

Towards Responsible Youth

University Students Awareness Programme in Road Safety has been initiated to create awareness amongst university students in Driving Regulations, Techniques of Defensive Driving, Importance of Seat Belts, helmets and the dangers of drunken driving.

Reaffirming its commitment to road safety in India, the Ministry of Road Transport and Highways (MoRTH) today announced its partnership with Diageo India for the launch of the first of its kind 'Road To Safety – Towards Responsible Youth' Programme for university students in collaboration with the Institute of Road Traffic Education (IRTE).

Owing to lack of structured training programmes, novice young drivers are twice as likely as adult drivers to be caught in fatal crashes and road accidents. This unique public private partnership attempts to bring a formal and structured training program for university students as they apply for their learner's license. The programme aims to reach over 500 universities across the country in the next 3 – 5 years; with the first year target being 100 programmes across 50 universities.



The country's first-of-its-kind training programme was inaugurated by Shri Mansukh Mandaviya, Honourable Union Minister of State, Ministry of Road Transport and Highways (MoRTH) in the august presence of Ms Leena Nandan, Additional Secretary, MoRTH, Shri Abhay Damle, Joint Secretary, MoRTH together with Abanti

Sankaranarayanan, Chief Strategy and Corporate Affairs Officer, Diageo India and Dr Rohit Baluja, President, Institute of Road Traffic Education (IRTE).

The 'Road to Safety – Towards Responsible Youth' Programme is a step toward addressing the grave issue of road safety by inculcating behavioural change and creating awareness about responsible driving habits among young adults. The 4-hour extensive programme is an immersive and interactive module led by senior faculty members of IRTE covering varied aspects of responsible driving including defensive driving, ill effects of driving under the influence of alcohol, speeding and wearing of helmets.