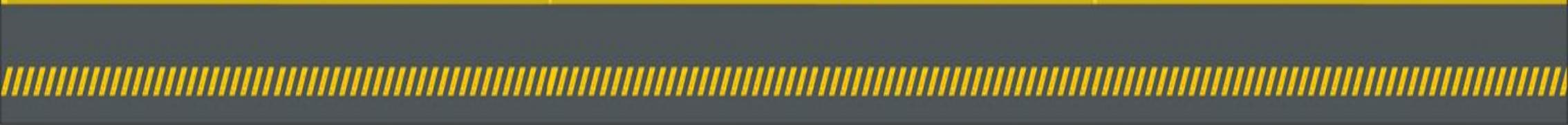




A Road Safety Initiative by Ashoka Buildcon Ltd.



On 19th of January , 2017 Ashoka Buildcon Limited Conducted its 600th Road Safety Seminar and earned a **Guinness World Records Title** for the 'Largest Road Safety Lesson'





Our Objective is to make our highways **Accident Free** by working hand in hand with government agencies and general public.

We are pleased to share the highlights of the activities conducted in the past three years.

625

Road Safety
Awareness Seminars
across 20 locations

3,00,000^{plus}

Participants who have
attended the Road Safety
Seminars Conducted by Ashoka

15,000^{plus}

Vehicles such as bullock carts, cycles,
tractors, commercial vehicles on which
reflective stickers were pasted by Ashoka

87

Free Eye & Health Check up
Camps Held for Truck/Bus
Drivers and Villagers

7,300^{plus}

persons from all walks
of life participated in the
check up camps.

100%

Replacement of
Human Flagmen
by Artificial Flagmen

37%

Reduction in Road Accidents
Achieved on Highways Being Operated
by Ashoka compared to 2015

26%

Reduction in Fatalities due to Road
Accidents Achieved on Highways Being
Operated by Ashoka compared to 2015





Road Safety Seminars are held in
Schools, Colleges, Truck/ Bus
terminals & Road Side Dhabas.

More than **3,00,000** participants
have attended these seminars in the
625 sessions held.





The Campaign has been conducted in more than 20 locations across 13 states.





We have developed an **online accident reporting software**, which collects data from our highways and analyses root causes of accidents.





Ashoka assists law enforcement agencies to strengthen discipline on roads.

The company has donated Alcohol Breath Analysers and Speed Guns to police stations at various locations.





Often accidents occur due to health related issues of drivers.

Ashoka has conducted **87 free eye / health check up camps** for truck/bus drivers and villagers. More than **7,300 persons** have got themselves examined in these camps



Reflective Stickers are extremely effective
in reducing accidents in Night

Ashoka has pasted such stickers on over
15,000 vehicles including bullock carts,
tractors, cycles, motorcycles etc.





First aid can save lives.

Ashoka offers **first aid training** on a regular basis to its employees for quick action in case of emergencies .



Flagmen are extremely vulnerable to road accidents.

Ashoka has achieved **100%** **replacement** of human flagmen with artificial flagmen.





In the year 2016, accidents on Ashoka Highways came down by **37%** and fatalities occurring due to road accidents have come down by **26%** in comparison to 2015.

