

Hi,

As part of the **iSafe - The Safer India Challenge'17**, the **Safe Road Marathon 2018** was organized on March 18, 2018 in **New Delhi**. The Marathon was organized by **Indian Road Safety Campaign (IRSC) and Ministry of Road Transport and Highways** in partnership with **Diageo India & IIT Delhi**. The marathon was flagged off by **Ms. Garima Bhatnagar, Joint Commissioner, Delhi Traffic Police and Navdeep Singh Mehram, Sr. General Manager- Sustainability, Diageo India**.

Over 3000 people participated in the marathon which was organized to create awareness for road safety among young Indians especially school children and college students.

The Indian Roads Safety Campaign (IRSC) is the largest youth led organisation by the students and alumni of IIT Delhi to spread awareness around road transportation amongst youth and 'soon going to be road dwellers'. Through dedicated initiatives, they aim to reduce the number of deaths caused by road accidents across India by half till 2020. They are currently active in 50+ cities with over 1700+ volunteers and impacted more than 1 crore people in 35 cities across 7 states.

Sharing the event images for your reference.