

SANE DRIVING (OPC) PRIVATE LIMITED

Learning Civic, Safe & Responsible Road Travel

CIN. U74999DL2016OPC298644 | GSTIN 07AAXCS0300B1ZQ | DIPP 37547 | PAN AAXCS0300B

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ABOUT SANE DRIVING: A SOCIAL IMPACT INITIATIVE WITH A DIFFERENCE.

Home to most road crashes in the world **with over 1,50,000 killed each year, and millions in incapacitating injuries**, India has some of the world's worst road behaviors.

A large Population travels by road, has expectations from Society, and has responsibility towards it. How we drive, impacts safety, impacts trust with fellow citizens, affects enforcement; and **wrong behaviors undermine democratic values**. Values, Beliefs & Attitudes, determine who we are & how we view the world. **Traffic mirrors culture**.

Prevention is better than cure. Responsible Road Behaviors contribute to community & Creates Trust. Investing in Education that Builds Trust; is investing in Social Capital of Country.

Education should not only be Academic, it should help promote responsible habits towards fellow citizens. **Safety & Civic sense are a mind-set, a habit that could be taught by parents, schools, or by employers. What we practice on roads each day as rituals is what we practice in daily lives including places of work as Social Norms.**

Good institutions and communities teach freedom, educate for and enforce discipline, set boundaries and help guide individual values and beliefs to a set of acceptable social norms for safety, for co-existence, help follow rules and be respectful to fellow citizens.

Recommended by many, including Delhi Traffic Police, BSF, SSB & Maruti-Suzuki among others, Sane Driving workshops, creatively engage participants to help them SELF-DIRECT to adopt Civic, Safe & Responsible road behaviors, as a driver, as a passenger, a road user OR as member of Law Enforcement, to be a role model for others to follow.

Sane Driving Responsible Road User Programs: Are the ONLY programs, that help Self-Driven Learning and Motivation for Responsible Road Behaviours and Attitudes for Drivers, Passengers, Road users, Or as member of Law Enforcement.

Behaviours do not change overnight, and **We Need Reminders And Repeated Education**. Sane Driving uses creatively designed posters and stickers to help above.

THERE ARE TWO KINDS OF SERVICES OFFERED BY SANE DRIVING (OPC) PRIVATE LIMITED.

A. Responsible Driver/Passenger Workshops

B. Training / Education Aids in Critical Skills and Reminders: Posters & Stickers.

A. Responsible Driver / Passenger/Road User And Responsible Enforcement workshops: A workshop can, help save lives, create a responsible community and help to look at the problem from civic angle. (REMEMBER: Training Is An Ongoing Process)

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1. **FOR SCHOOLS: *Not lack of skills, but wrong behaviours & attitudes cause most accidents and there isn't any two wheeler driver education.*** What we practice as adolescents (15-25) is what we become as adults. Prevention is better than cure and habits form young. Shaping safe behaviours is easier than trying to change them later.
2. **FOR EMPLOYERS:** With highest fatality, and crippling injury rates in most productive age group 15-45, ***and no two wheeler driver education***, a few hours spent on the workshop could help prevent crashes, injuries & save families, create a responsible community & help environment in co-existence.
3. **DRIVERS AND STAFF OF PUBLIC TRANSPORT:** Large number of Indian Population travels/commutes through public transport for several hours a day. Their experience in travel affects productivity and morale. There are expectations from Society and responsibility towards it. Done properly with Vision and Policy; Drivers and Staff can make life in a city a joy.
4. **TRAFFIC POLICE: Enforcement With A Purpose:**
 - a. **Traffic Police has a job that requires a unique Vision and Purpose.** Traffic is the **SOUL OF A CITY** and if managed properly, it makes commuting safe and living in the city, a joy, else a misery.
 - b. **Traffic Police have a task, more important, than what is traditionally thought.** To be effective, one must understand problems on roads, typical of India. Managing Traffic is managing Democracy which displays fairness in the system/ prevalence of ONE RULE for all, on daily bases, unambiguously.
 - c. **When motivated through self-directed behaviours, Traffic Police are asset to Democracy and to Enforcement.**
 - d. **Responsible Enforcement:** Sane Driving Program helps Traffic Police understand value of their work from Civic / Social angle, and **helps understand how values & beliefs contribute to responsible or reckless behaviours, challenges them to look for ways they never did earlier, giving them Purpose on their job, they never had before.**
 - e. **When motivated intrinsically,** Traffic Police-persons are most likely to be engaged, display pro-social behaviours, are creative to new situations, **and are effective on the job.**
- B. **Training / Education Aids in Critical Skills and Reminders: Posters & Stickers: *Behaviours do not change overnight, and we need education and we need reminders.***
 - a. **POSTERS** remind right behaviours, and teach critical skills.
 - i. **REMINDERS** And General Behaviours.
 - ii. **EDUCATION:** of Critical Importance: Speeding, Rash Driving & Helmets
 - b. The stickers help bring social pressure for right behaviours.

KEY ASPECTS: SANE DRIVING RESPONSIBLE DRIVER PROGRAMS HELP IN:

CONTACT US: Sane Driving: *anil@sanedriving.com | anilamar@protonmail.com | +91 8851 891 576 | +91 971-7488-363* 2019 ©Anil Amar, all rights reserved. Please do not copy, modify or distribute in any manner. **Page 2 of 4**

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- **Self-Awareness:** Understanding self on what behaviors lead to unsafe outcomes.
- **Self-Regulation:** Manage behaviors in time, to avoid unsafe situations.
- **Road Map:** Create a clear road map to follow, to avoid unsafe outcomes.
- **Advocacy:** For Policy, design, education, Governance, Regulation, right processes in civic and driver education, and acceptable social norms.
- **EXPECTED GOALS OBJECTIVES: FOR TRAFFIC POLICE**

NOTE: Each Workshop / Program, is First of a Kind, covering topics NOT covered by any other Training Program related to Policing, Driving, and commuting anywhere. It is proprietary and cannot be copied in any form.

BATCH SIZE: Though not mandatory, It recommends upto 50 participants or up-to 70.

TYPE OF PROGRAM, DURATION, PRICING:

Duration	Type & Proposed Audience	Current Price / Program*	GST Extra
1 Day Program	Responsible Road User Program: Those Short on time	₹ 26,000/-	18%
2 Day Full program	Responsible Road User Program Any one above 14 yrs of age	₹ 31,500/-	18%
6 Hr Short Prgm	Responsible Road User Program For School Teachers & Students	₹ 19,000/-	18%
Traffic Police 2 Day Prgm	Responsible Enforcement Program Program For Induction For Traffic Police Enforcement With A Purpose	₹ 38,000/-	18%

**Price subject to change. Travel out side Delhi for one faculty member charged extra: Economy Airfare or AC-2 Fare. It is recommended that one sticker per participant be bought separately @ ₹50/- each.*

A: Responsible Road User Program

B: Responsible Enforcement Program

PURPOSE OF THE PROGRAM:

BASIC AGENDA

DAY ONE: AWARENESS AND MOTIVATION

MODULE # 1

INTRODUCTION & EXERCISE ON INSTITUTIONAL GOALS/ CIVIC GOALS MISSION/VISION, EXPECTATIONS & GAPS

EX-

MODULE # 2: CURIOSITY:

COMPARING LIVE SITUATIONS / STORIES BASED ON TRUE EVENTS

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MODULE # 3: EMPATHY

PRIMER on BELIEF SYSTEMS, VALUES & EFFECTS/ RECOGNIZING RIGHTS AND RESPONSIBILITY ; SITUATIONS ON STORIES

MODULE # 4: EMPATHY

MOTIVATION

WORKSHOP EXERCISES : CAUSE & EFFECTS

MITIGATION/ SELF AWARENESS / TEAM SOLUTIONS AND COMPARISONS

CONCLUSION DAY 1

DAY TWO: CIVIC EDUCATION & REGULATION = Responsible Enforcement

MODULE # 5: Empathy Continued

ReCap, Identify elements

Analysis and Key Learning

MODULE # 6: RESPONSIBILITY

Additional Hazards / Lay out road map. Commitment to prevention and action

MODULE # 7: CIVIC SENSE & RESPONSIBILITY

CELL PHONES / COMMUNICATION

DO WE UN-KNOWINGLY PROMOTE WRONG BEHAVIORS?

CIVIC EDUCATION EXERCISE / COMMITMENT TO PREVENTION

MODULE # 8: EVALUATION & FEEDBACK

EVALUATION & CERTIFICATES / FEEDBACK

CONCLUSION OF PROGRAM

IT'S AN OPPORTUNITY

Incorporating Social Impact Programs of Sane Driving, provides you the unique opportunity to train Police-persons, employees, school students, or drivers of public transport; give them tools of Social change, build awareness and **show your Organization's support for an important cause: Public Safety and Responsible Community! Please Contact us for next steps. References on website and available on request.**

Anil Amar, Director,
Appreciative Coach

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