

Commemorating the 31st National Road Safety Week, 2020

Two Wheels One Life (an initiative of United Way Mumbai and a CSR initiative by Castrol India Pvt. Ltd.):

TWO Wheels ONE Life



United Way Mumbai's Ajay Govale, Director - Community Impact, explaining the Two Wheels One Life project to Hon'ble CM of Maharashtra Sri. Uddhav Thackeray and Transport Commissioner Sri. Shekhar Channe

United Way Mumbai has been working in collaboration with the Andheri RTO, Motor Vehicle Department, Govt. of Maharashtra to train learner license applicants in safe two-wheeler riding skills. Under this project, we have been using India's first mobile two-wheeler simulator to help assess participants' riding skills. During the inauguration of the 31st National Road Safety Week by the Government of Maharashtra, at NCPA, Mumbai; the Hon'ble Chief Minister of Maharashtra, Sri. Uddhav Thackeray visited United Way Mumbai's two-wheeler simulator. He appreciated the innovative initiative and expressed the need to replicate it across Maharashtra.

From February 2018 till date, we have used the simulator to train over 10,000 persons



Jeevan Doot: An initiative by United Way Mumbai for community-based post-crash care response:

During the inaugural function and the conclusion ceremony of the road safety week, 6 Jeevan Doots (Good Samaritans) were felicitated as United Way Mumbai's community volunteers by Hon'ble State Transport Minister Sri. Anil Parab & Jt. Commissioner of Police (Traffic) Sri. Madhukar Pandey. The felicitation honoured the Jeevan Doots' interventions during road traffic accidents in their neighbourhood. United Way Mumbai CEO, Ms. Jayanti Shukla was also felicitated by the Hon'ble Minister for having inspired the Jeevan Doots.



(Left to right: Mrs. Jayanti Shukla, CEO, United Way Mumbai is felicitated by Sri. Anil Parab, Hon'ble Transport Minister; Jeevan Doots trained by United Way Mumbai are felicitated by Sri. Anil Parab, Hon'ble Transport Minister and Sri. Madhukar Pandey, Jt. Commissioner of Police (Traffic))

Jeevan Doot: contd.

These volunteers are among the 140 trained by United Way Mumbai in Basic First Response, Good Samaritan Act and 108 Ambulance Service as First Responders from around 6 black spots across Mumbai. All trained Jeevan Doots are equipped with a first responder kit.



ViA: Global Road Safety Education via Next Generation (supported by Global Road Safety Partnership - GRSP, Total Foundation, Michelin Foundation, Deloitte India):



United Way Mumbai conducted special group sessions with school children to sensitize them about the importance of being visible while on roads.

UWM is implementing this project in 150 schools across India to educate 15,000 children about safe road usage through participation and demonstration based training.



Slow Down: A campaign to advocate the need to respect speed limits on city roads (supported by Global Road Safety Partnership (GRSP)):

United Way Mumbai joined hands with the Traffic Control Branch of Mumbai Police, to conduct awareness activities at 3 black spots in Mumbai. NSS volunteers holding posters with messages on the theme, "Slow Down" interacted with motorists and distributed the car hangers as a token of the motorists' pledge to slow down and adhere to speed limits while driving.

Under this project, UWM is also working on 20 black spots in Mumbai identified by the Traffic Control Branch, Mumbai Police as locations where speeding is the major cause of fatalities.



UWM has been working to mobilize and form Road Safety advocacy clubs at each spot with the help of local community members. The aim is to advocate the need for speed control measures at the black spots, based on the findings of the speed observation survey conducted by UWM, with the help of IIT Bombay.