

SAVING LIVES THROUGH SAFER ROADS REIMAGINING URBAN MOBILITY & PEDESTRIAN SAFETY A CSR INTERVENTION BY DLF FOUNDATION



Every day, millions of Indians walk to schools, workplaces, metro stations, markets, and neighbourhoods. Yet for many, crossing a road remains difficult and unsafe.

According to the Ministry of Road Transport and Highways 2024 report, India recorded 4.88 lakh road accidents, resulting in 1.77 lakh fatalities and 4.71 lakh injuries. Nearly one in every five fatalities, approximately 35,000 deaths, involved pedestrians. With urban growth and rising traffic, pedestrian safety is now a key urban development issue. Many fatalities result from inadequate crossings, high-speed corridors, poor visibility, and limited awareness of safe practices. In response, DLF Foundation launched the Saving Lives Through Safer Roads Programme in FY 2020-21 to make urban spaces safer, more accessible, and more inclusive for pedestrians.

Urban mobility discussions often focus on vehicular traffic and

road expansion, but public infrastructure alone does not ensure safety. "Community awareness and sustained behavioural change are equally important", the CEO added. DLF Foundation aims to continually enable vulnerable road users by creating a safe pedestrian ecosystem that integrates social public infrastructure, behavioural change, accessibility, technology, community engagement, and emergency response.

The Programme was initiated following a data-driven risk analysis and feasibility study by the School of Planning and Architecture, New Delhi. The study identified accident-prone locations in Gurugram and key risk factors, including speeding, unsafe crossings, traffic light violations, and inadequate infrastructure.

These challenges especially impact children, senior citizens, and daily commuters navigating fast, poorly lit roads without adequate crossings.

Creating Safer Pathways

In partnership with the Gurugram Metropolitan Development Authority (GMDA) and the National Highways Authority of India (NHAI), DLF Foundation has developed essential pedestrian infrastructure at high-risk locations in Gurugram.

The Public Foot-Over Bridge on Raghvendra Marg, Gurugram, connects Chakarpur Village with Sikanderpur and Ashoka Crescent Marg. This FOB enhances pedestrian safety while contributing to smoother traffic movement. The Shankar Chowk Pedestrian Subway



links Mousari Avenue and Udyog Vihar, two major commercial hubs in Gurugram. With elevators, ramps, stairways, proper lighting, and universal accessibility features, the subway serves all users, including senior citizens, children, and persons with disabilities.

The Foundation has also developed pedestrian walkways and cycling tracks along key corridors to promote safer, healthier, and more sustainable mobility.

These interventions prioritise inclusivity through features such as tactile paving, ramps, elevators, and barrier-free access, transforming public spaces to accommodate diverse mobility needs. As a result, inclusivity has become a fundamental design principle across the Foundation's road-safety interventions. "Cities can only become truly inclusive when infrastructure works for everyone, especially those who are most vulnerable. Universal accessibility is a fundamental requirement of responsible urban development," the CEO adds.

Measuring Impact Through Data

A key feature of the programme is its commitment to evidence-based implementation and ongoing monitoring. Data and technology identify where interventions are needed and help design solutions with measurable impact. Real-time monitoring tracks pedestrian footfall and usage patterns, enabling proactive maintenance and informed decisions. Regular inspections, community feedback, and utilisation

assessments ensure infrastructure remains safe, functional, and relevant, and help identify new risk areas before they become accident hotspots.

Public response has been strong. Since inception, the programme has recorded over 45 lakh footfalls across its facilities. In FY 2025-26 alone, more than 24 lakh crossings were recorded, indicating significant adoption and a shift toward safer crossing behaviour. Sustained and increasing usage demonstrates lasting impact. Independent assessments confirm this, with beneficiaries reporting improved accessibility, safer commutes, reduced congestion, enhanced mobility, and greater comfort navigating urban spaces.

Changing Behaviour, Saving Lives

Public infrastructure alone cannot solve road safety challenges. The Foundation complements physical interventions with ongoing awareness campaigns, advocacy, and community outreach. Sustaining behavioural change requires consistent messaging across multiple channels and audiences until safer choices become routine.

These efforts create a culture of shared responsibility for road safety. Through strategic communication, public engagement, and behaviour change initiatives, the programme encourages and promotes use of pedestrian facilities and safer road practices. Over time, these incremental changes can deliver significant societal benefits.

Building a Model for India's Cities

The Saving Lives Through Safer Roads initiative demonstrates how public-private partnerships can address complex urban challenges through innovation, collaboration, and long-term commitment. Its sustainability comes from integrating infrastructure into the city's public ecosystem, serving communities over time and consistently promoting safer mobility practices.

The recent recognition of the initiative at the CSR Times Awards & Summit is a significant milestone.

Looking ahead, India's cities must continue to combine the three pillars of this programme: public infrastructure designed for vulnerable users, sustained behavioural change, and data-driven decision-making to guide future actions. Ms Paul further says, "One of the key lessons from this programme has been that sustainable community impact requires combining public infrastructure with behavioural change, strong public-sector partnerships, and continuous monitoring. Addressing everyday challenges effectively means designing solutions around actual user needs rather than relying solely on physical assets."

As cities evolve, the question is not whether pedestrian safety deserves attention, but how quickly and collectively we can act. Safer roads are not just pathways connecting places, they are pathways that protect lives. **Every life saved is a future preserved.**

"At DLF Foundation, we believe that every individual has the right to move safely through the city. Road safety is not just about preventing accidents, but, it is about enabling dignity, accessibility, and an equal opportunity for all."

— Ms Gayatri Paul,
Chief Executive Officer (CEO),
DLF Foundation.