

Proposal : Drive-Well Day

Improving Driver Behavior in Bengaluru



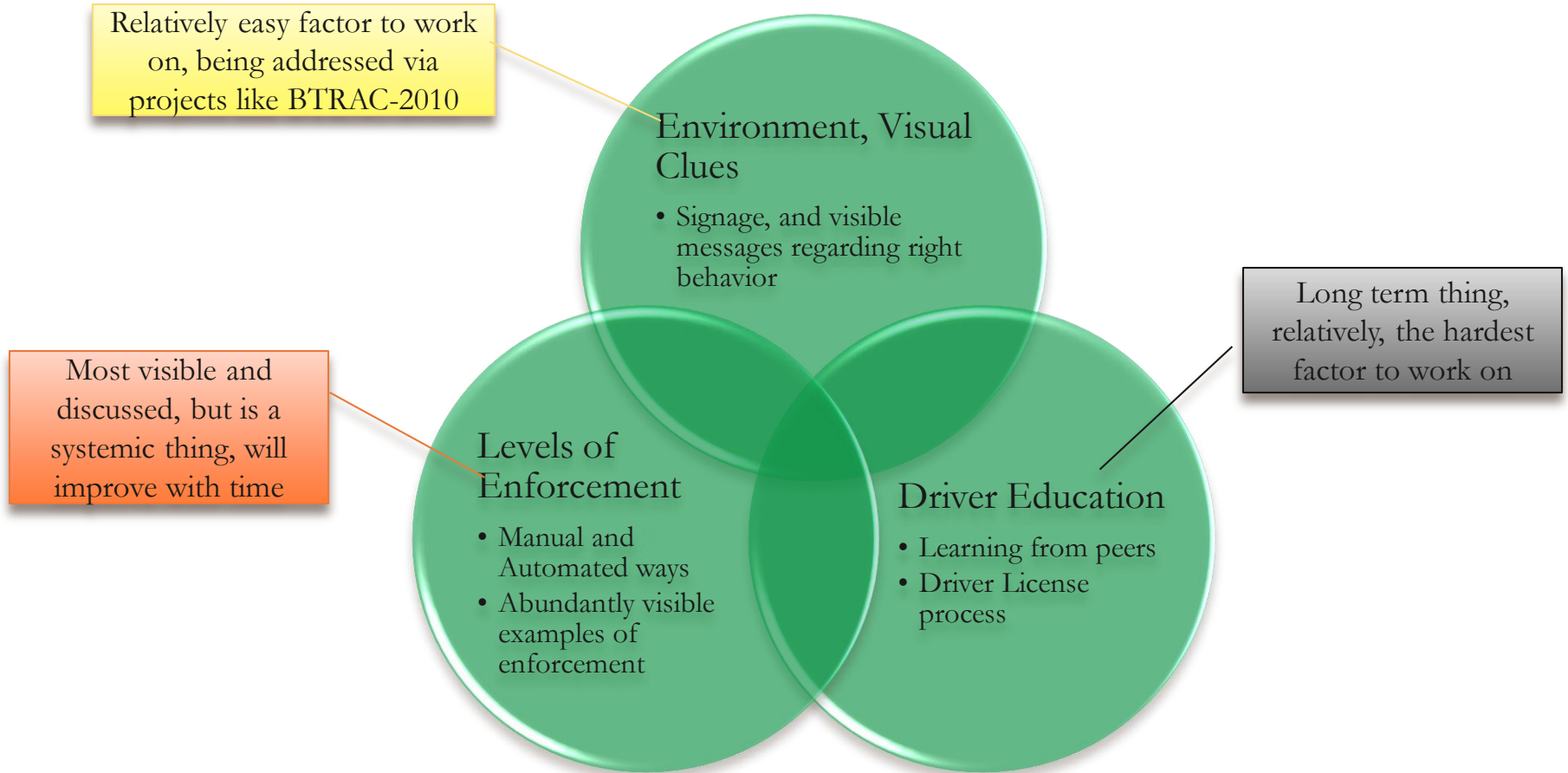
Objective

- ▶ Praja.in wants to bring together Traffic Police and <sponsors> to improve driving behavior on the roads of Bengaluru.
- ▶ To this end, we propose a recurring-event based campaign to spread the message of good behavior and strict enforcement.



Driver behavior on our Roads

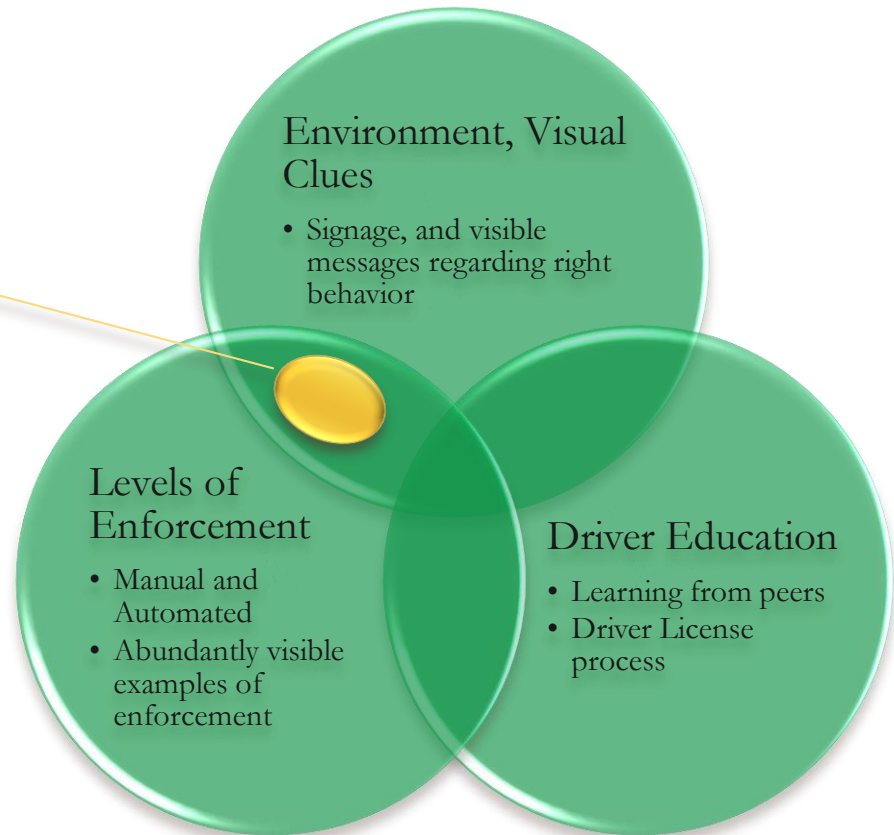
- ▶ Our behavior is influenced by the 3 high level factors



The proposal : Drive-Well Day

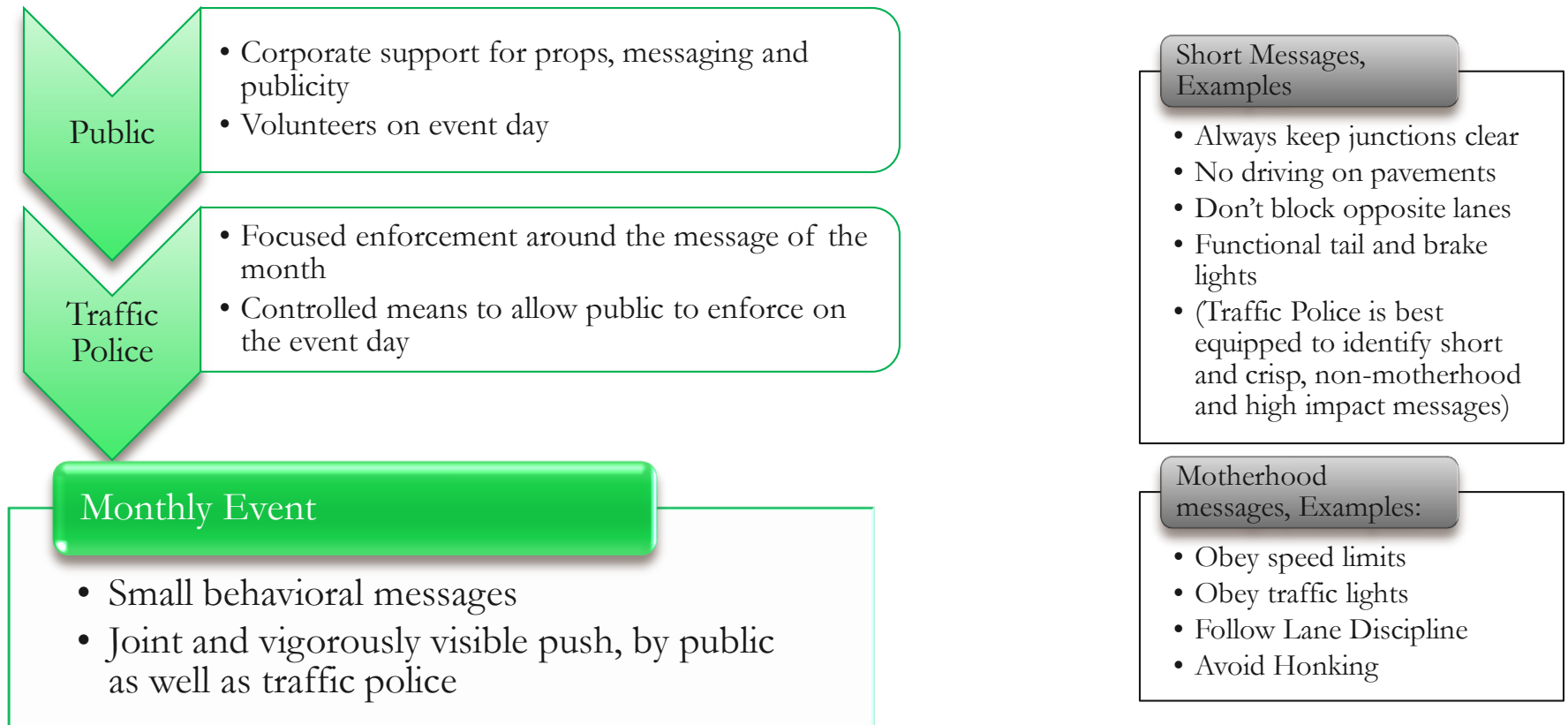
- ▶ A campaign to improve “environmental clues” and increase “visibility” of enforcement
 - ▶ Will consist of focused events that send short and crisp messages

A joint and sustainable public and traffic police cooperation initiative



The proposal : A Monthly Event

- ▶ A Joint and sustainable public and traffic police cooperation initiative centered around recurring (ideally, monthly) events



Benefits

Traffic Police

- Increased visibility for enforcement efforts
- Enhance citizen-friendly image

Public

- Social support for good drivers
- Chance to mingle with traffic police

Sponsors

- Improve social responsibility scores, and brand visibility in the city



Roles & Responsibilities (*suggested*)

▶ Traffic Police

- ▶ Provide space for messaging
- ▶ Take responsibility for interfacing with other local government agencies if needed.
- ▶ Provide basic training to volunteers
- ▶ Allow sponsor's name on messaging on the event day
- ▶ A joint press release with the sponsor per monthly event

▶ <Sponsor>

- ▶ Sign up to support the monthly day concept.
- ▶ Commit to providing volunteers, at least 100 per event day
- ▶ Sponsorship cost would involve supporting things like (*to be finalized*) printing of messages, and event day attire for traffic police and volunteers.

▶ Praja.in

- ▶ Provide an Community Space on Internet to for hosting work-plan, discussions and content for the monthly events
- ▶ Help Traffic Police and Sponsor agree on scope of engagement and description of mutual commitments



Next Steps

- ▶ Buy-in from Bangalore Traffic Police
 - ▶ DONE
- ▶ Buy-in from at 1 sponsor for the first event
 - ▶ DONE
- ▶ Engage sponsor with BTP for Arrangements, Terms and Conditions
 - ▶ DONE
- ▶ Launch via first Drive-Well Day
 - ▶ 30th September!
- ▶ Sponsor for next Driver-Well Day
 - ▶ In progress, may need to tune the concept based on how the first one goes.





Thank you

Look forward to your responses.

Email admin@praja.in

