

BRACE: Bosch's Road Safety Awareness and Community Engagement, Outreach Program

Road Safety Community Awareness Programs were organized in various gram panchayats and schools with the objective of promoting safe road practices at the community level to reach out to people at the grassroots. The program addressed critical issues such as safe pedestrian movement, the importance of wearing helmets and seat belts, adherence to traffic rules, preventing drunk driving, and protecting vulnerable road users. Community members actively participated, shared their daily road-use challenges, and engaged in meaningful discussions.



Awareness program at Gram Panchayat Dantali



Community Awareness program at Rampura Village



Community awareness program at MGGS Luniyawas



Community awareness program at MGGS Kundanpura



Program at Lakhna Gram Panchayat, Sanganer,

BRACE Road Safety School Education Program was organised in 19 Govt. Schools of Jaipur. The session covered important topics such as pedestrian safety, traffic signs, helmets, seat belts, and basic road rules. Students actively participated in interactive discussions, shared their experiences, and asked questions, making the session lively and engaging. Program emphasized the role of children as change agents who can spread road safety awareness within the families and communities, contributing to safer roads for all.



Road Safety Session at MGGS Dahami Kalan Jaipur



Road Safety Session at MGGS Vidhani Goner Jaipur

600+ Citizens Join Walk-A-Thon for Safer Streets in Jaipur

Bosch and Muskaan Foundation for Road Safety organized a Road Safety Walk -A-Thon, engaging 600+ participants, including students, volunteers, and community members. Participants carried placards with messages on pedestrian safety, helmet use, and responsible road behaviour, encouraging safer practices among road users.



College Students, Parents, Industrial Workers, School Students, Rajasthan Police, Kalika Unit, Teachers, Traffic Wardens, Doctors, Nurses, Volunteers and Community walked for pedestrian safety.



Guests (L to R): Shri Yogesh Dadhich, IPS - Addl. Commissioner, Traffic & Admin, Shri DVS Bhagawanulu - Pro President, VGU Jaipur, Shri N.D. Mathur - President & Vice Chancellor, VGU Jaipur, Shri Ankur Kapur - Technical Plant Head, Bosch India, Shri Rajeev Sharma IPS - DGP Rajasthan Police, Dr. Mridul Bhasin - Trustee, Muskaan Foundation, Dr. Debashish Chakraborty - Principal, The Kulish School, Shri Kunwar Rashtadeep IPS, DIG Personnel PHQ, Shri Amit Sharma - Senior Journalist. DGP Rajeev Sharma addressed the walka A thon students.



Under the BRACE Project, Drivers and staff of Akhaypatra Mid Day Meal & Jaishree Periwal Global Schools' Drivers were trained:



Drivers were made aware of safe practices to enhance overall safety of students during school transportation, responsible road behavior, adherence to traffic rules, and identification of major risk factors. Alongside CPR-BLS sessions were conducted at both the places, strengthening safe driving practices and equipping participants with essential life-saving skills to respond effectively in emergency situations.



Supported by Bosch, another road safety college education program was organised at **Mahatma Gandhi Dental College** to sensitize students about safe road behaviour and responsible mobility.

BRACE Road Safety Club Activities by students of JECRC University and Vivekanand Global University Jaipur:



The Road Safety Club at vivekanand Global University and University actively conducted Trekking and an on-road awareness campaign to promote responsible road behaviour among youth and the community. The activity was designed to build team spirit, leadership, and a sense of responsibility, while integrating road safety messages.

Brace's Road Safety Management Capacity Building for Law Enforcement officials, and Academic representatives at Vivekanand Global University:



Led by Neha Khullar from Muskaan, the session was attended by Traffic ACP Son Chand Sharma, (Center) VGU faculty Dr. Priya Modi (Assistant Professor), and representatives from Muskaan NGO. The session focused on key aspects of road safety, risk awareness, and responsible road behavior. Dy SP Praveen Kumar (P.K. Must) added value to the interaction.

Corporate Executives of Namdev FinTech Jaipur Trained On Road Safety:

A Road Safety Training session conducted for Namdev Finvest, aimed at strengthening awareness on safe driving practices, risk identification, and responsible road behavior. The session also emphasized the importance of safety compliance and preventive measures to reduce road risks.



Training and orientation was conducted for workers of TPR Autoparts Pvt. Ltd Neemrana.

The program included practical bike riding training and a demonstration of Basic Life Support (BLS), focusing on safe riding practices and emergency response skills.



Stellantis' Safe Journey Road Safety Education Program for Educational Institutions:

Under the Safe Journey Project of Stellantis, 500+ students were initiated into the Road Safety Awareness Program at Amity University, Kaladera, and Daulatpura. The sessions covered traffic rules, road signage, and safe road practices, promoting responsible behavior among youth. Baseline and Endline assessments were conducted to measure impact, showing improved understanding of road safety concepts among participants.



Amity University Jaipur



R.L. Saheria Govt. College Kaladera



Govt. Sr. Sec. School, Daulatpura

Stellantis Baseline Survey in 17 Govt Schools:



A baseline survey conducted across 17 participating schools in the Stellantis project covered 2,500 students. The survey provides critical insights into existing knowledge levels, risk behaviors, and awareness gaps, forming a strong evidence base for targeted interventions. The Endline Survey is still to be done.

Road Safety Orientation Conducted with 300 Principals of Govt Colleges in Pune



A Road Safety Education session was conducted for 300 members of an education society in Shivaji Nagar, Pune, Maharashtra, focusing on key road safety issues and responsible behavior. The interactive session aimed at building awareness and encouraging safer practices among participants.

Safe Journey Road Safety School Education Program at Shri Mahaveer College of Commerce & Begas Government School



Session at Government School Begas



Shri Mahaveer College of Commerce, with coverage by NDTV.

Muskaan Signs A Path-Breaking MoU with University Grants Commission (UGC) to Strengthen Road Safety Education Across Universities in India



The Important MoU was signed by Prof. Dr. Rajesh Dubey (Director, UGC-HRDC) and Shri Kalyan Mal Sharma, Retd. IPS (Vice Chairman, Muskaan Foundation) in the presence of Dr. Mridul Bhasin (Trustee Muskaan). The significant collaboration focuses on empowering youth—the most vulnerable age group, and advancing faculty development to help reduce road fatalities.

Board Meeting Organized at Muskaan Office with the Executive Board Members.

Muskaan held its Board Meeting on 7th January with chairman Dr. Manoj Bhatt, IPS, Retd. DGP Rajasthan requires the Executive Board Members' active participation. The meeting focused on reviewing ongoing initiatives and setting the strategic direction for Muskaan's efforts in the upcoming quarter. One of the key highlights of the meeting was the valuable legal input shared by Advocate Sukriti Kasliwal, while Dr Dinesh Gora (Trauma Center), provided insights on integrating road safety into mainstream college education.



Road Safety Month 2026 | Patiala Activities

As part of Road Safety Month 2026, Muskaan Foundation for Road Safety, in collaboration with the Regional Transport Office, Patiala, implemented a series of impactful initiatives across the city to promote safer road behavior and responsible mobility. Campaign adopted a multi-pronged approach, including training sessions, on-road awareness drives, helmet distribution, and trauma response workshops, ensuring engagement with diverse groups—from students and commuters to wider community.



Helmet Distribution initiative, supported by SK Finance Limited.



BLS Training Session for Ambulance Drivers – Govt Rajindra Hospital Patiala



Helmet Distribution and on Road Campaign at a prominent crossing of Patiala in collaboration with Punjab Police



Ambulance Drivers Training



Thaper University

Campaign Reach and Impact

- 200+ students sensitized through awareness sessions conducted in association with Thapar Institute of Engineering and Technology
- 1,000+ community members engaged through grassroots outreach activities
- 5,000+ commuters reached through on-road awareness campaigns

Road Safety Month Jaipur 2026: Activities



As part of Road Safety Month, a Road Safety Awareness Program was conducted at Kendriya Vidyalaya No. 2 (KV-2), focusing on key road safety practices, including pedestrian safety, understanding traffic signs, and the importance of wearing helmets and seat belts.

A Class Being Conducted on the Road Safety Management Course:



As a successful joint venture between Vivekananda Global University and Muskaan Foundation, weekly road safety classes are conducted every Friday, with batches of 100–150 participants. The course is a credit-awarding skill development course that focuses on Road Safety.

Netradyne Driving Safety First initiative: Specialized Drivers' Training Sessions at Bangalore, Nagpur, Gurugram, and New Delhi.



New Horizon School - Bangalore.



One World International School - Bangalore

The sessions brought together bus drivers and school staff to strengthen their understanding of road safety and their role in ensuring secure school transportation. The program covered key aspects such as safe driving practices, risk identification, and responsible behavior on the road. In addition, participants were trained in Basic Life Support (BLS), enabling them to respond effectively in emergencies.



RPS International School, Jaipur



Netradyne -Delhi Public School, Mihaan at Nagpur



DTC East Depot Drivers



DTC West Depot Drivers



DTC South Depot Drivers



Under the Driving Safety First initiative, an extensive training program engaged over 400+ depot bus drivers from East, West, North, and South Delhi (DTC), along with drivers from various schools and colleges. The training also placed strong emphasis on driver safety and overall driving discipline, highlighting the importance of alertness, fatigue management, and adherence to safety protocols on the road. Participants were guided on adopting safe driving habits to minimize risks and ensure the well-being of both themselves and passengers. In addition, Basic Life Support (BLS) training was also integrated into the sessions. The initiative aimed to create not just skilled drivers, but also responsible first responders on the road.