ICICI Lombard
Nibhaye Vaade

Impact Assessment Report

Ride To Safety

A CSR Initiative of ICICI Lombard

2022-2023

Disclaimer

- This report has been prepared solely for the purpose set out in the Memorandum of Understanding (MoU) signed between Renalysis Consultants Pvt. Ltd. (CSRBOX) and ICICI Lombard to undertake the Impact Assessment of their Corporate Social Responsibility (CSR) project implemented.
- This impact assessment is pursuant to the Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021, notification dated 22nd January 2021.
- This report shall be disclosed to those authorized in its entirety only without removing the disclaimer. CSRBOX has not performed an audit and does not express an opinion or any other form of assurance. Further, comments in our report are not intended, nor should they be interpreted to be legal advice or opinion.
- This report contains an analysis by CSRBOX considering the publications available from secondary sources and inputs gathered through interactions with the leadership team of ICICI Lombard, project beneficiaries,and various knowledge partners. While the information obtained from the public domain has not been verified for authenticity, CSRBOX has taken due care to receive information from sources generally considered to be reliable.
- In preparing this report, CSRBOX has used and relied on data, material gathered through the internet, research reports, and discussions with personnel within CSRBOX as well personnel in related industries.

With Specific to Impact Assessment, CSRBOX:

- Has neither conducted an audit or due diligence nor validated the financial statements and projections provided by ICICI Lombard.
- Wherever information was not available in the public domain, suitable assumptions were made to extrapolate values for the same;
- CSRBOX must emphasise that the realisation of the benefits/improvisations accruing out of the recommendations set out within this report (based on secondary sources) is dependent on the continuing validity of the assumptions on which it is based. The assumptions will need to be reviewed and revised to reflect such changes in business trends, regulatory requirements, or the direction of the business as further clarity emerges. CSRBOX accepts no responsibility for the realisation of the projected benefits;
- The premise of an impact assessment is the objectives of the project, along with output and outcome indicators pre-set by the project design and implementation team. CSRBOX's impact assessment framework was designed and executed in alignment with these objectives and indicators.

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Abbreviation Table

CSR	Corporate Social Responsibility
ESG	Environment Social Governance
IJDES	International Journal of Development and Economic Sustainability
ISI mark	Indian Standards Institution mark
MoRTH	Ministry of Road Transport and Highways of India
MSMEs	Micro, Small and Medium Enterprises
NCRB	National Crime Records Bureau
SDGs	Sustainable Development Goals
SROI	Social Return on Investment
RTS	Ride to Safety
NGO	Non Governmental Organization

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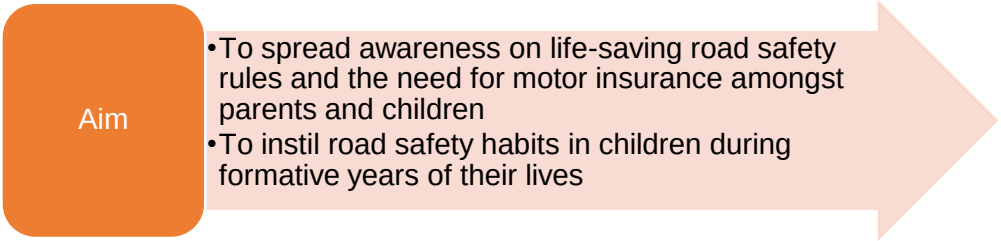
Executive Summary

ICICI Lombard General Insurance is one of the top private general insurance companies in India, offering a variety of well-diversified non-life insurance products and solutions. ICICI Lombard's CSR Policy is built on an underlying objective of actively supporting the country's socioeconomic development. The company seeks to provide a conducive atmosphere which supports people in realising their dreams of leading fulfilling lives. The Social Return on Investment for the project is INR 6.91 for INR 1.

The Ride to Safety Project by ICICI Lombard was initiated in 2015 and includes:

- Annual sensitisation workshops targeting children and parents
- Distribution of helmets to parents and child-specific helmets for children



The project adopted the following approach and structure for on-ground execution:

The project is well aligned with SDGs and ESG principles.

Impact Highlights

56,900+
families served in 2022-2023

12 cities
spread of project:
Delhi, Ahmedabad, Mumbai, Pune, Nagpur, Ludhiana, Patna, Kolkata, Agartala, Hyderabad, Bangalore and Chennai

42%
girl child beneficiaries served

Project targeted metro cities with higher probability to road accidents and reaches out to beneficiaries from different zones across the country

99%
children are using helmets post-intervenetion showing 92% increase from pre-intervention

77%
•students benefitted from the project showcased high risk-high frequency commuter pattern with greater changes of harm

•95%
•children could confidently identify helmets as mandatory safety gear for pillion riders to help save them in case of an accident

84%
children share that the intervention has improved their parents adherence to the road safety rules

99%
students feel that a similar intervention should be facilitated for other schools/ students

100%
helmets customised in a unique color catered to the safety of children and visually amplified the message for the road safety and ICICI Lombard's contribution in the school vicinity

94%
parents feel that the intervention made their children more aware of road safety

74%
respondents percieved ICICI Lombard as a trustworthy brand

•99%
parents use helmets regularly showing 20% increase from pre-intervention

Chapter : 1

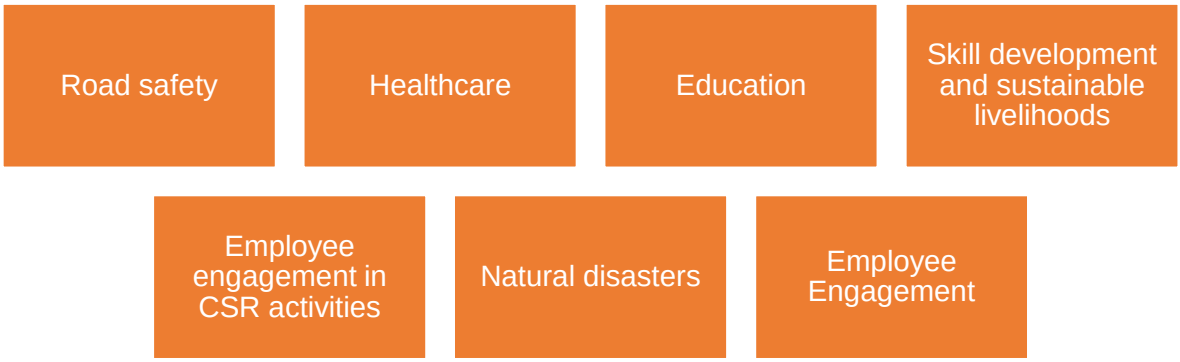
Overview of CSR Initiatives of ICICI Lombard

Chapter 1: Overview of CSR Initiatives of ICICI Lombard

ICICI Lombard General Insurance is one of the top private general insurance companies in India. The company offers a variety of comprehensive and well-diversified non-life insurance products and risk management solutions. Through the offered services, ICICI Lombard secures its clients and their families from insurance-related risks. It offers a robust, varied, and seamless distribution network that serves the demands of its corporate, MSMEs, government, and individual clients.

1.1. CSR interventions of ICICI Lombard

ICICI Lombard's CSR policy is built on the underlying objective of actively supporting the country's socioeconomic development. The company seeks to provide a conducive atmosphere which supports people in realising their dreams of leading fulfilling lives. Its goal is to identify important development areas that will benefit the community in the long run and contribute to its well-being. Listed below are the main thematic areas of the company's CSR interventions which are designed to bring quality change in underserved communities:



1.2. Ride to Safety Project Overview

Road safety is a critical social concern in India. It continues to be a major developmental issue, a public health concern and a leading cause of death and injury across the world.

- In India, the situation of road safety has worsened since 2021. This may also be attributed to the fact that the year 2021 had multiple lockdowns due to COVID, which resulted in less movement of traffic.
- In 2022, India had 4,61,312 traffic incidents, resulting in 1,68,491 fatalities and 1,68,491 injuries. The rate of traffic accidents had grown by 12% and the number of fatalities had increased by 11% compared to 2021.

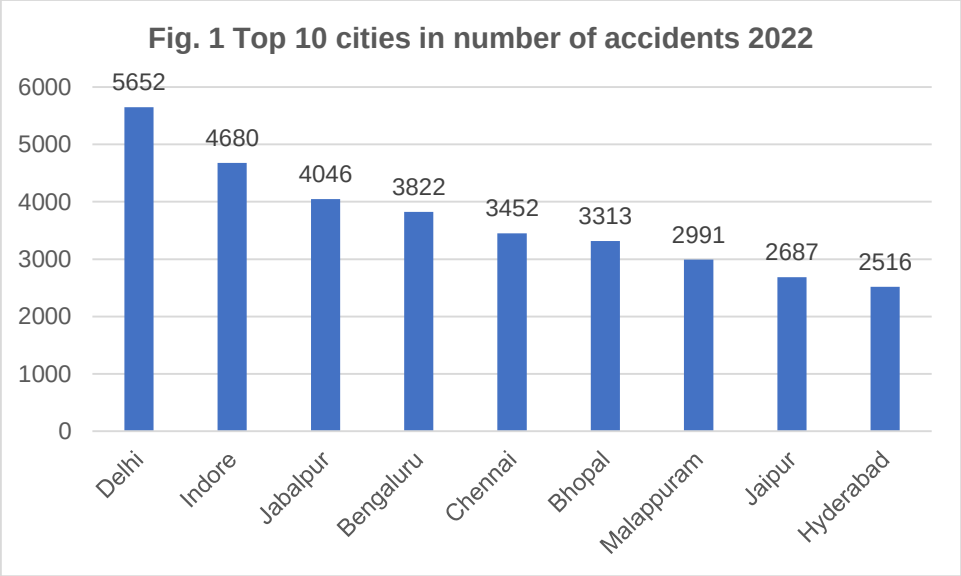
As per NCRB Report 2022[1], the major causes of road accident deaths were:

- Over speeding

[1] https://ncrb.gov.in/uploads/nationalcrimerecordsbureau/custom/1701607577CrimeinIndia2022Book1.pdf

- Dangerous or careless driving or overtaking

New Delhi, the capital of India, tops the list of cities with the most accidents, according to data on the number of incidents received. This data has been explained in Fig. 1 given below:-



Source of Data: MoRTH

Under their CSR mission, ICICI Lombard took on the task of enhancing road safety and led programmes and programmes targeted at reducing the frequency of traffic accidents. In an effort to change people's behaviour, the corporation specifically targeted drivers, passengers, and pedestrians. The Ride to Safety Project, which ICICI Lombard launched in 2015, comprises yearly parent and child sensitization sessions. The goal of the workshops is to educate children early on about the value of auto insurance and life-saving traffic safety regulations. Instilling safe habits in youngsters is the aim, and it should be a lifelong endeavour. Additionally, parents receive helmets from these courses, as well as kid-specific helmets for kids. The RTS project has made significant progress in assisting communities in developing safe behaviour on the roads.

Started in 2015	1600+ workshops	3,00,000+ beneficiaries	3,00,000+ parents and children received helmets

The project adopted the following approach and structure for on-ground execution:

Pre-training process/ Mobilisation

- Schools were identified by NGOs as per the set eligibility criteria for beneficiairies:
  1. The beneficiaries shall be from lower income groups
  2. The parents should be frequent users of two wheelers
  3. Parents to mandatorily have drivers license
  4. Children from 9 to 14 years of age were the main target

Conduction of road safety workshops or training

- Road safety workshops and trainings were conducted for 1 hour duration with the help of audio-visual content curated by ICICI Lombard team
- The content of these workshops included:
  1. Updated data of road accidental deaths
  2. Importance of wearing ISI certified helmets
  3. Right way of wearing helmets
  4. Road safety instructions for both riders and pedestrians
  5. Traffic rules

Distribution of free helmets to young pillion riders and parents

Awareness activities via social media and other channels

1.3. Alignment with CSR Compliance Framework

In the table below, the sub-section of Schedule VII, Companies Act (2013) is mentioned which is in complete alignment with the RTS project:

Sections of Schedule VII		Alignment
Section 135 (ii)	Promoting **education**, including special education and employment enhancing **vocation skills**, especially **among children**, women, elderly, and the differently abled and livelihood enhancement projects	Educating children and parents on road safety providing access to helmets and driver training to the masses

1.4. Alignment with Sustainable Development Goals

Sustainable Development Goals	Project Specific Targets
	• By 2030, increase the impoverished and vulnerable people's resilience and lessen their susceptibility to extreme weather events linked to climate change as well as other shocks and disasters affecting the economy, society, and environment. • By 2030, make sure that, in addition to equal access to basic services, ownership and control over land and other property, inheritance, natural resources, appropriate new technology, and financial services, including microfinance, all men and women, especially the poor and vulnerable, have equal rights to economic resources.
	• By 2020, halve the number of global deaths and injuries from road traffic accidents. • Boost the ability of all nations, but especially developing nations, to manage health hazards at the national and international levels and to reduce risks.
	• Increase economic productivity by focusing on high-value added and labor-intensive industries, diversifying your business, advancing technology, and innovating.
	• Empower and encourage everyone's social, economic, and political inclusion by 2030, regardless of their age, sex, handicap, race, ethnicity, country of origin, religion, or other status.

		• Ensure that everyone has access to safe, cheap, accessible, and sustainable transport systems by 2030. This includes increasing public transport and enhancing road safety, with a focus on the needs of the elderly, women, children, and people with disabilities.

1.5 Alignment with Environment, Social and Governance (ESG) Principles

Particularly, with respect to the **Business Responsibility & Sustainability Reporting Format (BRSR)** shared by the Securities & Exchange Board of India (SEBI), Ride To Safety Project can be covered under the following principles –

Principle 2

Business should provide goods and services in a manner that is sustainable and safe

Principle 4

Business should respect and be responsive to the interests of its stakeholders

1.6 Alignment with National and International Priorities

The Ride To Safety Project is in direct alignment with the following government initiatives:

- National Road Safety Policy
  - RTS initiative played a crucial role in ensuring that individuals were trained in road safety, educated about safe driving practices and informed about the importance of road safety.
- Sadak Suraksha – Jeevan Raksha
  - Under Sadak Suraksha initiative- create awareness on road safety and value of wearing helmets with ISI certification.
- International Commitment: Ministry of Road Transport and Highways participated in a conference in Sweden in 2020
  - The event 'Third High Level Global Conference on Road Safety for Achieving Awareness Activities via social media and other channels' was organised in Sweden in the year 2020.
  - In 2015, the Second High Level Conference on Road Safety was organsied in Brazil, wherein India signed the Declaration.

Chapter : 2

Impact Assessment Design and Approach

Chapter 2: Impact Assessment Design and Approach

2.1. Study Objectives

- Assessment of the need for the programme.
- Assessment and documentation of the impact of the programme as per goals and objectives.
- Assessing the scale and outreach of the programme, highlighting the direct as well as indirect impacts.
- Evaluation of the process employed and quality of implementation.
- Assess the stakeholder engagement process and its effectiveness.
- Documenting impact stories and testimonials of beneficiaries and stakeholders.

2.2. Methodology

We adopted a mixed-method approach of qualitative and quantitative data collection using primary and secondary data. This helped in gathering valuable impact-related insights from a 360-degree perspective involving all the stakeholders.

Primary Sources of Data: The data collected from various stakeholders during the study, using data collection tools designed for this purpose, were treated as primary data.

Secondary Sources of Data: ICICI Lombard's internal data on the targets, timelines, and activities vis-à-vis the actuals are considered secondary data. The use of secondary data from other road safety organisations, multilateral agencies, research papers, and global think tanks was integral to the benchmarking study and impact assessment framework.

Mapping the Theory of Change

Implementation of the project		Effect of the project	
Key Activities	**Output Indicators**	**Outcome Indicators**	**Impact Indicators**
Pretraining Process/ Mobilisation	56,900+ beneficiaries enrolled for the project 439 schools reached across 12 cities	Identifying the vulnerable families who own a 2-wheeler and need awareness for road safety Identifying the no. of young pillion riders in need of helmets	Increased knowledge and awareness of road safety in children, that they will remember and follow throughout their lives

Road Safety Workshops /Training	Awareness workshops conducted across 439 schools 56,900+ parents who attended the workshop 56,900+ parents who are direct beneficiaries (i.e., riders of two-wheelers) 56,900+ children who attended the workshop	Improved understanding of the road safety norms within the target groups Propagation of road safety norms within families with children as the influencers	Decrease in incidence rates of road accidents and related deaths
Distribution of free helmets to parents and young pillion riders	1,13,000+ helmets Distributed	Increase in the regular usage of helmets by the rider Increase in the regular usage of helmets by the young pillion riders	
Awareness Activities via social media and other channels	Mass awareness spread through social media platforms (Instagram and YouTube)	Ripple effect in mass awareness through resharing of awareness posts by the beneficiaries	

2.3. Sampling Approach

A stratified sampling approach was used to ensure a representative sample set for the impact study. The population frame was determined based on the number of beneficiaries and divided proportionally across geographic classifications.

- With a 95% confidence level and 4% margin of error
- Virtual interviews and interactions with schools
- Virtual semi-structured discussions with implementing partners and trainers

Online interaction with the top management team and funding group companies' relevant focal points

Geographical sampling ensured holistic coverage of respondents, ensuring heterogeneity in terms of location and schools covered.

Execution of Data Collection

Stakeholder	Data Collection Tool		Sample Size & Distribution
	Quantitative	Qualitative	
Top management and the core team of the ICICI Lombard and Ride to Safety Project	-	Open Discussion	
Parents and Children	Survey	Case Studies	618 Families Virtual through tele-calling
Implementing partners and trainers	-	Semi-structured Group Discussion	14 Virtual, 2 candidates from each partner agency
Schools	Survey	Case studies	10 Virtual Interactions

Locations	No. of Families Surveyed	No. of Schools Covered through Student Survey
Chennai	51	19
Bangalore	65	33
Agartala	6	4
Ahmedabad	41	13
Delhi	101	1
Hyderabad	52	13
Kolkata	29	19
Ludhiana	41	1
Mumbai	33	23
Nagpur	66	12
Patna	80	2
Pune	53	27
Total	**618**	**167**

2.4. Assessment Approach and Evaluation Frameworks

IRECS (Inclusiveness, Relevance, Effectiveness, Convergence, Service Delivery) Framework was used to evaluate the impact created by the project. The findings of the study were aligned with the following components of the framework:

Inclusiveness	Relevance	Effectiveness	Convergence	Service Delivery
• The extent to which communities equitably access the benefits of the project	• The extent to which project responds to the needs of the communities	• Analyse the project life cycle and assess the impact of the project on various aspects of the life of the stakeholders	• Extent to which degree of convergence with government/ other partners; the degree of stakeholder buy-in achieved	• The extent to which cost-efficient and time-efficient methods and processes were used to achieve results/outcome and impacts

Chapter : 3

Impact Findings

Chapter 3: Impact Findings

3.1. Inclusiveness

The profile of the families served was used to determine inclusiveness in this project. Gender, family economic status, age group, source of livelihood, and geographic spread of activities were all considered. These components demonstrate that the project catered to heterogeneity among beneficiaries, regardless of socioeconomic status.

42%
girl child beneficiaries

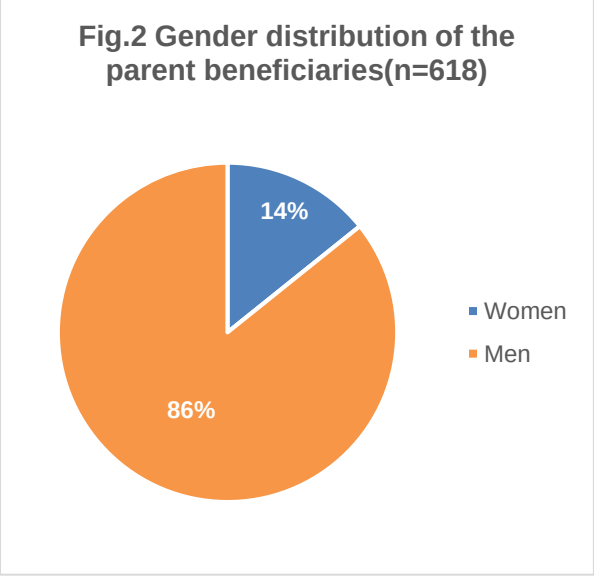
72%
Families who disclosed their income earned less than INR 25,000/month

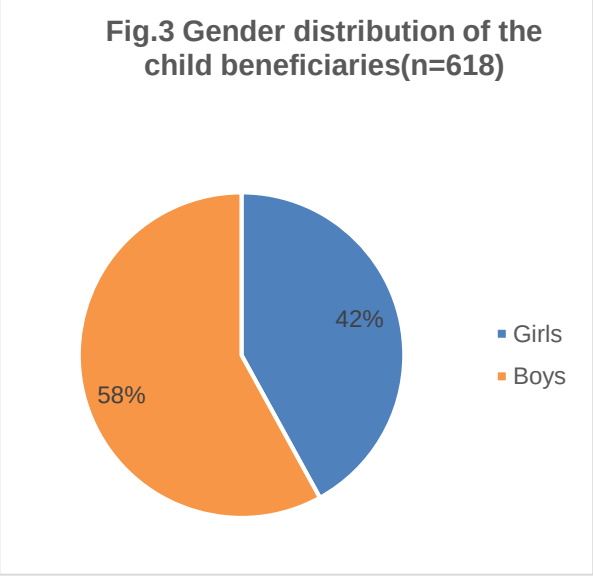
22%
Beneficiary families were from marginalised groups engaged in activities with lower livelihood outcomes upto 15,000 INR

Project targeted metro cities with higher probability to road accidents and reached out to beneficiaries from different zones across the country

439
Government schools- economically backward classes children and parents were identified

Gender Profile: The study suggests that the sample covered during the virtual survey received a substantial share of female beneficiary representation from women at **14%** and girls at **42%**.

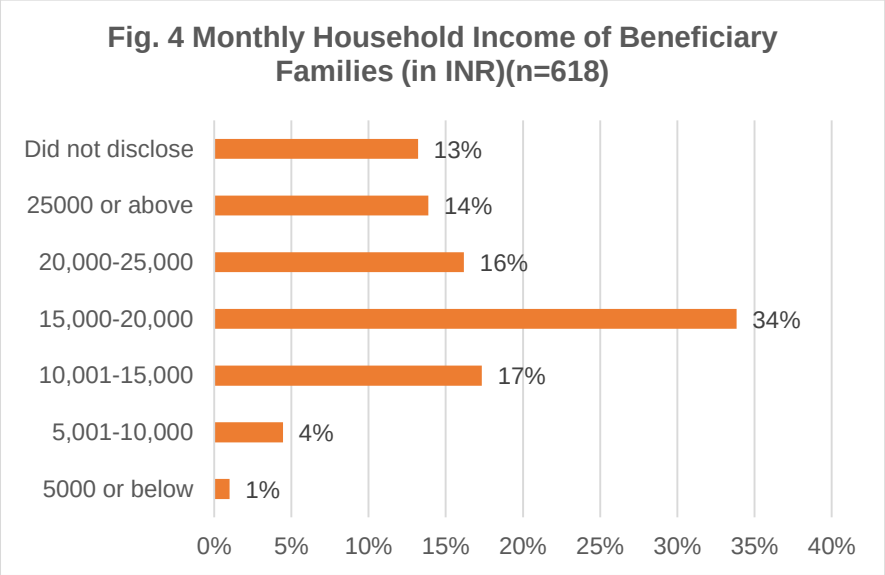




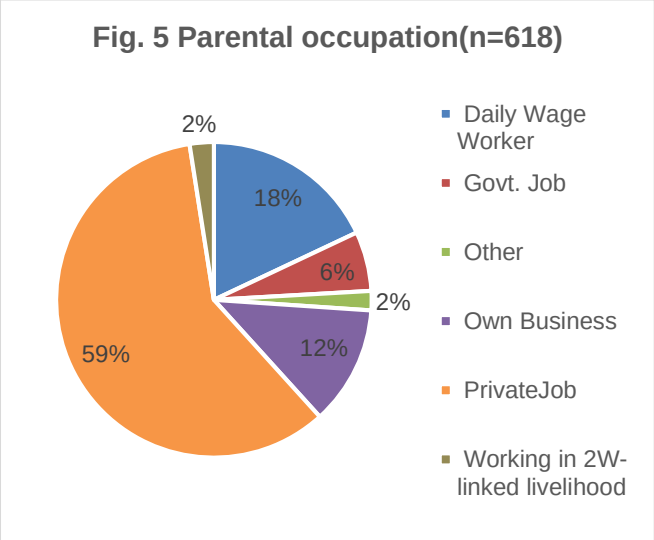
Socio-economic Background:

The socioeconomic background is an important indicator because the communities had lower purchasing power for road safety equipment, and the study showed that the project had primarily served socioeconomically marginalised communities, where **72% of families**

earn less than INR 25,000 per month and approximately ***5%*** were engaged in livelihood activities with income of less than INR 10,000 per month and higher vulnerability to market fluctuations.



"The criteria of selection of beneficiaries for this project aimed specifically to provide awareness and helmet to those who belonged to the economically weaker sections of the society".
-Ms. Sujatha Headmaster (MGR Nagar School, Chennai)

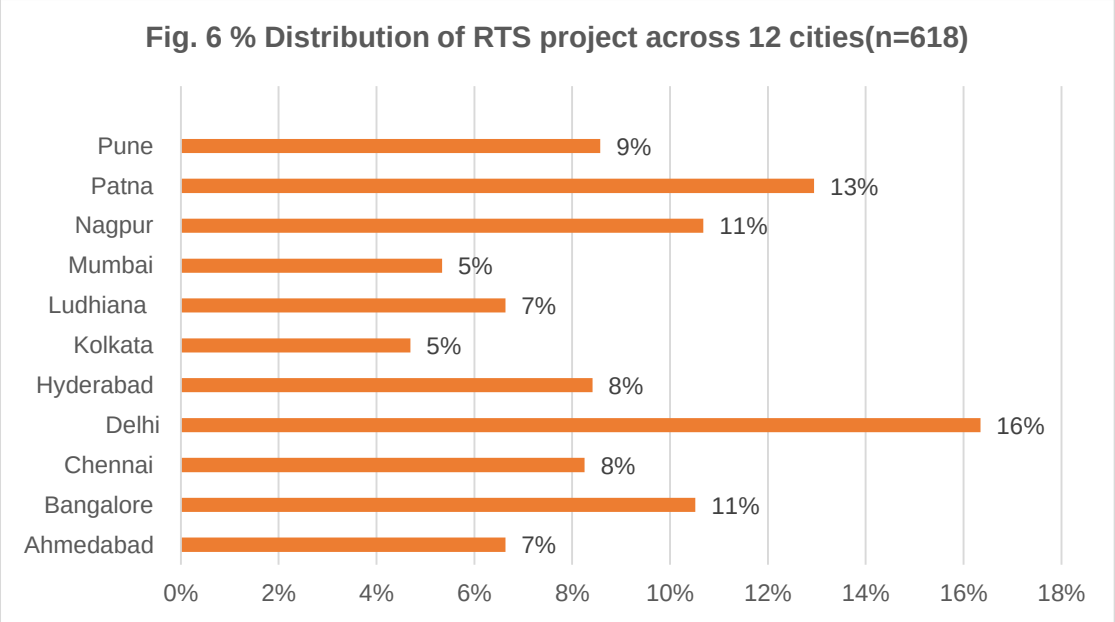


Equating the monthly income of the beneficiaries with Maslow's hierarchy of needs presents that for the project beneficiaries, the primary motive was to achieve basic physiological needs.

Maslow's Hierarchy of Needs

The parental occupation chart suggests that ***18%*** of the beneficiaries were daily-wage workers. Accounting for these facts, it can be established the RTS project supported the beneficiaries to move a level above in the hierarchy of needs by catering to their safety needs.

Geographic Spread: The project had a wide geographic spread across all zones. The project targeted to reach out to the marginalised communities in 12 metro cities across India.



3.2. Relevance

The study determined the project's relevance by evaluating the fulfilment of beneficiaries' expectations and needs. The project largely succeeded in meeting the beneficiaries' needs regarding road safety training and helmet distribution. Furthermore, the intervention was extremely relevant because it effectively addressed risk reduction for children and their families. This is especially significant given that before the intervention, only **12%** of beneficiary families used helmets **for their children**, and approximately 1% of families did **not use a helmet** for both the driver and a pillion rider.

Road Safety Awareness and Helmet Usage Status (Pre-intervention)

Only **12%** beneficiaries used helmets for the children prior to the intervention, while **76%** of the commute were for meeting the educational needs of the children

1%
families did not use helmet for the driver as well as pillion rider

42%
families report purchase of quality helmets is expensive as the main reason for not using helmets

100%
teachers reported unaffordability of helmets as main case of not wearing it

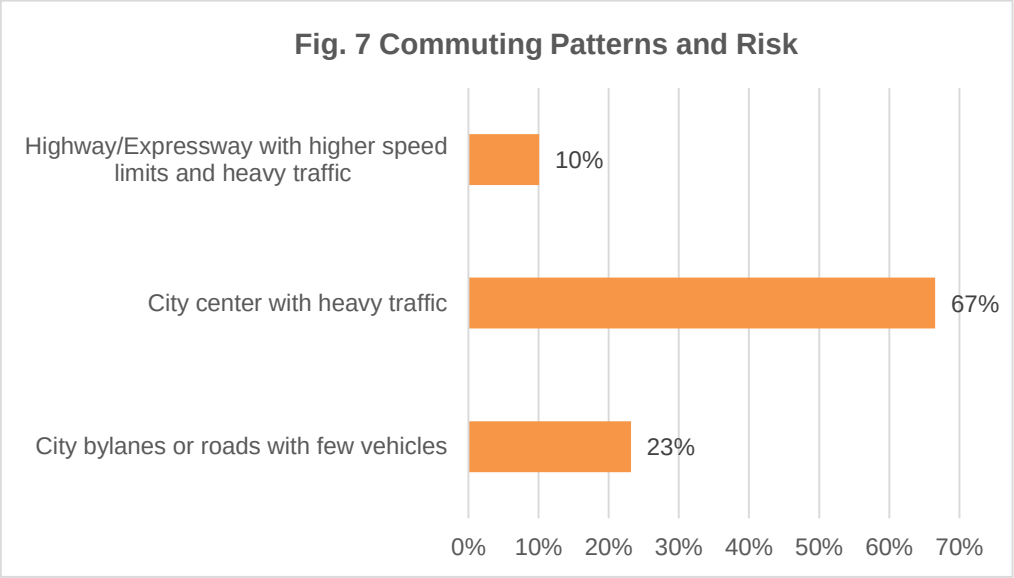
Response to the needs of the beneficiary families

99%
students feel that a similar intervention should be facilitated for other schools/ students

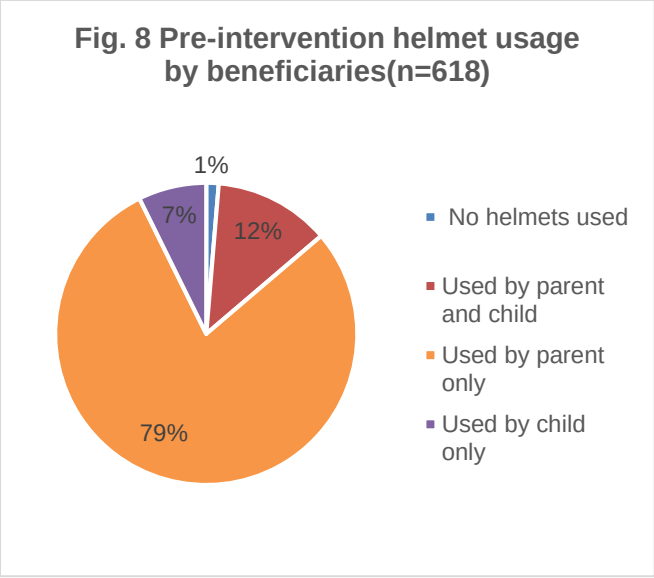
67%
students who have benefitted from the project showcase high risk-high frequency commuter pattern, thus with higher probability towards experiencing accidents

51%
families have more than 2 children in the family and are extended beneficiaries of the project

Findings revealed that the most frequently used route by beneficiaries was heavy traffic areas with ***67%***.



Heavy traffic areas being most prone to accidents, the project contributed to safeguarding the beneficiaries through awareness and providing helmets. These beneficiaries are now travelling in accident-prone areas with a better understanding of traffic rules, thereby reducing the rate of accidents and road fatalities.



Challenges leading to low helmet usage prior to the intervention

High cost of helmets(42%)

Not required for short distance commute(31%)

Unaware of importance of helmets(27%)

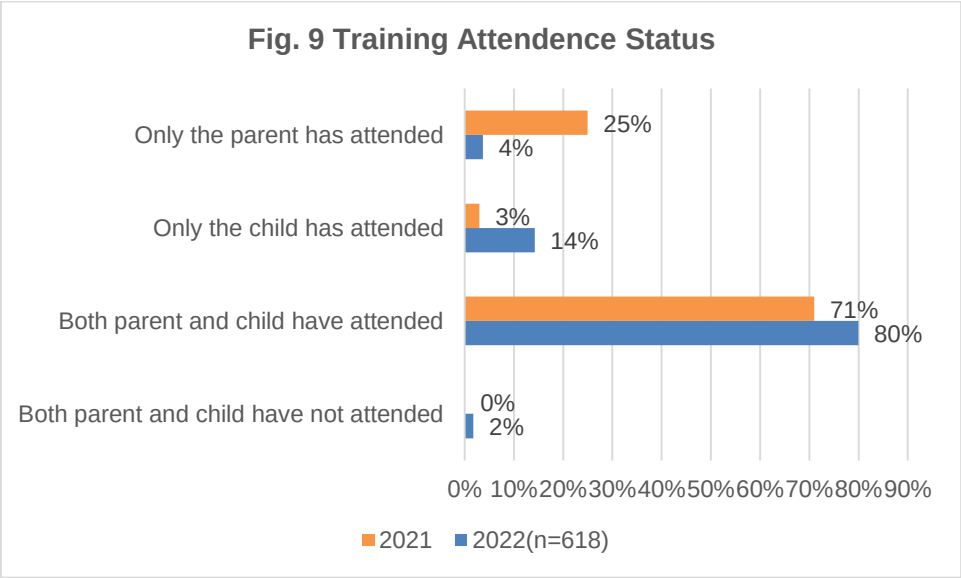
With the project providing free-of-cost ISI-certified helmets, not only did the parents and children who attende[illegible]ended family members of the beneficiary group rec[illegible]

> "Post training, I interacted with children on the use of helmets received and traffic safety. We make them recall the importance of wearing a helmet."
>
> -Mohd. Shauqat, Principal MS, Mission High School Hyderabad

3.3. Effectiveness

The project reached out to 56,900+ beneficiaries in FY 2022-23, out of which about **100% reported that they** have benefitted from the training, whereas **89%** of candidates have received the helmets.

Workshops across schools in 12 different cities	**56,900+** children made aware of road safety and the need for them to wear helmets	**56,900+** Families were provided with helmets



The proportion of parents and kids who attended training increased from ***71%*** in 2021 to ***80%*** in 2022, citing survey data. This demonstrates that there has been a rise in workshop participation, which is encouraging for the project.

The impact mapping is considered across 4 key areas:

95%

children could confidently identify helmets as mandatory safety gear for pillion riders to help save them in case of an accident

80%

parents shared that the intervention has helped in reduction of traffic tickets issued

94%

parents felt that the intervention has made their child more aware of road safety

75%

of the children affirmed the safe riding practices of their parents

84%

Students strongly agreed that it's only due to the training provided by ICICI Lombard that my parents drive more cautiously now, as a law-abiding rider

Enhanced Road Safety Awareness: Through increased knowledge of the regulations and safe riding practices, the study suggests that the project improved the road safety of children and their families. With a series of situational questions and assessments, the study strived to map out not only how the parents perceived their riding behaviour but also how children perceived it. The finding indicates the following percentage of parents showing high resistance towards unsafe riding behaviours:

74%
Said no to drinking and driving

73%
Said no to forgetting vehicle documents in hurry

69%
Said no to transfering heavy material on 2 wheeler

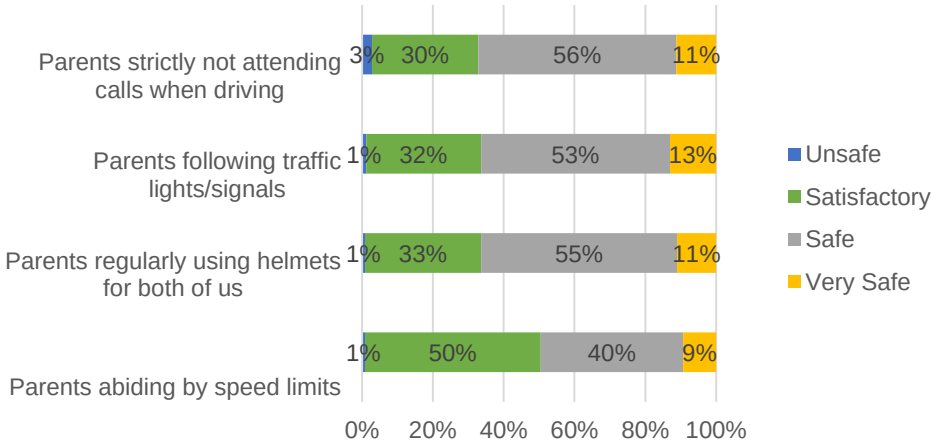
74%
Said no to jumping redlights

72%
Said no to not wearing helmets

64%
Said no to attending calls when driving

Around ***69%*** of parents contended that accidents can be avoided by enforcing tougher punishments and encouraging pedestrians to act more responsibly. **75%** of children shared that their parents' riding habits were highly safe. ***55%*** to ***64%*** of parents showed reluctance towards unsafe riding patterns, like overtaking and fast driving. ***42%*** of parents also mentioned that they wouldn't drive their two-wheeler with more than one pillion rider, even if the third person is a minor.

Fig. 10 Perception of children about parents' riding behaviour(n=618)

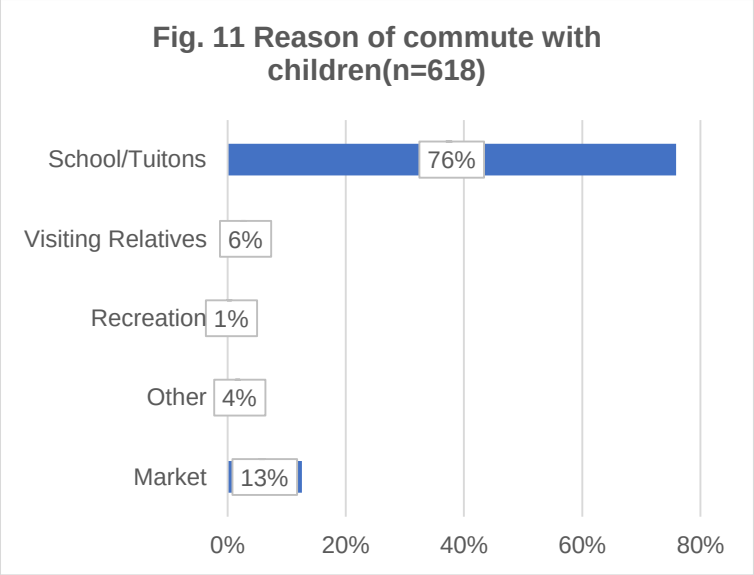


100%
children perceived their parents' riding behaviour as safe

73%
parents prefered not to jump red lights and wear helmets at all times

100%
parents showcased tendancy to regularly use helmets for themselves as well as pillion riders

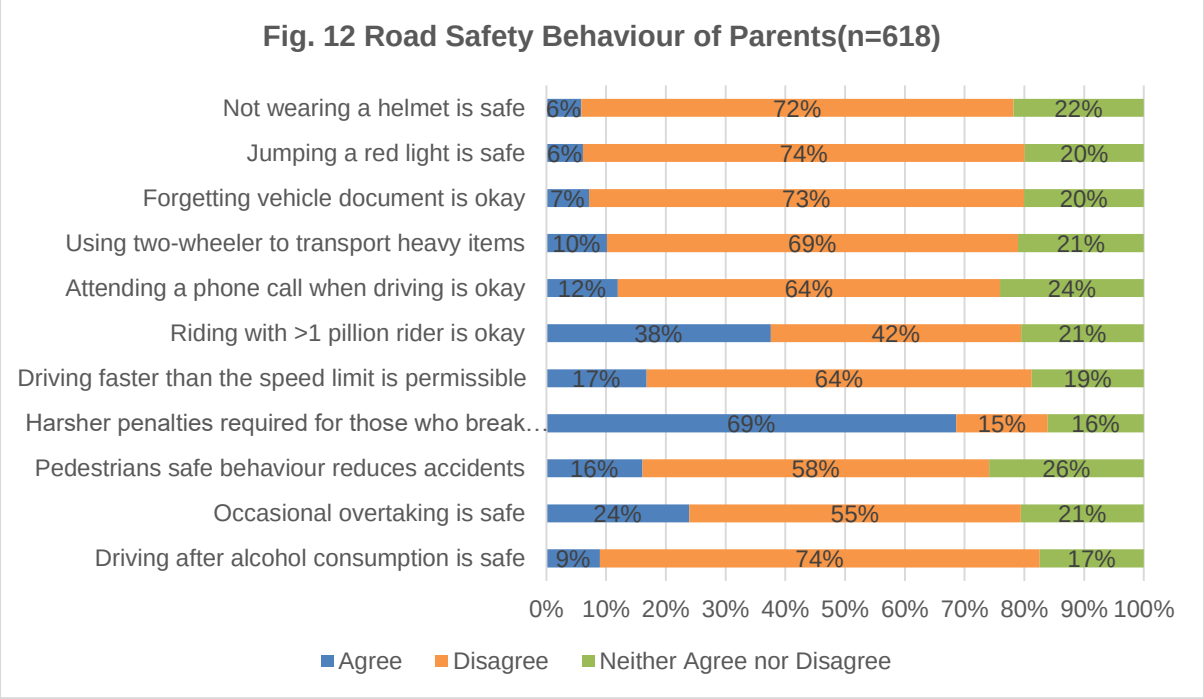
Interactions with children revealed that they were more aware of how to safeguard themselves. The primary reason for most frequent commutes with parents was for educational purposes. The children highlighted that they face traffic-related issues while heading towards school, and observed other riders being hasty and careless on the road to reach on time. One child also mentioned that he has started to leave a bit early to school to avoid traffic during peak hours.



"After the training, my parents and I have realised the importance of wearing helmets always. We wear it whenever we step out"

- Chaitanya Dattatrey Hajare (Shradhasram Marathi School, Mumbai)

The most frequent commute by the parents with the child were mostly to drop them to school/tuitions (***76%***). Other reasons included visiting the market (***13%***), visiting relatives (***6%***),etc. The children also revealed that the road safety behaviour of their parents had definitely improved post the intervention, as explained in Fig.12.



Improved Helmet Usage: One of the key objectives of this project was to encourage families towards regular usage of helmets for parents and children. The usage of helmets by parents and children improved from 7% (in pre-intervention) to 99% (in post-intervention).

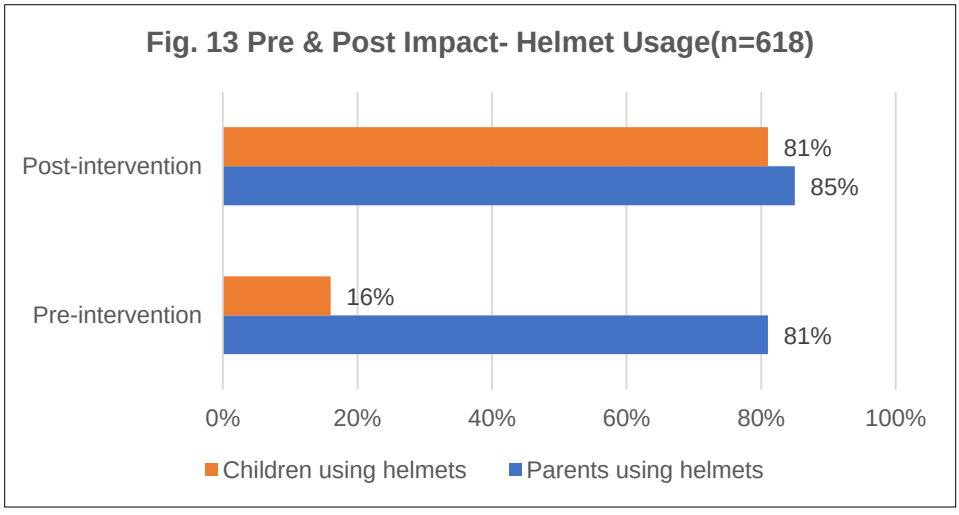
99%
Beneficiaries now use helmets

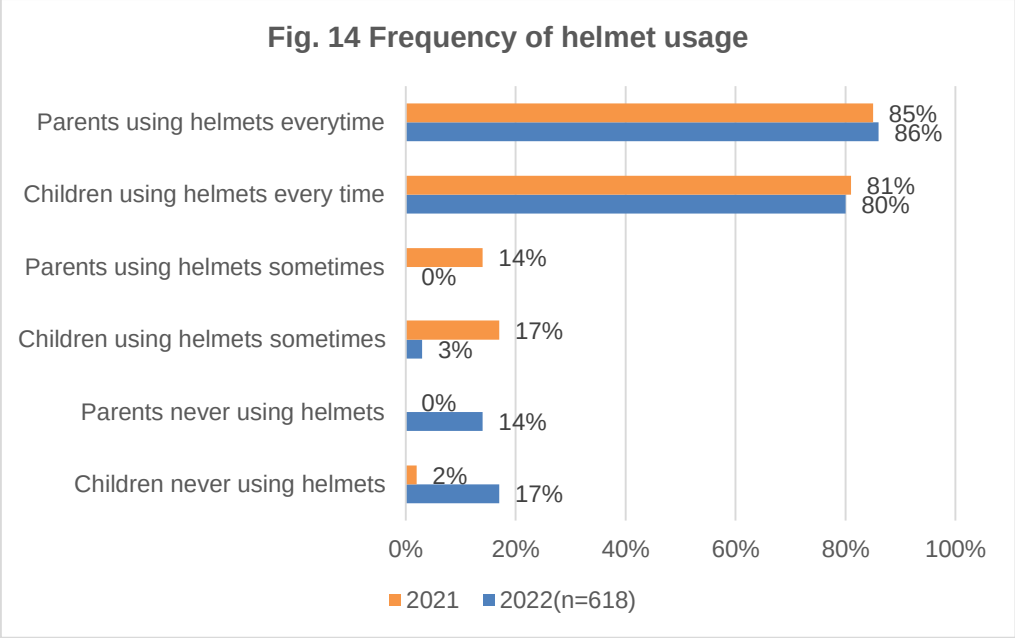
86%
Parents use helmets regularly

80%
Children use helmets regularly

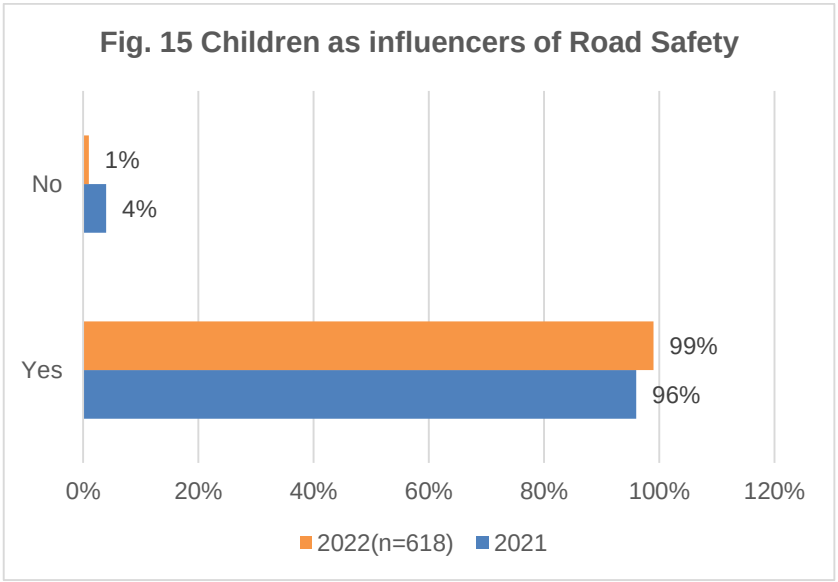
Helmet Usage Matrix

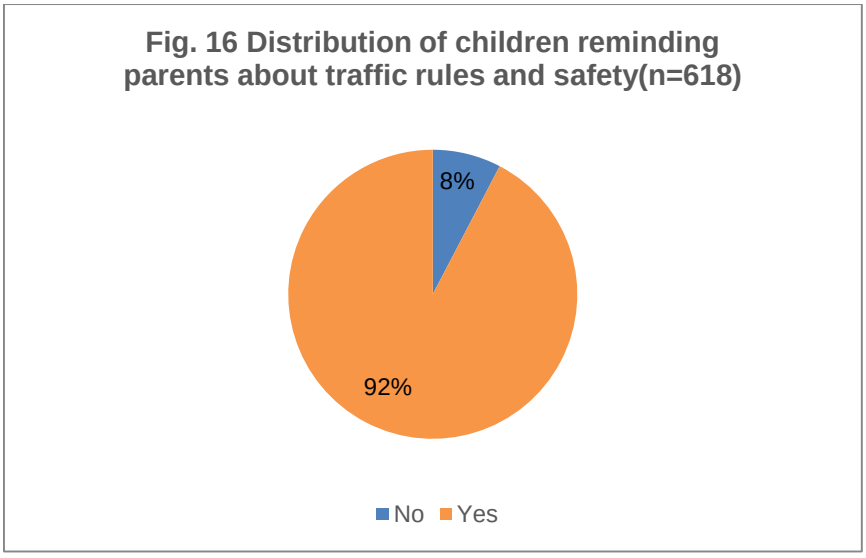
	Pre-intervention	Post-intervention	Change in percentage points (%)
Parents using helmets	79%	99%	20% ↑
Children using helmets	7%	99%	92% ↑





Child as an influencer of Road Safety: Through this project, the aim was to motivate children to become influencers of road safety, as it is easy to inculcate safe habits in the young minds. It was observed that there has been an increase of children who promptly answered that they would spread this message beyond their immediate families, and assisted in educating their cousins, acquaintances, and other relatives about matters related to road safety. Percentage of children who would become road safety influencers has increased from ***96%*** in 2021 to **99%** in 2022.

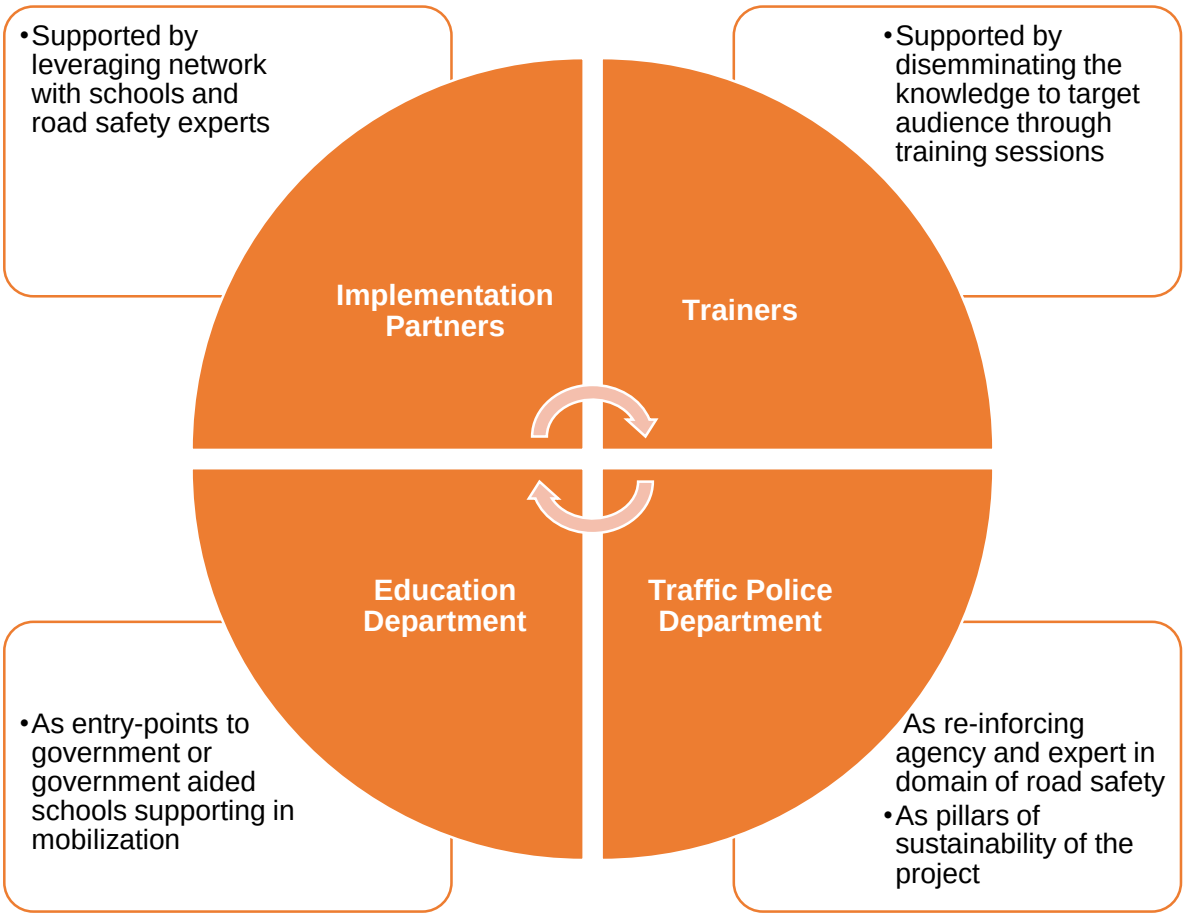




The study also revealed that ***92%*** of children actively reminded their parents about traffic laws and safe driving practices on a regular basis.

3.4. Convergence

The project successfully involved key stakeholders working in the domain of road safety at the ground level to amplify the project's impact. The key stakeholders involved in the project supported in contributing to the mobilization, reach, execution, and sustainability of the project.



3.5. Service Delivery

We assessed the service delivery of the project across the entire value chain of the project. The 6 different stages in the value chain are as follows:

Table 1. Service Delivery Assessment by School Authorities

Cities	Responding to the needs of the beneficiaries	Providing Equitable Access to Road Safety to the Underprivileged	Training - Content & Delivery	Quality of Helmets	Post Training Follow-up/ Counselling Support	Effectiveness
Nagpur	Excellent	Excellent	Excellent	Excellent	Good	Excellent
Ahmedabad	Excellent	Excellent	Excellent	Excellent	Good	Excellent
Delhi	Excellent	Very Good	Excellent	Excellent	Good	Excellent
Kolkata	Very Good	Very Good	Very Good	Very Good	Good	Very Good
Ludhiana	Excellent	Excellent	Excellent	Excellent	Good	Good
Agartala	Very Good	Very Good	Very Good	Very Good	Good	Good

Patna	Very Good	Excellent	Very Good	Excellent	Good	Good
Chennai	Very Good	Very Good	Excellent	Excellent	Good	Excellent
Bangalore	Excellent	Very Good	Excellent	Excellent	Good	Excellent
Hyderabad	Excellent	Excellent	Excellent	Excellent	Good	Excellent
Mumbai	Excellent	Excellent	Excellent	Excellent	Good	Excellent
Pune	Excellent	Excellent	Excellent	Excellent	Good	Excellent
Overall	Excellent	Excellent	Excellent	Excellent	Good	Excellent

100% of schools expressed satisfaction with the delivery of the Ride to Safety project. However, there was feedback indicating that post-counselling support needed improvement.

3.6. Contribution to ICICI Lombard's Brand Value

ICICI Lombard's Ride to Safety strengthened the brand value of ICICI Group within the community through its various activities and the impact created in the lives of various stakeholders.

As per the findings ICICI Lombard was popularly known for its banking activities amongst the beneficiary group.

99%
students felt that a similar intervention should be facilitated for other schools/ students

84%
students strongly agreed that it's only due to the training provided by ICICI Lombard that my parents drive more cautiously now, as a law abiding rider

88%
of the respondents were familiar with the brand ICICI Lombard

74%
of the respondents perceived ICICI Lombard positively as a trustworthy brand

51%
of the respondents said that it is very likely that they will recommend ICICI Lombard to someone in their network

85%
of the respondents recommended ICICI Lombard to someone in their network

56,900+
families covered (in one year) and **schools** highly satisfied with the initiative

100%
helmets customised in a unique color not only catered to the safety of children, but also visually amplify the message for the road safety and ICICI Lombard's contribution in the school vicinity

Chapter : 4

Social Return on the Investment(SROI) of Ride To Safety Project

Chapter 4: Social Return on the Investment (SROI) of Ride to Safety Project

Social Return on Investment (SROI) is a process and a method that quantifies the value of the social impact of projects, programmes, and policies. This helps funders to know the monetary value of the social and environmental benefit that has been created by the initiative. It takes standard financial measures of economic return a step further by capturing social as well as financial value. Here we have computed the value based on the actual outcomes of the Ride to Safety project. The data has been sourced from the primary survey and secondary references.

INR 6.91 social value generated on investment of INR 1[2]

Indicator	Rationale	Proxy Estimation	Source
Reduction in accidents amongst 2w riders	The reduced accidents would help in saving the amount spent on medical expenses	The average out-of-pocket expense of EWS HHs in India for accidents	Primary Research
Reduction in loss of life of an earning member due to accidental death	The saved life of an earning member would help the family with income for remaining active working years for the parent	The average salary of riders who are also earning members	Primary Research
Equitable access to road safety gear for all	Reduced expense on helmet purchase	The average cost of helmets if purchased by the candidates on their own	Primary Research
Improved awareness of traffic safety	Saved cost of training and social awareness for the family	The minimum cost of a paid programme of traffic awareness if the candidates had to enrol individually. ((Interaction with implementing agencies and schools & secondary research)	Secondary Research

Displacement – The cost of the negative impact of the project is considered to be zero[2]

SROI Calculation

Social Return on Investment		
Year	FY 2022-2023	FY 2023-2024
Inflation Rate in India (IMF, 2023)	6.7%	5.4%
Discounted Rate Considered	6%	
Total Input Cost	INR 12,70,00,000	
Total Net Impact	INR 93,70,96,110	
Net Present Value (NPV)	INR 88,36,36,124	
SROI	**6.91**	

Chapter : 5

Recommendations and Way Forward

Chapter 5: Recommendations and Way Forward

This section covers the recommendations and the way forward for the Ride To Safety Programme: -

Programme Design

The content and execution plan of the programme was well appreciated by the beneficiary group. However, based on the response from the survey, listed below are a few recommendations:

- The project target beneficiaries can be also include students from classes 1 to 4 by incorporating appropriate size helmets for the smaller age group.
- Road Safety Hackathons can be conducted in collaboration with Indian Road Safety Camapign, an NGO who works in collaboration with MoRT&H.
- Banners can be provided during the training programme with content in regional language, which can be fixed at prominent locations in schools.
- Followup and counselling of parents after a period of 6 months of conducting the session, to ensure retention and adherence to rules.

Programme Delivery

- NCC/NSS teachers can be selected as nodal officers to address helmet related grievances of parents.
- Assuring project sustainability, the project structure can include a refresher training firstly for the implementation partners on a regular basis.

Impact Stories

Impact Stories

“Wearing Helmets”- The simplest way of staying safe

Mrs Sujatha, the Headmistress of MGR Nagar School in Chennai, expressed great satisfaction with this initiative. She believes that students and parents from economically weaker backgrounds often cannot afford high-quality helmets. Mrs Sujatha noted that since the session, awareness has increased among the beneficiaries, leading to regular helmet usage. She also mentioned that children who received helmets now encourage their parents to wear helmets when riding two-wheelers. Mrs. Sujatha is delighted to see this positive change becoming a norm among the students.

Ride to Safety Delivering Quality and Quantity

Mrs. Sangeetha is the Headmistress of GMPS Bagalur Cross. She has been actively involved in the execution of the project in her school.

As a teacher and headmistress, Mrs. Sangeetha remarked that she had never seen such a project before. She emphasised the importance of imparting knowledge, especially in her school located near a junction on the way to Bangalore Airport. Given the constant vehicle movement and reckless driving by those rushing to catch flights, she believes this intervention is crucial. Mrs.Sangeetha anticipates a significant change in beneficiary behaviour following the project. She noted that the data included has been enlightening, as beneficiaries have become aware of the potential risks and voluntarily adopted helmet usage, along with adhering strictly to traffic rules.

Wearing a helmet always

Mrs. Savitha, a resident of Bangalore, stays with her family. She is a housewife and drops her son to school every day. Her husband works in a private company and earns INR 10,000 a month. She mentioned that before this programme, she was not wearing a helmet as she could not afford to purchase one for herself as quality helmets are expensive.

She also mentioned that she was unaware that helmets are available for children and is happy with the quality of helmets distributed to her and her son. She mentioned that her son studies in a Govt. school and is happy that the Ride To Safety Programme has been conducted in his school, as both of them were able to learn about safe driving practices.

She added that after the workshop, her son always insists on her and him wearing helmets even if they go for a short distance commute.

- Parent of Kushal.G, Government High School, Betahalsoor

Awarded by the traffic police

Dattatreya Hajare and his son Chaitanya, residents of Mumbai, were introduced to road etiquette and safety through the Ride To Safety session. This experience had a profound impact on their daily riding habits. Dattatreya Nikam conscientiously adheres to a speed limit of 40 km/hr and never forgets to wear his helmet while riding a two-wheeler. Remarkably, seven-year-old Chaitanya, Dattateya's son ardently follows his father's example, insisting on wearing a helmet every time he rides.

On a leisurely ride, the duo found themselves near Elphinstone Bridge, where they were stopped by a senior police officer. Confused about any potential rule violation, they attracted the attention of onlookers. The officer clarified the situation and expressed appreciation for both Dattatreya and his son, who were both wearing helmets. Chaitanya confidently emphasized the importance of road safety, declaring that safety always comes first. He conveyed his unwavering commitment to helmet usage and encouraged others to do the same.

Impressed by the child’s dedication, the officer rewarded him with two Cadbury chocolates and presented the duo with a certificate of appreciation for their adherence to road safety measures. The officer encouraged them to share the certificate as an inspiration for others to prioritize helmet usage. This heartwarming encounter not only recognized the family's commitment but also served as a beacon of inspiration for fostering a culture of road safety and responsibility.

- Parent of Chaitanya Dattatreya Hajare, Shradhashram Marathi School, Mumbai

Acknowledgement

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- Indian Head Injury Foundation
- Trax Sports Society
- Prabhaav Foundation
- Synergie Institute of Trade and Commerce

We appreciate the valuable insights shared by each stakeholder of this project and would like to thank them all for their support.

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