



Samruddhi Mahamarg Saves Lives with 29% Drop In Road Crash Deaths In Just One Year

Delhi, 17 January, 2025: The 701-km-long Samruddhi Mahamarg Expressway, linking Nagpur to Mumbai, has recorded a landmark 29% reduction in road crash fatalities in just one year. The fatalities dropped from 151 in 2023 to 107 in 2024, as per data recently released by the Maharashtra State Police. This significant milestone reflects the success of the 'Zero Fatality Corridor' initiative, directly overseen by Shri Devendra Fadnavis, the Chief Minister of Maharashtra.

The initiative, led collaboratively by the Maharashtra State Road Development Corporation (MSRDC), SaveLIFE Foundation, Maharashtra Highway Police, Maharashtra Motor Vehicle Department, Mercedes Benz India, and other key stakeholders, prioritised interventions in road engineering, enforcement, and emergency response to tackle the root causes of crashes and fatalities.

Key Interventions Driving the 29% Reduction:

Engineering Interventions to Improve Safety:

- Median-side crash barriers were installed to prevent rollovers and collisions with hard structures.
- Forensic crash investigations were undertaken to uncover engineering risk factors, which were subsequently addressed by MSRDC.
- Multiple sets of rumble strips were added to alert drivers approaching hazardous sections.
- Median plantations were carried out to reduce glare from oncoming vehicles.
- Paint, images and artificial structures were installed to break the monotony of the drive on the expressway.

Enhanced Enforcement Measures:

- 06 vehicle-activated speed displays were installed to curb over-speeding.
- Two roving speed cameras, supported by the SaveLIFE Foundation, were deployed to catch offenders in real-time.

- Regular patrolling and enforcement campaigns by the Maharashtra Highway Police and the RTOs ensured compliance with road safety laws.

Emergency Response Enhancements:

- 100 first responders were trained in Basic Trauma Life Support between May and October 2024 to ensure immediate care in the event of crashes.
- 70 personnel from the Highway Traffic Police, Road Transport Office, Quick Response Vehicle teams, and MSRDC were trained in crash investigation and patrolling techniques.

Speaking on the milestone, Anilkumar Gaikwad, Vice Chairman and Managing Director of MSRDC, added, “The Zero Fatality Corridor initiative has set a new benchmark for road safety in the state by significantly reducing fatalities on Samruddhi Mahamarg. It demonstrates the power of collaborative efforts in saving lives and protecting families. The MSRDC remains committed to scaling such impactful solutions across Maharashtra, ensuring safer journeys for all.”

Piyush Tewari, Founder and CEO of SaveLIFE Foundation, stated, “The 29% reduction in road crash fatalities on this key expressway in the country is a testament to the power of collaboration, data-driven interventions, and commitment from the highest levels of leadership. It’s not just a number—it’s dozens of lives saved and families protected.”