Project Sanjeevani: Telangana Govt. Launches India's First Integrated Post-Crash Trauma Response System for Highways

Hyderabad • April 15, 2026

The Government of Telangana today took a landmark step toward ending preventable highway deaths, with the formal launch of **Project Sanjeevani** — India's first fully integrated trauma care and highway rescue protocol that will be piloted on NH-44 (Hyderabad to Adilabad) in Telangana. The launch was part of Telangana's 'Arrive Alive' Road Safety Week (April 13–17) under the 99-Day Action Plan (*Praja Palana Pragati Pranalika*).

The initiative was inaugurated in the presence of **Sri Jayesh Ranjan, IAS**, Special Chief Secretary, and **Sri K. Ilambarithi, IAS**, Transport Commissioner.

Project Sanjeevani will be piloted by **SaveLIFE Foundation** in collaboration with the Government of Telangana and the National Highways Authority of India (NHAI), with support from **Vertis Foundation**, on a 251 km stretch of NH-44 between Hyderabad and Adilabad — one of India's highest-burden highway corridors for road crash fatalities. The pilot is designed to serve as a replicable national model, with the aim of scale-up across other national highway corridors in Telangana and across India.

The launch coincided with a multi-stakeholder workshop chaired by Sri Jayesh Ranjan, bringing together senior officials from Telangana's Police, Health, Transport, and Fire & Disaster Management departments, and representatives of NHAI, alongside district administrators from all seven NH-44 districts.

> *"The ongoing Arrive Alive campaign lends added relevance to discussions on road safety. The real test lies in whether SOPs are consistently practiced and embedded into everyday systems, something we must continue to strengthen. Our experience shows that even well-engineered infrastructure, such as major corridors, can emerge as accident hotspots if safety is not fully integrated. Discussions at the Integrated Post Crash Trauma Care and Highway Rescue workshop under Project Sanjeevani, organised by SaveLIFE Foundation, highlight the need for practical, technology-driven solutions, including innovations to monitor driver fitness, and a continued push to translate intent into action."*
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> **— Sri Jayesh Ranjan, IAS, Special Chief Secretary, Government of Telangana**

> *"Post-crash response is critical. Lives depend on how quickly and effectively we act. Hence, ambulance personnel must be trained, equipped, and made aware of protocols, alongside stronger enforcement, highway patrolling, and improved road engineering. Efforts are also underway to strengthen driver education and address accident-prone black spots. These priorities were reiterated at the Integrated Post Crash Trauma Care and Highway Rescue workshop under Project Sanjeevani, organised by SaveLIFE Foundation to bring various*

departments together to ensure a coordinated and timely response. At the same time, civic sense remains fundamental — people must feel responsible, come forward without fear to help, and treat every accident victim as part of their own family. This is a continuous process."

— Sri K. Ilambarithi, IAS, Transport Commissioner, Telangana

"India loses over 1.7 lakh people on its roads every year — and we know, with certainty, that a significant share of those deaths happen not at the moment of impact, but in the minutes that follow, while victims wait for help that is too slow, too fragmented, and too unprepared. Project Sanjeevani is our answer to that failure. What we are launching today in Telangana is not a pilot in the conventional sense — it is a proof of concept for a national system. Every element of this protocol, from the unified command structure to the 10-minute response target to the hospital pre-notification system, has been designed to be replicated. The question is no longer whether India can build a highway trauma response system that saves lives. We have the evidence, we have the protocol, and we now have a state government that has chosen to act. The question is how quickly the rest of the country follows."

— Mr. Piyush Tewari, Founder & CEO, SaveLIFE Foundation

"Road safety is not just a matter of infrastructure, but of systems that ensure timely and effective response when incidents occur. At Vertis Infrastructure Trust, we are committed to going beyond asset management to actively contribute to safer highways. Our support to Project Sanjeevani reflects this commitment — to build integrated, scalable solutions that strengthen emergency response and save lives. We believe this initiative can serve as a model for highways across the country."

— Mr. G.V.M. Kiran Babu, Chief Operating Officer, Vertis Infrastructure Trust

A crisis hiding in plain sight

India's national highways account for over a third of the country's road crash deaths despite comprising just **2.5%** of its road network. On NH-44 alone, the 251 km Hyderabad–Adilabad corridor has **45 identified high-risk clusters** that account for nearly **60%** of all road crash deaths along the stretch.

Research by NITI Aayog and AIIMS demonstrates that at least **30% of trauma-related deaths** are caused by delays in emergency response and trauma care — deaths that a well-functioning trauma response system can prevent.

Today, in the absence of a coordinated protocol, the average time from crash to first responder arrival on Indian highways exceeds **26 minutes**. Ambulances routinely arrive at incorrect locations. Agencies operate in silos, with no unified command structure, no pre-notification to receiving hospitals, and no standardised triage. The consequences are measured in lives lost.

What Project Sanjeevani changes

Project Sanjeevani establishes, for the first time, a structured, multi-agency response system anchored in the internationally recognised **Chain of Survival** framework — four time-bound stages that are crucial for ensuring that the crash victim survives and makes a full recovery:

1	Immediate scene safety and stabilisation
2	Rapid victim extraction and first aid
3	Coordinated emergency medical response
4	Seamless transfer to definitive care within the golden hour

Under the protocol, a dedicated **Quick Response Team (QRT)** stationed at each toll plaza is required to reach any crash site within **10 minutes**. All agencies — Police, Fire, Health, and Transport — operate under a **unified incident command structure** with fixed, non-overlapping responsibilities. Ambulance crews conduct standardised triage at scene and pre-notify receiving hospitals of incoming trauma patients before departure. Incidents are classified into four categories — from minor injury to mass casualty — with predefined resource triggers for each, ensuring that response is always proportionate and never delayed by uncertainty.

Project Sanjeevani tackles what happens in the critical minutes after a crash occurs. By deploying a standardised, technology-enabled, hospital-integrated response system, it aims to close the gap between injury and care.

The initiative will also deploy technology-enabled crash detection and real-time alert systems, and will build institutional capacity through **Basic and Advanced Trauma Life Support (BTLS/ATLS)** training and multi-agency mock drills for police, highway patrol, fire, and emergency health responders across all seven districts of the corridor.

The Highway Rescue Protocols on which Project Sanjeevani is based have been developed by SaveLIFE Foundation and are being taken forward for adoption by the Ministry of Road Transport and Highways, Government of India.

Telangana is the first state to pilot the integrated framework at the corridor scale. Based on evidence from SaveLIFE Foundation's **Zero-Fatality Corridor (ZFC) Programme** model — which has reduced road crash deaths on the Mumbai–Pune Expressway by **63%** since its introduction — the protocol is expected to dramatically cut ambulance response times, improve survival rates, and reduce long-term disability among crash victims on NH-44.

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Photos from the multi-stakeholder workshop are available on request.

About SaveLIFE Foundation

SaveLIFE Foundation (SLF) is an independent, specialist non-profit organisation committed to improving road safety and emergency medical care across India since 2008. Working at the intersection of policy and on-ground implementation, SLF is best known for securing India's Good Samaritan Law and pioneering the Zero-Fatality Corridor model, which has, most notably, delivered a 58% reduction in road crash fatalities on the Mumbai–Pune Expressway. In partnership with the Ministry of Road Transport and Highways, Government of India, SLF's Zero Fatality 'Corridor' and 'District' Programmes are being scaled nationwide across the 100 most high-risk corridors and districts, respectively. SLF is the winner of the **2024 Skoll Award for Social Innovation**.

About Vertis Foundation

Vertis Infrastructure Trust is a SEBI-regulated Infrastructure Investment Trust (InvIT), registered in December 2021, and one of India's leading roads and highways InvITs. Backed by global institutional investors KKR and Ontario Teachers' Pension Plan, Vertis manages a diversified portfolio of highway assets across national and state corridors, with a strong commitment to safety, sustainability, and long-term value creation.

About FTI Consulting

The workshop was organised by FTI Consulting, an NYSE-listed, US-based global advisory firm that advises organisations on public policy issues, including road safety technology and policy.

For further information

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