

LIVE In use

ZERO-HARM SCHOOL ZONES

Safe routes for school clusters,
taught by your employees.



THE PROBLEM

1,68,491

lives lost on Indian roads in 2022, about
460 a day

MoRTH, Road Accidents in India 2022

Track record: 20 school zones delivered with
Mercedes-Benz, and 14,000+ children reached
in one programme.

WHAT WE DO

-  **Audit every route.** Students and our team audit the routes to school, street by street, with crash and hazard data.
-  **Fix crossings and speed.** Crossings, speed tables, signs and lights, kept up by the community.
-  **Train student ambassadors.** Your employees teach; ambassadors take road sense home and change family habits.
-  **Measure before and after.** Every zone is measured before and after, for an audit-ready report.

OUTCOMES WE TRACK

-  **Route risks fixed**
found in route audits, then fixed
-  **Safer crossings**
signs and lights kept up by the community
-  **Children reached**
and student ambassadors trained
-  **Before and after**
every zone, with an audit-ready report

WAYS TO PARTNER

- 1 Adopt a school cluster.** We deliver the works; your employees teach the students.
- 2 Start with a baseline.** A baseline and risk map for your school cluster.
- 3 Scale what works.** Playbooks and training to copy it in new places.

AT A GLANCE

BUDGET PER SCHOOL

₹25 L-1 Cr

MINIMUM SCALE

5 schools in one cluster

CSR FIT

Schedule VII (ii), including road-safety awareness ·
SDG 3, 4 and 11

Confirm CSR eligibility per project with your CSR advisor.

START WITH THE FACTS

**GET A BASELINE AND RISK MAP
FOR YOUR SCHOOL CLUSTER**

REQUEST A CO-DESIGN SESSION →

45-minute session · you secure permissions; we bring designs, data and documents

