

ROAD SAFETY AWARENESS



Confederation of Indian Industry

2022

Report by:
Tapas Foundation

In collaboration with:
Confederation of Indian
Industry &
Young Indians Bhopal



CAMPAIGN OUTLINE

- Awareness Bike Rally
- Street Plays - Nukkad Natak
- Activities in Schools & Hospitals



AWARENESS BIKE RALLY

In a collaborative drive to ensure road safety, Tapas Foundation along with Confederation of Indian Industry(CII), Young Indians & Yi Bhopal conducted a Road Safety Awareness Campaign in Bhopal, Madhya Pradesh. We inaugurated the campaign by taking over the road through a Bike Rally where 40 riders came along in their gear and glory to spread the message of road safety. We collaborated with Bhopal Riders Community for the rally."



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STREET PLAYS - NUKKAD NATAK



With the support of IEHE NSS Bhopal, we performed 10 street plays on road safety in Bhopal city and Adampur Chhawani. Street play has always been a great medium for us to connect with the public. As a part of the campaign, we created awareness about sensible honking in and near 15 hospital premises in Bhopal. We also hosted an awareness session for ISBT bus and highway truck drivers on various safety measures that they should always follow.



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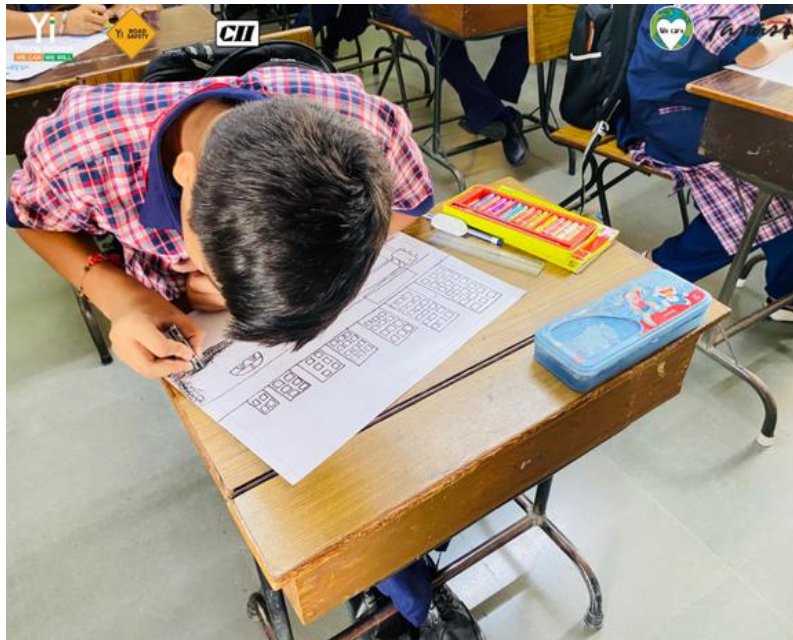


Team Tapas also engaged with children during the campaign but on a more colourful note - through drawing and quiz competitions.

We covered 15 schools in the city and screened a short film - Chota Cop for the students which is based on road safety. With Foster For Furballs, an organisation working for animal welfare, we ensured the safety of stray cattle who are often the victims of road accidents, especially during the night. We did a radium strip drive to cover their horns with neon reflective bands which will make them visible during the night and protect them from any unforeseen accidents.

ACTIVITIES IN SCHOOLS AND HOSPITALS







It was a very fulfilling and effective campaign where we came together to ensure road safety.

We want to thank our collaborative partners - We Care, Young Indians Bhopal, Bhopal Riders Community, IEHE NSS Bhopal, Foster For Furrballs and Mayank Kapoor for their generous contribution that made this campaign a great success.