



What if we could save
1 million lives by **2027**?

SaveLIFE Foundation is committed to **saving lives** on **roads in India** since 2008.

Road crashes are the world's leading cause of death for children.

[1.35 million]

People die from road crashes globally every year

[20 to 50 million]

People suffer non-fatal injuries from road crashes every year

[93%]

Of the world's road fatalities occur in low- and middle-income countries

[150,000]

People die from road crashes in India every year - the world's highest

[30+]

Children die from road crashes everyday in India¹

[3%]

Of India's GDP is lost annually due to road crashes

¹In 2019, the Ministry of Road Transport and Highways reported 31 child road fatalities while the National Crime Records Bureau reported 43 child road fatalities.

SaveLIFE Foundation is saving lives by improving road safety and access to emergency medical care.

Our high-impact and scalable solutions work to re-engineer roads, bridge gaps between road crashes and the delivery of urgent trauma care, engage the public to change behaviors, and inform national policies that promote safe driving behaviours. By working at both the ground and system levels, we are addressing the problem from the **bottom-up** and **top-down** to completely and decisively resolve this public health issue.

OUR MODELS OF CHANGE



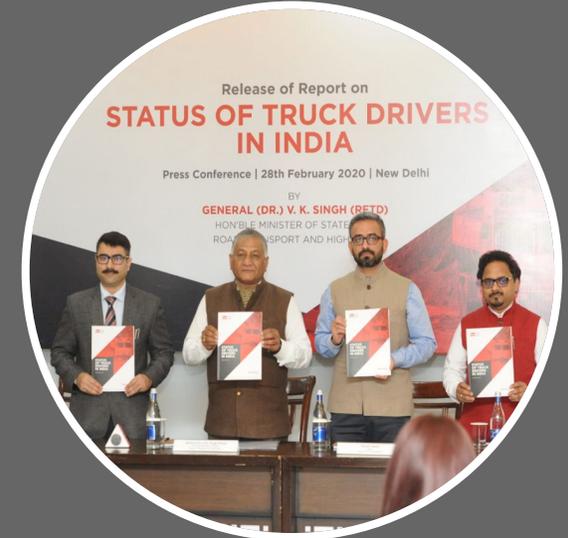
ZERO FATALITY CORRIDOR



COMMUNITY MOBILISATION



CHILD SAFETY



PUBLIC POLICY

ZERO FATALITY CORRIDOR

Our flagship solution is the Zero Fatality Corridor (ZFC), a scalable and replicable model for road safety in any country. We adopt and transform the deadliest highways into fatality-free stretches by addressing the 5 E's of Road Safety: Engineering, Emergency Care, Enforcement, Education and Enactment (Policy).

As a model created by and for the developing world, the ZFC is a cost-effective, innovative solution with the track record and potential to save millions of lives across low- and middle-income countries.



The ZFC model employs a unique 6-step approach to achieve tangible and lasting impacts.



1: Build a partnership

We select a high-fatality road and form a project coalition with the local State government and a corporate funding partner to begin.

2: Understand the data

We directly gather as well as triangulate crash data from multiple sources to identify the definitive causes of crashes on the target corridor.

3: Conduct onsite audits

We conduct onsite audits to track causal factors and capture the state of road engineering, enforcement and emergency medical care on the target road

4: Implement solutions

We design and deploy tactical solutions on the corridor and work with our State government partner to sustain the interventions for good.

5: Measure the impact

We engage Police and third party agencies to evaluate progress against the primary metric of the ZFC: **reduction in road crash fatalities.**

6: Replicate and scale

We exponentially increase our impact by engaging new partners to implement the ZFC model on additional highways in India and beyond.

Our solution under implementation since 2016 is saving lives.

Using the ZFC model, we have successfully reduced road fatalities by:

52%↓

on the Mumbai-Pune Expressway
over four years



Plus:

- 3,000 engineering errors identified and fixed along the road
- 600+ police and community first responders trained in life-saving skills
- 5,400+ patrol staff and commercial drivers trained in crash prevention techniques
- **And more**

53%↓

on National Highway 48 over
one year



Plus:

- 1,500+ engineering errors identified and fixed along the road
- 30+ emergency signages created and installed along the road
- 10+ unauthorised median gaps permanently closed
- **And more**

100%↓

on Delhi's Bhalswa Chowk Black
Spot in less than one year



Plus:

- 4 traffic black spots eliminated for approx. 8,000 children passing through everyday
- 70% reduction in pedestrian exposure (reducing vulnerability to accident)
- 75% of road users surveyed felt safe while crossing or driving through Bhalswa Chowk
- **And more**

Our Zero Fatality Corridor model is being replicated across India to make thousands of kilometres safer for all road users.

1

95

KM

MUMBAI-PUNE EXPRESSWAY

Project initiated in 2016



5

302

KM

AGRA-LUCKNOW EXPRESSWAY

Project initiated in 2021



2

111

KM

NATIONAL HIGHWAY 48

Project initiated in 2017

6

701

KM

MUMBAI-NAGPUR EXPRESSWAY

Project initiating in 2021

3

12

KM

DELHI OUTER RING ROAD

Project initiated in 2020



7

284

KM

AGRA-ETAWAH-CHAKERI NH-2

Project initiated in 2021

4

165

KM

YAMUNA EXPRESSWAY

Project initiated in 2020



8

273

KM

PUNE-SATARA-KAGAL NH-48

Project initiated in 2021



Zero Fatality Corridor: What Worked?

What Worked?



Coalition of decision-makers on the ground



Triangulation of data to determine trends



Target based approach - annual targets for fatality reduction reviewed monthly



Bold Solutions - going beyond IRC to find solutions; **distilled into replicable measures**



Strong measurement and evaluation by project custodian



Partnership Model



Access: MOUs with Government Agencies



Funding: CSR / Philanthropy



Implementation: SLF + Government (1 : 20)



Evaluation: Government + SLF



Scaling: Government + Big-aid



Our partners are helping us make a **lasting** and **transformative** impact



THE WORLD BANK



MULAGO

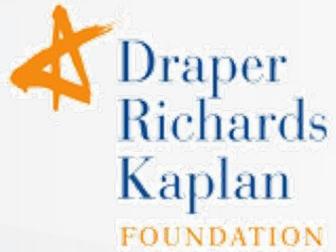
TATA TRUSTS



शरीरमाद्यं खलु धर्मसाधनम्



योगः कर्मसु कौशलम्



Mahindra



ŠKODA



Mercedes-Benz

HDFC ERGO



HARVARD
GLOBAL HEALTH INSTITUTE



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