

## **IRTE and Diageo India conduct 'Towards Responsible Youth', a Road Safety training programme for Jaipur University Students"**

*Over 300 students went through an intensive workshop on Road Safety Legislation and Defensive driving*

**Jaipur, November 20, 2019:** The Institute of Road Traffic Education (IRTE) and Diageo India, today, announced the launch of the - **"Towards Responsible Youth" Road Safety** training programme, for students of Manipal University in Jaipur. This is the first training programme in the state and the third in the country. The programme was inaugurated in the august presence of **Dr Rohit Baluja, President, Institute of Road Traffic Education (IRTE)** and **Dr Gurdaman Lal Sharma Prof & Director, Dr. Shiva Prasad H C as Director of School of Automobile, Mechanical and Mechatronics, Manipal University Jaipur (SAMM) and Dean Students Welfare (DSW), Manipal University; Prof (Dr) Jagannath Korody ,Dean- Faculty of Engineering (FOE), Manipal University and Dr. Shiva Prasad, Director, SAMM, Manipal University**

According to Ministry of Road Transport and Highways (MORTH), in India, over **1,48,778 road fatalities have taken place in 2018 as compared to 1,47,913 in 2017**. In Jaipur, **a total of 813 fatalities took place due to road accidents in 2017 as compared to 890 in 2016**. The number of road accident in Jaipur was 2983 in the year 2017 compared to 3004 in 2016.

With the objective to reduce road fatalities and attaining higher levels of effectiveness, the programme attempted to bring a formal and structured training for youth eligible to apply for learner's license. The programme covered important subjects including defensive driving, road traffic legislation, ill effects of driving under the influence of alcohol etc. It also involved students participating in workshops and interesting quizzes on the theme of road safety.

Speaking on the initiative, **Abanti Sankaranarayanan, Chief Strategy and Corporate Affairs Officer, Diageo India**, said *"Diageo India's 'Road to Safety' initiative aims to create the necessary impact to address the appalling state of road safety in our country. Our collaboration with IRTE to train the youth of today will help us resolve the menace of road fatalities and promote road safety amongst the students. It is extremely important for today's younger generation to be aware about road safety and educate them through a strong training programme."*

**Dr. Rohit Baluja, President, Institute of Road Traffic Education (IRTE)**, said, *"Road Safety is the pillar of a well-organized and safe traffic management system. It has always been our mission to lend our support towards development of need-based training programmes across the county. Awareness amongst the youth about road accidents and its consequences is paramount, and this training programmes conducted for university students will help them be trained for a better tomorrow towards road safety and responsible driving. I would like to congratulate the students of Manipal University and thank Diageo India for having supported this initiative"*

The training programme witnessed participation of over 300 students ranging from age group of 19 years- 22 years. The Diageo India- IRTE 'Road to Safety' initiative is currently in its 5<sup>th</sup> year. Each programme is conducted by an expert panel of faculty of the IRTE. Since 2014, the programme has trained over 5020 police officials and 10,445 other participants which include Navy Officers, Engineers, Transport Officers, Commercial Vehicle Drivers and School Teachers. The training programme have massively taken place in 22 states & Union Territories and 65 cities till date.

## ABOUT DIAGEO INDIA

Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell's No.1, Smirnoff and Captain Morgan. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3500 employees, 50 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at [www.diageoindia.com](http://www.diageoindia.com). Promoting responsible consumption of alcohol is at the core of our business.

Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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