



# CineArt Steer to Safety 3.0

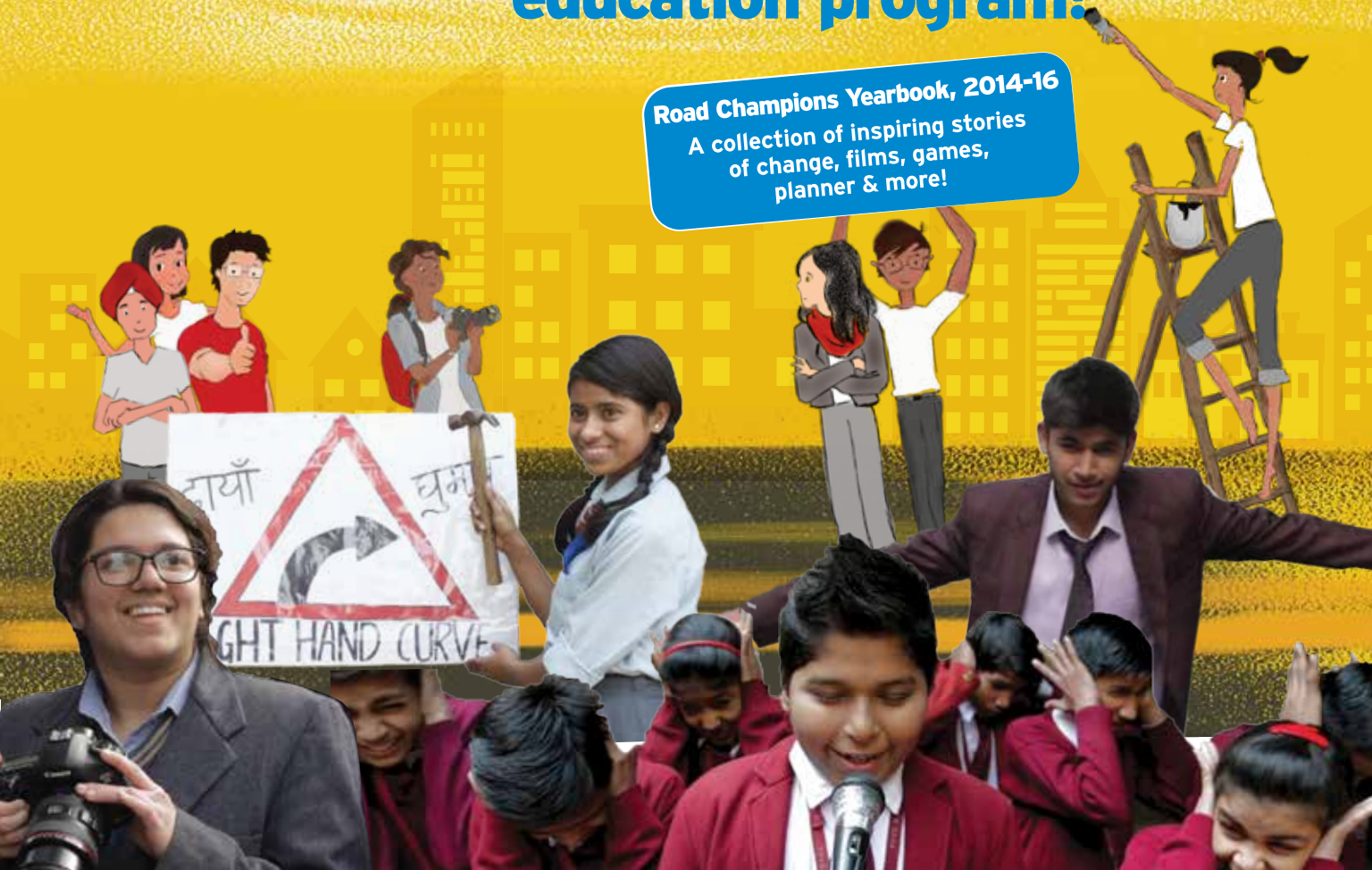
Responsible Road Behaviour



## Nation's largest **Road Safety** education program!

Road Champions Yearbook, 2014-16

A collection of inspiring stories  
of change, films, games,  
planner & more!





# CineArt Steer to Safety 3.0

Responsible Road Behaviour

*Road Champions Yearbook 2016*

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*This publication was made possible with the support of 200 schools, 200,000 students, 1000 workshops with students, teachers, drivers & parents.*

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**ISBN 978-81-926417-0-6**

This book belongs to \_\_\_\_\_



ROAD CHAMPION

# CineArt Steer to Safety Program

## Nation's largest road safety education program

The *CineArt Steer to Safety* program is India's largest road safety education program that seeks to reach out to students by creating a whole school impact advocating for a positive road culture through an unprecedented corporate social responsibility movement that rides on an experiential learning and innovative cinema based medium to mainstream conversations around road safety. The objective of the program is to position students as influencers and orient them as responsible road users, proactive citizens and future stakeholders with the purpose of bringing about a mindshift regarding road safety.

### Outreach

Running successfully since the last **4 years** in schools of Delhi NCR, the *CineArt Steer to Safety Program* is today a platform for film based road safety messaging to reach out to **over 3,00,000 students** and **over 80 million PVR patrons in select cinemas across 46 cities pan India**. The program has grown laterally with a robust ground activation that includes the whole school outreach mechanism which reaches out to Principals, Teachers, Drivers and Parents which encompasses **500 schools** through **1000 road safety workshops** leading to the formation of **200 Road Safety Clubs** and spread the social messaging through Social Media and Special Events.

### Creative Education

The program uses blended learning to transact the road safety education program. A cutting edge learning design has an age appropriate road safety curriculum transacted through multiple media of content engagement, creative submissions and multi-platform dissemination to reach out to the students in many ways. Student driven road safety projects use project based learning methods to enable the road safety learning to be applied in their real life scenarios.

### Multi-stakeholder Partnerships

A unique collaborative model of vision, design and implementation capitalises on the key strengths of its multiple stakeholders and strategic partners thereby ensuring quality at every stage of program delivery and ensuring last mile connect with the participants of the program. Strategic partnerships include governmental, bi-lateral partnerships, embassies, corporations, international and national NGO's, policy makers, creative and technical experts, thought leaders, influencers & film makers.

### *Awards & Recognition*

- Year 2015:** NGO Box's 2nd CSR Impact Award for CineArt Steer to Safety in education category
- Year 2015:** Delhi Traffic Police Award - Appreciation for excellent work in road safety
- Year 2014:** TIMES NOW & Maruti's Road Safety Mission Award for CineArt Steer to Safety program
- Year 2012:** Aaj Tak Care Award for CineArt in Education category

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As a *CineArt Steer to Safety Ambassador*, you are taking on your role as a **GLOBAL CITIZEN** and contributing towards making the goals of *UN Decade of Action on Road Safety 2010-2020* a reality around you.

On 11 May 2011, the UN Decade of Action on Road Safety was launched with the official goal of 'stabilizing and then reducing' global road fatalities by 2020 making it a landmark resolution co-sponsored by 100 countries including India.

Globally, road death and injury was declared as a "major public health problem" with a broad range of social and economic consequences which, if unaddressed, may affect the sustainable development of countries.

*The Decade of Action for Road Safety can help all countries drive along the path to a more secure future... Today, partners around the world are releasing national or citywide plans for the Decade, hosting policy discussions and enabling people affected by road crashes to share their stories widely. Now we need to move this campaign into high gear and steer our world to safer roads ahead. Together, we can save millions of lives.*

UN Secretary-General Ban Ki-moon  
Message on the launch of the Decade of Action for Road Safety  
11 May 2011.



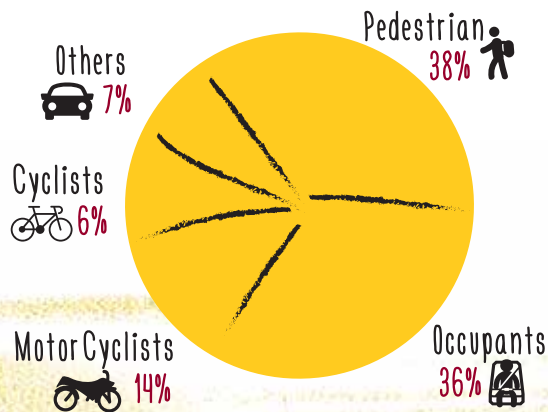
## TEN REASONS TO ACT ON ROAD DEATHS

- 1 Nearly 1.3 million people are killed on the world's roads each year.
- 2 Up to 50 million people are injured and many remain disabled for life.
- 3 90% of casualties from road deaths occur in developing countries.
- 4 Annual road traffic deaths are forecast to rise to 1.9 million people by 2020.
- 5 Road traffic injuries are the primary cause of death for young people worldwide.
- 6 Road traffic injuries will be the leading health burden for children over the age of five years in developing countries.
- 7 The economic cost to developing countries is at least \$100 billion a year.
- 8 Road traffic injuries place an immense burden on hospitals and health systems.
- 9 Road crashes are preventable.
- 10 A global **Action Plan** includes practical measures which, if implemented, could save millions of lives.

Source: fiafoundation.org

# Children killed in road traffic crashes each year around the world

186,300 children die each year in road traffic crashes around the world – that's more than 500 children every day. In fact road traffic injury ranks among the top four causes of death for all children over the age of five years.



Proportion of road traffic deaths among children by type of road user, worldwide, 2010

*The future of a country is its young people. We cannot afford to lose our children to road traffic crashes.*

Dr Margaret Chan  
Director-General,  
World Health Organization



*I was shocked to learn that 'Road traffic injury' is the leading cause of death among young people between 15 to 17 years!*



CineArt Steer to Safety Program is tapping your *intelligence & creativity* to solve **REAL LIFE** road safety issues around you.



## CineArt 'Steer to Safety' Program Model

CineArt Steer to Safety is a road safety education program for children to harness the power of multiple media and the art of cinematic storytelling to produce creative messaging which reaches out and touches the hearts and minds of road users, which means all of us.

The program prepares children to take the center-stage as influencers, communicators and proactive citizens. During their learning journey, children raise new questions, explore new possibilities and look at the issue of road safety from a new angle. The model develops their creativity, imagination and problem solving skills.

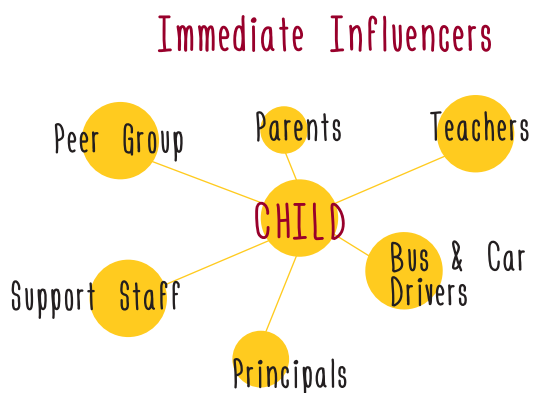
Over the years the program has acquired multiple dimensions from awareness to communication to education leading to deeper inroads to influence the minds of school children. They learn to practice safe road behavior and become responsible road users and also influence people around them which include their teachers, drivers, parents, family & friends.

### Schools as Changemakers

Schools as institutions have the potential to drive change since they raise future citizen and stakeholders of our shared tomorrow.

To reach out to the students of a school and understand their mindset, beliefs and practices, we mapped their circle of influence, both internal and external. This helped us to engage with all stakeholders who are a part of the school ecosystem and can directly or indirectly influence the child and vice-versa.

### THE SCHOOL ECOSYSTEM



- External Influencers**
- Governance
  - Policy
  - Local Administration
  - Road Safety Experts
  - Media
  - Other Road Users
  - Public Campaigns



## Strategic Partnerships

What has worked well for the program is its collaborative model of design & implementation which capitalises on the key strengths of its strategic partners thereby ensuring quality in content, design and delivery. Each program cycle revolves around a carefully chosen theme which forms the content spine around which the curriculum is designed.

## Learning through the Arts

We have created an age-appropriate road safety curriculum which is transacted through creative knowledge sessions for primary, middle and secondary school students. The content enables students with preventive methodologies towards managing their conduct and decision making to use the road responsibly, safely and with a right's based attitude. These insights about the way children learn forms the heart of the curriculum design.

- Students learn in many ways apart from the conventional chalk and talk method
- Learning through the arts not only spurs creativity but also inspires learning with greater retention and recall
- Creative expression combined with literacy skills is a good basis for assessing learning
- Students will use their creativity and imagination to solve a real life problem, if given an opportunity
- Students will ideate and resolve real life road safety issues through project based learning methods

Using a blended learning approach, the learning design connects multiple mediums of creative exploration, experiential learning to ensure that the road safety message reaches out as s(he) engages with the activity or learning experience.

Films, muppets & street plays on road safety are crafted to weave the road safety messaging which entertains, educates and engages the students leading to a focussed debrief which in turn leads the students to get deeper into the layers and nuances of the issues plaguing our safe mobility.

## Real Life Application

Further strengthening of the student understanding of the road ecosystem takes place through the Champions for Change projects wherein senior students create their original road safety projects and apply them in real life under the mentorship of road safety experts and creative guides.



## Whole School Impact

Steer to Safety Ambassadors are encouraged to share their learnings with their classmates through peer learning methods. Students with learning difficulties and special needs are specifically motivated to participate in the sessions that are specially adapted for them. Focus group discussions and workshops for students, teachers, school bus & van drivers, parents and school management are conducted to sensitise them about various aspects of safe travel.

## Multiple Mediums

An exceptional component of this program is the conscious choice of using multiple media for transaction and dissemination of message. As students engage with each media, it heightens their understanding and increases the probability of applying this learning to be safe.

## Multiple Platforms

The larger program outcome is focused on generating a creative pool of messaging for multiple media channels for outreach and advocacy. After substantial content orientation, these Steer to Safety Ambassadors, now don the hat of communicators and express their thoughts. Apart from films, students communicate through radio shows, television, public campaigns, street plays, flash mobs, social media and other public participation forums.

## Storytelling through Cinema

We mentor select students to create road safety messaging through films under the guidance of renowned film directors who equip them with skills to communicate compelling stories. Our film stories have three purposes: to Entertain, to Persuade, to Explain.

This platform also ensures that these original film based road safety messaging reach out to over 3,00,000 students and over 80 million PVR patrons in select cinemas across 46 cities pan India.



## Assessment

Qualitative and Quantitative pre and post assessment of the programme components give us the direction to find out what has worked for us and where we need to go as we realign our strategy in every program cycle. Knowledge, skills, ability and attitudes of the respondent are tabulated to appreciate what has worked and what we can do better as the program model gets ready to scale up.

## Learning Design



# MILESTONES

CineArt Steer to Safety launched as the country's pioneering road safety education program in schools

Joined hands with the Embassy of France and the most credible organizations from the automobile & auto-ancillary industries such as Michelin, Renault, Tata Jaguar, Bajaj & Total Oil

Introduced creative mediums of road safety education & awareness through art, puppetry, dance, theatre & film-making

Impacted **100** Schools &  
**100000** Students



2012-13

The year marked the emergence of co-creation & valuable partnerships as **Michelin India & PVR Nest** collaborated with a commitment to ensure effective road safety education and lead the program towards a larger scope & scale

Integrated FIA's **10 GOLDEN RULES** of safety on the road

Engineered an interactive **Web and Mobile App**, road safety game & initiated discussions on social media

**25** New partners  
**100** Schools  
**100000** Students  
**200000** People engaged online



2013-14

Partnered with FIA & DTP thought leaders and domain experts from diverse fields to design a collective expertise on education & awareness towards 'Responsible road behaviour'

Expansion of reach from school children to a bigger audience of **teachers, parents, school bus drivers.**

**200** Schools  
**200000** Students  
**1000** Workshops  
**40** Road Safety Clubs  
**10** Original student films  
Original publication  
**80000000** PVR patrons

Enabling students via **Champions for Change** – a project based learning program to help students apply their ideas & education in real life



2014-16

CineArt Steer to Safety Program has evolved from a student road safety film making campaign, to a lateral growth with a robust ground activation that includes the whole school outreach mechanism.

## CineArt Steer to Safety 1.0

### ***Theme: Road Safety begins with me!***

CineArt Steer to Safety 1.0 became one of the country's pioneering attempts in creating awareness through discussions, art, puppetry, dance, theatre, filmmaking and other creative pursuits unlike uninspiring textbooks and lectures. With exciting milestone events like Horn Please (NOT)OK, Camera Se Masti, Clay Odyssey, Kaagaz ki Kashti, Filming the Streets, Yellow Robots, Toddler Parliament, On the Mark, Get Set GO, Saare Zameen Par, CineArt Film making workshops, the program unleashed the creative potential of children in generating messaging by children and for children. This was backed by knowledge sessions and a purposeful social media campaign to accelerate the outcomes of the campaign. Numerous partners co-sponsored and kick started this initiative which included the Embassy of France, Michelin India, Renault India, Tata Jaguar, Bajaj and Total Oil.

## CineArt Steer to Safety 2.0

### ***Theme : 10 Golden Rules of Safety***

CineArt Steer to Safety 2.0 marked the emergence of co-creation and value partnerships for program delivery and sustainability. Michelin India and PVR Nest collaborated to develop a strategy by employing creative methodologies delivered by experts thus building capacities of both, the individual and the institutions participating in the endeavor. A multilayered partnership emerged with nearly 30 partners involved with social activations particularly in the field of road safety and behavior change. A campaign film, content carriers, road safety ambassadors, road safety clubs and master classes were some of the significant value additions to the existing format. This helped sharpen the focus and gave direction to the erstwhile road safety film club to get converted as road safety clubs for encouraging road safety initiatives at schools. Simultaneously, a strengthened outreach program enrolled numerous stakeholders and partnerships including message dissemination through radio, muppets and street plays. For the first time, behavioural assessment was conducted for the participating students.

## CineArt Steer to Safety 3.0

### ***Theme: Responsible Road User Behavior***

CineArt Steer to Safety 3.0 is an outcome of a collective expertise of thought leaders with diverse domain strengths with a strategic outcome on how school children can become influencers to encourage 'responsible road user behavior' for self, others and the society. PVR Nest & Michelin India partnered with FIA to further consolidate their partnership and align their common agendas towards mindset change towards road safety. Building upon the strengths of the earlier initiatives, the current program is broader in scope with the design and delivery to reach out all stakeholders which includes teachers, parents and school bus drivers. With renewed focus from awareness to education, the program uses original tools, methods and experts to engage with students. An innovation initiative is the Champions for Change project which uses project based learning methods for students to apply their road safety education to their real life and make a difference to the road safety scenario around their school.

## Partners on this Journey

The success of the CineArt Steer to Safety program lies in its collaborative model of concept and implementation which benefits from the key strengths of its strategic partners thereby ensuring quality in design, delivery and implementation. The program has acquired multiple dimensions and has grown due to the common vision, commitment and sustained partnerships of PVR Nest and Michelin India.

### Prime Partners



PVR Limited (the Company got incorporated in 1995) has been an early adopter of Corporate Social Responsibility (CSR) program. Sustained economic performance, environmental and social progress has been the key factor for holistic business growth. **PVR Nest** was established in 2006 as a not-for-profit nodal body aimed at providing a dedicated approach to community development and also to fulfill PVR's corporate social responsibility commitments. PVR Nest works with Children at Risk (Childscapes) on their complete rehabilitation, education, nutrition, healthcare and employability, additionally, through its infrastructure-business enterprise- PVR Cinemas, it fosters the largest film-based education program (CineArt). PVR Nest partners with local communities and builds its capacities to mitigate the issues and challenges the communities face.



**Michelin**, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 184 million tyres in 2015. The Group also has a Technology Center, responsible for research and development, with operations in Europe, North America and Asia.



'Mobility with safety' as its guiding principle, **Delhi Traffic Police** works 24X7 to achieve the highest standards of smooth and safe flow of traffic. The Traffic unit has built its action plan on the four pillars of Education, Regulation, Enforcement and Road Engineering. It strives to inculcate a sense of discipline amongst road users & educate the public including school children on road safety. Through its technical & knowledge expertise Delhi Traffic Police is partnering the CineArt Steer to Safety, Champions for Change program to enable the schools of Delhi NCR to facilitate their student driven road safety projects happen on the ground.



**Federation Internationale De L'Automobile (FIA)** has grown into a global organization that aims to safeguard the rights and promotes the interests of motorists and motor sport across the world. The FIA's 'Action for Road Safety' campaign is launched in support of the UN Decade of Action for Road Safety. The FIA is supporting its club network through the FIA Grant Program. Established in 2012, the Grant Program works with clubs to improve road safety at a local level.

*Strategic partnerships  
form the basis of all  
our achievements as  
Road Champions!*



You are the *citizen of tomorrow*. When you are an adult, what kind of world would you **LIKE TO LIVE IN?** How can you better the road environment around you?

## Children as Responsible Road Users

We organized a **Consultation Meet** and invited participation of thought leaders, domain experts and media practitioners with the purpose of shaping public opinion to arrive at a thematic messaging for enhancing Road Safety in Delhi NCR for school children. We were of the view that if children are at such high risk, then it must be them who should be trained with the best tools, knowledge and practices to improve their road environment.

Since they are the biggest stakeholders for their better tomorrow, why can't they become the game changers, reposition their identity from victims to empowered proactive citizen and become a part of the solution and lead the change. For that, they need to be RESPONSIBLE ROAD USERS!

We arrived at the theme of Cineart Steer to Safety 3.0.

## Responsible Road Behaviour

So what are the behaviors which children should exhibit as responsible road users? And how should we sensitize them towards these?

Children need to know about road rules, road signs, road language, road rage & diversity of road users in India, rights of pedestrians, right of way, safety devices and the role they can play in keeping the roads safe. They need to have a gender perspective, an inclusion perspective, an environment perspective, an equity perspective, a compliance perspective on road safety. With the right orientation of knowledge, skill, ability and attitude our children will be responsible road users and road safety advocates as well.

We created an age appropriate curriculum to improve their understanding regarding their road environment and what constitutes safe and unsafe behavior for pedestrians. Experiential learning experiences were designed to appreciate the role of speed and correlate the science behind road crashes. Understanding the risk factor in taking safe and responsible decisions which impact self and others is a key component of this curriculum.



## Junior School

### *Learning Outcome*

- To understand what constitutes safe and unsafe behaviour for pedestrians.
- To know that unsafe behaviour often has serious consequences.

## Middle School

### *Learning Outcome*

- To understand the causes and the science behind road crashes & collisions.
- To appreciate the role of Safety Protection Devices on vehicles.
- To understand the role of 'speed' during a road crash.

## Senior School

### *Learning Outcome*

- To behave responsibly on road by managing self, staying safe and understanding risk in context of taking decisions on road which impact 'self' and 'others'.

Through a blended learning environment the curriculum was transacted through road safety lesson plans which had ample opportunity for creative expression & development of leadership skills which included the development of negotiation and persuasion skills as well as emotional competencies for demonstration of Responsible Road User Behaviour.



# The Making of a Road Champion

## Consultation Meet: Children as Responsible Road Users



In Consultation Meet of Road Safety Experts, Delhi Traffic Police, Educators, Media Practitioners, Equality Advocates, Behaviour Change Communication Specialists and Campaign Strategists, we arrived at the theme and resolved to enable students to develop thought provoking social messaging around 'Responsible Road Behaviours'. With children at the centerstage, our theme would help mainstream road safety conversations through the multiple media partners and spread the message.



## CineArt Steer to Safety 3.0 Launch: 5<sup>th</sup> November 2014



Enthusiasm and excitement marked the launch of CineArt Steer to Safety Project 3.0. Launched by Shri Nitin Gadkari, Union Minister of Road Transport, Highways & Shipping, we received unconditional support from numerous thought leaders and stakeholders who joined us on this occasion. Member of Parliament Meenakshi Lekhi, Filmmaker Nagesh Kukunoor, Justice Leila Seth, the then Joint Commissioner Police-Traffic, Anil Shukla, Nour Bouhassoun, Chairman & President Michelin Africa, India & Middle East, Executive Vice President Francois Corbin of the Michelin Group & Joint Managing Director PVR Cinemas, Sanjeev Kumar displayed their support. Educators including school principals, teachers & students from 200 participating schools in Delhi & NCR became our allies towards our shared goal.

## Content Creation and Capacity Building



Our learning design included the creation of age-appropriate lesson plans on safe road behaviours and creative submissions by the participants. Our dissemination strategy included Training the Trainer who would take the programme to the schools. Capacity building experiential workshops were held in which creative young leaders (content carriers) were given holistic training and orientation on the what-how-why of working with school children on road safety to ensure effective implementation at schools.

## Assembly Show



Schools responded to our plan and open the doors for us. We spread the message of the program at the morning assembly to orient the whole school. We performed a street play and muppet show on Responsible Road Behaviours followed with an interactive session with the students and shared our program overview. Where the school did not have a road safety club, our goal was to energise and motivate the students formulate one which would become the nodal point to carry on the program message and continue with road safety engagements even after our program mission was complete.

## Knowledge Sessions



Primary, middle & senior school students participated in our creative knowledge sessions & experiential workshops. Creative submissions were invited and students demonstrated their learning through their artistic expressions which includes fine arts, craft, models, photo projects and the like. We encouraged student participants to spread what they learnt to other students of the school through peer learning methods.

## Master Classes



**Student Master Classes** included an orientation of the road safety scenario, role of students to promote road safety by helping them identify who is most at risk, age of driving, need of a driving licence, safety devices and gadgets, handling emergencies and planning safer



**Teacher's Master Classes** included an orientation of road safety education, role of the teacher, road rules, principles of child development, code of road usage, Importance of safety devices and post-crash management.



**Driver's Master Classes** included problems faced by school drivers, types of driving, license and its requirements, road rules, expected qualities of a responsible driver, handling school children, managing risks and emergencies.

## Career Counselling



Simultaneously, we reached out to Parent School Associations wherein we educated parents & students in Parent Teacher Meetings (PTM) on the role of Parents as role models & oriented them on the emerging opportunities and career avenues in the areas of transport planning, public health, driver training, town planning & affiliated domains.

## Film Making Workshop



Short-listed top twenty schools got an opening to send their students to an intensive Filmmaking workshop wherein a team of established filmmakers shared the finer nuances of the art of storytelling through films and trained students to make their original films on road safety.

## Champions for Change Project



We launched the 'Champions for Change Project' as an extension activity offered to 40 select schools who have active Road Safety Clubs and have shown exceptional commitment towards the campaign objectives over the last 2 years. Champions for Change Students created their original road safety projects that inspire creativity, innovation, ingenuity, problem solving and promote application of this learning to their real life scenarios.

## Inspirational Talk



International visitors from Michelin group and other experts generated excitement & inspired students to become Road Champions & actualise the change they want to see. They shared their experiences of road safety initiatives in India and abroad. Films on international projects were screened to show how people world over are tackling road safety issues. After this orientation, students submitted their road safety project ideas which they would like to implement.

## Outreach Activity

From 25<sup>th</sup> - 29<sup>th</sup> Nov. tune in to



from 8 a.m. to 12 p.m.

25<sup>th</sup> | What can parents do to ensure the safety of their children?

26<sup>th</sup> | What is a teacher's role in sensitizing students on safe road habits?

27<sup>th</sup> | How far can active citizenship go in maintaining road safety?

We touched the lives of the people of Delhi in many ways through a massive program outreach drive to generate visibility through public campaigns, radio shows, television coverage, press coverage, special events, public displays & social media videos.

## Grand Finale



The presentation of our campaign outcome is showcased at the Grand Finale marking the culmination of our program cycle. We premier the road safety films made by our students, recognise and appreciate the student driven road safety projects, award and felicitate school partners in the presence of Mr Jean-Marc Séré-Charlet, Minister- Counselor - Embassy of France, Ms Rebecca Lee, Director, Communications & Brand Image, Michelin Africa, India, Middle East, Dr. Shyama Chona, Educationist, Shri Shyam Benegal, Film Director & Screen writer, Nitin Sood, CFO- PVR Ltd and others along with a cheering audience of schools, teachers, parents, jury members, celebrities and public figures. We share our learnings and gain insights from international & national road safety stakeholders. We celebrate our Road Champions!

CineArt  
Student Road  
Safety Films



Champions for  
Change  
Student Road  
Safety Projects



Grand Finale  
CineArt  
Steer to Safety  
Program 3.0





**FIA #savekidslives Campaign**

People engaged through post likes, comments & shares



Champions for Change videos on Youtube are starting conversations on taking ownership of safety on roads!

# IMPACT THROUGH SOCIAL MEDIA!



Voices of Change connected through Twitter!



**International road safety week**

**50,000+** Impressions



**#mychangestory**



*It has been one year since I've become a member Road Safety Club. In this club we participate in many activities which are helpful for us in many ways. We have succeeded in creating awareness among students about importance of Road Safety. Few days back I was going with my father. He was talking on phone while driving. I told my father to immediately stop the car. He was astonished and asked me the reason. Promptly I said that "Don't use mobile while driving." It was an instant reaction but my father was highly impressed & appreciated my change in behaviour. Now I have become more responsible and aware of road safety rules.*

- Aaryan, Bal Bharti Public School

As a part of the CineArt Steer to Safety Program journey you are already a part of **3 vibrant experiences**. We **educate you** through creative knowledge sessions, you **apply your learning** through the champions for change project and

## YOU EXPRESS

through the films you direct. Films that inspire change in you and others through the power of **Cinema & Art**.

## CineArt Film Workshops

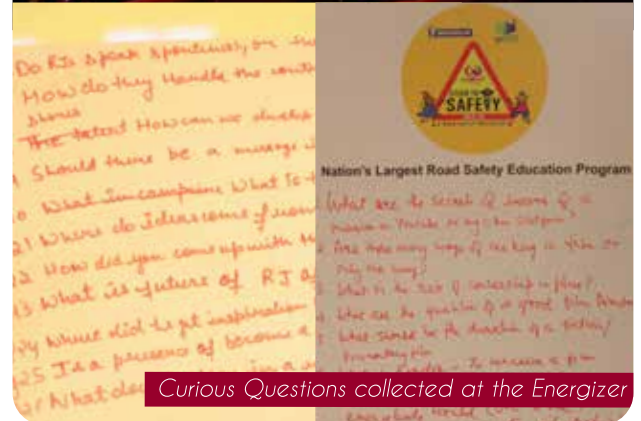
Maya Angelou, writer, poet and civil rights activist once said, "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

At the film making workshop project we strive to do just that. We encourage children to express themselves through films by telling a compelling story using the art of cinema.

## Film Making Power Session

**200 budding Student Filmmakers** from **20 select Public, Private and NGO Schools of Delhi NCR** participated in the **Young Filmmakers Film Making Power Session, 2016** with a mission to produce **10 Original Road Safety Films**. These are screened at our Grand Finale and awarded by an eminent Jury. Through our unique CineArt platform, these student films reach out to **over 3,00,000 students** and **over 80 million PVR patrons** in select cinemas across **46 cities pan India**, throughout the year.

With a potent energizer, we rolled the session. Our student film makers were raring to go. They were at their curious best, hungry for knowledge, full of questions which they asked the panel of filmmakers, communication & media experts so that their films are box office success and they win the hearts and minds of their audience.



Curious Questions collected at the Energizer



Our Chief Guest, **Dr. Shravan Kumar, Chief Executive Officer, Children's Film Society, India** encouraged the budding filmmakers by offering to enrich the outreach & distribute the winning films through Children Film Society, India.

In an insightful panel discussion which set the tone for the power session, our young interviewers steered the dialogue and delighted the audience with their sharp questions.

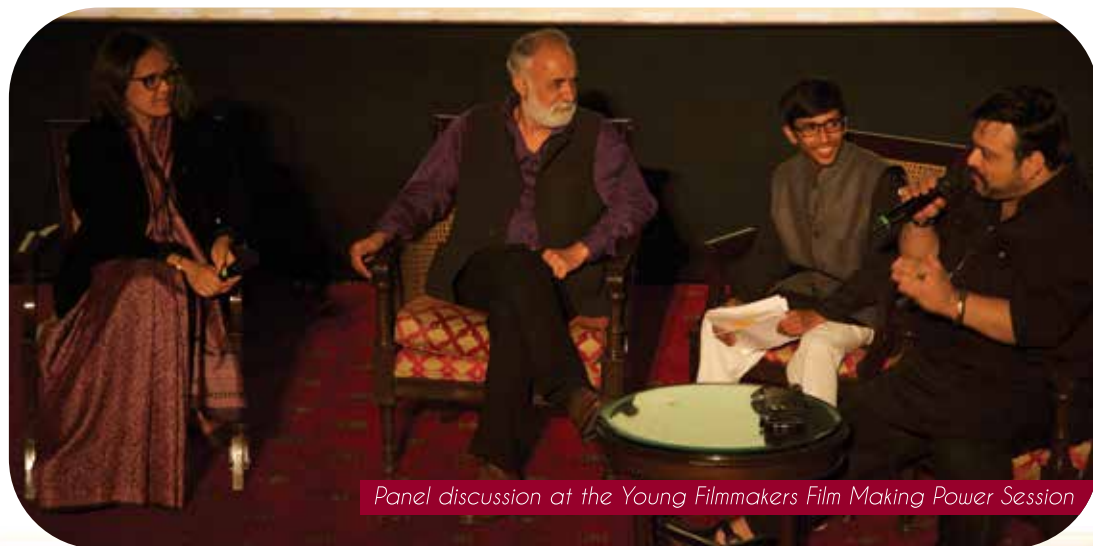
**M K Raina, eminent theatre personality & actor** shared the finer nuances of the art of storytelling through films. There are million ways to tell a story. The idea is to identify what to tell and how to tell a story. The skill filmmakers need to learn is how to convert the craft of filmmaking into art.

**Sonali Khan, Country Director, Breakthrough TV** suggested that to gain deeper inroads regarding the messaging of the film, it is important to have actionable items for the people to do.

**Khurafaati Nitin, Radio Jockey, Fever 104 FM** talked about the use of radio for combining messaging and entertainment and an effective tool for Traffic Management and Road Safety.

**Anant Raina, Filmmaker** and his team of accomplished filmmakers conducted film workshops and mentored our film students to create films on the theme around *responsible road behaviour*. Students of Private Schools and NGO Schools collaborated to produce these films.

This year too, students have created films stories that have the power to touch us, impact us and have what it takes to inspire change.



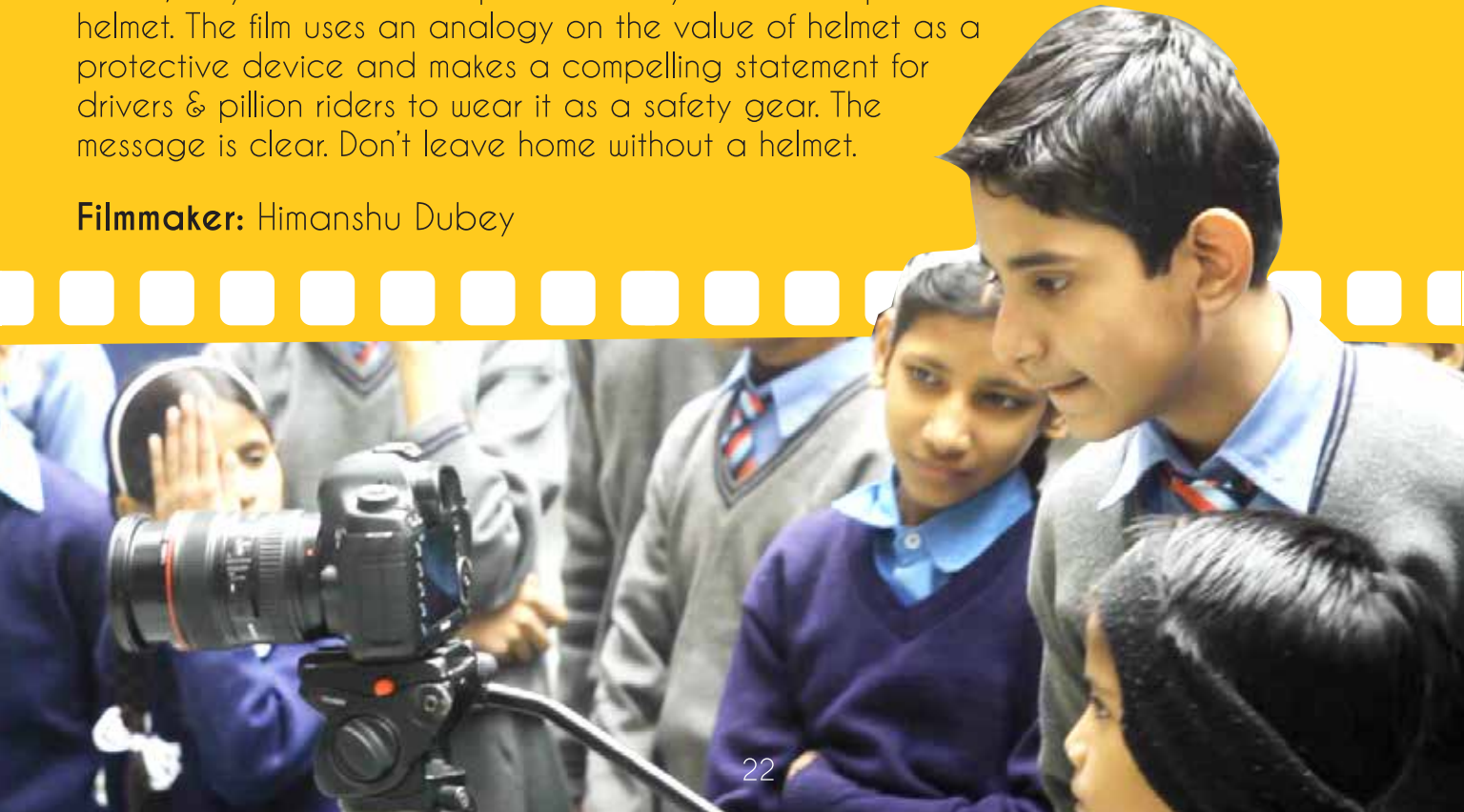
Panel discussion at the Young Filmmakers Film Making Power Session

## Bully for you!

A collaborative project by  
Angels Public Senior Secondary School, Vishwas Nagar  
&  
EDMC Pratibha Primary School, Jwala Nagar

An enthusiastic boy is bullied by some ruffians at his school every day. They harass the young lad by throwing things at him. The boy constantly seeks innovative ways to protect himself. When the ruffians throw gel, the boy picks an umbrella. Undeterred, he goes, cleans himself and is back. However, the span of the umbrella was not enough to cover his face from the front. The ruffians throw mud on his face. Unable to bear it, he vows to solve the problem. Next time when the hooligans decide to throw an egg at him, they are in for a surprise. The boy has himself protected from all sides with a helmet. The film uses an analogy on the value of helmet as a protective device and makes a compelling statement for drivers & pillion riders to wear it as a safety gear. The message is clear. Don't leave home without a helmet.

**Filmmaker:** Himanshu Dubey



# Bhonpu!

A collaborative project by  
**Prakash Punj Vidya Sadan, Bholanath Nagar**  
&  
**N.P. Co Ed Secondary School, Sangli Mess**

Honking is an avoidable noise which pollutes our road environment. Playing on the fantasy of children, the film is a story about a boy who prefers honking to talking and the effect it has on the people around him. In a class, whenever the child would stand up to speak, the entire class would block their ears. Without caring for the fellow students, the boy would not only speak loudly but rather take pride in the increased volumes. City drivers are like that boy who takes pride in honking. It has become an uncontrollable menace and an ear-sore. The anti-honking film conveys the subtle Message – Honk Not OK please!

**Filmmaker:** Himanshu Dubey



# Bad Hair Day

A collaborative project by  
**Shaheed Rajpal DAV Public School, Dayanand Vihar**  
&  
**Akshay Pratishthan, Vasant Kunj**

A young boy is obsessed with his looks, particularly his hair. He behaves like a film star, constantly preening, grooming and fixing his hair. So much is his obsession for his hair that he completely refuses to wear the helmet as that will spoil his style. And as he takes off on his bike, the result is for all of us to experience and draw our own conclusion. The message is that there is no two ways about wearing helmets on cycles and two-wheelers. If you are making a statement with your looks, wearing a helmet is the new cool, else you appear a fool.

**Filmmaker:** Pritesh Srivastava



# Balancing Act

A collaborative project by  
**Salwan Public School, Mayur Vihar**  
&  
**Nagar Nigam High School, Makkanpur**

At the outset, it appears that a young man is attempting a great feat of courage – a balancing act, teetering between life and death. A crowd is cheering him on and his nervousness is palpable. As he is about to reach his goal, we realise that he is obviously inebriated as he is just walking on a flat road towards his car and the cheering crowd was just in his head. Playing on the fact is that driving under the influence of alcohol is literally like walking between life and death, the film uses an interesting visual device to portray the affects of alcohol. The film essentially highlights that drunk driving is not an act of courage but foolishness.

**Filmmaker:** Prashant Sehgal

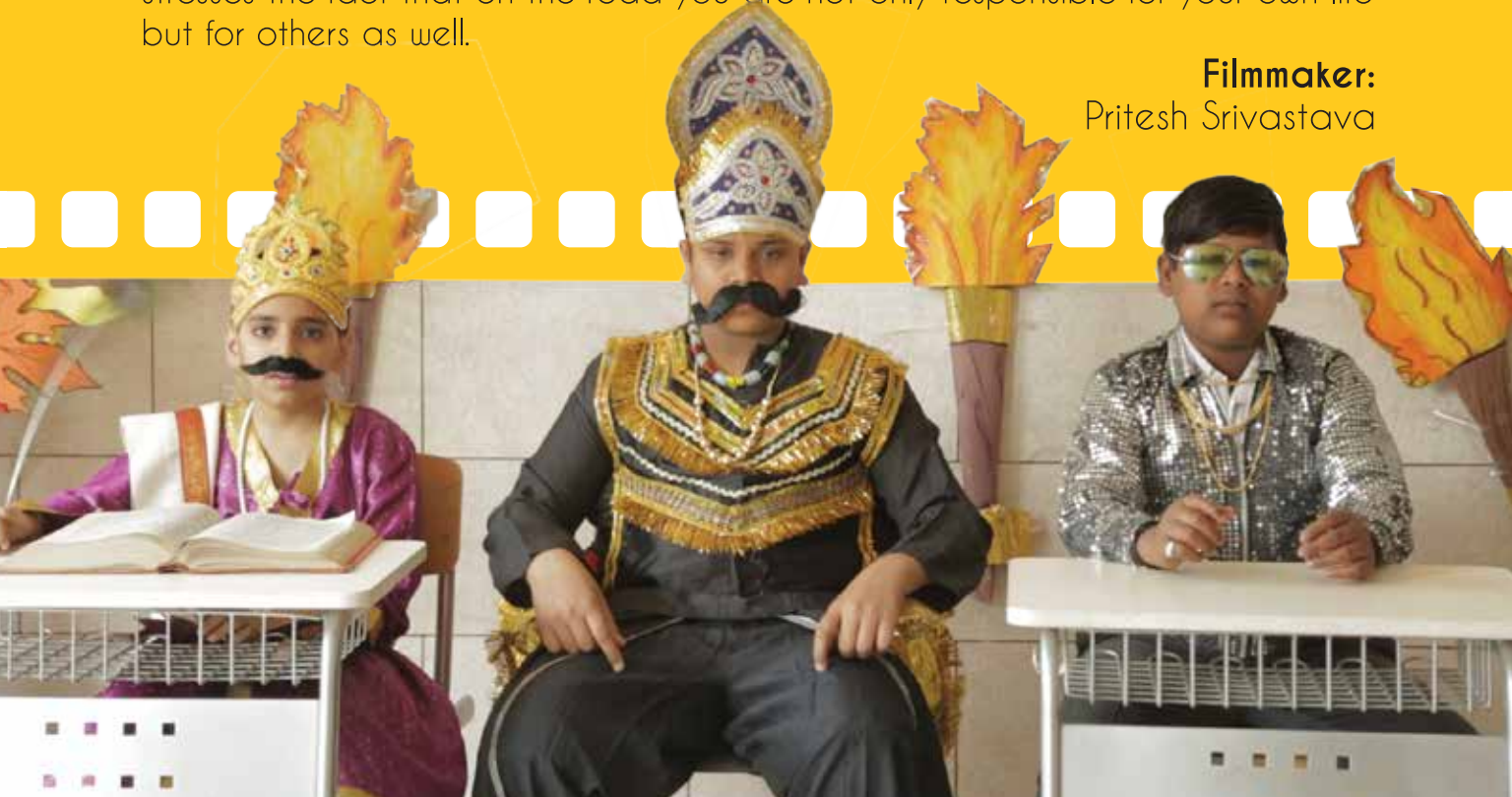


# Yama Idol

A collaborative project by  
**Delhi International School, Rohini**  
&  
**Childscapes Centre, Vikaspuri**

Using the funny visual device of a reality show set in Yamlok (Hell), people who have passed on must appear before a panel of judges in the celestial abode. Only those who are deemed to be worthy are allowed in. A number of contestants participate and boast about how badly they drove resulting in their crash. The level of talent impresses the judges. As the last contestant enters, one realises the gravity of the situation. Despite following all traffic rules, she was the victim of a road accident due to the callousness of others. This film stresses the fact that on the road you are not only responsible for your own life but for others as well.

**Filmmaker:**  
Pritesh Srivastava



# Happy Journey

A collaborative project by  
S D Public School, Pitampura

&

N.P. Co Ed Senior Secondary School, Ansani Nagar

The traffic in our city is increasing by the day. We must plan our journey to avoid rushing through traffic. Many times the common excuse of traffic rule offenders' is that they were running late. Using the analogy of a school boy who is getting late for class and his travails on the way, the film tries to underline the fact that it is important to plan in advance. This will prevent stress of the drivers and go a long way in reducing traffic violations like jumping red light and eventually reduce road rage.

**Filmmaker:** Niharika Popli



# Papa kehte hain

A collaborative project by  
**D.A.V. Ashok Vihar**  
&  
**Purti School, Ashok Vihar**

We often read stories of road rage leading to violence. This film uses fantasy space to portray how a person behaves when he starts raging another road user. A seemingly ideal family is on a regular drive in their car when the children start arguing. As the father explains that issues must be resolved peacefully, someone bumps into their car. He then literally turns into a monster with anger thus frightening his own family. The film symbolises how such reactions appear to others.

**Filmmaker:** Irfan Dar





# My daddy, My hero?

A collaborative project by  
**Satyug Darshan Vidyalaya, Faridabad**  
&  
**Nutan Marathi Sr. Sec. School, Pahar Ganj**

The setting of the film is an interschool elocution contest. The emcee introduces the protagonist of the film who starts his speech about how brave and strong his father is. The speech takes an interesting turn because all the good qualities that are being enumerated are followed by examples that seem to be the opposite. His father is always punctual as he always skips red lights, his father is very strong because he doesn't need a helmet, etc. The child ends his speech by saying he wants to be like his father when he grows. The film drives home the point that on the road too, we must be good examples because more often than not children learn from observing things around them. If the adults do wrong, so shall the children.

**Filmmaker:** Stephen Alexander



# Cellphone-itis

A collaborative project by  
MM Public School, Pitampura

&

ACC Govt. Sarvodya Bal Vidyalaya, Jhilmil Colony

One major issue of road safety that has emerged fairly recently is the use of mobile phones while driving. A Carnegie Mellon University study found that merely listening to somebody speak on a phone caused a 37% drop in activity in the parietal lobe, where spatial tasks are managed. The film deals with this issue in a fun manner both in content and in form. Shot using a stop motion technique, using real actors, the film tells the story of a young man obsessed with his phone right from when he wakes up. All his everyday activities are performed with his cellphone in hand and his complete attention to the screen... even while driving, leading to an inevitable conclusion.

**Filmmaker Guide:** Prashant Sehgal



# Headphone Hell

A collaborative project by  
**Tagore International School, Vasant Vihar**  
&  
**Navyug School, Moti Bagh**

Pedestrians are important road users and we must be aware of our surroundings at all times while following traffic rules. This film flips the script on road safety issue highlighting the fact that responsible road behaviour is not just a concern for vehicle drivers but pedestrians as well. A young boy puts on his headphones, which are personified as two beings that keep singing in his ears, emphasizing how distracting it can be. The loud music makes the boy oblivious to the world around him causing chaos everywhere he goes. Realisation only dawns on him when he has a near miss.

**Filmmaker Guide:** Stephen Alexander



As a responsible road user, you ensure safety for self and safety for others around you. You **do not sit back**. You **act**.

You **solve**. You are a **ROAD CHAMPION**.

The world needs you to show the way. So we want to put you in a position so that you can create that change.

## Champions for Change Program

**Champions for Change (CFC)** is an education extension initiative born out of the demand of taking the CineArt Steer to Safety Program to the next level, specifically designed for schools which demonstrated exceptional commitment to road safety. CFC Students identify a road safety issue around them and create their original road safety solution and action them to assess the response at home, school or their community. This education ingenuity integrates project based learning to action upon student Ideas.

The projects can be related to design, engineering, behaviours, media, messaging, communication, creative arts, academics and more. Designed and executed with the guidance of Rima Chibb, Communication strategist, education media specialist and filmmaker, Champions for Change projects inspire creativity, innovation, problem solving and application of road safety learning to real life.

## The Making of a CHAMPION CHANGE MAKER



*A Champion for Change begins by questioning, "How can I ensure safety & ease of accessibility for all?"*

## Action Steps to become a CHAMPION CHANGE MAKER

-  Project Idea
-  Project Design
-  Project Support
-  Project Execution

# Delhi Traffic Police Partners the Champions for Change Program

The idea captured the imagination of many road safety stakeholders and we were delighted to get the support of the Delhi Traffic Police as Knowledge and Technical Partners. 40 Champions for Change schools from Delhi NCR presented their original road safety ideas to Shri Muktesh Chander, Special Commissioner (Traffic) Police. Educators including principals, teachers and students from public, private, govt and NGO schools attended this DTP power session to brainstorm on how to proceed with their road safety projects at their schools. Students shared their project ideas with enthusiasm. The projects inspired creativity, innovation, problem solving and application learning to real life.

“Over the last couple of years we have been urging the schools in Delhi NCR to formulate road safety clubs and make the physical environment of our schools safe and well managed. I am hoping that all Champion for Change Schools will action their ideas and show us innovative ways by which we can solution issues of road safety in and around their schools. Delhi Traffic Police will help by enabling the worthy projects take off the ground & facilitate our road safety champions to complete their projects.”

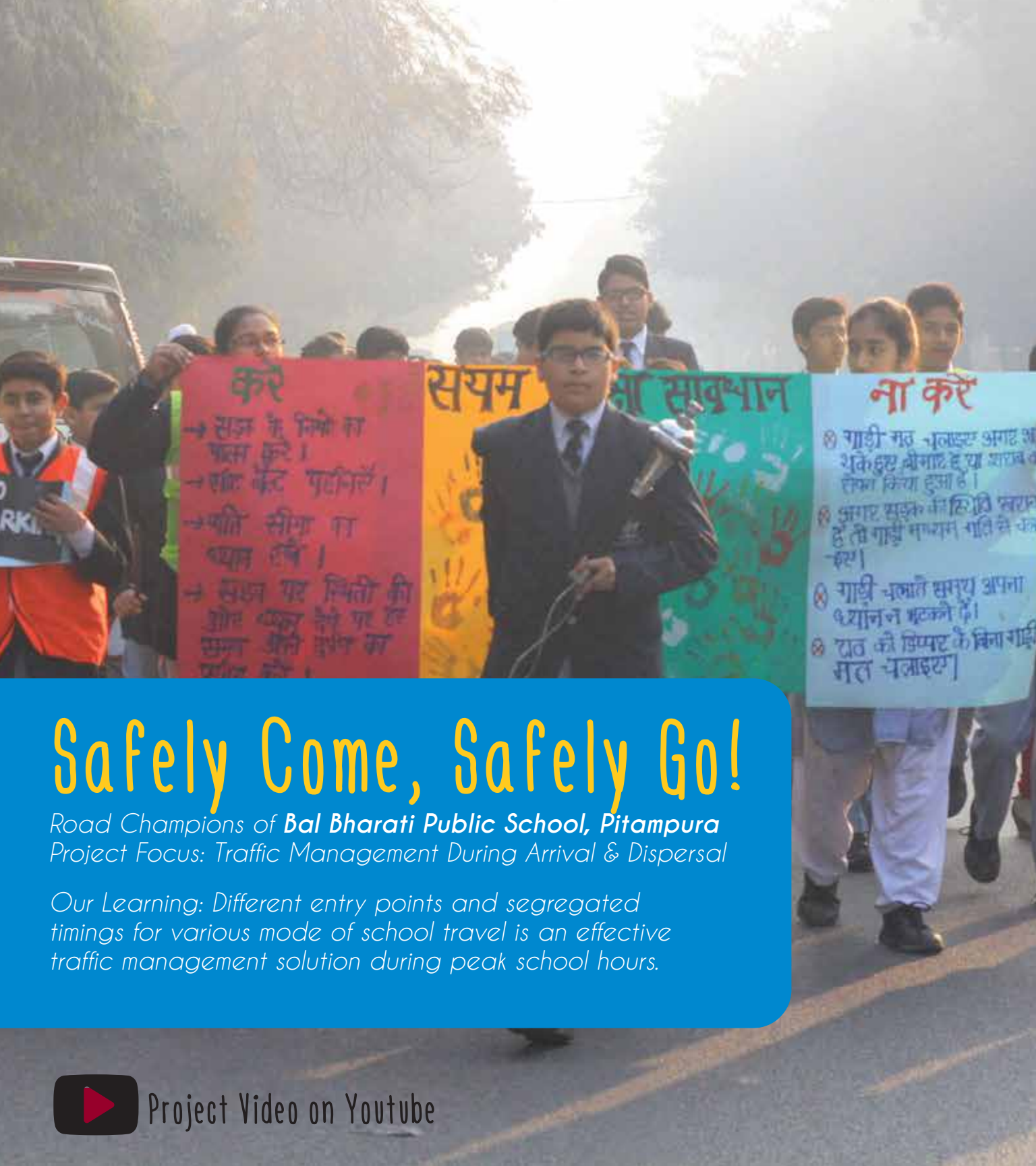
Shri Muktesh Chander,  
Special Commissioner (Traffic) Police  
Delhi Traffic Police



CFC power packed session with Dr. Muktesh Chander



Event covered by leading publications



**करे**

- सड़क के किनारे का प्रयोग करें।
- एंजिन केट पहनिए।
- गाड़ी सीटिंग का ध्यान रखें।
- सड़क पर चिंतितों की ओर ध्यान दें।

**सयम** **सावधान**

**ना करें**

- ⊗ गाड़ी गलत-बलडस्ट अगस्ट अथके इस्ट थो गलत इ यो अगल व लोका किया हुआ है।
- ⊗ अगल सुइक की डि डि खरान है तो गाड़ी मगरान गति से चल-इए।
- ⊗ गाड़ी चलते समय अपना ध्यान न भटकने दें।
- ⊗ टाट की डिप्टर के बिना गाड़ी मत-चलाइए।

# Safely Come, Safely Go!

Road Champions of **Bal Bharati Public School, Pitampura**  
 Project Focus: Traffic Management During Arrival & Dispersal

*Our Learning: Different entry points and segregated timings for various mode of school travel is an effective traffic management solution during peak school hours.*

The lane where Bal Bharati Public School, Pitampura is situated has 12 schools. Traffic virtually crawls on this stretch and students have a difficult time reaching school gates during the mornings and afternoons.

As a Champions for Change project, CFC students decided to decongest the main gate of the school during peak hours. They came up with a simple solution of different dropping points to the school. School buses and vans would drop children at a different gate and parents would use another gate, thus segregating the traffic and allocating separate time slots for the same.

To ensure last mile safety, students began with guiding and accompanying other students towards their school gate during peak hours. They talked to parents and urged them to get into a car pool system. Marching down the busy streets of Pitampura, beating drums, students spread the message of self-control and road safety and urged caution while driving this stretch. They also addressed the drivers of the school and discussed safe boarding, safe arrival and departure. Posters were also made to further their message.

**Recognizing their sincerity of effort, the school bus drivers, van drivers and parents have started contributing with their solutions.** This traffic management initiative has made a visible difference. The students are the true Champions of Change.



## ABOUT THE SCHOOL

Bal Bharati School is part of Child Education Society formed in 1944 with the purpose of preserving our rich culture and heritage and to pass on our legacy to the future generations.

**Principal:** Meenu Goswami  
**Road Safety Coordinator:** Kavita Dhar



# Parents, Watch Out!

Road Champions of **DAV Public School, Ashok Vihar**

Project Focus: Sensitizing Parents and Adults to follow traffic rules

*Our Learning: When Children play the 'Good Cop' and are determined to achieve road safety, they become good influencers for parents who respond to them positively and begin following traffic rules.*



Project Video on Youtube



'Yeh dilwalo ki dilli hai, aur traffic rules todnewalo ki hai bharmar.' Around the DAV Public School, Ashok Vihar traffic is particularly disorganized especially during mornings and afternoons. The road leading to the school is crowded with parents and drivers often violating rules during arrival and dispersal.

Champions for Change students took up the challenging task of sensitizing parents and adults regarding the risks of not following traffic rules. A dozen students formed a well-coordinated team and started out controlling the traffic situation during school peak hours. They pointed, they nudged, they coaxed and they shared with the parents the vulnerability of children as road users. "I admit it is wrong and apologize. Next time, I will adhere to the regulations," admitted a parent who was driving to the school without a helmet. Even the special awareness session with the parents conducted by the CFC students got a full round of applause from the parent fraternity. They also performed a street play.

Champions for Change Students are driven by the motto of 'We will be perfect, the world will be perfect. We will change, the world will also change'. The results are for all to see. Students have shown the Parents the way. **The result is smooth traffic movement around the school.**



## ABOUT THE SCHOOL

DAV Public School was established in 1991 is well-known for its selfless community work. The school has gained the reputation as one of the leading institutions in Delhi and is striving hard to join ranks of the best schools in Delhi.

**Principal:** Kusum Bhardwaj  
**Road Safety Coordinator:**  
Sangeeta Sardana



# Together, We Can!

Road Champions of **Gyan Mandir Public School, Naraina Vihar**  
Project Focus: Road safety through collaborations

*Our Learning: Collaboration with road safety stakeholders will lead to success and is a win-win situation for all.*



Project Video on Youtube

With nearly 10,000 students including from neighboring schools observing similar timings in the mornings and afternoons, the traffic situation in Naraina Vihar was increasingly getting more chaotic. CFC students did a survey around the school vicinity and observed that there were no proper traffic lights, leading to traffic mismanagement. Was there a way out?

To solve this traffic problem became Gyan Mandir's Champions for Change Project. The CFC students met up with other school principals, resident welfare associations, DTP and parents and worked out a joint strategy. They accepted that for successful implementation of this road safety project, the participation of all the stakeholders was critical.

Soon their project idea began gaining momentum through a multichannel awareness drive. CFC students of 2 -3 schools came together on the streets to sensitize the drivers on the importance of wearing seat belts and helmets. In groups, they formed a human chain to stop the ongoing traffic violations and over-crowding.

They conducted debates, painting, quiz and collage competitions on road safety involving all the stakeholders. As a creative outburst, they composed a road safety song, a first of its kind quwalli to sensitize the public. Further, the school designed a road safety curriculum for each class from Nursery to Class 12th. While toddlers learnt road safety through the play way method, the senior students underwent a two-wheeler riders training program.

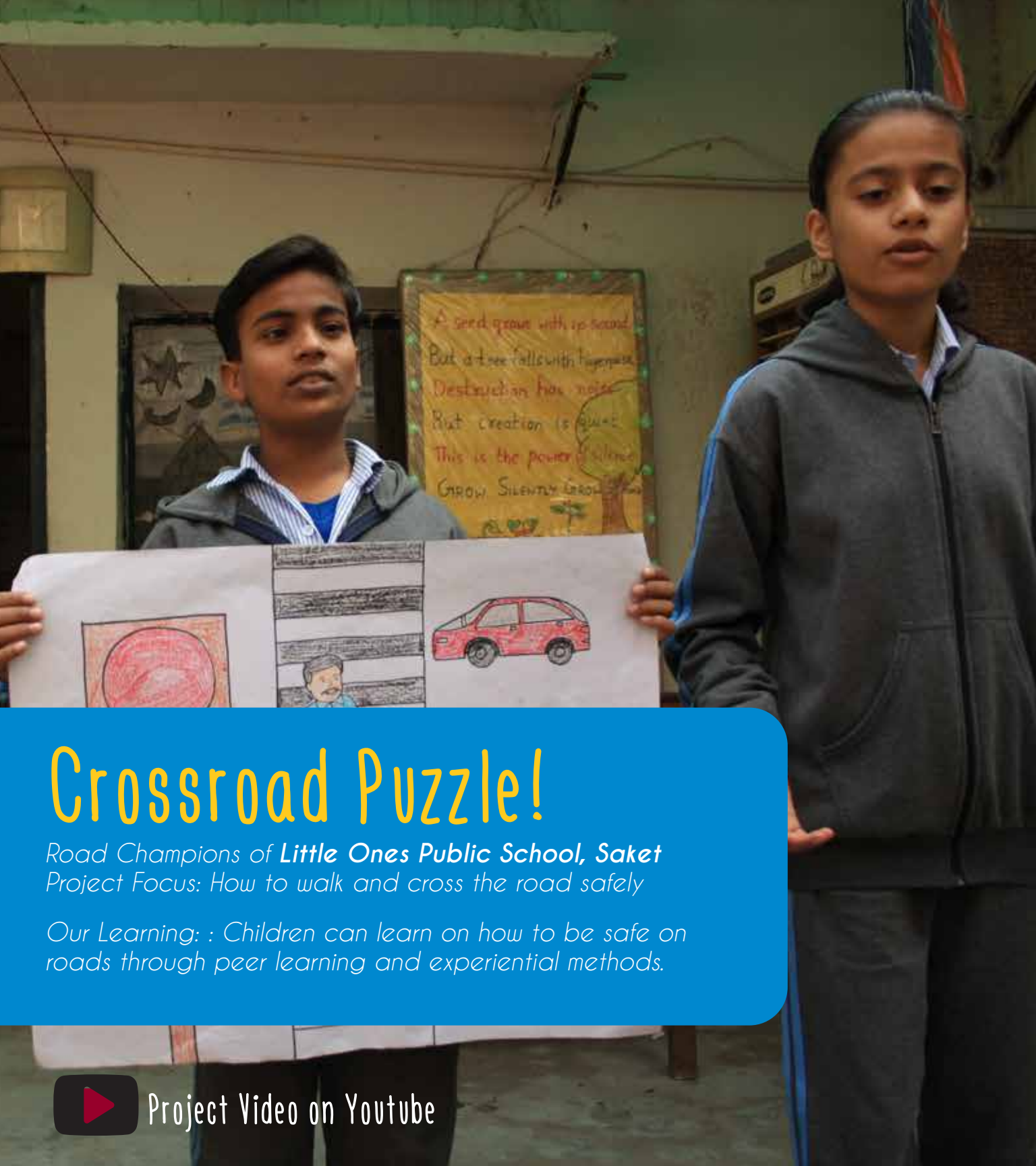
***This multi-school awareness drive along with the RWA members won the hearts of many residents in Naraina Vihar and they began contributing towards the safety campaign. Way to go, Road Champs!***



## ABOUT THE SCHOOL

Gyan Mandir Public School, established in 1973 is an unaided, co-educational senior secondary school providing purposeful, value based quality education with emphasis on high standard of discipline, character building, national integrity, simplicity and truthfulness.

**Principal:** Sumati Anand  
**Road Safety Coordinator:**  
Ranjeeta Rani



A seed grows with its sound  
But a tree falls with its noise  
Destruction has noise  
But creation is quiet  
This is the power of silence  
GROW SILENTLY GROW

# Crossroad Puzzle!

Road Champions of **Little Ones Public School, Saket**  
Project Focus: How to walk and cross the road safely

Our Learning: : Children can learn on how to be safe on roads through peer learning and experiential methods.



Project Video on Youtube

Little Ones school believes that children should learn how to be safe on the roads and not to treat it as a playground. The traffic outside the Little Ones School in Saket is very heavy. The school has decided to treat this as a learning opportunity for its primary grade students since most of them have to cross the road right in front of the school premises.

Zebra and Light, follow them right' is the mantra of the school road safety education. Champions for Change students began teaching the younger ones on how to cross the road, experientially. The interactive Stop-Look-Listen-Think sessions became engrossing and the juniors were highly engaged with the fun learning process. A zebra crossing model was made for practical lessons, which helped learn safe road crossing. Besides, the CFC students conducted road safety workshops with drivers and parents. They called a legal expert to know more about traffic rules and also learned to administer first aid and emergency care.

***Many parents share that while crossing roads their children point out to the zebra crossing and insist upon using it to cross the road.*** This is a big achievement. Kudos to the CFC students for making this 'each one, teach the young' learning method successful.



## ABOUT THE SCHOOL

The Little Ones School located in Saket D Block is a Primary school, with approximately 275 students. And it is growing with each passing year.

***Principal:*** Shampa Chowdhury  
***Road Safety Coordinator:*** Ishita Saha



# School Van Drivers Pledge

Road Champions of *The Pinnacle School, Panchsheel Enclave*  
Project Focus: *Van drivers sensitization workshop*

*Our Learning: Through periodic sensitization programmes by students, van drivers can be made to realise their role important stakeholders in road safety.*



Project Video on Youtube

What do school van drivers usually do? They overload their vans with children, over speed, do not maintain their vehicles and wear seat belts only out of the fear of getting caught by the traffic police. Little do the van drivers realize that they are endangering the lives of students travelling in their vehicles. Even though the Government has clear cut guidelines for van drivers, these are flouted on a daily basis.

To address this concern, the Champions for Change students held a sensitization program for van drivers to ensure safe travel. For the first time, van drivers entered the school premises as important stakeholders towards student safety on roads. Participants were reinforced on the actions which a van driver should take when he is picking up or dropping a child. "Stop the car, ensure parking lights are blinking as the child safely gets down from the van", the CFC students educated the drivers. They also made posters and banners targeting the drivers. 'Keep the drink in the bottle and your foot off the throttle' announced a chart. The drivers acknowledged their role as important people in the lives of school goers and guardians of their safety.

**200 Drivers signed a pledge 'I will be a responsible person after attending the workshop'.** The CFC students also marched through South Delhi colonies, shouting slogans to make the residents aware about road safety concerns around the school. Without question, van drivers and residents were impressed by this much needed initiative.



## ABOUT THE SCHOOL

In 1958, Mrs. Babs Noronha, the war widow of Wing Commander S B Noronha, India's first recipient of the Mahavir Chakra, started The Pinnacle School. In 2006, it became a Senior Secondary School and now offers a full educational experience for all children.

**Principal:** Jasmeet Kaur

**Road Safety Coordinator:** : Sonia Sharma



# Making Delhi Accident Free

Road Champions of **St Marks Sr. Sec. Public School, Meerabagh**  
Project Focus: Road safety awareness program on accidents

*Our Learning: Under age driving sensitisation campaign using multiple creative mediums to reach out to fellow students need to be backed with a zero tolerance approach on flouting road safety rules.*

 Project Video on Youtube



Did you know that nearly 2.31 lakh people die due to callousness on the road? In Delhi alone around 1,700 people die of road accidents and approximately 9,000 suffer serious injuries due to road accidents.

Through a hard hitting street play by CFC students the audience was mesmerized by the sheer energy of the performing students as they showcased the grim traffic scenario, role of media and the passive onlookers when a road crash happens. All forms of creative mediums were a part of the communication action plan. A road safety film, a muppet show, road safety talks, poster making competition were other highlights of the safety action plan that the CFC students had lined up.

A key focal point of the project was to link under-age driving with incidents of road crashes. The CFC students generated a whole school awareness drive to discourage teenage two-wheeler driving and encourage cycling instead. A traffic police officer came to the school to educate the children on safe road behavior. Post the workshop, the school clamped down on students driving to school without licenses. CFC students also conducted a training session for school drivers and conductors about the importance of adhering to traffic rules.

Perhaps a significant outcome of the CFC project is that ***today teenage driving to school has stopped and road safety is a part of daily conversations at school.***



## ABOUT THE SCHOOL

St Marks Public School is co-educational English medium school. The school imparts sound moral, intellectual and physical education and lays special emphasis on secularism.

**Principal:** Anjali Aggarwal  
**Road Safety Coordinator:**  
Preeti Sharma



# Zebra with colourful stripes

Road Champions of **Salwan Public School, Mayur Vihar**

Project Focus: *Painting of zebra crossing to generate awareness*

*Our Learning: Generating awareness through creative expression is a sure attention grabber.*



Project Video on Youtube

The zebra crossing is meant for people to cross the road. Most zebra crossings in the National Capital are not marked properly. They are not painted properly and there is no proper mechanism to draw the attention of road users. Most fade away and are not repainted. In many ways, Zebra crossing, as a road safety tool has lost its relevance. There are people who jump roads in-between. And even vehicles don't usually stop before the zebra crossing.

CFC Students of Salwan Public School, Mayur Vihar came up with an innovative way to attract the attention of road users towards the relevance of the zebra crossing. They re-imagined and re-designed a colorful zebra crossing with foot prints as an add-on. They approached the DTP and with their support, the students began the project with earnest enthusiasm. **Outside their school, they repainted the zebra crossing with red, yellow and grey footprints to draw the attention of the vehicle users.** Residents and other road users stopped by and were impressed "If the school children start making people aware about road safety, I am sure people will begin respecting and using the zebra crossing," a Delhi police officer said. A small endeavor and a huge attention grabber.



## ABOUT THE SCHOOL

Salwan Public School at Mayur Vihar is creating a culture of critical thinking and risk taking wherein everything and everyone is open to being challenged and questioned.

**Principal:** Kiran Mehta  
**Road Safety Coordinator:**  
Poonam Sharma & Preeti Jain



# Honk with Parents!

Road Champions of **Bal Bharti Public School, Rohini**  
Project Focus: Parent volunteers generate awareness regarding traffic rules

Our Learning: Parent volunteers are an important community who can help with managing the traffic outside school.

1. USE SEAT BELT.  
• DON'T USE MOBILE GADGETS WHILE DRIVING



Project Video on Youtube

Honkers club of Bal Bharti Public School, Rohini is attempting to take their road safety club activities to another level by enrolling parent volunteers to join their mission. It is not about honking horns but honking the minds of the people. They recognise that parents as road safety role models are the link to motivate others to follow traffic rules and also ensure that the next generation too becomes responsible road users.

They organised a parent sensitization programme on safe road behaviour. As a surprise they prepared a fun quiz so that parents could assess their understanding of road rules. The orientation session also included vital tips and strategies which parents need to adopt before taking up their role as volunteers. These include being visible on roads, wear reflective clothing, always be with a traffic police person while volunteering, taking photos of traffic violations and sharing with appropriate authorities etc. The parents were impressed and came forward to join the students as they went on the roads to check the people not following traffic rules.

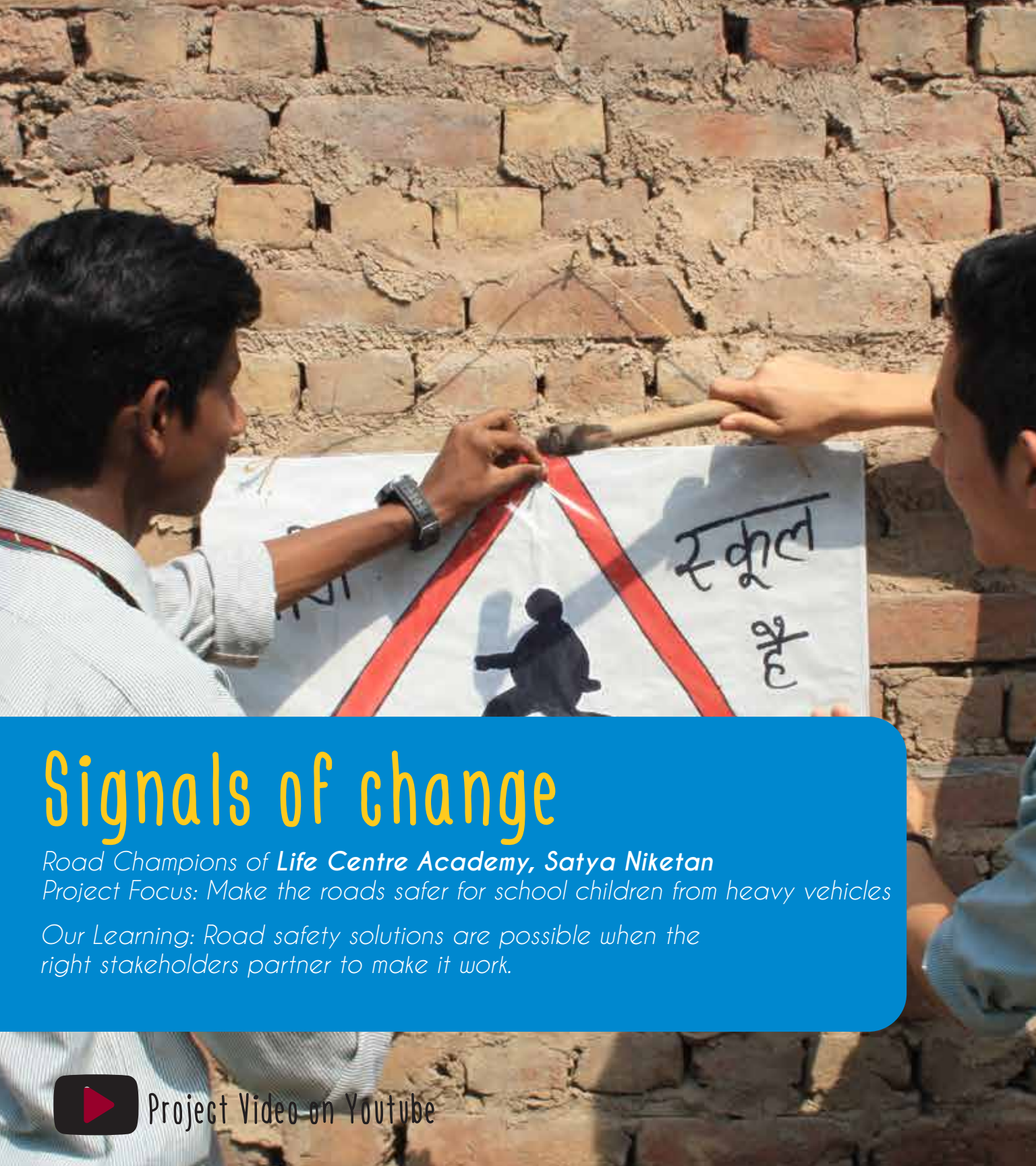
Under the Champions for Change project, ***the Honkers club aimed to spread consciousness among citizens through street plays and public campaigns and emphasised the need for following traffic rules and adhere to basic guidelines like wearing seat belts or wearing helmets while driving and lane driving discipline.*** When the club members highlighted these messages on the busy city roads, displaying billboards like 'Don't use mobile while driving', 'almost everyone who saw them in action was forced to stop, notice, smile, acknowledge and agree. They strongly feel that the National Capital needs to honk the sleeping drivers and shake them.



## ABOUT THE SCHOOL

Bal Bharati inculcates compassion in minds of the little ones and teaches them through examples. The school lets the children pledge to do little acts of kindness, extend helping hand in day to day life and make the world a better place to live in.

**Principal:** Rekha Sharma  
**Road Safety Coordinator:** Surbhi Bhardwaj



# Signals of change

Road Champions of *Life Centre Academy, Satya Niketan*

Project Focus: *Make the roads safer for school children from heavy vehicles*

Our Learning: *Road safety solutions are possible when the right stakeholders partner to make it work.*



Project Video on Youtube

Life Centre Academy faces a peculiar problem of heavy traffic plying on a narrow road where the school is situated. It is a common sight during morning hours, when children are dropped off to the school, trucks are breezing past the school children, posing danger on a daily basis.

Since the road was used by truck drivers who unloaded their goods at the nearby godowns, the school invited the truck drivers and godown owners to sensitize them regarding the issue. In a face-to-face meeting, CFC students shared their point of view and sought their opinion on how the children could reach school safely.

CFC students also conducted a knowledge session on road signs and markings. To their surprise, they realized that not many drivers were aware of road signs but knew about the practical side of driving. They took this awareness session positively and suggested that they needed to maintain speed limits near their school and also highlighted the need for speed breakers to ensure road safety around the school. The drivers acknowledged that the students were right in highlighting the issue and pledged to be more vigilant and careful while driving in those narrow roads.

In groups of five, the CFC students drew a route map around the school and identified strategic locations where they could install road safety signage targeting the truck drivers. They took onus of erecting sign boards in the locality. ***Today you see attractive road signs guiding the vehicle owners to drive carefully in the area because there is a school ahead.***



## ABOUT THE SCHOOL

Life Centre Academy is located in Samalkha village of Kapashera area. The vision of LCA is to establish and strengthen a social order that is just, equitable and humane

**Principal:** Anita Srivastava  
**Road Safety Coordinator:**  
Indrani Bhattacharya



# Traffic management solution with less pollution

Road Champions of **Venkateshwar International School, Sect-10, Dwarka**  
Project Focus: CFC students help the Delhi Government to implement the Odd-Even scheme

*Our Learning: Odd-Even scheme experiment by the Delhi Government showed that apart from checking the pollution levels, it is also an effective traffic management solution.*



Project Video on Youtube



Delhi is among the world's most polluted cities. Nearly 10,000 people die prematurely every year in Delhi due to air pollution. Major causes for air pollution is exhaust from vehicles, road dust, and other industrial and other polluting activities. Delhi has approximately 83 lakh registered vehicles.

Delhi Government came up with a unique idea of reducing the number of vehicles on the city roads and implemented the Odd-Even scheme under which cars with odd numbers could operate on odd days and even numbered cars on even days for a fortnight in January 2016.

As a part of the Champions for Change program, students of VIS took the initiative in assisting the Delhi Government in educating the city drivers about the scheme. CFC students with placards stationed themselves at important junctions in the city. From India Gate to Dwarka, the ambassadors engaged with drivers, educating them and telling them about the importance and necessity of following traffic rules and government orders to mitigate city pollution.

The students feel that the scheme served as an effective traffic management solution. *When the Odd-Even Scheme was declared successful, CFC students were elated.*

## ABOUT THE SCHOOL

Venkateshwar International School a premier world-class school located in Sector 10, Dwarka. Voted as one amongst the seven architectural marvels of West Delhi, the V.I.S. stands tall not just in physical terms, but also, in its undeniable formidable reputation for providing quality education to its students.

**Director:** Mrinalini Kaura  
**Road Safety Coordinator:** Namrata Nanoo





# Don't talk, Just drive!

Road Champions of **Windows Art Corner, Panchsheel Park**  
Project Focus: Discouraging the use of mobile phones while driving

*Our Learning: Environment conservation and road safety  
Advocacy can be combined as a two-in-one creative  
strategy for multi-purpose messaging.*



Project Video on Youtube

From a hard hitting 'Wake Up or Die Now' to a gentle coax 'Do not use mobile phone while driving' are some of the messages of the art and craft which the Champions for Change children have created for their powerful campaign to discourage the use of mobile phones while driving.

Increasingly, we as a society have become slaves to this gadget which compels you to respond whatever the circumstances, even while driving, making it dangerous. The Champions for Change students were very upset with the use of mobiles in cars as they have been observing this dangerous practice while they were with their parents. Sometimes, children need to help their parents realise the risk which they are putting themselves and their family into by using the phone while driving.

So started an uncommon creative campaign to dissuade drivers from using mobiles while on the wheels. Using recycled material and cardboards backed with their super creative minds, these ***CFC students began advocating the cause of road safety, in their streets, colonies, for their parents and drivers. Armed with placards made from recycled paper, students marched into the local park and caught the attention of the people.*** Parents admitted that it was an endearing endeavour to sensitize the people about the misuse of mobiles while on roads.



## ABOUT THE CENTRE

Windows, the Art and Craft corner is a creative centre for children. The Corner facilitates workshops for kids, teachers, school administrators and corporates using the medium of art and craft to help participants connect with themselves and become environmentally sensitive.

**Founder:** Renuka Taneja  
**Road Safety Coordinator:** Iffat Siddiqi



# Safety for All!

Road Champions **Xion International Convent School, Gurgaon**  
Project Focus: Mindset change amongst the educated class

*Our Learning: For mindset change, both the elite and the non-elite classes of society need road safety education, equally.*



Project Video on Youtube

There is a popular misconception that only the illiterate or uneducated people need road safety awareness. Educated and elite youngsters usually consider 'cool', 'brave' and 'macho' to zigzag the roads, zoom through the streets, that too without wearing helmets. Seat belts are worn only out of the fear of a challan, not as a safety device. CFC Students felt the need for a mindset change amongst their fellow students and the elite. Be what you are and don't come under peer pressure, the road safety ambassadors, went to a high-end mall in the National Capital region and had the elite audience spellbound with a heart-warming street play urging the onlookers to think about their safety on road.

A shopper at the mall admitted that there was an urgent need to spread the message of safe driving for the sake of others since the loss of a life is significantly felt by their the immediate family members who are financially dependent on the road crash victim.

CFC students have a strong backing of a dynamic leadership which is committed to zero-tolerance towards teenage/under-age driving. ***They have an ongoing practice to take away the keys of offending two-wheelers to strictly enforce discipline.*** It is mandatory for the teachers to wear helmets while driving their two-wheeler to school. Now, this speaks highly about a school that cares for its students and teachers. And increasingly the road use sensibility of its students is high, with no under-age driving violations reported now.



## ABOUT THE SCHOOL

Xion International Convent School, Gurgaon provides holistic education where children evolve as individuals who are self-motivated and creative individuals, who can think, question and reason out logically; individuals who are independent, confident and leaders capable of taking decisions.

**Principal:** Sneh Lata Sharma  
**Road Safety Coordinator:**  
Shalini Nangia



# Road Noise

Road Champions of **Akshay Pratisthan, Vasant Kunj**  
Project Focus: Handling audio distractions on road

*Our Learning: All types of audio distractions is a road safety hazard for the driver, fellow drivers and pedestrians on road.*



Project Video on Youtube

Listen. what are the kind of sounds you come across when you are on the road? Some pleasant, like car music or the radio or your mobile phone and some unpleasant like your vehicle noise, honking, road rage, co-passenger talk and the general hustle bustle. City drivers like to listen to music, wearing headphones and also listen to loud music as a stress buster. Many pump up the volume and zoom on. With or without headphones, listening to loud music is in itself is a road safety hazard for the driver as well as for other road users.

Students of Akshay Pratishthan decided to understand the issue of audio distractions and the impact it can have on commuters. They developed a skit highlighting the theme of the play on how road users wearing headphones while walking or driving can lead to a road crash. The performance triggered a volley of questions from the young audience regarding how to strike a balance between listening pleasure and driving concentration on road.

At a workshop that followed, CFC students stressed upon the need to avoid road rage. ***They emphasized that people should not use the headphone and tuck it under the helmet due to the fear of the law, but actually believe that it is an unsafe practice which needs to be stopped as a mark of respect for others and safety of all.*** “We are the soldiers of traffic management. Are you?” the Champions for Change ask.



## ABOUT THE SCHOOL

Akshay Pratishthan is a model of inclusive education. The organization runs a school where an integrated group of over 450 children.

***Principal:*** Pratima Singh

***Road Safety Coordinator:***

Manoj Barrick & Bagesh Kumar



# Cycles on Hire

Road Champions of **Shaheed Rajpal DAV Public School, Dayanand Vihar**  
Project Focus: Implementing a cycle-sharing based system as school transport

*Our Learning: Project based learning methods to solve real life problems helps improve the overall student creativity, critical thinking and problem solving abilities.*



Project Video on Youtube



Going to school can become a very tedious journey with traffic jams through the route and congested lanes leading to the school entrance. Through a survey, CFC Students found out that to avoid this morning chaos, a majority of the students have started using Delhi Metro to commute to school. However the last mile connectivity from the metro station to their school, and from the school to the metro station is missing. This gave birth to an ambitious project driven by students who came up with an innovative idea to provide cheap and reliable mode of connectivity the use of cycles. Their vision is that if cycles are made readily available around the Metro station, students could cycle that distance to school.

Backed with committed support of their road safety teachers they have finished implementing phase-1 of their project. Firstly, they identified possible areas closest to the metro station where these cycle stands could be set up. Secondly, they tracked the safe and shortest route which the school children could take from the metro station which could be converted into cycle paths. And thirdly, they made a list of obstacles, challenges and support they would need to make this project feasible. ***Simultaneously they have developed a fun learning mobile phone application which enables students to hire cycles from localities near their homes to and fro metro stations.***

The project report for phase-1 and the creative advocacy for their project which includes a concept video and an advertising film is ready for all to see. Now they are looking forward to the implementation of phase-2 wherein they seek support form multifarious collaborations and support from stakeholders like neighboring schools, Delhi Traffic Police and other agencies. Undoubtedly, their homework is done well. And once the project is completed, it is definitely going to be a winner.



## ABOUT THE SCHOOL

Shaheed Rajpal DAV Public School, Dayanand Vihar is a premier educational institution situated in East Delhi. The school is committed to academic excellence, multifarious activities, high standards of ethical awareness & community service.

**Principal:** Renu Laroiya

**Road Safety Coordinator:** Rajalakshmy Kumar



# Special Needs Road Users

Road Champions of **Tamana Special, School of Hope, Vasant Vihar**  
Project Focus: Road safety as a life skill learning

*Our Learning: How to be safe on roads is a critical life skill learning for special needs children.*



Project Video on Youtube

Ask a parent or a teacher who is looking after a child with special needs and you would know how unsafe our road environment is for such children. What we learn naturally, a child with special needs learns with the help of a complete breakdown of process to help her understand. Skilled handling of such children can help them learn how to be safe on road.

Champions for Change, Tamana School of Hope recognizes that many children with special needs are unaware of the dangers on roads, are highly distractible, restless and impulsive. Therefore, walking on road and crossing the road is a major learning goal for them.

As a part of the project, road safety knowledge was imparted in many ways. For a hands-on learning experience, teachers took the students on the road and taught them how to walk in a line, in a group, on the footpath and cross the road while going to the market for shopping. Stop-Look-Listen-Think strategy was explained in detail. The steps included to find a safe place to cross where there is no zebra crossing; to stand on the pavement little way back from the road, to watch and listen, look for traffic in both directions and listen and patiently wait and let the traffic pass and to walk directly across the road when it is safe.

The Champion teachers also educated the children about basic road signs. The students responded well to this experience. **Moreover they learnt about the role of traffic police in keeping our roads safe.**

The principal underlined the necessity to recognize the specific needs of people with special needs in any road safety program. The Go Slow, School Ahead road sign needs to be replaced by a more specific **Go Slow, Special School Ahead road sign.** This is just the beginning of recognition of their needs as road users.

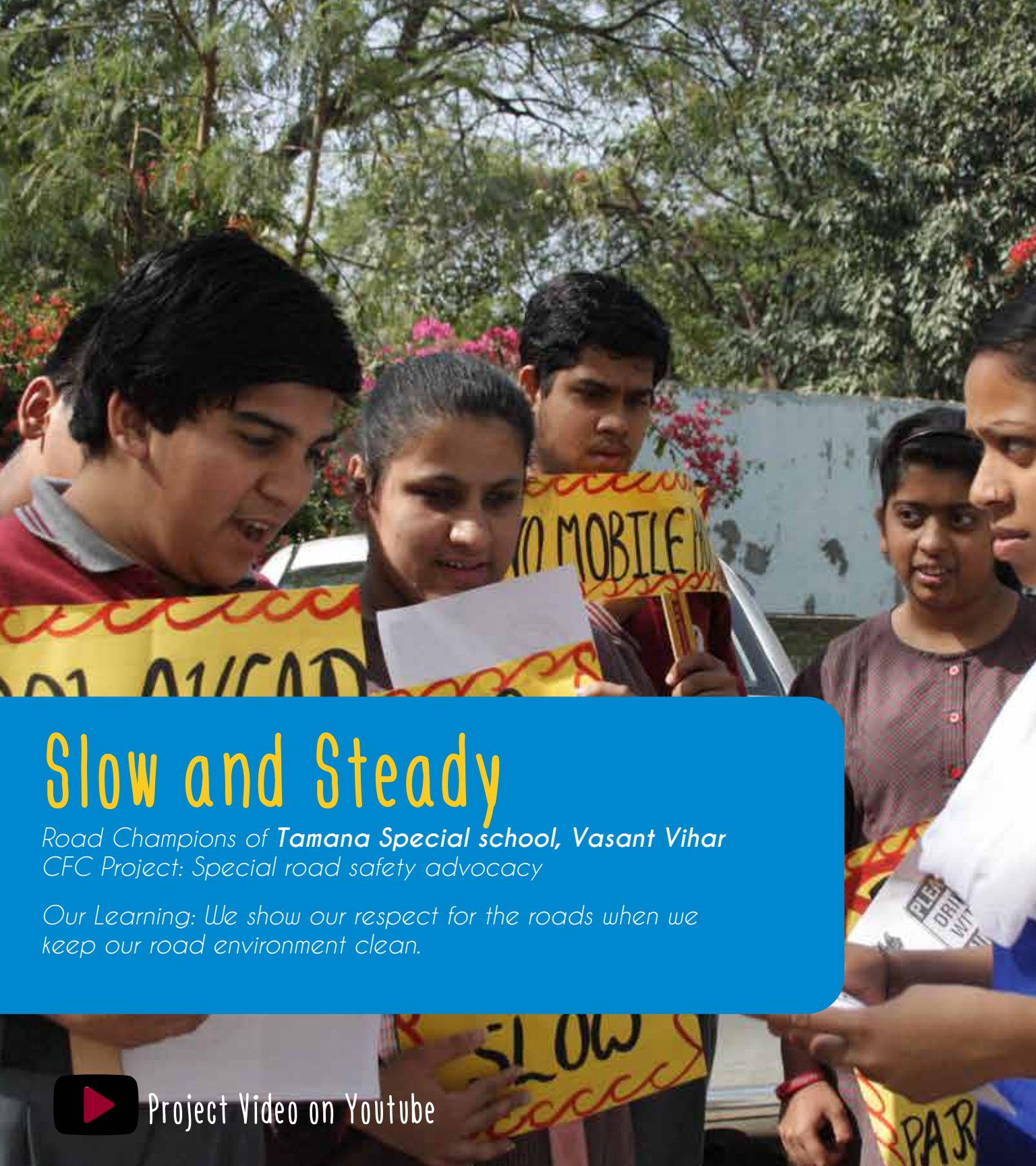
## ABOUT THE SCHOOL

Tamana Special, School of Hope was the first institution to recognize autism as a disability distinct from others and start programs for autistic spectrum disorder in 1985. The Autism Centre - School of Hope is India's first rehabilitation and research center for autistic individuals providing holistic services under one roof.

**Principal:** Usha Verma

**Road Safety Coordinator:** Rakesh Sharma





# Slow and Steady

Road Champions of **Tamana Special school, Vasant Vihar**  
CFC Project: *Special road safety advocacy*

*Our Learning: We show our respect for the roads when we keep our road environment clean.*



Project Video on Youtube

Champions for Change students of Tamana Special School came up with idea of sensitizing people about responsible road behavior. When asked by their teacher about what could be done to better our road condition, they felt that there should be speed breakers near the school and the road environment should be clean.

Acting on their agenda, they began creating resources for their campaign which included cut outs, collages and other art material which they converted into placards and handouts. The special champions took out a rally by holding placards made by themselves urging the public not to honk, talk on the phone etc.

They distributed pamphlets to the drivers making them aware and highlighting the importance of following traffic rules. They also undertook a clean drive by segregating the dry waste around the school into bins so that the road environment could be clean. They placed a bin near the school gate so that people do not litter the roads. ***When special children move urging the car owners to wear seatbelts, drive slow or wear a helmet, people agree because here is a voice of reason urging us not to take safety for granted.***

During the campaign, a thoughtful resident who lives opposite the school shared that he drives slow when he approaches the school and doesn't honk or create loud noise as it could disturb the children. If only all vehicle owners and drivers were as concerned and conscious, then only change can happen.



## ABOUT THE SCHOOL

Tamana Special school caters to the individual needs of 115 children coming from all sections of the society, age ranging from 4-17 years. At Tamana Special school, the program focuses on over all development of the child depending on needs as well as potential. Functional academics are imparted with parallel intervention with allied therapies.

**Principal:** Rashmi Wahi



# Road Safety Class

Road Champions of **Nutan Marathi Sen. Sec. School, Paharganj Thana**  
CFC Project Focus: CFC Students share their road safety learnings  
with their peers

*Our Learning: Peer learning is an effective way to impart  
road safety education.*



Project Video on Youtube

Most students of Nutan Marathi School are first generation learners. With limited public space for children to play in the National Capital region, children are found playing on the road and streets amidst moving vehicles and heavy traffic, which could lead to potentially risky situations.

Enthusiastic and confident students prepared attractive resources and presented these within the classrooms to their peer. They chose high risk behaviors and sensitized their peer and shared the risk factors of doing these activities:

- Risky to play on roads
- Risky to drink and drive
- Risky to ride without helmets
- Risky to talk on phone while driving

The class 9 students responded well to the efforts of their junior mates who had made the presentations. ***Through group work, they shared their learnings through creative messaging which they plan to take to the community.*** Alcoholism being common within their families, these road safety champions will be taking these messages to their family as well "Do not Drink and Drive"!

Encouraged by the success of this project, the school principal feels that road safety should be covered in this way in NCERT text books as well so that it is integrated with school education as a child grows up.



## ABOUT THE SCHOOL

Nutan Marathi Senior Secondary School is committed to academic excellence as well as all round development of its students. It is a co-educational school with approx. 1400 students on its rolls.

***Vice Principal:*** Shubhada Bapat  
***Road Safety Coordinator:***  
Manju Tyagi & Neena Tendulkar

# Fatal Distraction!

Road Champions of **Satyug Darshan Vidyalaya, Faridabad**  
Project Focus: *Driver distractions on road*

*Our Learning: One text could wreck it all. Avoid it!*



Project Video on Youtube



Drivers are easily distracted at the wheel. A split-second distraction when driving could prove fatal. Sending a text message requires visual, manual and cognitive attention of the driver. It is by far the most alarming distraction! Drivers who use hand-held devices while driving are four times as likely to get into crashes serious enough to injure themselves or others. Talking or texting on mobile while driving is not permitted by law. But there are other distractions which don't come under the preview of legal distractions but drivers need to be conscious of these misguided actions. From eating to adjusting music playlist, operating the GPS to grooming, from talking to co-passengers to day dreaming, drivers should avoid all the time.

As a novel initiative, Champions for Change students decided to mainstream the issue of distractions drivers face through a researched presentation. They also performed a skit to draw the audience attention towards the dangers of seemingly harmless distractions but also nudged the drivers to manage their distractions before they begin to drive. Drivers need to adjust desired music channels, set destination on the GPS and eat their meals before driving the vehicle. In the unfortunate case of a road crash, it is important to reach for emergency services.

***CFC students feel that all drivers need to set a good example for their children, peers and even future drivers.*** Staying focused on the road can be challenging but achievable.



## ABOUT THE SCHOOL

Satyug Darshan Vidyalyaya, Faridabad provides holistic education which encompasses both academic excellence and character building. The school gives varied opportunities to the children to explore and discover their aspirations and talent.

***Principal:*** R K Sharma



# Knowledge with happiness!

Road Champions of **Tagore International School, Vasant Vihar**  
Project Focus: Road safety learning through BALA

*Our Learning: BALA combined with the play way method works well to impart road safety education*



Project Video on Youtube

Tagore International School, Vasant Vihar is inspired with the principles of BALA (i.e. Building as Learning Aid). As a part of the Champions for change project, the school aspires to create a traffic park on its rooftop as a road safety learning aid. The school plans to make it accessible to students of other schools especially the economically weaker sections who will learn here. They believe that the message of road safety needs to be imparted by Tagoreans to other school mates who may not have such an access so easily.

As a pilot to the ambitious plan, the school got a huge road sign flex sheet with gigantic road signs printed on it. This interactive learning method allowed children to walk, hop, skip, jump and play the game of road safety. CFC students conducted an experiential class wherein they taught primary grade students to learn road safety using the play way method. Children were engaged with life-size blow ups of road safety signage, markings, and traffic lights and learnt through this simulated experience.

Much to the delight of their seniors, the younger students expressed their learning through well designed poster and witty slogans. "I didn't know about road signs. I am sure I will remember it throughout my life." feedbacks a student and shared that the CFC workshop was like a shop that sold knowledge with happiness.



## ABOUT THE SCHOOL

Tagore International School, Vasant Vihar envisions an education 'deeply rooted in one's immediate surroundings but connected to the cultures of the wider world, predicated upon pleasurable learning and individualized to the personality of the child'. The school's curriculum lays emphasis on concepts and skills, rather than on textbooks.

**Principal:** Madhulika Sen

**Road Safety Coordinator:** Uma Raj Chopra



# Head or Helmet? The choice is yours!

Road Champions of **My Setu Foundation, Noida**  
Project Focus: Importance of helmets for two-wheelers.

*Our Learning: A school which has developed a robust road safety education campaign can share their learnings through creative campaigns with neighboring schools so that the message can be spread faster through the young road safety ambassadors.*

 Project Video on Youtube

According to a Union Ministry of Road Transport and Highways report, about five road accident deaths occur every day, which includes two pedestrians and two two-wheeler riders. Nearly half of two-wheeler riders who met with fatal accidents were found not wearing helmets.

My Setu Foundation decided to hit the nail on the head and make people aware about the need to wear helmets while driving. Champions for Change students held telling placards, wearing helmets, they marched ahead and created a stir amongst the residents & passer-by as they marched to reach out to other NGO schools & nearby slums to draw the attention of the people towards the issue.

Inspired by the Steer to safety campaign, they created and performed a puppet show, role play, posters on road signs and conducted a 'helmet workshop' which enthralled the students with its wit and humour. ***They stressed on the need for not giving in to peer pressure and discussed the risk factor of two wheelers and the flip side of performing stunts.***



## ABOUT THE SCHOOL

My Setu Foundation, Noida is for economically weaker sections. Setu ensures students get safe and secure environment for their growth. It provides fearless atmosphere where they feel comfortable to share their concerns with their teachers.

**Principal:** Indira Kaul  
**Road Safety Coordinator:**  
Manisha Pandey



# Safe Vs Unsafe

Road Champions of **Childscapes, Vikas Puri**

Project Focus: Identify safe and unsafe spots in a route map

*Our Learning: As a life skills learning every child should be skilled to identify safe and unsafe spots along the route they take everyday.*



Project Video on Youtube

The roads around Childscapes centre are bustling with rampant, fast moving traffic. As a part of the Champions for Change program, students illustrated a route map of the usual routes they take to commute. They expressed what was safe and unsafe along the routes which they take to school and their learning centre.

Students discussed what is safe and unsafe about the route. They also shared reasons why they considered these routes unsafe. CFC students took their teacher to the unsafe spots and identified their areas of concern. Most were anxious about people found drinking, both while walking or driving especially along a particular route. Others showed stretches of roads without zebra crossing which they need to cross every day. Sensing this as a learning moment, the teacher demonstrated how to cross the roads safely with or without the zebra crossing.

***Armed with this knowledge, CFC students went to the community and began sensitizing the people within the locality.*** Students shared safe and unsafe places around the community and encouraged people and share the safest route which was possible around them. As a pedestrian, the students reinforced to the community that the road belongs to them equally as it does for all the vehicle owners and drivers.

## ABOUT THE CENTRE

Childscapes reaches out to Children at Risk who are visible in and around PVR complexes, malls, shopping arcades and traffic areas and sustain themselves economically through activities like begging, rag-picking, etc. Under this program, PVR Nest engages with the children at various 5 centers, based at PVR Complexes in Vasant Vihar, Saket, Naraina, Vikaspuri and Lajpat Nagar. Carefully planned educational, social and cultural activities are designed to engage and educate the children and equip them for the future.

### ***Road Safety Coordinators:***

Khushboo Chawla, Ravi Kumar & Rehana Khan





# Way of life

Road Champions of **Nai Disha, Tamana Special, Vasant Vihar**  
Project Focus: *Safe roads for special needs road users.*

*Our Learning: Road safety concept reinforcement needs to be merged along with day-to-day activities at school.*



Project Video on Youtube



Delhi is infamous for its unsafe road environment, one can only gauge the safety concerns for children for special needs who are one of the most vulnerable road users. The 3 critical aspects that concern the people who live with disability want addressed are their basic quality of life as road users

- How can we identify the specific issues which the differently-abled face on the roads?
- How can we make our roads safer for our special children?
- How can train the children to be safe on the roads?

As a part of the Champions for Change Program, road safety learning of each child was assessed. Through creative arts, concepts were further reinforced and students responded to the program with enthusiasm. Teachers are concerned that even if they are preparing the child for the job market, commuting to work will remain a challenge for many since our road environment is unsafe and not designed keeping the needs of the differently abled.

A champion teacher shared that most of the students are strong visual learners and all attempts need to be made that the teaching resources used are visually rich. The results are visible. ***“Road safety is important for us, as we know we should cross the road using zebra crossing,” says a student while painting a mug.*** A motivated young adult also drives to the school premises along with his attendant.

## ABOUT THE SCHOOL

Nai Disha, as the same name signifies, is a new direction taken by Tamana Association. Nai Disha was conceived with the realization that the young adults at Tamana have to be equipped with skills to adapt appropriately to the needs of adulthood and thereby function as an independent whole-physically and emotionally. The program aims to ensure training and placements of the young adults in various vocations and organizations.

**Principal:** Anita Pandey

**Road Safety Coordinator:**

Vinita Tripathi





# Helmet is Gender Neutral

Road Champions of **Udayan Care, Greater Noida**  
Project Focus: Importance of helmets for women

*Our Learning: The needs of women as road users need to be included in any road safety programme.*



Project Video on Youtube

Does our road environment recognise women as road users? The Nirbhaya and the Uber cab incident happened on the roads of the national capital which also highlighted the vulnerability of women and the need for a safer road environment. Champions for Change students of Udayan Care have chosen to highlight this aspect which has been sadly ignored by all urban planners, policy makers and implementers.

Through a brainstorming session, CFC students shared pertinent questions on safety of women on the roads, especially when they take the wheels. The discussion emphasised on the need for quality training from recognized driver training institutes and to follow traffic rules for their own safety.

***The Road Champions also shared that if safety of women was included in our road environment, there would be effective street lighting, public conveniences and gender sensitization programs for all auto cab and bus drivers.*** Through the workshop it emerged that there needs to be a gender perspective, to any road safety program. The teachers of Udayan Care couldn't agree more with the confident girls who spoke candidly as road users. The CFC students created road safety slogans and painted them on their T shirts highlighting women's point of view on roads, walked down the Greater Noida lanes to spread road safety message.



## ABOUT THE SCHOOL

Udayan Care aims to bring sunshine into the lives of underserved sections of society that require intervention. Udayan Care works to empower vulnerable children, women and youth, in 14 cities across 9 states of India.

**Principal:** Kiran Modi

**Road Safety Coordinator:** Deepak Sharma



# Know your Roads!

Road Champions of **Darshan Academy, Kirpal Bagh**

Project Focus: Partnering the Delhi Traffic Police for road safety awareness

Our Learning: Inspirational talks by police and law enforcers is effective to curb underage driving without licenses.



Project Video on Youtube

How well do you know your road? Darshan Academy believes that the key to the success of any road safety awareness drive is on understanding the road environment around you so that you can learn to be safe within it. Inspired with the Champions of Change program, the students of Darshan Academy decided to form a special group of road safety volunteers, named as 'Special Squad'. The special squad is a group of 11 motivated road safety champions. Their aim was to sensitise the general public, the pedestrians and motorists and to urge them to follow all the traffic safety rules.

To inspire the drivers, CFC students moved like a squad and approached many drivers & distributed self-designed pamphlets to deliver the safety message. They created road safety stickers and pasted them on vehicles. With the support of the Delhi Traffic Police, they checked defaulting adults and requested them to follow traffic rules. People took them seriously. They signed on the road safety pledge and shared that they would not take safety for granted.

Thereafter encouraged by this student driven initiative, the school held special assemblies to create awareness among the rest of the students, teachers and the parents regarding road safety. CFC students performed role plays, street plays and conducted quizzes to not only test the knowledge of the students but to sensitize them also.

**Delhi Traffic Police parked an educational road safety van inside the school premises and conducted an informative and interactive knowledge session for children.** The visible impact of these efforts was that that the students realised that could not drive without proper license and avoided riding two-wheelers to the school. Parents also got further sensitized on the safety implications of their ward riding two wheelers from the legal and safety point of view.

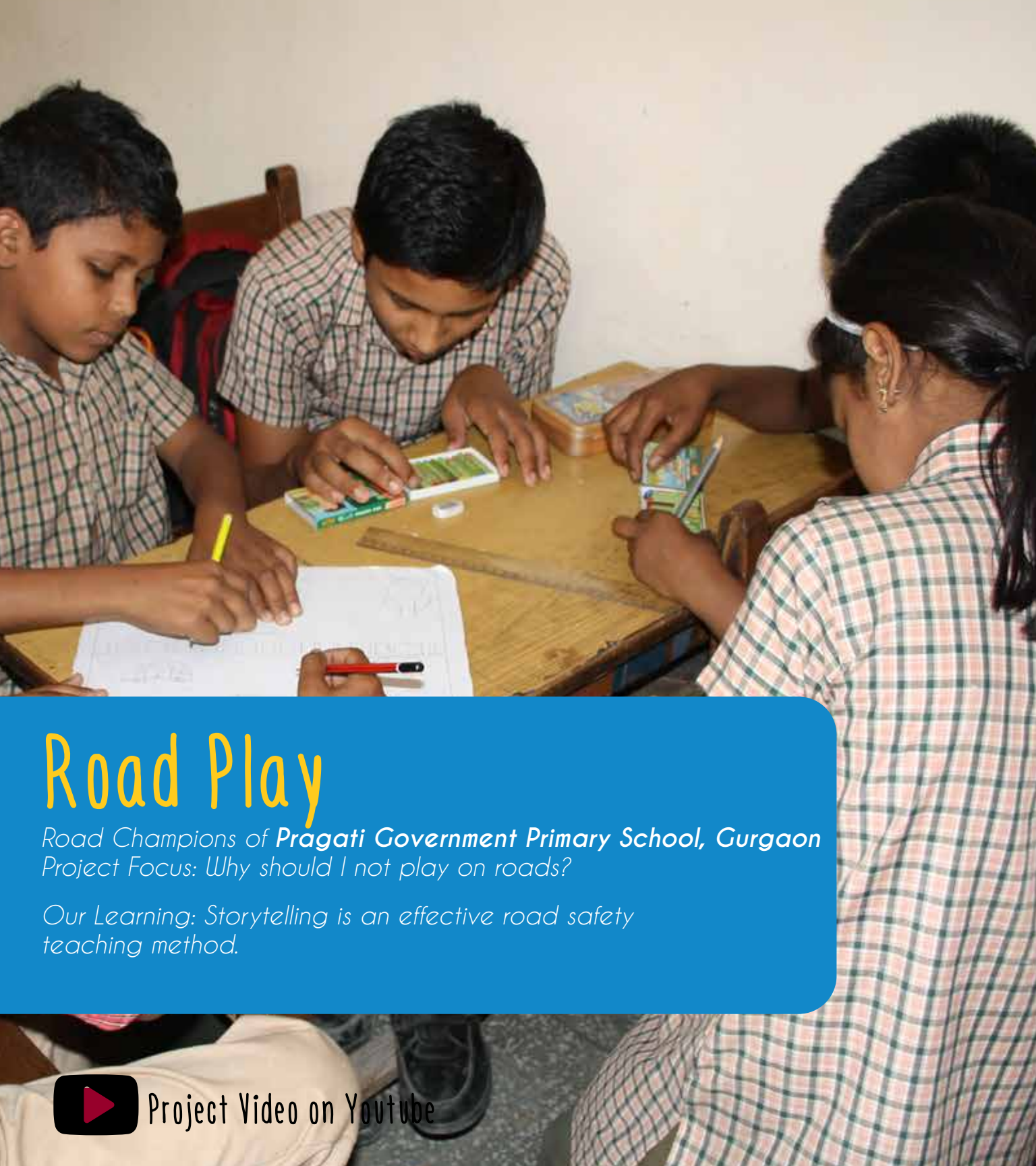
Interestingly, this whole school road safety awareness drive reached out to every road safety stakeholder in and around the school.



## ABOUT THE SCHOOL

Darshan Academy a part of Darshan Education Foundation has been providing students with an excellent all-round education. In addition to being immersed in a rich academic curriculum, students follow a daily lesson from the spiritual curriculum designed by the foundation.

**Principal:** A David  
**Road Safety Coordinator:** Mamta Sabharwal & Bhavna Arora



# Road Play

Road Champions of **Pragati Government Primary School, Gurgaon**  
Project Focus: *Why should I not play on roads?*

*Our Learning: Storytelling is an effective road safety teaching method.*



Project Video on Youtube

With fast paced development taking place in the National Capital, public spaces in the city are shrinking. Children face a peculiar problem with limited spaces. They are left with little option but to play on the streets, on road sides and sometimes on the road itself in the middle of vehicular traffic.

*'Once upon a time, there was brother Bunty and sister Pinki. They went out to play football in a park near their house. During play, Bunty kicked the ball hard and it flew onto the road. Bunty wanted to go and fetch his ball while Pinki was against her brother running to the road. Should Bunty go the road and get his ball?'*

This is an excerpt from the road safety class wherein the teacher is telling a story to children. It is well said that a child not only listens to a story, they experience the story. As a part of the Champions for Change project, the teachers at the school evolved a simple story on road safety to garner the interest of the children with the objective of forbidding them to play on road or roadside.

Through storytelling the teachers sensitized the students about the perils of playing on the road. The Bunty-Pinki story progressed in the two well sized flashcards. The third was for the students to draw and illustrate their responses. Should Bunty go and retrieve his ball and how?

The students formed groups of five or six and came up their ideas. ***One by one, the students shared their presentations giving their bit of logic on what Bunty should have done and how he should have approached the road and dealt with the situation.*** Bunty should not run to fetch his ball, agreed the students. The children had many points of view. However the children, after the engrossing exercising were of the firm view that they should not play on the roads.

## ABOUT THE SCHOOL

Pragati has more than 300 students on its rolls. Located in three school buildings, allocated by the Education Department, of the state of Haryana, Pragati imparts quality education till the primary level to its students.

**Principal:** Asha Kochhar

**Road Safety Coordinator:** Asha Sharma





# Teaching Road Safety

Road Champions of **Delhi International School, Rohini**

Project Focus: Teaching strategies to make road safety learning effective

*Our Learning: Teachers are positive role models and influencers and if they can make their classes engaging, students are more likely to follow traffic rules and become responsible road users.*



Project Video on Youtube



One of the biggest fallouts of road safety education becoming compulsory in schools is the fear that it will get boxed in the four walls of our classrooms wherein theory will dominate and students will get bored to inaction.

Though the Champions for Change program, the teachers of Delhi International school decided to explore various methods of teaching road safety so that students can apply it in their real life. Teachers began the exercise with a sharing session wherein each of them explained their favourite teaching strategy and how it can be applied in context with road safety.

Teachers created easy to use resources, presentations and demonstrations on how to learn about road safety. Teachers were unanimous that experiential learning is the best way to transact a road safety curriculum especially for primary grades. Role play, drama, street theatre, poem enactments, workshops, creative arts and giving ample opportunity for group work would make the classes dynamic and students engaged. Road safety models like a traffic light in the classroom can be eye catcher.

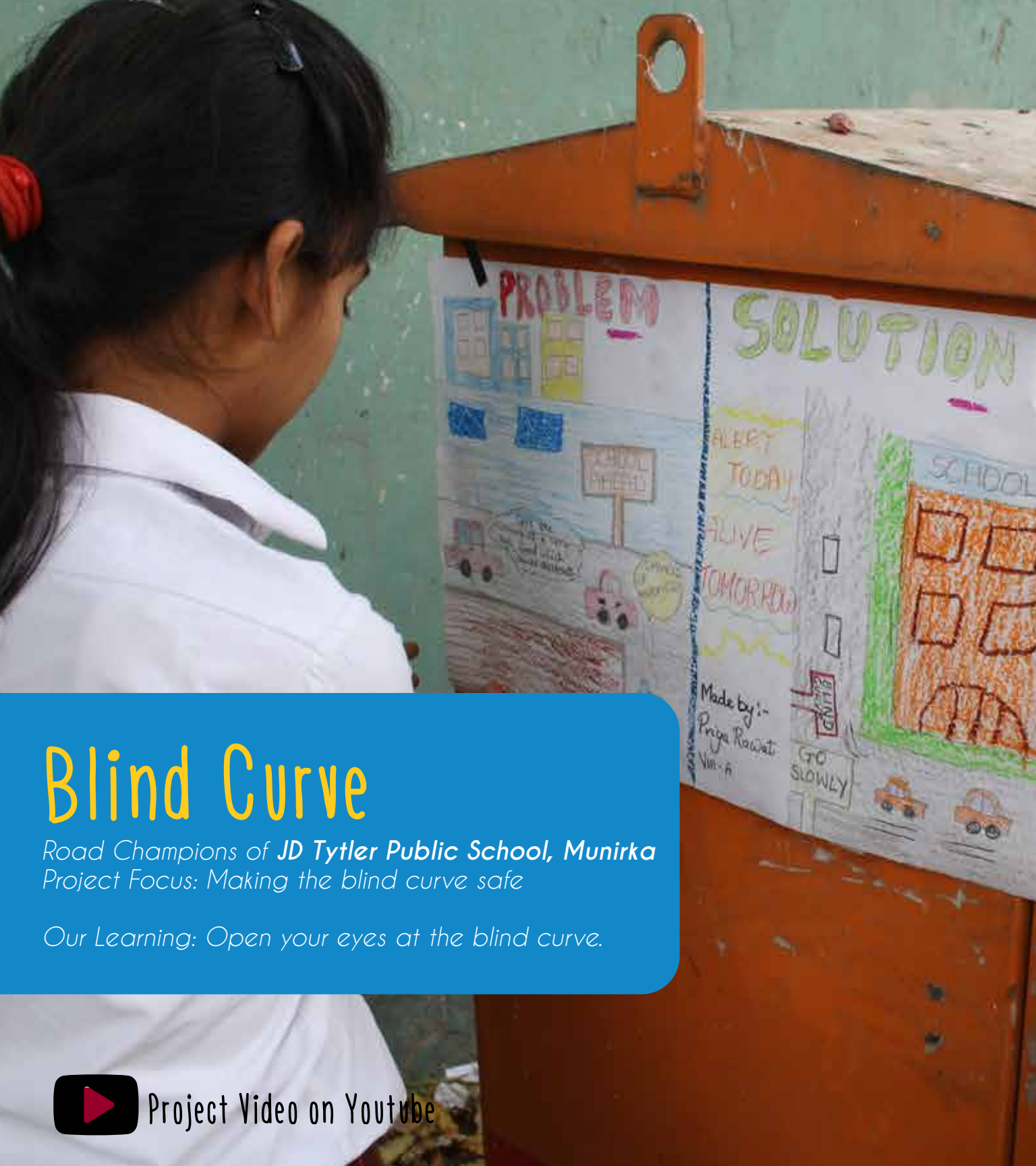
While teachers shared their personal experience, they felt that the authorities need to also put in strict mechanism in place to control the traffic violations in the city. Parents, teachers and society as a whole are important stake holders in inculcating road safety values in children. The Champions for Change teachers are committed to nurturing responsible road users through imparting a purposeful road safety education. ***The teachers signed a pledge to always follow traffic rules and as role models inspire their students to do so.***



## ABOUT THE SCHOOL

Delhi International School believes that education is a preparation for life. The school programs have been designed to encourage intellectual growth. It builds an environment that maximizes the learning experience and inculcates values and ethics leading to holistic development of a child.

**Head of School:** Priyanka Barara  
**Road Safety Coordinator:** Deepakshi Mittal



# Blind Curve

Road Champions of **JD Tytler Public School, Munirka**  
Project Focus: Making the blind curve safe

*Our Learning: Open your eyes at the blind curve.*



Project Video on Youtube

What is a blind curve? A blind curve by definition is a curve or bend in the road that one cannot see around while driving. It is the curved segment of a road or river or railroad track where drivers ought to approach the curve at slow speed and carefully negotiate the bend. However, if there are no signs to warn the drivers of the impending curve, it could land the drivers in adverse situations.

JD Tytler School has a blind curve near premises of the school which is a cause of concern for drivers which includes students, teachers and their parents entering the school or passing by it. Cars and vehicular traffic even school-bound traffic zip around and make screeching sounds as they avoid each other and pose a problem for students and pedestrians.

The Champions for Change students decided to understand this road safety threat and solve it.

The school organized a sensitization session on the blind curve near their school. The children came up with thought provoking messages, insightful posters and problem-solution placards informing and warning the people about the blind curve. Thereafter the students, armed with banners and signs marched near the tricky spot and put up their placards and signage on the blind curve and at various locations. ***They felt that the authorities ought to put cautionary sign boards and a concave mirror to enable drivers to see vehicles approaching the bend segment of the road from the other direction.*** Onlookers were all praise for the efforts of the students, with many showing thumbs up as a sign of appreciation as the CFC students were putting up the posters. “Now, when my father drops me to school, I will tell him to drive slow and blow the horn at this junction as this is a blind curve” remarked a student.



## ABOUT THE SCHOOL

J.D. Tytler School has many firsts to its credit: First Co-Education school in Delhi and bring minority communities into main stream schooling.

It is the first school to introduce grading system 59 years ago and also the first to give freeships to the economically weaker students 50 years ago.

**Principal:** Sheela Khanna  
**Road Safety Coordinator:** Neena Rawat



# The key to road safety

Road Champions of **MM Public School, Pritampura**

*Project Focus: Partnering Delhi Traffic Police to disseminate road safety messages*

*Our Learning: Parents are role models and they also hold the key to their child's safety.*



Project Video on Youtube

Awareness of road traffic rules is the first step to road safety. Champions for Change MM Public School has been writing slogans, creating banners and posters, participating in essay writing competitions and advocating about being safe on road by following traffic rules.

CFC students have also participated in observation sessions on busy roads and noted how the negligent drivers were violating traffic rules and endangering their lives and that of the others. The students also watched many road safety videos by the traffic police and held a series of workshops based on the issues raised in the videos. They created posters on road safety and used them to orient their friends and school mates. A student admitted: "I have noticed many changes in me after attending these workshops. I know that in order to ensure my safety, I need to wear a helmet and follow all the traffic rules and also should not drive until I am 18." ***The children are now not driving vehicles to school but using school transport facilities and those who do, are religiously following traffic rules.***

As a level up on its advocacy initiatives, schools has partnered with Delhi Traffic Police to spread awareness about the risks and legal aspects of underage driving without licenses. Teachers feel that it is parents who are equally responsible if a teenager is driving without a license as they are the ones who have given him the key for the vehicle. So parents need to be sensitized in a major way.



## ABOUT THE SCHOOL

MM Public School believes that an educational system is not worth a great deal if it teaches young people how to make a living but doesn't teach them how to make a life. Situated in Vasudha Enclave, Pitampura, the school has been aiming at creating leaders and achievers.

**Principal:** Rooma Pathak  
**Road Safety Coordinator:** Bobby Narula



# Road Language

Road Champions of **Greenfield Paramount School, Vasant Vihar**  
Project Focus: *Recognizing road signs*

*Our Learning: Awareness is the first step to road safety.*



Project Video on Youtube



In a story of contrasts, in the upscale Vasant Vihar locality, a potholed road leading to the Greenfield Paramount School comes with less or no road signage. Vehicular traffic is guided by the knowledge of drivers in the locality which is essentially a slum village. Children from the village, at times, are not able to go through proper formal education. As a consequence their understanding of road safety signs was limited.

As a part of the Champions for Change project, CFC students planned to educate the children, who hail from economically weaker families, and enable them to identify road signs. At the onset of the project, the teachers held detailed knowledge sessions with the children who took keen interest in the learning process. The CFC teachers used a large flex board and familiarized the students with the signs and what they signify. The children were made aware of the shapes, sizes and colour pattern of the signs and the difference between informative signs, warning signs and mandatory signs. A proper understanding of prohibitory and regulatory signs was also developed. The children were also made aware of the warning signs that enumerate potentially hazardous conditions adjacent to a highway or a street.

In order to make road safety fun, the teachers also played road safety games with the students. ***In a shapes puzzle children were asked to put the road signs in the geometrical shapes as relevant.*** The children using cardboards drew signs and wrote interesting slogans, thus joining the spirit of the campaign.



## ABOUT THE SCHOOL

Greenfield Paramount School offers basic education to children ages 4 to 12 at a minimal cost. Ironically many parents cannot afford to pay even the minimal fees. Since the endeavor is to teach children, no child is ever turned away for want of fees.

**Principal:** Sushila Bhatia

**Road Safety Coordinator:**  
Shefali Gehlot



# Living Dangerously

Road Champions of **Childscapes, Naraina**

Project Focus: Crossing the road with Heavy Traffic

*Our Learning: Children should be encouraged to take their first step to safety and share their vulnerability on road.*



Project Video on Youtube



Children who come to the Childscapes centre walk amongst heavy and fast moving vehicular traffic specifically trucks on a daily basis. They live in slums located in the heart of industrial area of Naraina near an unmanned railway crossing which is even more unsafe and accident prone. Walking and crossing the road and the railway crossing is an everyday risk children take as a way of life.

As a part of the Champions for Change project, the first task was to make the children aware of the safety issues while crossing the busy road and how to cross the road. In a brainstorming session, teachers and students discussed their road environment and shared strategies on how to cross the roads with heavy traffic. Children asked pertinent questions specifically questioning the relevance of Zebra Crossing. With this road safety orientation, children expressed their understanding and drew their road safety solutions on chart papers. They created drawings marking safe and unsafe places on road where they could cross and enlisted the precautions they need to take as they deal with this daily situation.

Since trucks are the major vehicles they encounter, ***the children decided to create posters with messages for the truck drivers, mounted the posters on placards, walked to the roadway where the truck drivers would halt for a tea break.*** When they addressed the truck drivers, they were awestruck by the efforts of the children to communicate with them. The drivers nodded in agreement and pledged to drive slowly in this area. A small step with big effects.

## ABOUT THE CENTRE

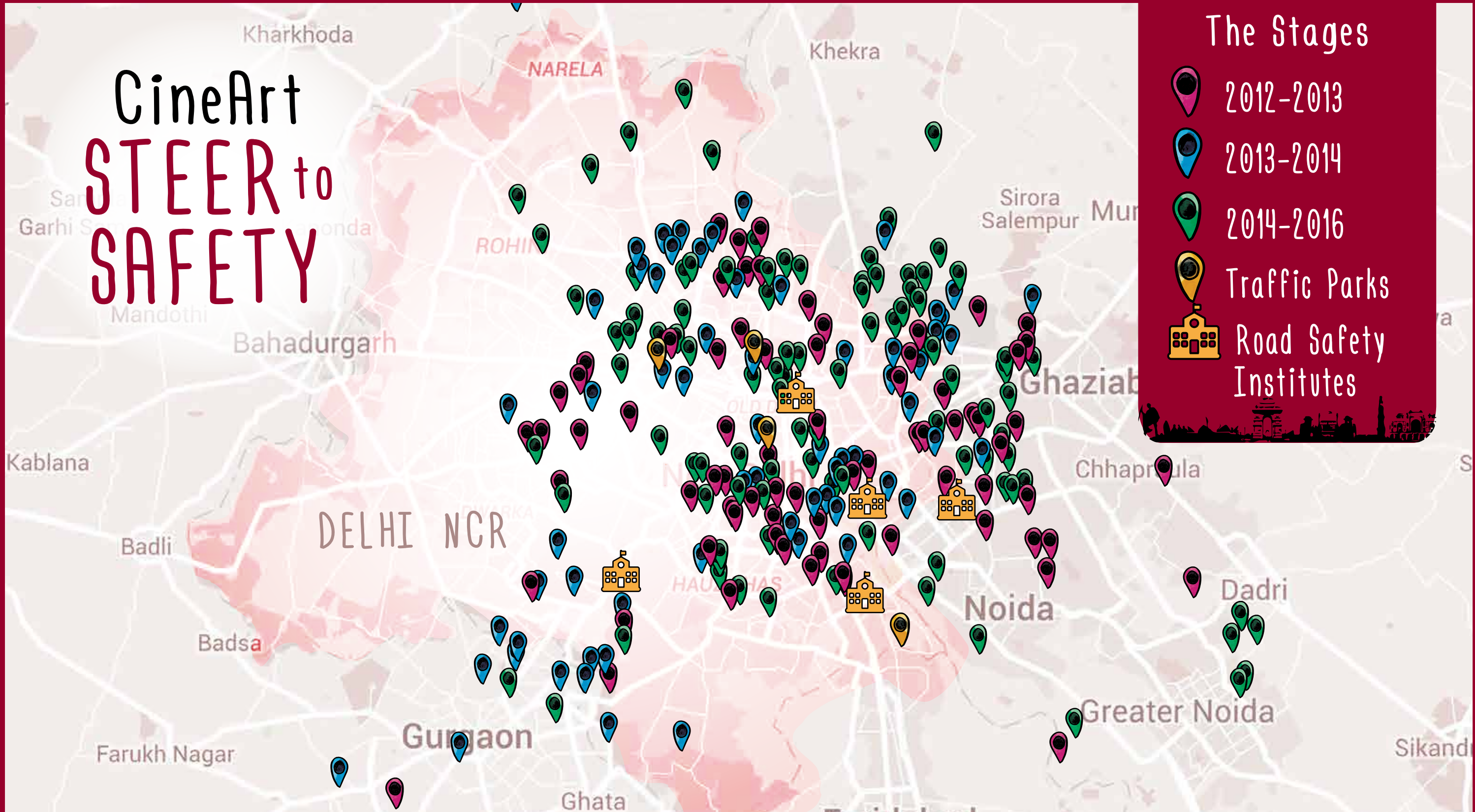
Childscapes reaches out to Children at Risk who are visible in and around PVR complexes, malls, shopping arcades and traffic areas and sustain themselves economically through activities like begging, rag-picking, etc. Under this program, PVR Nest engages with the children at various 5 centers, based at PVR Complexes in Vasant Vihar, Saket, Naraina, VIKASPURI and LAJPAT NAGAR. Carefully planned educational, social and cultural activities are designed to engage and educate the children and equip them for the future.

### **Road Safety Coordinators:**

Sanjeet Kumar, Krishna Kumari  
& Rehana Khan



# CineArt STEER to SAFETY



# Behavioural Assessment: Responsible Road Behaviour

We were getting formal and informal responses regarding the positive receptivity of our program learning design. But what is the overall learning impact of the program?

The objective was to know whether there has been a difference in the attitude of the participating students towards their road environment? Are students influencing their peer, parents, teachers and drivers? Are students taking responsible decisions on road? Are Champions for Change students better enabled to lead change? Is the program nurturing them to become responsible road users?

We wanted to develop an assessment tool which could measure the impact of our program and give us an independent evaluation regarding what we have achieved and what we could do better.

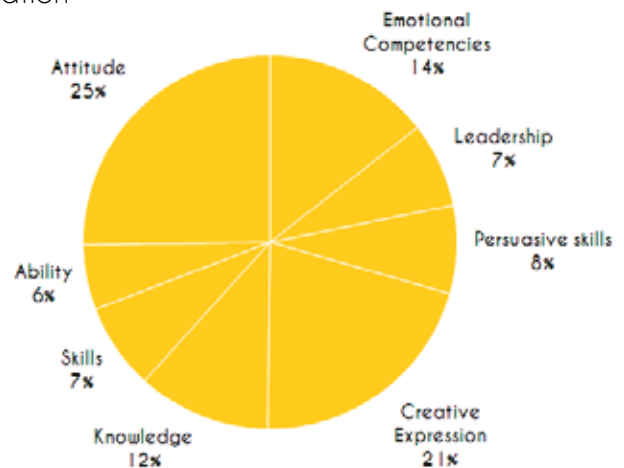
**Suprayas Centre for Excellence** assessed the impact of learning on the sample group from Middle and Senior Secondary students across 200 schools. They measured behavioral change based on the test data collected by implementing team and have prepared a scientific assessment report that will further contribute to the analysis of the project impact on the beneficiaries.

Age appropriate assessment tool was created and data collected:

- Pre and post knowledge session
- Creative submission
- Pre and post road safety project implementation

The tool design measured specific behavioral competencies for responsible road behaviors:

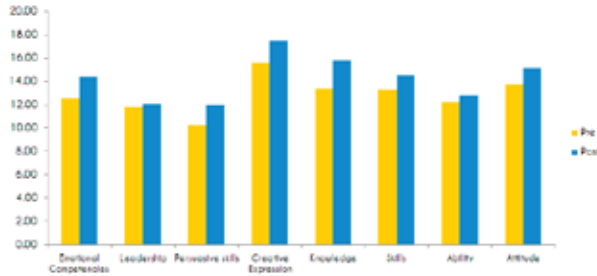
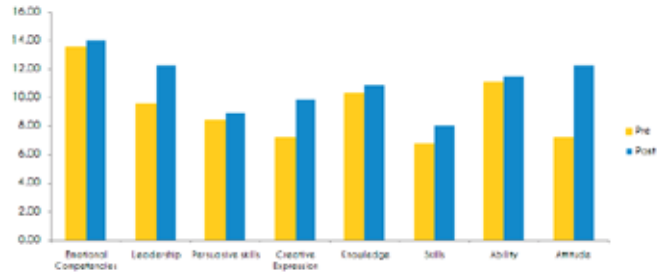
- Development of emotional ompetencies
- Persuasion skills
- Leadership skills
- Creative expression
- Knowledge
- Skills
- Ability
- Change in attitude



Validations of the collated data was done by the experts and the assessment data was reviewed by the certified behavior analysts.

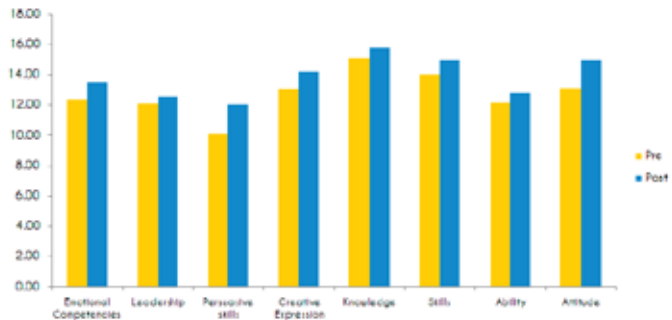
## Middle school

For middle school behavioural assessment, the major impact of road safety knowledge session was on leadership, creative expression, skills and attitude.



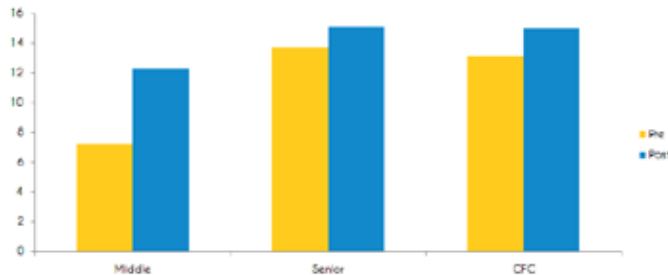
## Senior school

For senior school behavioural assessment, the major impact of road safety knowledge session was on emotional competencies, persuasive skills, knowledge and attitude.



## Champions for change

For behavioural assessment, the major impact of road safety knowledge session was on emotional competencies, persuasive skills, ability & attitude.



## Attitudinal Change

Road safety knowledge session has immensely impacted the middle school students on their behavioural competencies that ensures that responsible road behaviour can be expected from this generation as road users and by the time they start driving themselves.

Road Champions, you have started young. As you grow, you will hone your skills further to enable **a better road environment, road education, road engineering & law enforcement.** The future is  
**IN YOUR HAND.**

## Program Takeaways

During the last 2 years, as we went from school to school with our program, be it public schools, private schools, NGO schools and Government schools, we learned deeper about the road safety issues plaguing our schools and how they have become a potentially risk zone as our children come to learn. Champion for Change schools have invested their time and resources to find solution and nurture responsible road users.

Such schools have also demonstrated outstanding traits that are noteworthy.

**Principals** have displayed uncommon leadership. Some have faced the brunt of unpopular decisions without compromising the safety of their teachers and students.

**Teachers** have gone beyond their call of duty to address road safety as a part of the teaching-learning process.

**Students** have risen to solve their problems and actively involved themselves in road safety advocacy and implementation.

## Make your School Road Safe

- **Provide** School student identity cards, diary, bags and school display boards with
  - Emergency care numbers
  - Blood groups
  - First information person contact numbers
- **Form** a road safety club at your school
- **Sustain** the club with exciting road safety projects
- **Enroll** teachers for the road safety club activities
- **Link** the school calendar with periodic activities of the road safety club
- **Plan** road safety student activities as per the laboratory rules
- **Organise** road safety games, debates and competitions.
- **Create** a road safety wall of expression for art, learning and display
- **Reward** with incentives for safe road behaviour
- **Provide** disincentives for under-age driving and not using safety devices

## Mainstream Road Safety Conversations

- **Conduct** road safety workshops:
  - Coping up with peer pressure
  - Responsible road behaviors
  - Risk factor of underage driving
  - Emergency care procedures
  - Special needs perspective as Road Users
- **Facilitate** student and parents workshops by road safety experts
- **Regularly** share information about
  - Emerging road safety careers
  - Road safety innovations
  - Road safety applications



## Manage Traffic at your School

- **Seek** support of traffic police to improve your road environment around your school
- **Manage** traffic mobility versus speed within and around the school premises
- **Display** prominent road signage and markings within and around your school.
- **Conduct** orientation and refresher courses for bus and van drivers
- **Involve** students and parent volunteers in the management of traffic at school during peak hours
- **Encourage** carpools and eco-friendly transportation to school

*"Children do not constitute anyone's property: they are neither the property of their parents nor even of society. They belong only to their own*

**FUTURE FREEDOM."**

*- Mikhail Bakunin*

## The Way Forward

We are aware that children are the living messages we are sending to a time that perhaps we will not see. But we do want them to feel that as adults we did our best to address our road safety issues by equipping them to create a safer tomorrow for themselves and the world.

The journey of CineArt Steer to Safety program 3.0 began in 2014 with the theme of Responsible Road Behaviour. With every passing cycle, the program has gained deeper inroads to reach out to all stakeholders within the ecosystem of a school. The Grand Finale marks the culmination of this educational communication campaign. At the finale we will be sharing the campaign outcome in the form of the **3 E's**.

**Education** through student knowledge sessions, teacher's training, driver's training, parent education which resulted in an increased outreach, diversified stakeholder base and strategic partnerships.



**Engagement** through project based learning methods wherein children got an opportunity for real life application of their road safety education and development of a problem solving approach towards traffic management issues.



**Expression** through CineArt, the cinema based education programme where the Responsible Road Behaviour Film Series made by children for message dissemination.



We set out with an ambitious target to develop a model road safety education programme for schools which is ready to upscale to other cities and towns of India. We are today broader in scope and in its implementation and are constantly including many more innovative tools, methods and expertise to engage with students. Our piloting of Champions for Change program is promising and we hope that road safety solutions actioned by students will go to the next level of application in our next program cycle.

We also hope to closely look at reaching out to vulnerable road users – pedestrians, cyclists, two-wheelers and conceive strategies to ensure their safety. We are planning a vibrant social media campaign to create mass awareness among the gadget savvy ‘online’ generation to sensitize them.

As envisioned when we began, our children are slowly, steering us to safety.

***Stay with us. Stay safe. Stay responsible.***





## Program Partners



**Institute of Road Traffic Education (IRTE)**, a non-profit research based organization formed with the aim of making Indian roads safer for the users. Growing steadily, today IRTE has transformed into a global organisation, sharing and learning from best practices worldwide and researching local needs towards capacity building of nations in the developing world, particularly in the South Asian region. As our content partner IRTE has provided content for master classes and trainings to all stakeholders which includes students, teachers, school bus drivers and parents.



Created in 2012, RoSES, is a registered Not-for-profit trust working in field of education and awareness on road safety through theatre. **RoSES, Road Safety & Emergency Services**, aims to galvanise various levels of society to understand their role and responsibility in eliminating the horrors of accidents, fatalities and socio-economic consequences of disregard for the discipline of road safety. As our school outreach partner, RoSES has taken the responsibility of programme delivery at schools.



**WRI** is a global research organization that spans more than 50 countries. WRI work focuses on six critical issues at the intersection of environment and development: climate, energy, food, forests, water, and cities and transport. WRI develops research-based solutions that create real change on the ground. WRI relies on a three-step approach: Count it, Change it, Scale it.



**Suprayas** is an auspicious endeavour to catalyze a transformation in the society by continuous support and enlightenment of youth. Suprayas seeks to aid the youth through mentoring, counselling and other structured vocational training programs. It is an NGO working as change agent for improving the quality of lives of the youth in the country. It works at the grass-root level empowering communities to overcome poverty. Suprayas is conducting the behavioural assessment for this campaign.



**Enactus** is an international student-run not-for-profit organisation, present in over 1,700 universities, spread across 36 countries and has over 70,500 students as active members. Enactus members take up community outreach projects to transform the lives of people in need and shape a better world using the positive power of entrepreneurial action. Since its inception in 2007, Enactus SRCC has undertaken 11 community outreach projects of which 8 have been successfully completed, with some of them being acclaimed at the national-level for their potential to empower lives.



**Tagore International School, Vasant Vihar** endeavours to provide the finest education encompassed within state-of-the-art infrastructure. Artistic and academic pursuits are encouraged equally and students have ready exposure to global heritage and cultures. The school's curriculum lays emphasis on concepts and skills, rather than on textbooks. Tagoreans gain a clear sense of direction paved by their analytical approach, critical thinking skills and creative sagacity.



**Venkateshwar International School, Sec 10 - Dwarka** is a highly progressive and enterprising school pledged to provide quality education with special emphasis on traditional values. One of the leading schools of Delhi, VIS has been awarded SOE Global Education Award 2012, National School Sanitation Awards 2012 and Vivekananda Schools of Excellence Award 2013 by CBSE, among many others. The school is a child-centric co-educational school, offering world-class infrastructure, unmatched academic environment, innovative teaching techniques and dedicated personalized care.



India Chapter

**International Road Federation** is a non-governmental, not-for-profit organisation with the mission to encourage and promote development and maintenance of better, safer and more sustainable roads and road networks. Working together with PVR, the IRF promotes social and economic benefits that flow from well-planned and environmentally sound road transport networks. It helps put in place technological solutions and management practices.



**ROADKRAFT**, a road safety organisation that has been functioning since 2014. Since its inception, ROADKRAFT has been working with the local authorities in road design, licencing procedures and helping with traffic control and Enforcement. They use Right to Information and Public Interest Litigations for the betterment of all. The ROADKRAFT organisation has gone from awareness to action. Their focus is to usher change at the top whilst working from the bottom up. It is the first organisation to set a target for the reduction of a 20%e death rate by 2020.



**Sakshi**, equality and Inclusiveness, a capacity building organization, (regd. NGO, 1993) works for the practice of Everyday Equality. Its programmatic areas include peaceful coexistence, leadership, diversity & inclusiveness, governance, community capacity building and right to equality. Sakshi integrates a rights based approach with peace building initiatives to facilitate systemic responses towards inequality through creative interventions that forward attitudinal change.



**PVR** is the largest and the most premium film exhibition company in India. With a presence in 46 cities, PVR Ltd. reaches out to an audience of more than 80 million patrons through its 516 screens across 112 cinemas. PVR Ltd set up PVR Nest in 2006 to address the social and environmental concerns in and around PVR cinema complexes.



It's cool to obey traffic rules , signals, road signs, markings and signals given by the police officer

APR  
2016

SUN	MON	TUE	WED	THR	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20 Cineart STS 3.0 Grand Finale!	21	22	23
24	25	26	27	28	29	30

Notes to Myself

# MAY 2016

It's totally uncool to  
over speed or encourage over  
speeding in vehicles



SUN	MON	TUE	WED	THR	FRI	SAT
1	2	3	4	5	6 International Road Safety Week!	7
8	9	10 National Road Safety Day!	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Notes to Myself



It's cool to wear  
safety helmets  
while riding cycles  
and 2 wheelers

# JUNE 2016

SUN	MON	TUE	WED	THR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Notes to Myself

# JULY 2016

It's totally uncool to  
display risky behaviour due  
to peer pressure



SUN	MON	TUE	WED	THR	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	<h2>Notes to Myself</h2>					



It's cool to learn  
emergency care  
procedures

# AUG

## 2016

SUN	MON	TUE	WED	THR	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Notes to Myself



# SEPT

2016

It's totally uncool to  
use mobile phone while  
walking or driving



SUN	MON	TUE	WED	THR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Notes to Myself



It's cool to use  
footpaths while  
walking

OCT  
2016

SUN	MON	TUE	WED	THR	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Notes to Myself

# NOV

## 2016

It's totally uncool to  
text while walking or  
driving



SUN	MON	TUE	WED	THR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 Road Accidents Victims Day	21	22	23	24	25	26
27	28	29	30			

Notes to Myself



It's cool to install  
front, rear and wheel  
reflectors and lamps  
on your cycle

DEC  
2016

SUN	MON	TUE	WED	THR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Notes to Myself

# JAN 2017

It's totally uncool to avoid wearing seatbelts as a driver, co-passenger and sitting on the back seat



SUN	MON	TUE	WED	THR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11 National Road Safety Week!	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Notes to Myself



It's cool to take leadership role in generating awareness regarding road safety

FEB  
2017

SUN	MON	TUE	WED	THR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Notes to Myself

# MAR

2017

It's totally uncool to  
fuel road rage



SUN	MON	TUE	WED	THR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Notes to Myself

# GLOSSARY: Road Language

**Bicycle Lane** - A bicycle lane is a narrow traffic lane set aside on a road for the use of cyclists.

**Bikeway/Bicycle Path** - A Bicycle Path (or Cycle Path) is a track, path, track or lane designated for use by cyclists from which motorised traffic is generally excluded.

**Bridge** - A bridge is a structure built to span a gorge, valley, road, railroad track, river, body of water, or any other physical obstacle.

**Car Park** - A car park is a cleared area that is more or less level and is intended for parking vehicles. The term is used to describe both individual spaces, and an area set aside for a large number of vehicles.

**Commuter** - One who travels regularly to workplace or business or educational institution and returns to his/her home.

**Cycleway** - A cycleway is a special road, route, or path intended for use by cyclists.

**Divided Road** - A Divided Road is a road in which the two directions of traffic are separated by a central barrier or a median.

**Footpath** - A footpath is a strip of concrete, asphalt, pavers, bitumen seal or crushed rock laid between the back of kerb and the property boundary (or elsewhere) for use as a path by pedestrians.

**Green Cross Code** - Stop at the Kerb, look to your right, look to your left, and again to your right, and if there is no traffic, cross the road.

**Highway** - A highway is a main road declared a highway by the Government and typically used for travel by the public between important destinations, such as cities, large towns, and states.

**Level Crossing** - A level crossing is an area where a road and a railway meet at substantially the same level, whether or not there is a level crossing sign on the road at all or any of the entrances to the area; or an area where a road and tram tracks meet at substantially the same level and that has a level crossing sign on the road at each entrance to the area.

**Kerb** - Edge of pavement where footpath or sidewalk exists.

**Kerb Drill** - Same as Green Cross Code

**Junction** - Place where two or more roads join or cross each other.

**Medians** - Medians are physical barriers provided in the middle of road to separate the traffic movement in opposite directions.



**Multi-storey Car Park** - A multi-storey car park is a building (or part thereof) which is designed specifically to be for car parking and where there are a number of floors or levels on which parking takes place. It is essentially a stacked car park.

**Noise Barrier** - A noise barrier (also called a soundwall, noise wall, sound berm, sound barrier, or acoustical barrier) is an exterior structure designed to protect sensitive land uses from noise pollution. Noise barriers are the most effective method of mitigating roadway, railway, and industrial noise sources - other than cessation of the source activity or use of source controls.

**Parking Lane** - A parking lane is a lane within the road carriageway, and typically immediately adjacent the kerb used for vehicle parking.

**Pedestrian** - People going on foot.

**Pedestrian Crossing** - A pedestrian crossing is a section of road marked with white stripes designed to afford pedestrians a safe place to cross.

**Pedestrian Underpass** - A Pedestrian Underpass or Pedestrian Tunnel is a specially constructed underpass for pedestrians and/or cyclists beneath a road or railway, allowing them to reach the other side in safety.

**Pedestrian Overbridge** - A bridge over the road for pedestrian to cross the road safely.

**Pelican Crossing** - Place where pelican signal is provided. The pedestrian can operate the pelican signal whenever he/she wants to cross the road.

**Pothole** - A pothole is a hole in a road pavement, frequently rounded in shape, resulting from the loss of pavement material under traffic.

**Public Road** - A Public Road is a road, street, walkway, laneway, right of way or thoroughfare that is vested in a Local Council or Government Department.

**Railing Barriers** - Railing provided at the edge of the footpath to prevent pedestrians from moving to the road.

**Road** - A road is a narrow strip of land cleared of vegetation and often improved by the importation and compaction of rock and/or other material. Roads are constructed primarily to allow vehicles to easily travel from one point to another.

**Road Pavement** - The Road Pavement is the portion of the road located directly above the sub-grade, and beneath any wearing surface. In urban areas it is often bordered by kerb & channel, and in rural areas by road shoulders. It is typically constructed from compacted imported material such as crushed rock.

**Road Intersection** - A road intersection is a location at which two or more roads meet.

**Road Maintenance** - Road Maintenance is any activity performed on a road with a view to ensuring that it is able to deliver an expected level of service until it is scheduled to be renewed, replaced or disposed of.

**Road Marking** - Road Marking are used a means of controlling and guiding traffic.

**Road Shoulder** - A road shoulder is a strip of land immediately adjacent to the traffic lane of a road not bordered by kerb & channel. The shoulder may be sealed in the case of highways and major roads, but it is typically unsealed and of a lesser depth and perhaps constructed of inferior material than the adjacent traffic lane.

**Road Tunnel** - A road tunnel is a tunnel constructed for the purpose of building an underground road.

**Road Verge** - The road verge is that part of a road located on the immediate outside of the road shoulder. The verge typically terminates at the centre line of a table drain adjacent to the road if one exists.

**Roadside Slashing** - Roadside Slashing is a maintenance activity utilising a tractor and slasher to slash grass within the road reserve to improve visibility of wildlife, guide posts and other vehicles using the road.

**Roundabout** - A Roundabout is a type of road intersection at which traffic enters a one-way stream around a central island.

**Service Lane** - A service lane is a lane 6 metres or less in width between boundaries, including rights-of-way less than 3.7 metres in width & resident access lanes. Some older neighbourhoods contain service lanes that were designed to allow for the manual collection of human waste.

**Service Road** - A Service Road is a subsidiary carriageway within the road reserve of a main artery and separated from the carriageways of the main artery.

**Shared Footway** - A shared footway is a footpath on which pedestrians and bicyclists mix, but on which bicyclists must give way to pedestrians.

**Shared Path** - A shared path or shared use path is a pathway designed for the use of both pedestrians & cyclists.

**Signs** - Signs are indented to inform motorists. They are of the following types:

*Informative Sign* - The signs are intended to guide the motorists along streets and highways to inform about the intersecting routes, to direct with useful information and distances to important destinations.

*Mandatory Signs* - Mandatory Signs are intended to convey definitive positive instructions when it is desired that motorist take some positive action.

*Prohibitory Signs* - Prohibitory Signs give definitive negative instructions restricting motorists from making particular maneuvers.

*Regulatory Sign* - A regulatory sign is a traffic sign indicating an obligation to comply with an instruction given under order, regulation, Act, ordinance or by-law.

*Warning Sign* - Warning Signs are used to warn traffic of existing or potentially hazardous conditions on or adjacent to a highway or a street.

**Street** - A street is a road that has mainly continuous housing or buildings on one side or both. It provides access to houses, buildings, shops, etc. with frontages onto the street. A street, by definition, is therefore found only in an urban area.

**Street Lighting** - Street lighting is lighting designed to provide night time illumination for road users.

**Streetscape Plan** - A Streetscape Plan is the portion of a Development Plan showing the visible components within a street (or part of a street) between facing buildings, including the form of buildings, setbacks, fencing, landscaping, driveway and street layout and surfaces, utility services and street furniture such as lighting, signs, barriers and bus shelters.

**Thoroughfare** - A thoroughfare is public street that is open to traffic at both ends.

**Traffic Congestion** - Traffic Congestion is a problem associated with road networks that occurs as use increases, and is characterised by slower speeds, longer trip times, and increased queueing.

**Traffic Island** - A Traffic Island is a defined area, usually at an intersection, from which vehicular traffic is excluded. It is used to control vehicular movements and as a pedestrian refuge.

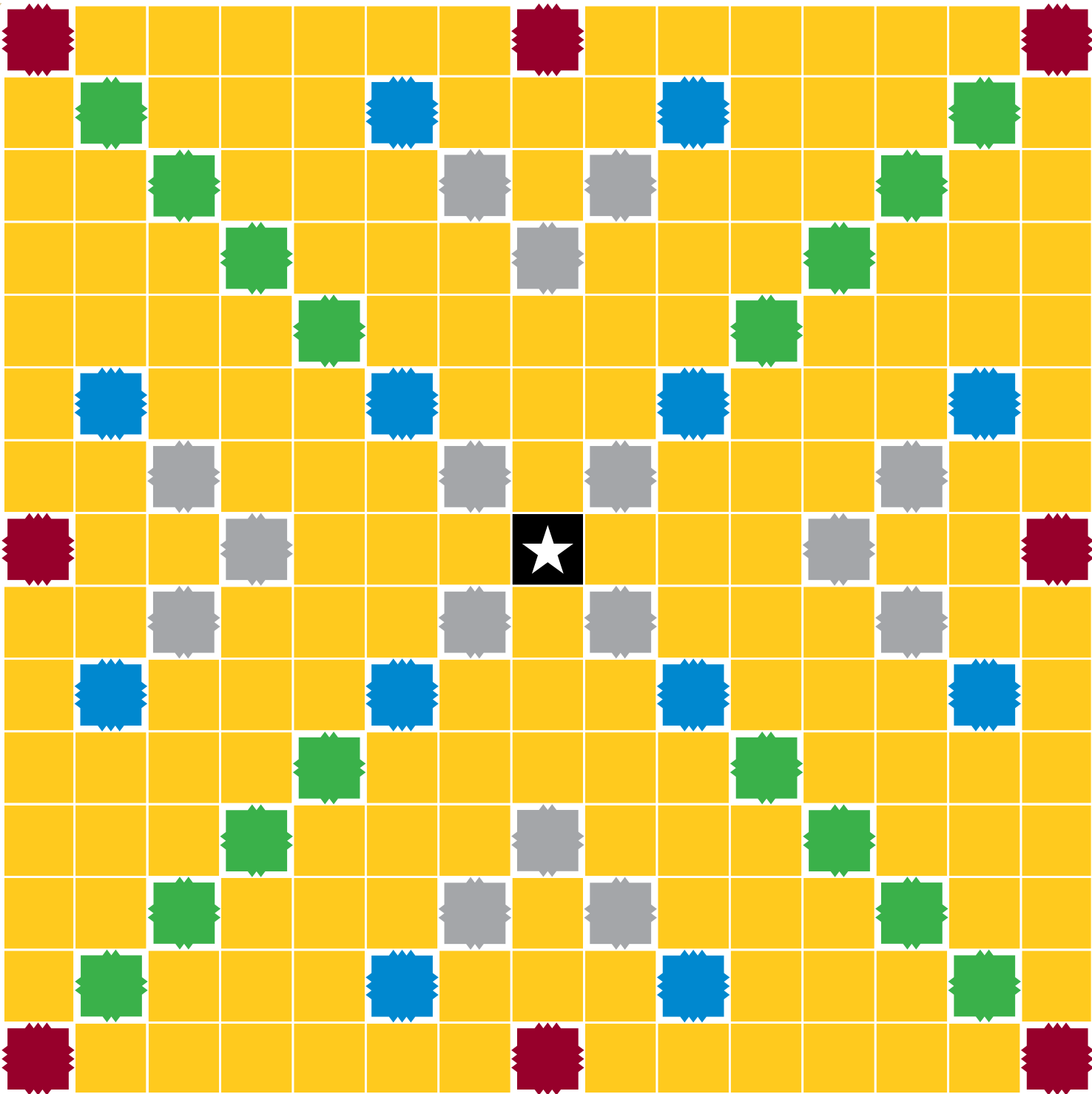
**Traffic Light** - A Traffic Light (or traffic signal) is a signaling device positioned at a road intersection, pedestrian crossing, or other location.

**Traffic Sign** - A traffic sign (also Traffic Control Sign) is a sign, board, plate, screen, or another device, whether or not illuminated, displaying words, figures, symbols or anything else to regulate, direct or warn road users.

**Traffic warden** - Person employed to control vehicular movement and parking of road vehicles.

**Undivided Road** - An Undivided Road is a road with no physical separation or median between opposing flows of traffic.

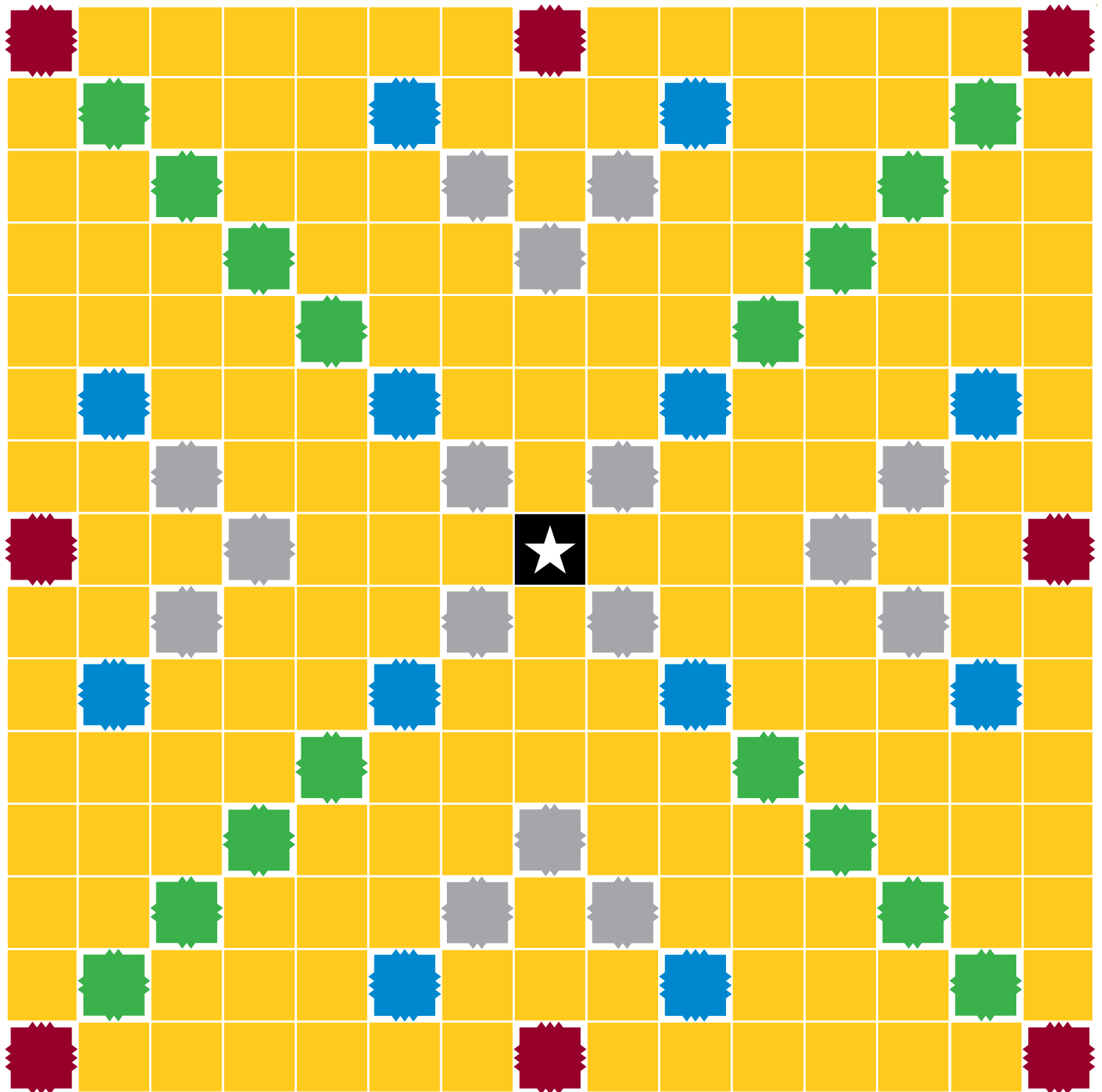
**Zebra Crossing** - Crosswalk marked by series of broad white stripes to indicate a crossing point at which the pedestrians have the right of way.



*Develop your Road Language with*

**R<sub>1</sub> O<sub>1</sub> A<sub>1</sub> D<sub>2</sub> A<sub>1</sub> B<sub>3</sub> B<sub>3</sub> L<sub>1</sub> E<sub>1</sub>**

*The Steer to Safety Scrabble!*



*Develop your Road Language with*

**R<sub>1</sub> O<sub>1</sub> A<sub>1</sub> D<sub>2</sub> A<sub>1</sub> B<sub>3</sub> B<sub>3</sub> L<sub>1</sub> E<sub>1</sub>**

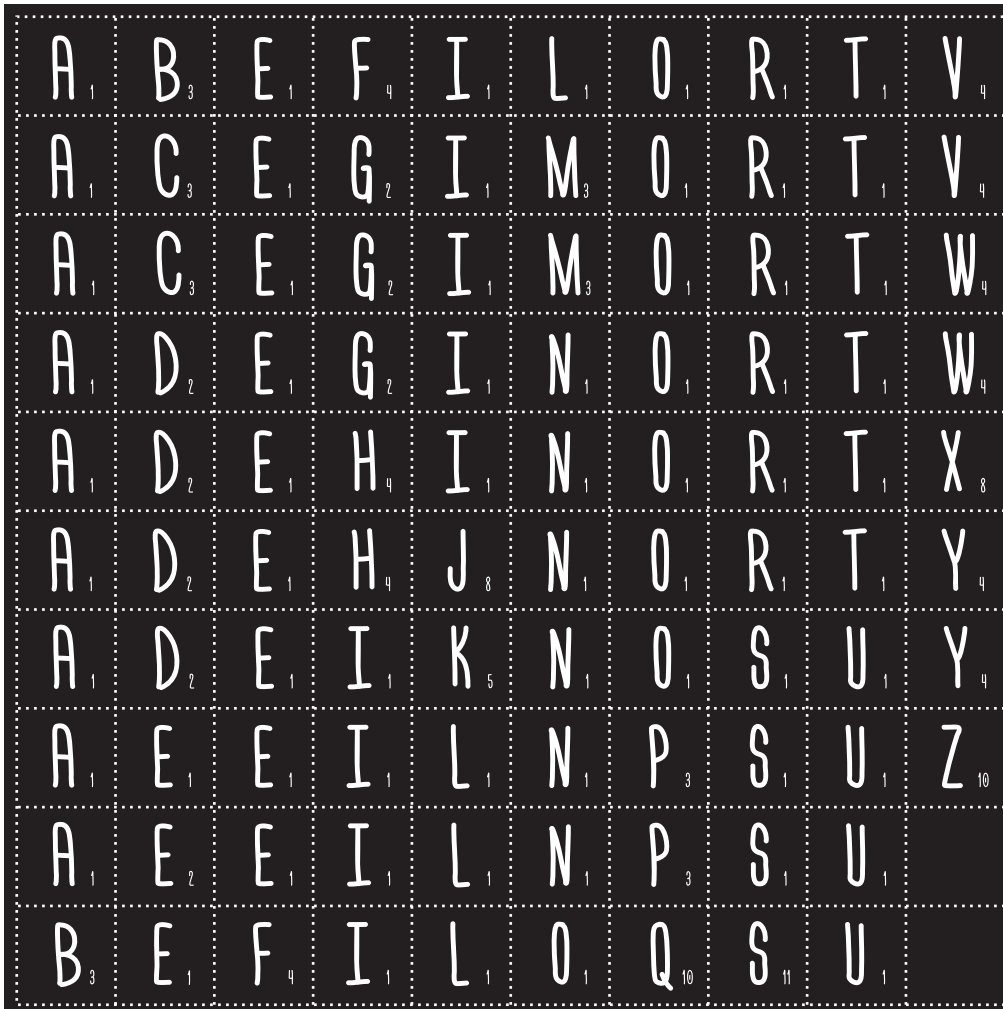
*The Steer to Safety Scrabble!*

## Rules

- Each player gets 7 tiles.
- One player starts.
- Make words either across or down with one letter on the center square.
- Diagonal words are not allowed.
- All letters played on a turn must be placed in one row across or down the board, to form at least complete word.

## Scoring

- Use a score pad
- Keep a tally of each player's score
- The score value of each letter is indicated by a number at the bottom of the tile.
- Words related to the **Road Environment** around you get **double points**.
- Words from the '**Glossary**' of your CineArt Steer to Safety 3.0 Book get **triple points**.



Carefully remove these letters  
and get started!

**Do you struggle to cope up with traffic mismanagement around your school? Is your school road safe? Are your students responsible road users? Are you a road champion for change? Do you trust your students to steer us to safety?**

**This book is about children rising as road champions with heart-warming stories, strategies and sensitization initiatives undertaken during the CineArt Steer to Safety program 3.0, nation's largest road safety education campaign for schools.**

**200 schools, 200,000 students have committed themselves towards the creation of positive road culture through this unprecedented corporate social responsibility movement. Champions for Change schools in Delhi NCR have experimented with novel ideas and found solutions to road safety issues around them by positioning students as influencers and stakeholders and a part of the solution.**

**Join the CineArt Steer to Safety program**



**Prime Partners**



**Program Partners**

