UNITED FOR ROAD SAFETY

AN INITIATIVE OF
United Way
United Way Mumbai

POWERED BY
Castrol

Two Wheels One Life- 2017
Goal: To build awareness and equip youth to be safer, responsible 2 wheeler riders.

Expected outcome: To engage with over 2.5 lakh youth to educate and sensitize them for safe two wheeler road usage.

Key Activities:

1. Training of youth in safe riding skills (Impact: 5,000 youth)
2. Formation of Road Safety Clubs (Impact: 3,000 youth)
3. Annual Road Safety Event (Impact Over 2,500 youth)
4. Training of Two Wheeler Trainers (Impact: 200 trainers)
Impact: 1,726 youth trained in 51 colleges
(From July 2016 till date)
Road Safety kiosks in 20 Colleges to sensitize youth

Intercollegiate Road Safety Competition
Students being engaged in fun-filled yet educational activities during road safety kiosks on college campuses
Students posing with helmets after pledging their commitment to road safety
Customized snakes & ladders game on the theme of road safety
Youth wearing drunken goggles to understand how alcohol impairs riding ability
Students attempting the RTO sample test for learners’ license on tablets
United Way Mumbai team and NSS volunteers during sensitization of bikers with the help of RTO & Traffic Police men
Total Impact:

(From 6\textsuperscript{th} to 27\textsuperscript{th} February, 2017)

Road Safety Kiosks at 19 City Colleges

Over 4855 youth engaged
YOU THINK YOU’RE A SAFE RIDER?
PROVE IT!

THE INTER-COLLEGIATE ROAD SAFETY COMPETITION

COME AND PARTICIPATE IN THESE EVENTS

LIVE POSTER MAKING (INDIVIDUAL ENTRY)
MAXIMUM 5 ENTRIES FROM EACH COLLEGE

STREET PLAY (GROUP ENTRY)
MAXIMUM 2 ENTRIES FROM EACH COLLEGE

SHORT FILM MAKING (INDIVIDUAL ENTRY)
MAXIMUM 3 ENTRIES FROM EACH COLLEGE

PLEDGE WALL (COLLEGE ENTRY)
ONLY ONE ENTRY
Impact of the Competition:

Participation invited from 106 Colleges

Total of 242 students participated in the 3 zonal elimination rounds

72 Finalists across four competition categories
Grand Finale & Prize Distribution Ceremony

(18th February’17)

• Attended by over 200 students and professors from city colleges
• Innovative prizes given to reward the winners of the competition
• The closure ceremony was attended by senior stakeholders including;
  1. Mr. Milind Bharambe, (IPS), Jt. Commissioner of Police (Traffic) Mumbai
  2. Mr. Satish Sahastrabudhe, Additional Transport Commissioner
  3. Mr. Arvind Doshi, Chairman- National Safety Council-Maharashtra Chapter
  4. Prof. B. S. Bidve, Program Coordinator- NSS, University of Mumbai
Final Evaluations of Finalists
Closure ceremony was attended by senior govt. officials and key stakeholders.

Veteran TV Show anchor Mr. Aadesh Bandekar addressing the finalists of the competition.
Prize Distribution to the Winners