

SANE DRIVING (OPC) PRIVATE LIMITED

Learning Civic, Safe & Responsible Road Travel

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To,

ALL FORMATIONS

Border Security Force

No: SD/Prop/WEB/21-22/10

INDIA

Dated: 02 April 2021

SUBJECT: Sane Driving(OPC) Pvt Ltd. Proposal for workshops and for Education/Training Material regarding Civic, Safe and Responsible Road Behaviors for Education and for welfare of units under Command and families.

Sir, As you are aware, India loses well over 1, 80,000 precious lives, each year in road crashes and millions in injuries that are incapacitating. Uniformed forces and families are equally affected.

NOT LACK OF SKILLS BUT WRONG ATTITUDES CAUSE MOST ACCIDENTS:
Prevention is better than cure. Investing in Education is investing in Social Capital.

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

Sir, looking at high accident rates in BSF personnel, Drivers AND Non-Drivers (because every one drives even on vacations), BSF tasked Sane Driving OPC Private Limited to conduct experiments on Loaded BSF vehicles, and conduct Workshop Programs. **Based on experiments on loaded BSF Vehicles, Education/Training Material was produced to be of help to drivers, non drivers, and to families of BSF Personnel.**

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

A. Responsible Driver/Passenger 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)

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 behaviors, and teach critical skills.

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i. REMINDERS And General Behaviors.

ii. EDUCATION: of Critical Importance: Speeding, Rash Driving & Helmets

b. The stickers help bring social pressure for right behaviors.

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.

Sir, this is a proposal for conduct of Workshops and for Education/training materiel regarding Civic, Safe & Responsible Road Behaviors for all Personnel under command and families. Please find attached to this covering letter, the following:

1. Brief Catalog for Education/training materiel on critical skills and reminders
2. Feedback on experiments conducted on loaded BSF vehicles based on which training/ education material was produced, to help prevent loss of life, and injury.

WORKSHOP PROGRAM DETAILS:

a) Age: Any one above 14 Years of age. CAPACITY: 70 per program

b) PRICING OF BSF WORKSHOPS/PROGRAMS

| Duration | Type & Proposed Audience | Current Price per Program* | G.S.T. Extra |
|------------------------------|---|----------------------------|--------------|
| 1 Day Rapid Program | Responsible Road User Program: RAPID VERSION | ₹ 26,000/- | 18% |
| 2 Day Full program | Responsible Road User Program FULL PROGRAM | ₹ 31,500/- | 18% |
| 6 Hr Capsule | Responsible Road User Program CAPSULE PROGRAM | ₹ 21,000/- | 18% |
| Traffic Police 2 Day Program | 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 @ ₹100/- each.**

Please do not hesitate for any questiions

Anil Amar, Director,
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