

Road to safety

Road to Safety was conceptualised by the Diageo India Foundation for training police officers in scientific traffic management, so that with better management and strategic enforcement, road safety in the country would be significantly enhanced.



This programme is partnered with the Ministry of Road Transport and Highways, Government of India and sponsored by the Diageo India Foundation. Launched by the Union Transport Minister Mr. Nitin Gadkari in the presence of Union Secretary Transport Mr. Vijay Chhibber, this programme will cover capacity building initiative in 30 Indian mega cities.



The programme includes training of traffic police personnel in traffic management with a special emphasis on the enforcement of driving under the influence of drugs and alcohol. Drivers of commercial vehicles from the unorganised sector were imparted training in defensive driving. Awareness raising programmes on the ill effects of drunken driving and underage drinking were also conducted in 12 Indian universities.

