



**Ready to Get Started?
Contact Us Today!**

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Register Now!



<https://forms.gle/iYia6UKcmeuB7QHS6>



Surakshit Marg
A Kuttukaran CSR Initiative
In Association With SiRST

**Road Safety
through schools**

**AN INITIATIVE OF
KUTTUKARAN GROUP
IN ASSOCIATION WITH
SCMS GROUP OF
EDUCATIONAL INSTITUTIONS**



Key Components

- Student Engagement: Interactive games and student-led activities will foster long-term road safety behavior.
- Community Involvement: Parents and local transport providers will partner in promoting road safety.
- Monitoring and Evaluation: SiRST will oversee activities and conduct impact studies to measure effectiveness.

Financial Support

- Each participating school is eligible for financial assistance of up to INR 25,000 to support project implementation.
- Funding is conditional on the school's demonstrated progress and adherence to project objectives and milestones.
- Schools must show consistent advancement in project activities to qualify for continued financial support.

Timeline

- **August 2025:** Launch and completion of teacher training.
- **September 2025 – December 2025:** School-led activities, monitoring, and evaluations.
- **January 2026:** Final event and award ceremony to recognize top-performing schools and individuals.



Project Overview

As a CSR initiative of Kuttukaran group in association with SCMS Institute for Road Safety and Transportation is implementing Road Safety through school initiative, designed to embed crucial road safety principles within school environments. This initiative promotes a change in culture by involving the new generation to think on why, how and what to do to change the existing road culture. Additionally, by incorporating the assessments of school premises through IRF (International Road Federation - India Chapter) tools and support the infrastructure corrections, road safety education, and first-responder group formation, the project aims to address road safety holistically.

Expected Outcomes

- Development of road-safety-centered infrastructure around schools, promoting sustainable safety practices.
- A measurable reduction in road-related incidents around schools.
- The establishment of an informed, safety-conscious school community.
- Empowerment of students as "Road Safety Ambassadors," fostering safer road behaviours within the broader community.



Awards

Category	Prize
Best School Award	
1st Prize	₹1,00,000
2nd Prize	₹50,000
3rd Prize	₹25,000
Best Teacher team Award	
1st Prize	₹20,000
2nd Prize	₹15,000
3rd Prize	₹10,000
Best Student Project Award	
1st Prize	₹20,000
2nd Prize	₹15,000
3rd Prize	₹10,000
Promotion Reels	
1st Prize	₹25,000
2nd Prize	₹15,000
3rd Prize (8 schools)	₹80,000
And Additional Prizes of Rs 50000	