

SaveLIFE Foundation

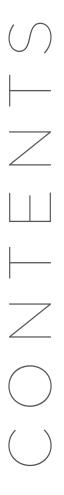
10 YEARS OF IMPACT

IMPROVING ROAD SAFETY AND ACCESS
TO EMERGENCY MEDICAL CARE ACROSS INDIA

10[™] ANNIVERSARY REPORT

FEBRUARY 28, 2018

The difference between what we do and what we are capable of doing would suffice to solve most of the world's problems Mahatma Gandhi



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Message from the Chairman

The mission of SaveLIFE Foundation would not have been possible without the hard and selfless dedication of many individuals. These include most importantly the thousands of Police first-responders who have gone out of their way to save the lives of victims of road crashes. The Staff and Board members of SaveLIFE Foundation have worked closely with donors, partners, corporate supporters, friends in the media, and community volunteers to give voice to the bereaved families that have been affected, so that solutions can be found in order that other lives can be saved.

As Margaret Mead once said "Never believe that a few caring people can't change the world. For indeed, that's all who ever have."

We therefore take strength from the many caring people who have been part of this journey with us. And we thank you for your commitment and dedication to this important cause.

Without you, we would not be where we are.

Krishen Mehta

Chairman, SaveLIFE Foundation

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History and Mission

On April 5th, 2007, my sixteen-year- old cousin Shivam was hit by a speeding jeep while crossing a road on his way home from school. As he lay on the road, Shivam begged passersby for help. While dozens of people crowded around him, no one came forward. Shivam, unable to hold on, passed away at the scene of the crash. For those of us who knew this bright and energetic teen with a zest for life, Shivam's loss came with unimaginable pain – pain that was amplified by the fact that he would have lived if he had received help in time. What's more is that the circumstances surrounding Shivam's final moments are not aberrational. More than 150,000 people die in road crashes in India every year, and of these, fifty percent would have been saved had they received timely medical intervention.¹ The status quo being unacceptable, SaveLIFE Foundation was formed on February 29, 2008 to confront the issue.

The past ten years have been defining for the organization during which we have made several great strides. We secured India's first-ever Good Samaritan Law to insulate those who help crash victims from ensuing harassment and intimidation; successfully campaigned for the introduction of a comprehensive road safety bill in Parliament; trained thousands of police officers, volunteers, and vulnerable driver groups in life-saving techniques; and delivered a thirty percent reduction in deaths in 2017 alone on one of India's deadliest highways, the Mumbai Pune Expressway. With miles to go, SaveLIFE remains committed to its mission. The organization will continue to pursue improvements in road safety and emergency medical care until India's roads are secure for the most vulnerable of users, and when crashes do occur, emergency medical departments are well-prepared to save lives.

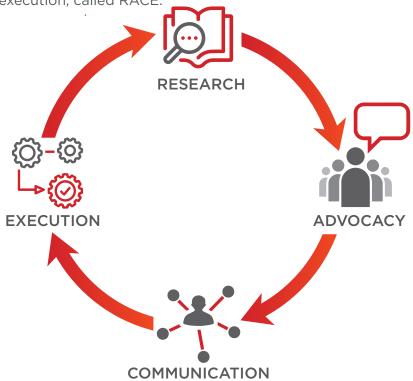
As SaveLIFE works to advance its mission, it is fortunate to have some of the best and brightest minds and hearts to anchor it. Our board members continue to work devotedly with us to build our capacity, and our staff is diligently leading some of the most complex and ambitious initiatives in the area of road safety. On this 10th Anniversary, I thank them all for their invaluable contributions.

Piyush Tewari

Founder & CEO, SaveLIFE Foundation

Change Making: The SaveLIFE Model

SaveLIFE Foundation (SLF) has a straightforward approach to making impactful change in the area of road safety. We collect and analyze relevant data that forms the foundation of SLF's programs and policy proposals. Our ideas are then advanced through zealous advocacy, strategic communication, and on-ground execution. Our model is therefore an interdependent system of research, advocacy, communication and execution, called RACE.



Research: Current and comprehensive data remains a significant challenge in the areas of road safety and emergency medical care. Our research efforts are therefore driven by onground data collection using original surveys, India's Right to Information Act, and statistical analysis to feed initiatives across policy advocacy, strategic communication, and grassroots projects.

Advocacy: We believe that lasting change comes when policies are inclusive and comprehensive. We therefore advocate for frameworks that keep the most vulnerable road users at the heart of policymaking.

Communication: In order to engage the public to improve their behavior on the road and be aware of their rights and duties, SLF regularly carries out strategic communication campaigns using social and mainstream media.

Execution: SaveLIFE Foundation builds proofs-of- concept by undertaking on-ground implementation of best practices across road engineering, traffic enforcement, public education, and emergency medical care. Several of our 360° interventions have been credited with directly saving lives on Indian roads on a daily basis.









Key activities under the RACE model

- Advocating for strong policy frameworks across the domains of crash prevention as well as post-crash response
- Executing "Vision Zero" initiatives on highways and in cities and States to drastically reduce road crash deaths and injuries in the areas
- Training Police first-responders in basic life-saving skills, and high-risk driver groups in crash prevention techniques
- Supporting road crash victims with information on free treatment and rehabilitation facilities
- Supporting bereaved families and injured victims with information on compensation calculation and procedures

- Providing "In Case of Emergency (ICE)" cards, free-of- charge, to enable better medical treatment during emergencies
- Supporting media on an ongoing basis with data and analyses around the issue
- Assisting the Government of India and various State governments with research and technical support
- Developing original research on issues such as distracted driving, drinking and driving, and bystander care to feed our evidence-based awareness and training programs
- Building technology to support citizen and government engagement on road safety

10 YEARS OF IMPACT

Secured the Good Samaritan Law for India



In the past decade, over 1 million people have been killed in road crashes in India. 50% of those killed could have been saved if timely medical care had been provided.² Given the poor condition of emergency medical response in most parts of India, bystanders can play a game-changing role in saving lives, but they are hesitant to intervene due to fear of harassment and intimidation at the hands of the police, hospitals and courts.3 A Good Samaritan (protection) law was the need of the hour. In 2012, SaveLIFE Foundation filed a PIL in the Supreme Court asking for comprehensive nationwide protection for good Samaritans. Government of India, too, supported the petition. On March 30th, 2016, the Supreme Court invoked article 141 of the Constitution to institute the Good Samaritan Law, a set of binding directives that insulate people from legal and procedural hassles after they have helped someone.

This intervention is expected to save more than 75,000 lives each year once adopted by all States and Union Territories in India.

^{2 201}st Report of the Law Commission of India, 2006

³ Impediments to Bystander Care - A national study by SaveLIFE Foundation in 2013

Ensured Ban on Carriage of Protruding Rods

Trucks carrying sharp construction rods, protruding from their back frame is not an uncommon scene on Indian roads. As per a RTI-based study carried out by SaveLIFE Foundation, more than 9000 people were killed across India in 2012 alone when their vehicles collided with such trucks. Moreover, the Central Motor Vehicle Rules allowed the protrusion and gave powers to State governments to allow additional protrusion. Given the increasing frequency of horrific crashes involving such trucks, SLF moved the Supreme Court of India

in July 2012 seeking a ban on the practice of transporting protruding rods. On March 5th, 2014, the Government of India, in response to the petition, amended the law to disallow such protrusions. SaveLIFE Foundation continues to monitor the implementation of the ban, which has been weak so far.

Once properly implemented, this intervention can save over 90,000 lives in the next decade.



10 YEARS OF IMPACT

Campaigned for Strong Road Safety Bill



SLF has been dedicated to campaigning for a comprehensive road safety law that would reform all areas of road safety from licensing to road design

Through 2013-14, SLF engaged with experts, to come up with recommendations to strengthen road safety laws in India. The recommendations emphasized on protection of children and vulnerable road users during commute, mandatory driver training, transparent and efficient licensing system, stringent punishment for faulty road design, strong penalties for offences like drink-driving, among others. Simultaneously, SLF secured support of over 250,000 citizens and 60 Members of Parliament for a petition to the Prime Minister of India for urgent introduction of a road safety law for the country. Sh. Nitin Gadkari, Minister of Road Transport & Highways, Government of India decided to personally champion the issue and the ministry invited SaveLIFE to provide technical support in drafting a comprehensive amendment to the existing law. The subsequent Bill was introduced in Lok Sabha and passed

by it in April, 2017. It currently awaits passage by Rajya Sabha.

As a signatory to the Brasilia
Declaration, India is committed to
reduce its road crash deaths and
serious injuries by 50% by 2020.
The passage of the Motor Vehicle
Amendment Bill 2017 will be a crucial
first step to achieve this vision.



Vision Zero: Mumbai Pune Expressway Zero Fatality Corridor

In 2015, SLF initiated the process to build a highly impactful and replicable model for reducing deaths on Indian roads. Towards that, we have set ourselves the goal to make at least one stretch of road in India 100% fatality-free by 2021. Following a brief research, SLF decided to work with the Mumbai-Pune Expressway. With active support from Mahindra & Mahindra Ltd, the Maharashtra State Road Development Corporation Ltd. (MSRDC), and partners, SLF created a road map and began implementing best practices across the four 'E's of Engineering, Enforcement, Education and Emergency Care. As part of this initiative, in 2016, 922 engineering issues were resolved, the time taken for emergency medical response was reduced to fifteen minutes, and four largescale commuter engagement programs were carried out.

Consequently, the expressway has seen a sharp decline of 30% in road crash deaths in 2017 as compared to 2016. This award-winning program will continue till we achieve 100% reduction in fatalities on the expressway.









10 YEARS OF IMPACT

Saved The Injured Through Jeevan Rakshak





Jeevan Rakshak is SaveLIFE Foundation's flagship program to train Police and community first-responders in life-saving skills. We train participants in the protocol of Basic Trauma Life Support (BTLS) including Cardiopulmonary Resuscitation (CPR), bleeding control, and c-spine immobilization. The program is delivered free-of-charge to participants thanks to our CSR partners.

Till date, over 12,000 Police personnel and citizen volunteers have been trained in this program from nine States across India. The program has helped Delhi Police, among others, to improve the quality of emergency response to victims of road crashes and contributed to a 30% reduction in road crash deaths between 2012 and 2017



Prevented Crashes By ADAPT™



The Anticipatory Driving & Accident Prevention Training™ (ADAPT) certificate program has been developed by SaveLIFE Foundation after extensive research and development lasting over two years. As part of the program's development, core issues surrounding road safety in India were studied at length and so were international best practices in driving and overall road safety. The program has been formatted in a way that any driver regardless of education or economic level can understand the concepts behind Anticipatory Driving and put them to practice.

Over 4,000 high-risk truck drivers from 12 States across India have been through the program with no fatality or serious injury reported till date.



10 YEARS OF IMPACT

Tackled Behavioral Challenges

Human error is known to be a direct contributor to road crashes. A key cause of human error is poor understanding of behavior that leads to such incidents. SaveLIFE Foundation took an evidence-based approach to understand and improve two specific behavioral challenges – distracted driving and poor seat belt usage. The former program was supported by Vodafone India and the latter by Cholamandalam MS General Insurance Company.

Through a national study SaveLIFE documented the impact of distracted driving on driving performance. With this and other insights, SaveLIFE Foundation developed the "Vodafone SaveLIFE Road Safe" mobile application to help drivers avoid distracted driving. We also produced a public service TV commercial.

The film reached over 10 million people via television in the state of Karnataka and received over 1 million views online. A post-campaign study found that 46% people remembered the message conveyed by the film.

Similarly, SaveLIFE undertook a communications campaign via radio and outdoor media to inform people about the consequences of not wearing seat belts.

A post-campaign study conducted found that over 80% of persons reached by the campaign said that they now understood that wearing a seatbelt can save their life.







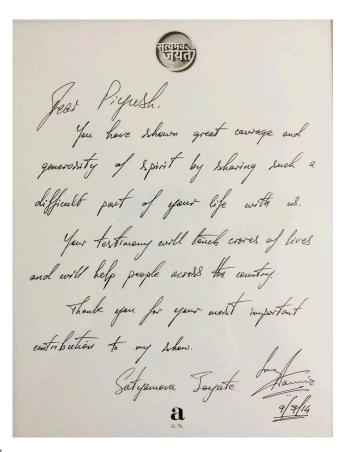
Mainstreamed The Issue



One of the most significant challenges that SLF sought to address was the lack of a consistent discourse around road safety in India. Media mentions were rare and mostly composed of snippets focused on crashes. SLF initiated the process of educating editors and reporters on the issue, and remains a resource center on road safety for journalists across the media spectrum.

SaveLIFE also partnered with the popular TV show, Satyamev Jayate to support an episode dedicated to road safety. The citation shown here from actor Aamir Khan acknowledges SLF's contribution to the show.

In the past decade, SLF has supported more than 3000 media features across print, broadcast and digital media.

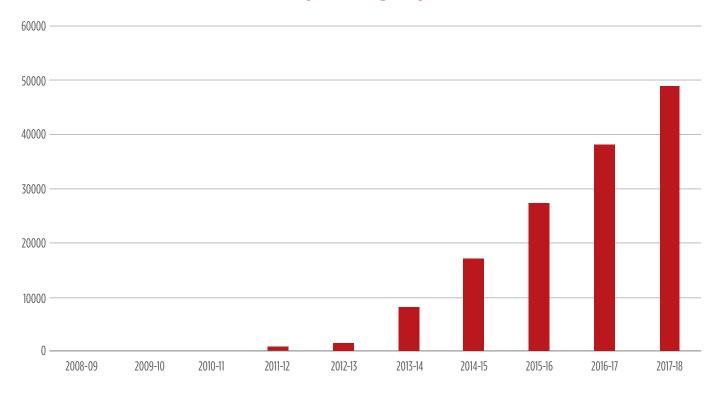


Investing in Road Safety and Emergency Medical Care

In the past decade, SLF has invested in excess of INR 14 Crores (USD 2.15 Million) into prevention of crashes and improving access to emergency medical care for the injured. More than 85% of this investment has been made in the past five years alone. 90% of the investment has gone

towards program implementation and less than 10% towards administrative expenses. Majority of the funds have been raised through a combination of individual philanthropists, CSR grants, and foundation grants.

SLF investment in Road Safety & Emergency Medical Care (in INR '000s)



Detailed audit reports and regulatory information can be found on www.savelifefoundation.org

Partnerships to Save Lives

Over the past decade, a number of institutions have partnered us in our mission to save lives on India's roads. Their resources, knowledge, access, and close involvement continues to add value to SLF's mission on a daily basis.

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Apollo Trading and Finance Private Limited

BFL Investment and Financial Consultants

Private Limited

Cholamandalam MS General Insurance

Company Limited

Cisco Systems India Private Limited

DHL Express

Fortis Foundation

Goldman Sachs Services Private Limited

India Infradebt Limited

Mahindra & Mahindra Ltd.

Mercedes-Benz Research and Development

India

Nissan Motor India Private Limited

Renault India Private Limited

UL India Private Limited

Vodafone India

Strategic Partners

Ashoka India

Asia Initiatives

Bloomberg Philanthropies

Change.org

Delhi Police

Draper Richard Kaplan Foundation

Echoing Green Foundation

Global Road Safety Partnership

Harvard Global Health Institute

International Federation of Red Cross and

Red Crescent Societies

Maharashtra State Road Development

Corporation Ltd

Rolex Institute

The Logical Indian

Youth Ki Awaaz

Partner Quotes



"Bloomberg Philanthropies is proud to support SaveLIFE Foundation in its tireless effort to save lives on India's roads. Congratulations on ten years of improving road safety in India."

Kelly Larson, Bloomberg Philanthropies



"Congratulations to SaveLIFE
Foundation on 10 years of contributions to saving lives on the roads of India.
GRSP is proud to have worked closely with SaveLIFE since 2012 in this important endeavour. We wish you continued success as you pursue evidence-based solutions to the road crash epidemic."

Taifur Rahman, Global Road Safety Partnership



"Our congratulations to SaveLife
Foundation on its 10th Anniversary
and appreciate the commendable
work done all through these years to
promote road safety education and
awareness among the general public.
We feel proud to have partnered with
SaveLIFE Foundation in the area of
road safety."

S S Gopalarathnam, Managing Director, Chola MS General Insurance



"What Echoing Green saw in Piyush and SaveLIFE Foundation was the ability to not only transform India's road safety legislation but also take on the critical work of changing the perception of what it means to be a Good Samaritan. This groundbreaking approach of sparking a dramatic culture shift alongside policy change is a successful recipe for effective, sustainable social impact. Congrats on 10 years! What an amazing milestone!" Cheryl L Dorsey, President, Echoing Green



"Congratulations SaveLIFE Foundation for completing a successful decade of dedicated perseverance towards making our roads safer, an endeavor which is incredible and its benefits...priceless! The vision, zeal, and effort you have invested in the cause is exemplary. It has been a pleasure and honor to co-develop the Vodafone SaveLife Road Safety App. Wish you more success and glory in time to come."

Sudeep Bhalla, Senior Vice President, Vodafone India



"We are proud to partner with SLF simply because of the team's commitment and transparency that instill a deep sense of confidence to work towards a common goal. Many congratulations to Piyush and his wonderful team and wish them the very best in their journey ahead."

Abhishek Mahapatra, Head of Communications & CSR, Nissan India



"I take this opportunity to congratulate SaveLIFE Foundation for the brave and outstanding accomplishment of working 10 years in a community and a field that has been most neglected 'Road Safety'. We at Mahindra are very proud to be working with SaveLIFE and we hope that we are successful in creating India's 1st ZERO Fatality Corridor on the Mumbai-Pune Expressway. We wish SaveLIFE all the success in the coming years, may you continue to lead and inspire many others to Rise for Safe Roads."

Vijay Nair, Vice President - Admin & CSR (Auto Farm & Agri Sector) & ER (Auto Division), Mahindra & Mahindra Ltd

Voice of the Media

The good Samaritan law is just one of many efforts being advanced by SaveLife. Since 2009, SaveLife has trained 10,000 police officers in 10 states to provide trauma care tailored for crash victims — everything from performing CPR and transporting a victim safely to dealing with fire injuries, impalement or dismemberment.

The New York Times | June 21, 2016

particularly in Delhi, where traffic-related fatalities dropped 30 percent from 2010 to 2014. But SLF realizes much work must be done to reduce traffic fatalities across India.

National Geographic | November 7, 2016

get the Supreme Court to pass a Good Samaritan law to provide legal protection to bystanders if they step in to help an accident victim. This move is expected to save more than 75,000 lives annually by enabling faster bystander response for injured victims.

South China Morning Post | November 21, 2017

- and people can pick them up to learn and implement life-saving strategies in future.

 Forbes | July 31, 2013
- Training is only one part of SaveLife's mission. It is lobbying for road-safety legislation...and wants a Good Samaritan law to protect bystanders from potential run-ins with the police or medical staff when they intervene to help road-accident victims.

Time Magazine | September 24, 2015

(SLF) led a campaign to pass two major pieces of legislations within four years. The first, a nationwide Good Samaritan Law, which insulates those who assist the injured from legal and procedural hassles, was enacted on March 30, 2016. The second, a comprehensive road safety legislation package that aims to help prevent future crashes, passed the lower house of the Indian Parliament in April 2017.

Harvard Kennedy School Review May 30, 2017

material improperly loaded on a truck may appear caused by a freak accident. But it's not...Last week, in response to a public interest litigation (PIL) SLF filed in Supreme Court in 2013, the road transport ministry deleted the provision in the Central Motor Vehicle Rules (CMVR) that allowed protrusions up to one metre.

Times of India | March 16, 2014

The vision of SLF is not to become JJ the largest NGO in India. It is to reach a stage where it will not be required to exist, having achieved its mission. The fight to get there through positive, deep and lasting impact continues.

The Guardian | February 24, 2015

SaveLIFE Foundation is among the best known independent organisations working in the area of road safety in India
The Hindu | November 18, 2017

Bipartisan Support for Road Safety

Over the past ten years, we discovered that there is no dearth of championship in Indian Parliament when it comes to the issue of road safety. We are deeply thankful to the following political leaders for raising and addressing the issue of road safety in both houses of the Parliament.

A.K. Antony

A.P. Jithender Reddy

A.V. Swamy
Ajay Sancheti
Anupriya Patel
Arjun Ram Meghwal
Arka Keshari Deo
Arvind Sawant
Asaduddin Owaisi
Avinash Rai Khanna
B. Vinod Kumar
B.K. Hariprasad
Baijayant Panda
Balabhadra Maihi

Baswanthrao Bheemrao Patil

Bhagwant Mann
Bhartruhari Mahtab
Bhubaneswar Kalita
Birender Singh
C.P. Narayanan
Ch. Malla Reddy
Dayakar Pasunoori
Devji M. Patel
Dhiraj Prasad Sahu

Balka Suman

Dr. (Prof) Azmeera Seetaram Naik

Dr. Ajoy Kumar

Dr. Boora Narsaiah Goud

Dr. K. Gopal Dr. K. Keshava Rao Dr. Karan Singh Dr. Kulamani Samal

Dr. M.S. Gill

Dr. Narendra Jadhav Dr. Shashi Tharoor Dr. Srikant Shinde Dr. Vijaylaxmi Sadho Dushyant Chautala H.D. Deve Gowda Hansraj G. Ahir Harish Meena Husain Dalwai Jairam Ramesh Jhina Hikaka

Jitendra Nath Mahato

K. Kavitha
K.C. Venugopal
K.T.S. Tulsi
Kailash Joshi
Kiranmay Nanda
Kirron Kher

Konda Vishweshwar Reddy Kotha Prabhakar Reddy Kumari Arpita Ghosh

Kumari Selja

Kunwar Haribansh Singh Ladu Kishore Swain

Lt. Palvai Govardhan Reddy

M.P. Achuthan Majeed Memon Mithlesh Kumar Mohammad Adeeb

Mukul Roy

Nagendra Kumar Pradhan

Nagesh Godam Najma Heptulla Naresh Gujral

Nazir Ahmad Laway

Ninong Ering

Nitin Jairam Gadkari

P. Kannan P.P. Chauhan Parimal Nathwani Pawan Kumar Bansal

Piyush Goyal Prabhat Jha

Pradeep Balmuchu Prakash Javadekar

Pratyusha Rajeshwari Singh

Praveen Rashtrapal

Prof. M.V. Rajeev Gowda

Prof. Saugata Roy R. Dhruvanarayana R.C. Khuntia R.K. Singh Patel Rabindra Kumar Jena

Prof. P.J. Kurien

Rahul Kaswan Raj Babbar Rajani Patil

Rajeev Chandrashekhar

Rajesh Pandey Rajnath Singh

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S.P. Singh Baghel Sakuntala Laguri Salim Ansari Sameer Bhujbal Santiuse Kujur

Satyavrat Chaturvedi Shantaram Naik Shivarama Gouda Subodh Kant Sahai Supriya Sule Sushmita Dev T. Devender Goud

Tathagatha Sathpathy

T. Radhakrishnan

Tiruchi Siva Ujjwal Kumar

Tariq Anwar

Vinay P. Sahasrabuddhe

Vinod L. Chavda Viplove Thakur Vivek Gupta Wansuk Syiem

Awards and Recognition







- Conferred the Road Safety Award at the World Road Meeting, 2017
- Awarded the DRKF Fellowship, 2017
- Conferred the Volvo Sustainable Mobility Award, 2016
- Profiled by National Geographic, 2016
- Profiled by The New York Times, 2016
- Featured at the Giving Pledge, a collective of global philanthropists, 2015
- Profiled by Time Magazine, 2015
- Conferred the Prince Michael International Road Safety Award, 2014
- Conferred the "India NGO of the Year" award by Rockefeller Foundation, 2014
- Featured by Satyamev Jayate TV show hosted by actor Aamir Khan, 2014
- Awarded the Ashoka Fellowship, 2013
- Awarded the Echoing Green Fellowship, 2012
- Winner of the Rolex Award for Enterprise, 2010
- Received letters of commendation from Delhi Police and NSG Commandos, 2009

Our Donors

SaveLIFE Foundation continues to seek philanthropic support to grow its programs. We thank the over 600 individual donors who have come forward to support us to the best of their abilities in the past decade.

List of Donors

A Seyad Aasif Aadhva Sakarav Aahana Dhar Aanchal Trivedi Aashish Kumar Kaa Abha Rikhie Abhay Singh Shirke Abhishek Krishnan Abhilash Peethambaran Abhilasha Singh Abhinav Priyadarshi Abhinav Somani Abhishek Chincholkar Abhishek Gakhar Abhishek Jain Abhishek Kedia Abhishek Thacker Abhishek Upreti Aditya Behl Adnan Ahmed Ajay Sant Akanksha Kamath Akanksha Sharma Akash Kalia Akhilesh Gupta Alisha Goriawala Almas Jani Alok Kaushik Alok Singh Amal Afzal

Amar Gaikwad

Amit Garg

Amit Ghadge

Amit Kumar

Amitej Dhar

Amarender Jannu

Amit Kumar Bishwal

Amit Mohan Srivastava

Anamika Dhawan Anand Bob Anand Shabadi Andrea Dsouza Anil Kapur Anil Kumar Kartha Anil Singh Anirudh Uppal Anita Dake Anjan Sachar Ankit Mittal Ankita Chandra Ankita Maheshwari Ankita Prabhat Sharma Ankur Baghel Ankur Kaithal Anoop T L Anshu Rathee Anubhav Mittal Anubhaw Kumar Anuj N K Anuj Sood Anup Kumar Chugh Anupam Choudhary Aparna Gadre Apeksha Apreet Roy Arindam Basu Arnab Bhattacharya Arshie Chevalwala Arun Deshpande Arun Jain Arun Rathod Arun Suraniya

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Charlene Dsouza

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Fawzia Khan Fritz Fernandes Gajanan Rudra Gaurang Verma Gaurav Agrawal Gaurav Kailash Gaurav Singhal Gautam Khetwal Georgee Abraham Ghanshyam Nadhani

Gizelle Cordo G K Pillai

Gogula Pavan Kumar Gourav Verma

Gourav Verma Goutham Maccha

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Kinjal Shah

Kiran Suryanarayana Kirti Kumar Pahwa

Kirti Pahwa

Krishan Sarup Kalra Krishen Mehta Krishna Jha Krishnendu Saha

Krupa Choksy Kuldeep Kunal Sharma Kuni Dalai

Lava P Lipi Mehta

Lopamudra Ghose Lovepreet Singh Brar

M lan M M Kotagi

M Ravi Teja Reddy Madhava Krishna Mahesh Joshi

Mahesh Namchu Mahesh Singh Rawat

Mahesh Yadav Maithili Chodankar

Manasa Raj Mandar Khopkar Mandar Waniari Maniza Bharucha

Manjari Jha Manjunatha N Manoi Gupta Manoj Harisinghani

Manoj Kadam Manoj Vaishnev Manoi Kumar Mansi Deshmukh

Manuj Kumar Md Modassir Sha

Md Sarfaraj Chowdhury

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Meghana Ganeshan Michelle Ann Pereira

Mihir Mody Mintu Adak Mishik Sharma Mohit Goyal Mohit Kumar Monal Parekh Monica Singhani

M Kumar

M Yeshwant Joshi M Idhu Tandon Minal Guiare Mith Meena Mir Usha Narang Mudit Chaudhry Mukesh Kumar Mukesh Mehta Mukul Seth Mukulika Maity Mukundan R

Murli Chari Mushir Khan

Mustafa Mahudhawala

Muthu Krishnan

N S Negi

Nachiket Tanksale

Narender Singh Chauhan

Narendra Gajinkar Naresh Joshi Narsimha Swamv

Nashia Zavari Navin Mishra Navjot Singh

Neerai Aswal Neeru Bhargava

Neeti Mourya Neha Tanwar Neha Thakur Neha Yadav

Neharika Manjani

Nidhi Gupta Nikhil Gupta Nikhil Khekade Nikhil Padavala Nikuni Mandowara

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Warren Dsouza Yashaswini S Yashna Chopra Yashoda Chethan Yatindra Sharma Yogesh Wadhwani Yusuf Abbas Palsud

Our People, Our Strength

At SaveLIFE, our people are our biggest source of strength. Our culture is built around the values of integrity, excellence, and the spirit of public service. Our organizational structure is two-tiered, with full time staff managing operations and administration, and the governing boards providing fiduciary oversight and operational guidance. Like our governing boards, our staff comes from a variety of different backgrounds including law, media, private equity, consulting, oil & gas, logistics, and non-profit management.







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Aditi Bhat
Aditya Mickey Nayan
Aparna Gupta
Apurva Mahendra
Arun Kumar Baliyan
Ashwani Kumar Sharma
Bhupendra Singh Tomar
Deepa Balodi

Imran Ansaree
Ishani Biswas
Jennifer Rakshit
Jyoti Gupta
Karuna Raina
Ketan Kalra
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Jayant Banthia - Former Chief Secretary of Maharashtra

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Marlin Mattson - Professor Emeritus, Weill Cornell Medical College

Piyush Tewari - CEO, SaveLIFE Foundation

Sadna Samaranayake – Development Consultant, World Bank Group

Vivek Wadhwa - Partner, McKinsey & Co.

Moving Ahead

The previous decade at SaveLIFE Foundation was focused on building frameworks under which road safety and emergency care interventions can be sustained. The Good Samaritan Law, for instance, now gives citizens the confidence to apply any training in life-saving skills. The zero-fatality initiative on the Mumbai Pune Expressway is proving to be a model for other highways to follow. The next several years therefore will be focused on expanding SaveLIFE's initiative to achieve national scale. Some of our key priorities going forward will be to,

Policy Implementation

Any law is only as good as it is implemented. SaveLIFE is beginning to work with States and Union Territories to create the systems required to implement the Good Samaritan law and the impending road safety law. Our interventions will include capacity building of local governments and citizen groups, drafting of notifications to establish protocols, and building technology to ease implementation.

Right to Emergency Care

The Good Samaritan Law is the first step towards ensuring rapid care for the injured. But it alone cannot guarantee high-quality emergency medical care to the injured. Other aspects such as ambulances and in-hospital care must also be reformed and well-funded in order to save lives. Given the absence of any framework under which emergency medical care can be viewed and improved as an integrated system, SaveLIFE will advocate to make provision of emergency medical care a legal right of the people.

Vision Zero Initiatives

The Mumbai-Pune Expressway Zero Fatality Corridor Initiative is the first step towards proving that an integrated approach to road safety delivers results. However, the principle must be applied at other locations in order to build multiple templates for road safety and trauma care that can be replicated in India and elsewhere. SaveLIFE will therefore implement its Vision Zero initiative in other environments including a mega-city and a State over the next three to five years.

Technology and Training

SaveLIFE Foundation will continue to invest in engaging citizens and governments real-time through technology platforms including mobile applications and websites, and training programs. Over the next few years, we will customize our two training programs, Jeevan Rakshak and ADAPT, to make them relevant to a wider audience, and will also look at delivering them to larger parts of India through technology.











Get Involved



Donate

Every rupee donated to SaveLIFE Foundation goes towards making India's roads safe. Our work is made possible by the generosity of hundreds of donors each year. As an initiative going national, we need even more support to make our work impactful and accessible to those who need it most. You can help us by making a recurring annual commitment and by involving us in employee giving program of your company.



CSR Opportunities

CSR support helps us undertake large-scale interventions across India. In the recent past, through CSR support, we have adopted highways to make them fatality-free, trained thousands of Police and community persons, executed communication campaigns across India, developed technology, and initiated programs to save the most vulnerable on our roads, children.



Volunteer

If you have a skill, be it in technology or design or urban planning or sales - we need your time. Some of the skill challenges we continually face include communication design, web design and management, and fundraising.



Spread the word

One of the biggest challenges we face is ensuring awareness about the key breakthroughs that we have delivered, such as the Good Samaritan Law or the ban on trucks from carrying protruding rods. We need your help in spreading the word. Follow us on facebook and twitter, and share our work. You could also help us carry out an awareness talk at your place of work, recreation, or study. For more information, please contact us on info@savelifefoundation.org or O11 - 4109 1911.





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