

GLIMPSES



Ashoka Buildcon Limited

**34th NATIONAL
ROAD SAFETY WEEK
CELEBRATION 2023
BY TEAM ASHOKA**

**1,50,000 People Reached
170 Volunteers
14 States**

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34th NATIONAL ROAD SAFETY WEEK



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IN SCHOOLS...

Our volunteers conducted Road Safety Seminars in over **60 schools** where over **10,000 students** were taught the importance of following traffic rules.



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WITH DRIVERS...

1500 Drivers were given training on Defensive Driving and were encouraged to sign self declaration letters of being responsible drivers.



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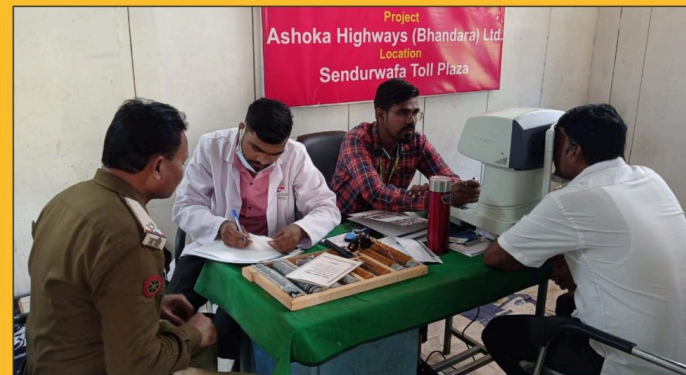
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WITH HEALTH EXPERTS...

We organized the **Free Eye-check and Diabetic Health camps** for Road users. more than **2000 Road-users** got themselves checked in these camps.



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AT TOLL PLAZAS...

We communicated the importance of Road Safety through banners and pamphlets at all our toll plazas. Flowers were offered to users of helmets & seat belts. We connected with **over 1,10,000 people** through the effort.



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ON HIGHWAYS...

Rear end collision during the night is a common form of accidents in India. Our team pasted reflective stickers on over **10,000 vehicles** across India.



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ON PUBLIC TRANSPORT TERMINALS...

We conducted road awareness sessions at Toll Plaza(s), State Bus Depot(s), Dhaba(s), and Truck Terminals. Over **12,000 people** were reached.

