mobilization.

Mission

Reduced Road Crash Injuries and Mortality rate in India

APPROACH

Our approach is a unique blend of psychological insights and innovative methodologies. This distinctive strategy enables us to address critical issues such as standardized helmet use, safe road designs, and road user behaviour with unprecedented effectiveness. Our comprehensive scope of work encompasses policy advocacy, road safety audits, behaviour change programs, and post-crash care initiatives, all aligned with the five pillars of road safety.

NETWORK

Our efforts span 21 states and 6 union territories, where we collaborate closely with government bodies, communities, as well as many renowned road safety organizations Nationally and Internationally.

HOW TRAX WORKS?



Advocating Pillars of Road Safety such as:

- Traffic Management
- Safe Vehicles
- Safe Infrastructure
- Safe Road User Behavior
- Post Crash Care

Advocating Risk Factors such as:

- Helmet
- No To Alcohol/Drugs while Driving.
- Seat Belt
- No to Over Speed
- Child Restraints

Follow Safe System Approach Practices

- Best Efforts in Plannings to remain Aligned with The Target 2030 to reduce fatalities by 50%

TRAX - FOR ACTION

Year in Retrospect



This year 2024-2025 exemplified TRAX's unwavering commitment to revolutionizing India's road safety landscape through innovative interventions and strategic collaborations. Our comprehensive approach encompassed behavioral change programs, infrastructure audits, policy advocacy specially on standardized Helmets across country, and post-crash care initiatives across 21 states and 6 union territories.

Key achievements include the remarkable success of our "Ride to Safety" campaign with ICICI Lombard, benefiting approximately 20600 students and parents across Hyderabad, Agartala, and Guwahati. The "Youth Drive for Safety" initiative with L&T Finance directly reaching 82002 individuals through diverse activities including Youth Road Safety Ambassador programs, Drunk Buster demonstrations, and street plays.



Our infrastructure initiatives featured comprehensive road safety audits in Delhi, Sikar, Lucknow and Noida , with successful trial implementation at Hapania Junction, Agartala. We pioneered India's Traffic Awareness Park at DPS Nacharam School, Hyderabad, in collaboration with UNICEF and the Telangana Government.

International recognition culminated at the Fourth Global Ministerial Conference on Road Safety in Marrakech, where our film "Promise to Come Home" won the Global Road Safety Film Festival. We participated in prominent events including the IRF World Congress in Istanbul, Safety 2024 conference in Delhi, and the 9th Parliamentarians Car Rally.

Educational partnerships with 11 institutions, First Aid Training for 227 DTC bus drivers, and recognition from Noida Traffic Police for 12 years of service underscore our sustained impact in creating safer roads nationwide.

As we reflect on our journey, each year has contributed distinctive milestones to our mission of saving lives on Indian roads. From pioneering helmet standardization campaigns to establishing Traffic Awareness Park, from international film festival recognition to comprehensive intersection redesigns, every achievement builds upon our legacy of innovation and dedication. With over more than 17 years of unwavering service, TRAX remains committed to expanding our footprints across the Nation, continuously evolving our methodologies and strengthening partnerships to create a safer tomorrow for every road user.

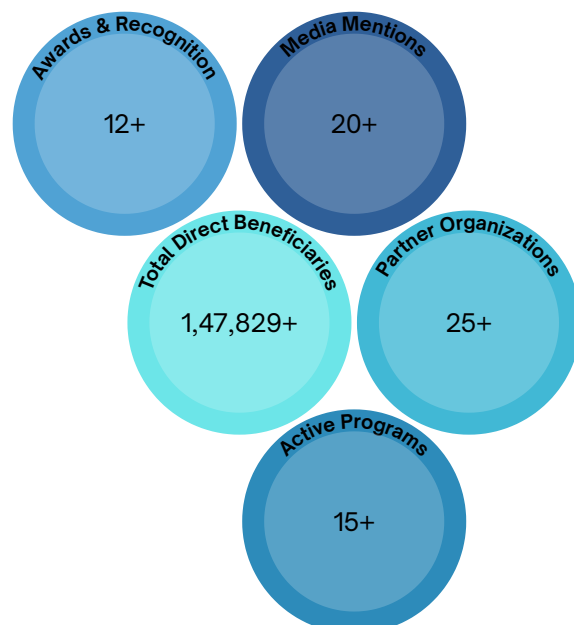
TRAX Mass Reach Data 2024-2025

Campaign-wise Reach Data

| Campaign/Initiative | Target Audience | Direct Reach | Geographic Coverage | Key Activities |
|--------------------------------------|----------------------------|--------------|--|---|
| Ride to Safety (ICICI Lombard) | Students & Parents | 20,600 | Hyderabad, Kolkata, Agartala, Guwahati | Helmet distribution, awareness sessions |
| Youth Drive for Safety (L&T Finance) | Youth & Two-wheeler riders | 82,002 | Delhi NCR | Ambassador programs, street plays |
| Mission Pratibhag 2.0 | School children | 4,000 | Noida | Educational sessions, Nukkad Natak |
| Educational Institution Partnerships | College students | 15,000+ | Delhi NCR | Interactive sessions across 11 institutions |
| DTC Bus Driver Training | Professional drivers | 227 | East Delhi | First aid training |
| Traffic Awareness Park | School children | 5,000+ | Hyderabad | Practical safety education |
| Infrastructure Interventions | All road users | 17,000 | Agartala, Delhi, Uttar Pradesh, Sikar | Trial run, audit, design |
| Other Road Safety Programs | All road users | 4,000 | Delhi, Noida, etc | Awareness Programs, etc |

Key Performance Indicators

| Metric | 2024-25 Achievement | Growth Indicator |
|----------------------------|---------------------|-------------------------------------|
| Total Direct Beneficiaries | 1,47,829+ | 25% increase from previous |
| Partner Organizations | 25+ | Corporate, govt, educational |
| Active Programs | 15+ | Across all safety pillars |
| Media Mentions | 20+ | National & international |
| Awards & Recognition | 12+ | Including international recognition |



Event Highlights



001

Ride To Safety With ICICI Lombard General Insurance Company Limited



002

Youth Drive for Safety with L & T Finance Limited



003

Road Safety Awareness Traffic Park with DPS Nacharam School and UNICEF, India.



004

Participated in the **4th Global Ministerial Conference on Road Safety** in Marrakech and in the **Global Road Safety Film Festival**



005

IRF World Congress 2024 in Istanbul



006

The 15th World Conference on Injury Prevention and Safety Promotion (**Safety 2024**) New Delhi



007

The **Global Road InfraTech Summit & Expo**, March 6-7, 2025 (The International Road Federation - India Chapter (IRF-IC))



008

9th Parliamentarians Car Rally, organized by the Constitution Club of India and Jktyres in New Delhi.



009

Road Safety Awareness at DCP Northern Delhi Range

Event Highlights



010

“Mission Pratibhag “ By Noida Traffic Police Interaction with Youth in Different School



011

Mission Lucknow-5 Intersection Audits



012

Awareness Program & Helmet Distribution at CGM Court, Noida



013

Mission Noida-5 Intersection Audits



014

Successful Trial Run at Hapania Junction, Agartala, Tripura



015

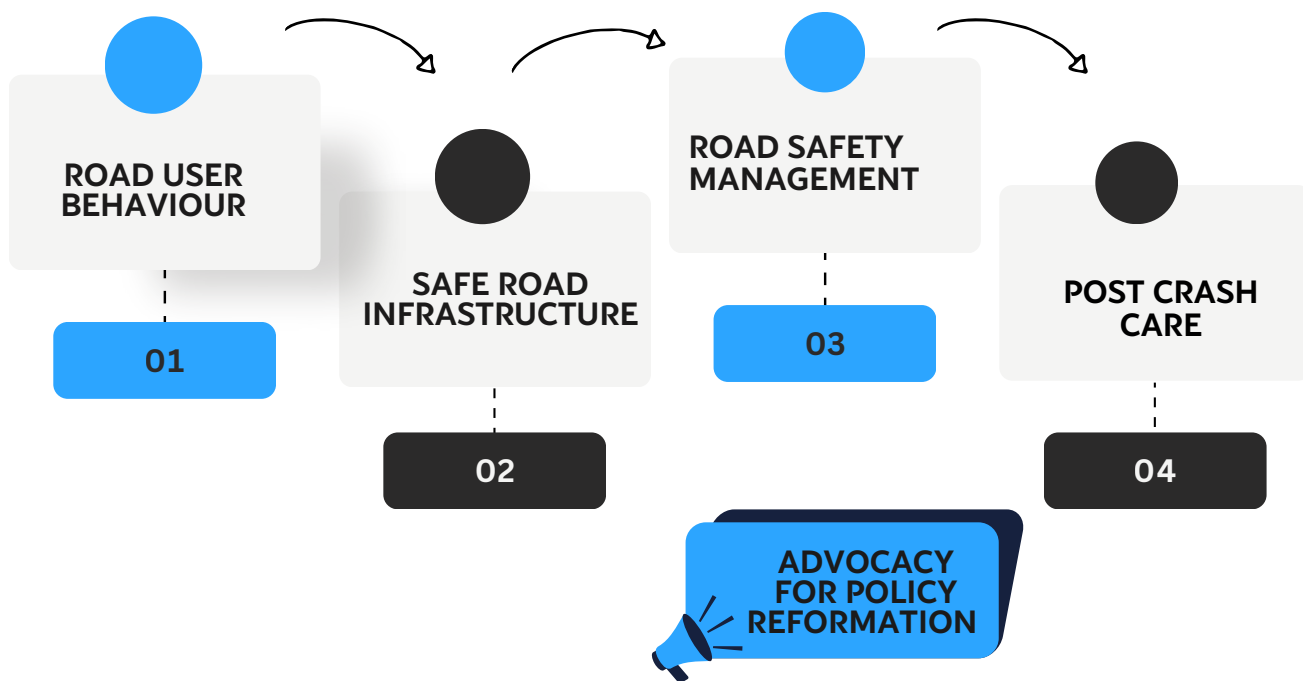
World Day of Remembrance with Noida Traffic Police Department





Impactful Ground Interventions

Road Safety Pillars that we follow:



Pillar 1 : Road User Behaviour and TRAX Interventions on Ground



“Mission Pratibhag “ By Noida Traffic Police Interaction with Youth in Different School



In May 2024, the Noida Police launched "Mission Pratibhag 2.0," a community awareness program designed to engage children, enhance their skills, and raise awareness on critical topics such as women’s empowerment, road safety, fire safety, skill development, and child rights. The initiative ran from April 29 to May 31, 2024.

As part of this mission, experts from Team TRAX conducted various road safety sessions and "Drunk Buster" activities. These activities, aimed at promoting behavioral change, were particularly focused on encouraging youth to adopt safety measures. The sessions provided valuable interactions for school students, fostering an understanding of responsible driving and the importance of road safety. The students gave impactful feedback, emphasizing the significance of safe driving practices.

In addition to these sessions and activities, a Nukkad Natak (street play) team performed a play in schools, delivering key road safety messages in an engaging and creative format.

Team TRAX is proud to have been a part of this important initiative, contributing to the development of safer, more responsible youth through impactful education and real-time behavioral interventions.

Road Safety Awareness with DCP Northern Delhi Range

Delhi Traffic Police observed Traffic Safety Week from (17th February to 22nd February 2025) Various Road Safety Awareness on road was conducted during the week.

TRAX also associated with the Awareness drive on Helmets. The event was graced by the esteemed presence of Ms. Sandhya Swami, DCP-IPS, who emphasized the importance of road safety, responsible driving behaviour, and the life-saving role of standardized helmets. The program witnessed active participation from community members, volunteers, and traffic personnel, marking a significant step towards building a culture of safer mobility in the region.



Awareness Program at CGM Court, Noida, Uttar Pradesh



On the occasion of women's Day, TRAX has been invited for the Road Safety Awareness Program at the CJM Court, Gautam Buddha Nagar. The event was graced by the presence of esteemed authorities:

Mr. Avnish Saxena, Honorable District Judge and Smt. Richa Upadhyay, Honorable Additional District & Sessions Judge, Gautam Buddha Nagar their presence embodies our motto: "Women empowering women." on to follow road safety.

Ride to Safety Campaign

A CSR Initiative By ICICI Lombard General Insurance Co. Ltd. since 2015

Ride to Safety is a robust and sustainable campaign since 2015 that has been TRAX as the implementation partner since its inception. TRAX has been instrumental in organizing the campaign in Delhi, Kolkata, Ahmedabad, Chennai, Hyderabad, Guwahati, Agartala in last decade. Last year Guwahati was added as a new city. Its primary objective is to promote standardized helmet safety among parents, students, and teachers through comprehensive awareness sessions on helmet usage and broader road safety issues. Additionally, students and parents were provided with IS4151:2015 BIS standardized helmets, ensuring they equipped with the necessary protection. This campaign has become a vital initiative in fostering a culture of safety on the roads.



Ride to Safety Campaign

Community Awareness - RTS Guwahati Chapter

This ceremony was held in the Deputy Commissioner's Office in Guwahati, the Deputy Commissioner (DC) and District Transport Commissioner (DTC) felicitated students and parents with set of Two Helmets.

As we extend our footprint across India's diverse landscapes, each state adds a new chapter to our road safety story.



This CSR initiative with ICICI Lombard, is not just reaching new territories - we're building a nationwide movement for road safety, one helmet at a time.



YOUTH Drive for Safety

A CSR Initiative by L&T Finance Limited | Implementing Partner: TRAX

Project Goal

To promote road safety practices through various interventions for **50,000** two-wheeler riders in Delhi NCR, directly contributing to Sustainable Development Goals.



Project Impact & Outreach

Quantitative Success

- Total Direct Reach: 83,441 individuals (exceeding the target of 50,000 by 66.9%)
- Youth & Future Riders Reached: 67,041
- With completion of two years partnership with L&T Finance, For Youth Drive for Safety Campaign we have been able to reach -----

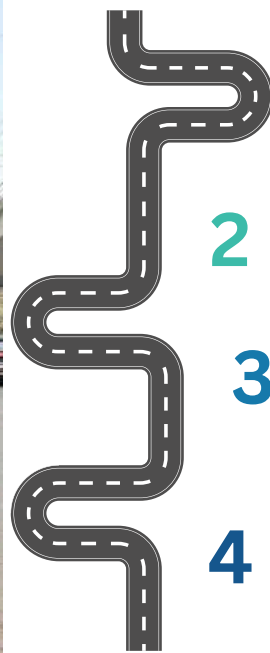


Thankful to the colleges & universities to be on board with us for making roads more safer

1. Atma Ram Sanatan Dharam College
2. Deshbandhu College
3. Dr. Akhilesh Das Gupta Institute of Professional Studies
4. Delhi Technological University
5. Janki Devi Memorial College (JDMC) - Department of Philosophy
6. Kalindi College
7. Ramanujan College
8. Greater Noida Institute of Technology (Engineering Institute)
9. GL Bajaj Institute of Technology and Management
10. Sharda University
11. Manav Rachna International Institute of Research and Studies



Special Initiatives



- 1 DTC Bus Drivers received first aid training in collaboration with East Delhi Traffic Police
- 2 Schools participated with over 61,676 students sensitized
- 3 Street plays and Drunk Buster activities conducted at Kasna Jail Campus for Provincial Armed Constabulary (PAC)
- 4 No of Activities were organised with different stakeholders.

Special Thanks to Delhi and Noida Traffic Police for their support at different locations



Students during Various Activities



Students during Various Activities

Our Student Road Safety Ambassadors from various educational institute had conducted various road safety activities on ground







Other Events on this Pillar

Interactive Session with under Indian Army



Visit to the Secretary of the Supreme Court Committee on Road Safety
Where we discussed important Road Safety Matters and shared our inputs on Road Safety related issues





Pillar 2 : Safe Infrastructure and TRAX's Interventions on Ground

Mission Uttar Pradesh



Team Visit at ACT - Transport Department Uttar Pradesh



Road Safety Audit with Transport and PWD

Lucknow 5 Intersection Audit:

- Mall avenue Crossing
- Kalidas Chauraha
- 1090 Churaha
- Samta Mulak Chauraha
- Polytechnic Chauraha
- Kamta Chauraha



Noida-6 Intersection Audits

- Mahamaya Flyover
- Sector 37 Bus Stop
- Chilla Border
- Phool Mandi
- GIP
- Mamura Chowk

These spots were identified by DRSC Gautam Budh Nagar , TRAX has presented in the District Road Safety Committee and 3 locations designs including Mahamaya, Chilla Boarder and Mamura was submitted to the RTO, Transport Department.

Successful Trial Run at Hapania Junction

TRAX submitted the conceptual design for the intersection to the Traffic Police Department and the Municipal Commissioner (South) Agartala, which was subsequently approved for a trial run. The trial was initiated on July 4th, 2024, and involved the Traffic Police Department, the Municipal Commissioner (South) Agartala, and TRAX. This trial run was conducted over a period of 10 days.

Upon the successful completion of the trial, the Department agreed to adopt the design in its permanent form. This decision aligns with the commitment to improving public safety and alleviating traffic congestion in the area.



Road Safety Awareness Traffic Park with DPS Nacharam School and UNICEF, India.



A Traffic Awareness Park for children was inaugurated at DPS Nacharam School, Hyderabad, by the Governor of Telangana and the State Transport Minister.

DPS Nacharam came up with this great initiative by which it came to implementation with the technical support of UNICEF and TRAX, where the project aims to reduce child road traffic injuries and untimely deaths.

Drawing from decades of expertise in road safety engineering and behavioral science, TRAX crafted an immersive learning environment where theory meets practice.

The Traffic Awareness Park at DPS Nacharam represents TRAX's commitment to innovative solutions in road safety education. This project showcases our ability to:

- Design and implement practical safety education facilities
- Collaborate effectively with multiple stakeholders
- Create sustainable impact in child road safety
- Support government initiatives in public safety education

The successful implementation at DPS Nacharam serves as a model for future expansions across educational institutions in Telangana, reinforcing TRAX's position as a pioneer in road safety education.



Audit with Mathura Traffic Police

Team TRAX with **Mathura traffic Police** had inspection of different crossings connecting Highways and other city roads.



Audit in Sikar, Rajasthan

TRAX received invitation from the Regional Transport Office, Sikar, **Government of Rajasthan** for our significant contributions to making intersections safer across Haryana, Rajasthan, and Delhi. Following a major bus accident at the Laxmangarh flyover junction on NH 52 & SH 82 that resulted in over 15 fatalities and 35 injuries, the Regional Transport Officer specifically invited TRAX to conduct a comprehensive Road Safety Audit of the location. This invitation acknowledges our organization's established profile and specialized expertise in safe infrastructure development, reinforcing our position as a trusted partner in improving road safety.





नौएडा

बोटैनिक गार्डन बस स्टेशन
BOTANIC GARDEN BUS STATION
NO EXIT

Pillar 3 : Road Safety Management and TRAX Interventions on Ground

Road Safety Management

Infrastructure plays a fundamental role in road safety management, serving as the foundation upon which all traffic safety measures are built. Well-designed roads, properly planned intersections, adequate signage, and strategically placed traffic control systems form the backbone of effective road safety initiatives. Essential infrastructure elements such as clear lane markings, appropriate lighting, pedestrian crossings, and geometric design standards directly influence driver behavior and significantly reduce the likelihood of accidents. Without proper road safety infrastructure planning and implementation, even the most comprehensive traffic enforcement and education programs cannot achieve their full potential in creating safer road environments.

One of the major challenges behind traffic management lies in lack of proper designed and inadequate infrastructure planning. TRAX serves as a crucial helping hand for various government bodies and agencies in addressing these critical issues through comprehensive road safety audits and innovative design solutions.

During 2024-2025, our infrastructure interventions included conducting detailed audits of five major intersections in Lucknow (Mall Avenue Crossing, Kalidas Chauraha, 1090 Chauraha, Samta Mulak Chauraha, Polytechnic Chauraha, and Kamta Chauraha) in collaboration with the Transport Department and PWD, Uttar Pradesh. Similarly, we audited six critical intersections in Noida, including Mahamaya Flyover, Sector 37 Bus Stop, Chilla Border, Phool Mandi, GIP, and Mamura Chowk, presenting design recommendations to the District Road Safety Committee.

Our most significant achievement was the successful trial implementation at Hapania Junction, Agartala, where our conceptual intersection design was approved and adopted permanently by the Traffic Police Department and Municipal Commissioner. Additionally, we conducted comprehensive inspections with Mathura Traffic Police, examining various crossings connecting highways and city roads, demonstrating our commitment to creating safer, more efficient road networks nationwide.



Pillar 5 : Post Crash Care and TRAX Interventions

Post Crash Care Intervention

TRAX's Post Crash Care interventions represent a critical pillar in our comprehensive road safety approach, focusing on minimizing fatalities and injuries through immediate emergency response training and awareness.

During 2024-2025, we significantly expanded our "Role of Bystander" training programs, reaching diverse audiences including roadside vendors, bus drivers, students, and community members. These intensive sessions featured live demonstrations of CPR techniques, golden hour protocols, and Good Samaritan law provisions, empowering ordinary citizens to become first responders in critical moments.

Our practical approach included distributing Safety Kits to roadside vendors, two-wheeler riders, and students, ensuring essential medical supplies remain accessible at potential accident sites. Additionally, we provided comprehensive sunboards displaying vital emergency procedures and contact information, creating visible reference points across communities.

A pivotal initiative involved conducting survey to assess public awareness of India's national emergency number (112). The findings revealed alarming knowledge gaps, prompting our strategic awareness campaigns across social media platforms and community outreach programs. Through targeted digital content and ground-level education, we successfully enhanced emergency response awareness, potentially saving countless lives by ensuring faster medical intervention during road traffic incidents.

ADVOCACY FOR POLICY REFORMATION

Helmet Advocacy

2734 राजपत्र, हिमाचल प्रदेश, 03 अगस्त, 2024 / 12 भावण, 1948
[Authoritative English text of this Department Notification No. TPT-A(3)-8/2003, dated 01-08-2024 as required under Article 348(3) of the Constitution of India].

TRANSPORT DEPARTMENT
NOTIFICATION
Shimla-02, the 1st August, 2024

No. TPT-A(3)-8/2003.—WHEREAS, the draft Himachal Pradesh Motor Vehicle (Amendment) Rules, 2023 were notified *vide* this department notification of even number dated 30th August, 2023 and published in the Rajpatra (e-Gazette), Himachal Pradesh on 8th September, 2023, for inviting objection(s) and suggestion(s) from the person(s) likely to be affected thereby, as required under the provisions of sub-section (1) of Section 212 of the Motor Vehicle Act, 1988 (Central Act No. 59 of 1988);

And whereas, no objection(s) and suggestion(s) have been received within the stipulated period.

Now, therefore, in exercise of the powers conferred by Section 212 read with Section 138 of the Motor Vehicle Act, 1988 (59 of 1988), the Governor, Himachal Pradesh, is pleased to make the following rules further to amend Himachal Pradesh Motor Vehicle Rules, 1999, notified *vide* this Department Notification No. 5-14/88-TPT-Part-III, dated 12th July, 1999 and published in Rajpatra, Himachal Pradesh (Extra Ordinary), dated 27th July, 1999, namely:—

| | | |
|----|------------------------------|--|
| 1. | Short title and commencement | (1) These rules may be called the Himachal Pradesh Motor Vehicle (Amendment) Rule, 2023. (2) These rules shall come into force from the date of publication in Rajpatra (e-Gazette), Himachal Pradesh. |
| 2. | Substitution of Rule 193 | For rules 193 of the Himachal Pradesh Motor Vehicle Rules, 1999, the following shall be substituted, namely:— "193. Use of Protective Headgear.— (1) Every person, above four years of age, driving or riding or being carried on a motorcycle of any class or description as defined under Clause (27) of Section 2 of the Act shall, while in a public place, wear protective headgear conforming to specifications prescribed/provided by the Bureau of Indian Standards under Bureau of Indian Standards Act, 1986. (2) No Motor cycle shall be registered in the State without the production of authorized receipt for purchase of two numbers of headgears conforming to specifications prescribed by the Bureau of Indian Standards under the Bureau of Indian Standards Act, 1986". |

By order,
Sd/-
(R.D. NAZEEM),
Principal Secretary (Transport).

As part of its continued advocacy for standardized helmet safety, TRAX identified that the State of Himachal Pradesh had yet to implement or incorporate Central Motor Vehicle Rule 138(4)(f) into its state regulations. Recognizing the critical role this rule plays in ensuring two-wheeler rider safety, TRAX engaged in sustained and constructive dialogue with the Himachal Pradesh Transport Department. Through consistent advocacy efforts, awareness-building, and technical support, TRAX successfully facilitated the integration of CMV Rule 138(4)(f) into the state's motor vehicle laws. The adoption of this rule—ensuring mandatory provision of helmets at the time of two-wheeler sale—was formalized through a landmark bill passed by the State Legislative Assembly, marking a significant step forward in institutionalizing safer road practices in Himachal Pradesh.

This pivotal advancement was formally enacted through Gazette Notification No. TPT-C(9)-5/2003, dated August 1, 2024, representing a major step forward in strengthening road safety in Himachal Pradesh.

TRAX Stood as a hand to the Specially Abled Road Users through CSR



Hands of Safety

National Association for the Blind, Delhi

Among our most meaningful CSR endeavors this year was the distribution of mobility canes to students at blind few schools Delhi—an initiative that left our entire TRAX team profoundly moved and enlightened. This heartwarming project opened our collective consciousness to the extraordinary daily challenges faced by our specially abled citizens while navigating on roads. Special thanks to L&T Finance, for providing us an opportunity to be an instrumental in serving the community/

Through candid conversations with these resilient individuals, we discovered the harsh realities they confront beyond our conventional understanding of road safety. Their shared experiences revealed systemic barriers: poorly designed footpaths with abrupt level changes, vendor encroachments blocking pedestrian pathways, overgrown vegetation creating unexpected obstacles, and the glaring absence of auditory traffic signals at intersections.

These interactions were both humbling and enlightening, highlighting how current infrastructure fails our visually impaired community. Footpaths, meant to be safe havens, often become obstacle courses due to design flaws, illegal parking, and maintenance neglect.

This initiative has fundamentally transformed TRAX's approach to inclusive road safety. We now recognize that true road safety must encompass accessibility for all users, inspiring us to advocate for universal design principles in our future infrastructure audits and policy recommendations.



World Day of Remembrance of Road Traffic Victims



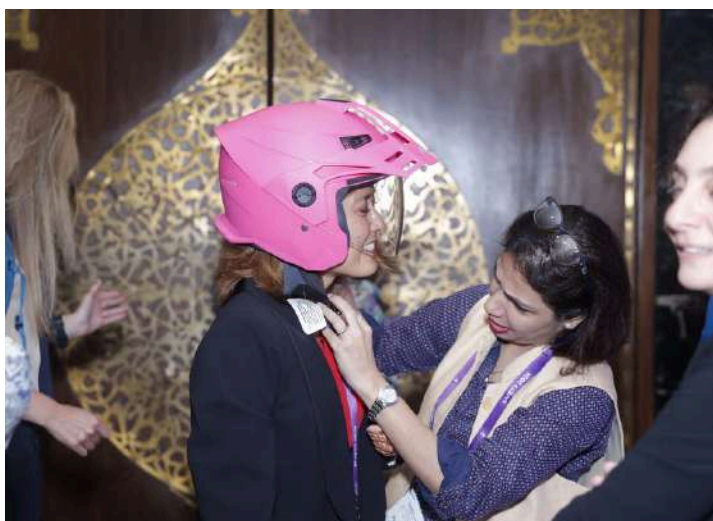
Observed by TRAX with Noida Traffic Police.

Remember, Support, Act!

TRAX Stands firmly with the Road Crash Victims, Survivors and their Bereaved families with a commitment to act in the direction to reduce Road Traffic Crashes and make Roads Safer

The 15th World Conference on Injury Prevention and Safety Promotion (Safety 2024)

At Safety 2024, the 15th World Conference on Injury Prevention and Safety Promotion, hosted by the George Institute for Global Health and co-sponsored by the World Health Organization (WHO) in New Delhi, the Global Alliance of NGOs for Road Safety co-host a compelling Helmet Breaking Demonstration on the second day of the conference. The demonstration vividly highlighted the dangers of using substandard helmets. As part of a community outreach initiative under the same event, TRAX partnered as the local based National NGO to demonstrate the difference between the Fake, Sub-standard and Standardized Helmets also distributed standardized helmets to road users, reinforcing the importance of adopting safe and compliant protective gear.





4th Global Ministerial Conference on Road Safety in Marrakech and also participated in the Global Road Safety Film Festival

Miss Rajni Gandhi represented our organization with distinction at the Fourth Global Ministerial Conference on Road Safety in Marrakech, Morocco (February 18-20, 2025). Under the theme "Commit to Life", the conference united global leaders to accelerate action toward halving road deaths by 2030.



Moderated the Asian Chapter Meeting of the Global Alliance of NGOs, facilitating knowledge-sharing among regional representatives

Delivered a compelling Call to Action as a voice of NGOs across the globe and represented as member of Global Alliance of NGOs for Road Safety event before Transport Ministers, UN Special Envoy for Road Safety, and WHO representatives





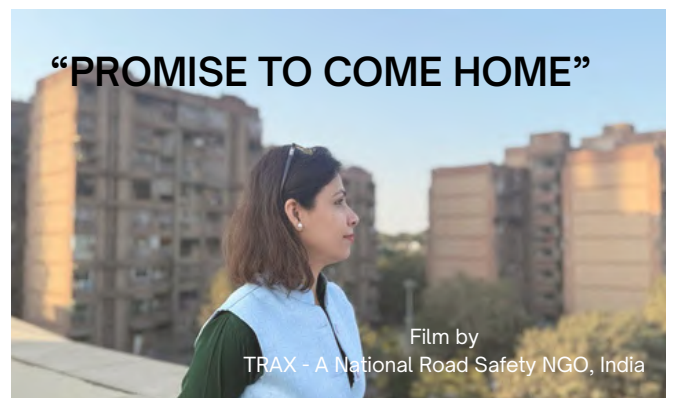
Being part of the talk with Sweden's Minister of Transport Andreas Carlson and Minister of State of Road Transport and Highways of India Ajay Prakash Tamta and UN Special Envoy for Road Safety, Mr Jean Todt.

Presented a standard helmet to NARSA's Communication Head, reinforcing our commitment to quality safety equipment.



“PROMISE TO COME HOME” - Film by TRAX has been awarded in the **Global Road Safety Film Festival** during the Conference in the category of **The Best Film For Local Communication** and received international recognition.

TRAX's debut at the Global Film Festival has set a new benchmark in purpose-driven filmmaking, demonstrating how an in-house production team can create award-winning content that champions social causes while maintaining sustainability—proving that meaningful storytelling doesn't require massive resources when powered by genuine passion and community vision.



IRF World Congress 2024 in Istanbul, Turkey



Ms. Rajni Gandhi delivered an exemplary case study presentation at the IRF World Congress in Istanbul, focusing on the critical role of media in promoting road safety initiatives. Her comprehensive analysis of media influence in road safety garnered significant recognition and appreciation from international experts and industry professionals in attendance.

The presentation highlighted innovative approaches to leveraging media platforms for road safety awareness campaigns, demonstrating how strategic communication can effectively influence public behavior and contribute to reducing traffic-related incidents. Ms. Gandhi's insights provided valuable perspectives on the intersection of media engagement and public safety policy, offering practical frameworks for implementing media-driven road safety programs.





9th Parliamentarians Car Rally, organized by the Constitution Club of India and JkTyres

TRAX proudly stood as the **Strategic Partner** for the 9th Parliamentarians Car Rally, organized by the Constitution Club of India and JK Tyres in New Delhi. This remarkable event highlights our collective dedication to promoting road safety across India.

The rally honors the memory of parliamentarians who tragically lost their lives in road crashes, transforming their legacy into a powerful movement for safer roads nationwide.



The Global Road InfraTech Summit & Expo, March 6-7, 2025 (The International Road Federation - India Chapter (IRF-IC))



Miss Rajni Gandhi, at the **Global Road InfraTech Summit & Expo** held on March 6-7, 2025.

Miss Gandhi spoke on "**Technology and Smart Infrastructure**" highlighting approaches to creating safer, more efficient road networks. Her contribution to this important dialogue underscores TRAX's commitment to safer roads solutions.

The India Chapter (IRF-IC) organized this impactful event, bringing together speakers and experts across.





Noida Traffic Police Event

12 Years of Pioneering Traffic Management,

TRAX stand humbled and honored as we receive recognition from the Noida Traffic Police for over a decade of unwavering commitment towards road safety. TRAX has been more than just a team – we've been partners in creating safer, smarter, and more efficient roads for all.

This milestone isn't just about an award; it's a testament to the countless hours, innovative solutions, and passionate professionals who have worked tirelessly to make Noida's roads safer and smarter. From traffic management technologies to collaborative problem-solving, we've grown together, learned together, and made a real difference in the community.

This recognition is a celebration of our collective journey towards Safer Roads.



OTHER ONLINE EVENTS

TRAX HOSTED WEBINAR ON ENGINEER'S DAY 2024



ENGINEERS DAY WEBINAR

Theme: Engineering Ethics and the Future of Road Safety



Date : **September 14**
2024

Time : **5:00 PM onwards**



Organized by: TRAX- Dedicated Road Safety NGO
Join us for the Pre event for National Engineers Day

REGISTER NOW

www.trafficzam.com

info@traxroadssafetyngo.com

SPEAKERS



Mr. Anurag Kulshrestha Founder & President, TRAX- Dedicated Road Safety NGO, Road Safety Expert

All aspiring engineers are invited to join this Engineers Day event!



Mr. Avnish Kumar
Road Safety Engineer



Aastharekha
Host

To Join Register with the link below

<https://forms.gle/saMWpn2f89hf7LN39>



AMPLIFYING VOICES: OUR MEDIA ADVOCACY IMPACT



COMMIT TO ACT

TRAX Supported The Global Road Safety Week 2024



PAHARGANJ
DELHI, INDIA

4000 people walk here in peak hour

- 30 km/h
- Footpaths Crossings
- Traffic calming

TRAX

OUR PARTNERS & NEW COLLABORATIONS



MEMBER OF THE



TIMES OOH™



We are grateful to be associated with the Other Government Bodies such as

- Ministry of Road Transport and Higways
- Central Road Research Institute
- Transport Departments
- Traffic Police Departments
- District Administration : Delhi, Noida, Faridabad, Gurugram and Aligarh ...
- Civil Police Departments
- Education Department : Gurugram, Faridabad, Indore, Hyderabad, Cyberabad, Punjab, Chennai, Kolkata, Agartala and Others
- Regional Transport Authority : Noida, Delhi, Gurugram and Faridabad and other Departments And Many More.

to make our roads and road users more safer across the country.



Thank You

Team TRAX extends deepest gratitude to our dedicated social media community, hardworking volunteers, generous supporters, and valued media and corporate partners. We also sincerely appreciate the collaboration of fellow NGOs, as well as officials from education, enforcement, health, and transportation agencies.

Your unwavering commitment and partnership have been instrumental in driving our mission forward.

Thank you for standing with us, we look forward to achieving even greater milestones in the year ahead.



trax@ngo



@trafficzamelhi



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www.trafficzam.com