

## Road Safety Mascot : Raju

Raju has been perceived as a Road Safety Mascot not only for India but also for the world as Raju has been adopted by the World Road Safety Network.



Raju is an elephant representing all stakeholders to road safety a child, a driver, a pedestrian road user, a teacher, a policeman & all what you may like Raju to be. A mascot who would be a friend and a part of every heart & home.



Conceived and developed by the IRTE, Raju was released by Honourable Defence Minister of India, on 30th October 2003 during the inaugural session of the International Conference "Benchmarking Road Traffic Enforcement for Road Safety"



Mr. Digambar Kamat Hon'ble Urban Development Minister, Goa, Mr. A.V. Singh, IAS Secretary Transport Govt of India were also present on this occasion.