



Technology with Vision

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From the desk of the Managing Director



I thank the whole country for making #MeraKadamMeriSuraksha movement (One Crore Steps Campaign) a huge success. I am also honored that a small step taken by us in the direction of making pedestrian safety a national priority received such an unprecedented response and our message of Road Safety reached to the farthest corners of the nation.

The overwhelming support and active participation of schools, corporates, government bodies, industry leaders, armed forces, and many other organizations took this movement to a level that has never been seen before in the history of road safety activities, with the campaign receiving much appreciation and support.

While the target of the campaign was to achieve 1 crore steps, by the time the walk reached its destination we had achieved more than 100 crore steps. It's just the start, and we are committed to keep fighting till we transform our public road behavior and make India free from all avoidable road deaths.

Ramashankar Pandey

Ramashankar Pandey

The end of one journey is the beginning of another! The fight for safer Indian roads still continues...

The walkathon, a part of #MeraKadamMeriSuraksha (One Crore Steps) campaign started with utmost vigour and zeal from Kanyakumari on 28th July, 2018, and ended on a high note on the 15th of October, 2018. With the whole nation coming together for the common cause,

the success of the campaign was sure to follow. The lively spirit shown by everyone involved in planning, organising, and participating, made the campaign a one to remember. The walk might have ended, but the mission to make Indian roads safer will go on until pedestrian safety becomes a national priority.



RESPECT LIFE

TRAFFIC RULES

सड़क सुरक्षा, जीवन रक्षा

1 CRORE STEPS - THE WALK

Mera Kadam Meri Suraksha

Performance Snapshot (20th July, 2018 – 20th October, 2018)



1 CRORE STEPS - THE WALK

ERNAKULAM



CALICUT



MANGALORE



GOA



1 CRORE STEPS - THE WALK

MUMBAI



JAIPUR



GURGAON



1 CRORE STEPS - THE WALK

HABITAT CENTRE SIAM GROUP WALK, NEW DELHI



MEGA WALKATHON #ONECRORESTEPS FLAGOFF - INDIA GATE TO JAMMU



1 CRORE STEPS - THE WALK

DWARKA, NEW DELHI



SUKHNA LAKE, CHANDIGARH



1 CRORE STEPS - THE WALK

WAGAH BORDER, ATTARI



JAMMU



1 CRORE STEPS - THE WALK

GOVT. SR. SEC. SCHOOL, BAHU FORT / GOVT. GIRLS HIGH SCHOOL, GANDHI NGR;



BOYS HR. SR. SEC. SCHOOL; JAMMU/ MARUTI DRIVING SCHOOL; JAMMU



1 CRORE STEPS - THE WALK

WALK DONATIONS AT EDUCATIONAL INSTITUTIONS



BGS INTERNATIONAL PUBLIC SCHOOL • SANDEEPAN ENGLISH MEDIUM SCHOOL



ADARSH WORLD SCHOOL • VISHWA BHARTI SCHOOL • BAL BHARATI PUBLIC SCHOOL

1 CRORE STEPS - WALK DONATIONS

WALK DONATIONS AT EDUCATIONAL INSTITUTIONS



NCC (NATIONAL CADET CORPS): 31 AUG 2018 • VENKATESHWARA INTERNATIONAL SCHOOL • BGS INTERNATIONAL PUBLIC SCHOOL



NEW ERA PUBLIC SCHOOL, DWARKA • SPRING MEADOWS PUBLIC SCHOOL • BAL BHAWAN INTERNATIONAL SCHOOL

1 CRORE STEPS - WALK DONATIONS

PUBLIC WALK DONATIONS



CORPORATE OFFICE HELLA - GURUGRAM



1 CRORE STEPS - RECOGNITION FROM GOVERNMENT INSTITUTIONS

At Transport Bhawan with Hounarable



FICCI



1 CRORE STEPS - MEDIA COVERAGE



CLUB D2S

An NGO for Road Safety



All Set for the next level....