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Collaborative Road Safety Initiative: Chetak Foundation, HMSI, and VisionSpring initiate Campaign for Drivers

Road Safety Campaign Launched by Chetak Foundation, Honda Motorcycle and Scooter India (HMSI), and VisionSpring to Educate Drivers on Safe Practices

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Synopsis of the Story

Chetak Foundation, Honda Motorcycle and Scooter India (HMSI), and VisionSpring have launched a road safety campaign for drivers in order to reduce accidents and fatalities on the roads. The initiative aims to educate drivers on safe driving practices and the importance of wearing helmets and seat belts.

Tapukara, Rajasthan: Chetak Foundation in association with HMSI and Visionspring, launched a road safety campaign by setting up an eye check-up camp and providing free spectacles to drivers to enhance safety on the road.

The initiative is an effort to acknowledge and recognize drivers' hard work and contribution towards the growth of the logistic sector in India and their role in nation-building. Eye check-up was carried out for more than one hundred drivers who attended the camp and free spectacles were provided to those needing vision correction.

Speaking on occasion, **Atsushi Ogata, MD, President & CEO of Honda Motorcycle & Scooter India, said,** "This initiative is a step towards ensuring road safety for all road users. We are happy to know that Chetak Foundation has identified this critical area and organized an eye-check-up camp for truck drivers in partnership with VisionSpring. This timely initiative is in line with Hondas global values, which strongly focus on road safety. We hope such initiatives inspire more organizations to come forward for such a noble cause. Our best wishes to the Chetak Foundation for its social endeavours."

Sachin Haritash, Director of Chetak Group, said, "We are delighted to build upon the shared vision of Chetak Foundation, HMSI and VisionSpring for enhancing road safety by setting up an eye-check up camp for truck drivers. This will help the less privileged get a better vision and thus be better prepared for employment, productivity, and safety. Our father, Late Shri J K Sharma, created livelihood opportunities for thousands of people and was passionate about helping the underprivileged people in society. We would like to convey our appreciation to **Atsushi Ogata** and the entire team of HMSI for their determination and support to ensure a better vision for drivers, thereby enhancing their safety and safety on the road."

Besides HMSI, Chetak Foundation has also tied up with Delhi Skill & Entrepreneur University, VisionSpring, Sir Ganga Ram, Max & Fortis Hospitals, Delhi Metro, IOCL, Haryana Government and CRPF for its health, nutrition, environment, and road safety projects.

HMSI and its CSR commitment towards Road Safety

Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI), the only Honda in the Indian 2-Wheeler industry, is a 100% subsidiary of Honda Motor Company Ltd., Japan, started its Indian operations at Manesar (District Gurgaon, Haryana) in May 2001.

For Honda globally, road safety comes first. As announced in April 2021, Honda will strive for zero traffic collision fatalities involving Honda motorcycles and automobiles globally by 2050. Fulfilling its corporate social responsibility (CSR), HMSI has been promoting road safety in India since its start in 2001. Working towards the realization of Honda's global safety vision, today HMSI's road safety awareness initiative has spread to more than 50 lac Indians. Its team of skilled safety instructors conduct daily programs at its ten adopted traffic parks across India and 7 Safety Driving Education Centers (SDEC).

Not only this, but all 1000 also+ dealerships of HMSI across India spread road safety awareness. HMSI's proprietary virtual riding simulator increases the risk-prediction ability of riders, while new customers too are given Pre-Delivery Safety Advise (PDSA) before they start riding at every dealership across India.

Additionally, HMSI started the digital road safety education initiative – Honda Road Safety E-Gurukul- to ensure that learning does not stop in the new normal. Since its start in 2020, this initiative has sensitized over 8 Lac individuals on the importance of being aware & responsible road users.



Chetak Group

Established in 1979, Chetak Group takes pride in its long-range strategy of providing comprehensive logistics solutions to its customers. Equipped with its own 2 Lakh sq. ft modern warehousing facilities across India, the Group provides Total Supply Chain Solutions, including Transportation Services through all modes, Warehousing & Distribution, International Freight Forwarding, Customs Clearance & Logistics Services.

The group, located in Delhi, the national capital, has 60 offices and branches spread across India at major industrial hubs to provide effective solutions to its customers. Chetak Group is known for its On-time performance and Quality Service leading to an impressive clientele of industry leaders in automobiles since its inception. These include all major national and global automobile brands such as Maruti Suzuki, Tata, Hyundai, JCB, Kia, and Honda, among many others.

VisionSpring

VisionSpring is a pioneering for-purpose organization creating access to clear vision through eyeglasses. It uses innovative strategies to reach low-income people with eye screenings and eyeglasses. This helps them see clearly, earn and learn better, and lead safer lives.

The organisation works across 23 states in India and partners with more than 500 organizations, including Government agencies, healthcare facilities/hospitals, CSRs, and NGOs. Its core program areas are: See to Earn (including Clear Vision Workplaces), See to Learn and See to be Safe. It also works extensively to fight the COVID-19 pandemic and create vaccination awareness and access.

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