



## FACT SHEETS: DETAILED INFORMATION ON INDIA'S IMPLEMENTATION 2023

**SCHOOL NAME: C.S.I EWART GLOBAL SCHOOL**

**SLOGAN: "ViA're the CHANGE"**

**ABOUT THE SCHOOL: C.S.I Ewart Global School – a Premiere Diocesan Institution, is a Co-educational Institution. The school motto is "EDUCATE TO EMPOWER". The Vision is to help the students have a holistic development, maintain high ethical standards of integrity and respect, be versatile and acquire the skills needed to face the challenges of the 21st Century.**

**NAMES OF THE STUDENTS:**

1. SARAH JESSICA ROSE SIMON
2. KAMIKA NAHAR
3. POOJA SHANKAR
4. ASHIKA MOHIDEEN ASHRAF
5. UMRA MARYAM PEER

**NAME OF THE GROUP: SAFETY ROADIES**

**TEACHER IN CHARGE: MRS. KAREN VISWANATH**

**THE ViA PROGRAMME IN INDIA:**

**INDIA'S ROAD SAFETY UPDATE: According to official data, over 155,000 lives were lost in road crashes across India in 2021 - an average of 426 daily or 18 every hour. These are the highest death figures recorded in any calendar year. Besides the deaths, 371,000 people were injured in 403,000 road accidents across the country last year, according to the National Crime Records Bureau.**

**INDIA'S VIA HISTORY: The ViA Intervention Program, conducted in India from 2019 to 2023, has been instrumental in imparting road safety education. During this period, the program successfully trained 112,991 students and 3,124 teachers across 11 cities. Various initiatives were undertaken each year, including the Global Road Safety Education- ViA A New Generation (2019-2021), ViA Creative Challenge (2022), ViA Acceleration Program (2022) and the ongoing ViA Safe Mobility Ambassador Program (2023-24).**

**CURRENT PROGRAM - VIA SAFE MOBILITY AMBASSADOR PROGRAM 2023-24:**

**PHASES IMPLEMENTED:**

1. **AWARENESS PHASE: The Awareness Phase aimed to create a strong foundation by instilling in 40,156 students a deep understanding of road safety issues. We also conducted training for 50+ trainers that were a part of this program.**
2. **COMMITMENT PHASE:**
  - A. **The Commitment Phase included extensive teacher training. We also had an evaluation process through which 4045 ambassadors were identified across India. These ambassadors completed the demography survey of their school premises. This was followed by solving worksheets, which helped identify safety points for them and their peers from their homes to school and around the school premises.**

**B. ViA creative Challenge – The International Poster Making Competition has competitions at 3 levels- School, City & Wildcard and National. The theme for the competition was "Problems & recommendations of the ambassador for a Safe School Zone"**

**C. VIA Safe Mobility Ambassador activities: The ViA Safe Mobility Ambassador Program is a diverse set of impactful activities to create a culture of road safety among students.**

**These activities include:**

- 1. Street Plays: ViA Ambassadors will engage in street plays to creatively communicate compelling road safety messages and reach a wide audience.**
- 2. Flash Mob: Dynamic and spontaneous flash mobs are organised to capture attention and deliver important road safety insights in a lively and engaging format.**
- 3. Reel Making: ViA Ambassadors contribute to road safety awareness through this art form by creating impactful video reels that resonate with their peers and the wider community.**
- 4. 3D Model: ViA Ambassadors utilise the power of visual representation by crafting 3D models that vividly illustrate road safety concepts, making learning tangible and memorable.**
- 5. Interview Session with Police Officers: Ambassadors have the opportunity to conduct interview sessions with police officers, gaining valuable insights into law enforcement perspectives on road safety.**
- 6. Mission Activity: The mission activity involves ViA Ambassadors actively making actionable changes for their peers to be safe within their school premises.**

#### **ABOUT TOTALENERGIES IN INDIA**

TotalEnergies started its activities in India in 1993 with its downstream activities. It recently partnered with the Adani Group in Renewables and gas to support India's energy transition ambition. The affiliate also leads community outreach initiatives in the country specifically to promote Road Safety, Education and skill development, especially among the youth. Road Safety programs encompass the 3 E of Road Safety, Education, Enforcement, and Emergency Response. TotalEnergies trains 2-wheeler riders and heavy motor vehicle drivers under many such road safety programmes.

#### **ABOUT UNITED WAY MUMBAI, THE IMPLEMENTING PARTNER NGO IN INDIA**

United Way Mumbai is part of the 132+-year-old United Way movement spanning 41 countries worldwide. Our mission is to improve lives by mobilising the caring power of communities to advance the common good. We work closely with a network of 500+ NGOs and many corporates for their CSR programmes, workplace giving campaigns and other events. This includes designing CSR policy and strategies, due diligence of NGO partners, programme implementation, team member volunteering, impact assessments and financial and programmatic reporting. Over the past 15 years, we have partnered with over 300 companies and 1,00,000+ individual donors, investing over INR 648 crore for community development projects. Our expertise lies in identifying, designing and implementing high-impact projects in the areas of Education, Health, Income, Environment, Public Safety and Social Inclusion in urban and rural communities across the country. United for Road Safety is a flagship initiative of United Way Mumbai whereby we have actively promoted safe road usage amongst citizens in Mumbai and facilitated effective enforcement and post-crash care response through

Multi-stakeholder collaboration. Regular involvement of local, regional and national stakeholders helped position ViA as one of India's major road safety education initiatives.

#### ABOUT THE VIA CREATIVE CHALLENGE 2023

The theme of the competition in India 2023:

**"Road Safety Problems faced by Children from their Home to School & Beyond." – Problems & Recommendations of the ViA Ambassadors.**

About the Competition: The ViA Creative Challenge 2023 comprised three levels - School, City Level, Wildcard and National Level - spanning 7 cities in 5 states. The competition made a substantial impact, reaching 41,056 children, of which 4,045 participants emerged as Road Safety Ambassadors who passionately expressed their road safety messages through 804 stunning posters.

The team qualified for the international competition from C.S.I EWART GLOBAL SCHOOL, CHENNAI, INDIA.

HERE ARE SOME PICTURES THAT GIVE A GLIMPSE OF THE TRAFFIC SITUATION AROUND THE SCHOOL



ViA Safe Mobility Ambassadors from C.S.I EWART GLOBAL SCHOOL, CHENNAI, is situated on a busy street. The ambassadors have started helping children cross the road as it is difficult for children, especially the younger ones, to get onto the other side.

The ViA Ambassadors took this up as their **MISSION ACTIVITY**.