



Mahindra Truck & Bus Division & Natural Habitat Preservation Centre Roll Out its Road Safety Campaign #HaveaSafeJourney

- To partner with the Ministry of Road Transport & Highways in its National Road Safety Program
- #HaveaSafeJourney will promote road safety with a first of its kind story writing contest
- Set to have the world's first collection of short stories on road safety issues
- The campaign will be live between August 15 and October 15, 2016

New Delhi, August 12, 2016: Mahindra Truck and Bus Division and Natural Habitat Preservation (NHP) Centre today jointly announced that it will support the Ministry of Road Transport & Highways (MORTH) in its ambitious Road Safety program, through a national awareness campaign #HaveaSafeJourney (#HASJ). The campaign will be live between August 15 and October 15, 2016.

Under the aegis of #HASJ campaign, there will be a contest for the best 30 short stories related to road safety issues, which will later be brought out in the form of a book early next year. #HASJ stems out of the firm belief that literature can serve as an effective medium to connect and engage with people, particularly amongst the younger generation, for promoting awareness. Writing stories about negligence and casual approach to road safety norms can strike a chord with almost everyone. This will be the world's first collection of short stories on Road Safety issues. This Independence Day, #HASJ will aspire for freedom from road accidents.

Speaking on the occasion, **Shri Rajeev Lochan, Director – Road Safety, Ministry of Road Transport & Highways**, reiterated the government's commitment to reduce road accidents in the country significantly by the year 2020. "Every road accident inflicts heavy losses for the families affected, besides impacting the country's economy as a whole. As such, the government stands committed to reducing fatalities by newer and innovative means of spreading awareness. #HASJ is a promising step in that direction. I congratulate Mahindra Trucks and Buses and NHP Centre for collaborating on this unique initiative and wish it great success. The government will support the initiative in all possible ways."

According to **Nalin Mehta, Managing Director, Mahindra Truck and Bus Ltd.**, said, "At Mahindra we are committed towards making India's roads safer and the #HASJ initiative is our endeavour to educate people about road safety. In fact road safety is expected to improve significantly when every component of the road ecosystem have safety as an inherent virtue."



Mr. Mehta further added, "Mahindra Truck and Bus is a challenger brand in the Commercial Vehicle space and is strongly focused on working closely with the road transport ecosystem to drive positive change. We are proud to be associated with this very noble initiative to drive positive change in the society, which we at Mahindra call, "Rise for Good!" Going forward we will undertake multiple activities to help imbibe values of road safety."

Mr. Suman Batra, Founder, NHP Centre and Director, #HASJ, added, "Literature, as a form of intellectual culture, has the potential to both, entertain and educate. A story can expose readers to different places, time periods, viewpoints and cultures. Readers can gain experiences through literature they would never have access to in ordinary life. NHP Centre has successfully initiated a series of projects to apply literary art to capture the imagination and depict the lives of others to increase readers' ability to empathize with others."

Mr. Tuhin A. Sinha, Author and Advisor, MoRTH, added, "There is hardly an urban family in India which is unaffected by the scourge of road accidents. The way to make people responsible is often not through preaching but by laying out a situation to them in interesting, creative and more palatable forms. #HASJ aspires to make our Road Safety campaign more relatable and engaging for the educated urban Indian."

Road Safety Scenario in India

Approximately 1.25 million people die each year globally as a result of road traffic crashes, according to the Global Road Safety Report, 2015 by the World Health Organisation. In India, around 1.5 lakh people die in nearly five lakh road accidents reported every year across the country. Due to such a large number of accidents, the country ends up losing over Rs 55,000 crore annually. In addition to this, such deaths cause lifelong trauma to the affected families, often impacting the personal and professional lives of affected family members in unexpected ways.

Government's Road Safety Initiatives

MORTH has undertaken several key initiatives towards improving Road Safety in the last two years.

One of the most important decisions in this direction has been to increase the total stretch of National Highways from 96,000 km to 2,00,000 Km. With this, the traffic on National Highways will go up to 80% of total traffic from the present 40%. When such a huge proportion of traffic

manages to avail of better quality National Highways, road accidents and resultant casualties are bound to come down significantly.

One of the other crucial decisions has been to reduce the threshold for Conversion of two lane highways into four lane highways, from 15,000 Passenger Car units (PCUs) to 10,000 PCUs. Besides, a concentrated effort at addressing the accident-prone 'black spots' on national highways has been initiated.



The government has devised a comprehensive plan, encapsulating the 5 Es- Education, Engineering, Enforcement, Emergency Care and Enactment to bring down road accidents significantly in the years to come.

Mahindra's commitment to Road Safety

At Mahindra Truck and Bus, the focus on road safety begins with the product itself. Our trucks feature state-of-the-art, modern cabins with four-point suspensions which make them extremely comfortable and safe. The cabins are also designed ergonomically with strong aggregates making them very safe for driving and hence safer for road. Besides bringing in the new advanced technology with in-built safety in the products, we have rolled out various Road Transport Ecosystem development initiatives like Mahindra Transport Excellence Awards completed 5 editions duly supported by Ministry of Road Transport & Highways wherein at behest of the Ministry we have instituted Road Safety Awards category for recognizing and rewarding transporters who focus on road safety. Likewise, last year, 1894 HCV drivers from all over India were made to go through rigorous Psychomotor and Psychometric tests at 20 camp locations along with Traffic rules test and Medical test to identify 3 Award winning entries for Super Outperformer Driver Award. The winner driver, who symbolized right attitude, knowledge and skills of Safe driving, was awarded a brand new BLAZO 25 truck by Hon. Union Transport Minister – Mr. Nitin Gadkari and Mr. Anand Mahindra, CMD, Mahindra & Mahindra Ltd. during the Award ceremony this year on 4th March'16 at Delhi. Mahindra Truck and Bus is committed to working closely with the transport community and the Ministry to further the cause of road safety. Being a part of this new initiative, #Have a Safe Journey, is one more step in that direction.

NHP Centre

Culturally, socially and environmentally conscious communities contribute to long term and sustainable growth and prosperity of their nation. NHP Centre is a humble effort to develop a framework of diverse, creative and integrated initiatives that aid in cultural progress and social consciousness of communities that are considered as essential indicators for measuring the happiness quotient, growth and success of its members.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#), [financial services](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.



In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Visit us at www.mahindra.com

Our Social Media Channels:

Twitter - <https://twitter.com/MahindraRise>

Facebook - <https://www.facebook.com/MahindraRise>

Media contact information:

Mohan Nair

Vice President (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com

For MTB Product/ Marketing related queries please contact:

Rajeev Malik

Senior General Manager - Marketing

Mahindra Truck and Bus Division

Direct Line – + 91 22 24931443

Email Address – malik.rajeev@mahindra.com

Mobile: +91 9594968899