

## **Safer Roads. Safer You**

(A Training Program for Taxi Drivers)

Sponsored by Goodyear India Ltd. under their CSR initiative, Safer Roads Safer You is a unique initiative, which has demonstrated true example of Corporate Social Responsibility in the area of road safety management.



Under this programme, taxi fleet owners and individual taxi owners have been supported towards building their capacity in "safety and efficiency" of their cab services.



This capacity building effort has been possible by training their drivers in the most crucial domains of defensive driving, passenger comfort & safety, vehicle maintenance, personal management and incident management.

This project has also supported the Government of India towards developing a Draft Code of Practice for Safe, Responsible and Efficient Taxi Operation in India.