

Rueil-Malmaison / Chennai, November 15, 2019

Handicap International and PSA Foundation sign a partnership for the Road Prevention Project "Together for Safer Roads in the State of Tamil Nadu, India".

- **Road safety actions with 1,500 students from two schools in Chennai**
- **Multimedia awareness campaign targeting 200,000 children, adolescents and young adults**
- **Launch of the program on November 15 at Madras Christian College Higher Secondary School**

"We are very proud to enter into this partnership with Handicap International in India in a new territory where Groupe PSA and Citroën brand are based. The particularity of this programme lies in its objective: through awareness-raising among children in pilot schools and their parents, teacher training and the establishment of "safety school zones", to transmit best practices in road safety so that these proven practices can then be disseminated by institutional actors throughout the territory of Chennai and Tamil Nadu." says Karine Hillaireau, General Delegate of PSA Foundation.

Xavier du Crest, Director of Handicap International France, says: *"With our local partner ATSWA Trust, we not only want to raise awareness among young people but also promote good road safety practices through this project with institutions, as we have been doing for more than 15 years in Africa, Asia and South America. [For Handicap International, such actions are essential](#), as road accidents are one of the main causes of disability in the world. Every year, more than 50 million people are injured in road accidents."*

Citroën Brand and PCA Motors Ltd in India are delighted with this partnership. *"This project is very important for India, demonstrating that we are committed to the safety and well-being of the Indian people. I am personally involved in this project to support this cause."* says Augustine Justin, PCA Motors Ltd Senior Director HR at Groupe PSA and project sponsor.

As Groupe PSA is developing its activities in India in Tamil Nadu region, PSA Foundation has decided to give concrete expression to the Group's social commitment in this region by carrying out a Road Prevention project until December 2020. ["Together for Safer Roads in the State of Tamil Nadu, India"](#) is having two components:

- the first part consists in carrying out "safety schools zones" actions which involve 1,500 children and 60 teachers in order to secure the surroundings of 2 schools in Chennai. These actions will be carried out in consultation with schools, teachers and parents;
- the second component plans to develop a broad communication campaign, particularly on social networks, with territorial bodies and ATSWA Trust in order to raise young people's awareness of the dangers of the road. Key messages will be targeted 200,000 teens and youths according to age groups and adapted to the most risky behaviors observed in India.

Road traffic fatalities and injuries are a growing public health concern in India. According to the World Health Organization, 300,000 people die each year in road accidents. About half of these deaths are among vulnerable road users - motorists, pedestrians and cyclists. Other studies indicate that road accidents are the leading cause of death among children and young adults aged 5 to 29 years. Tamil Nadu has one of the highest numbers of Road Crash fatalities in the country (65,562 people died in Tamil Nadu in a single year from traffic crashes only). The city of Chennai, after Delhi, is the city with the second highest number of road crashes leading to fatalities and the first city for crashes leading to severe injuries.

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About PSA Foundation: Solidarity mobility at the heart of our actions

[PSA Foundation](#), created in June 2011, was born out of Groupe PSA's desire to actively contribute to the development of solidarity and inclusion around the central theme of mobility. It is a strong part of its social responsibility policy, expressed through support for innovative local initiatives and management of national partnerships. In eight years of activity, PSA Foundation has supported more than 500 projects led by associations, NGOs and general interest organisations. Media library: medialibrary.groupe-psa.com

About Handicap International

[Handicap International](#) is an independent international solidarity association, which has been working for 35 years in situations of poverty and exclusion, conflict and disaster. Working alongside disabled and vulnerable people, it acts and testifies to meet their basic needs and improve their living conditions. It is committed to promoting respect for their dignity and fundamental rights. Since its creation in 1982, Handicap International has set up development programmes in more than 60 countries and intervenes in many emergency situations. The network of 8 national associations (Belgium, Canada, France, Germany, Luxembourg, Switzerland, United Kingdom, United States and United States) works constantly to mobilize resources, co-manage projects and promote the organization's principles and actions. Handicap International is one of the six founding associations of the International Campaign to Ban Landmines (ICBL), co-winner of the Nobel Peace Prize.



Xavier du Crest (Handicap International) and Karine Hillaireau (PSA Foundation)



Invitation

ATSWA Trust and Handicap International with the support of PSA Foundation
Invite you for the Project Launch of

“Together for **SAFER ROADS** in the State of Tamil Nadu, India”

On Friday, 15th November 2019
From 2 PM to 4 PM
at MCC Mat. Hr. Sec. School,
78, Harrington Road, Chetpet, Chennai-600031

Honouring the Chief Guests by
Thiru. Gabriel John Manohar
Head master & Correspondent , MCC Mat. Hr. Sec. School

Chief Guests

Thiru. S. Muthuvel Pandi
Assistant Commissioner of Police, Nungambakkam, Chennai, Govt. on TN

Thiru. M. Vasu
Joint Director (NSS), DPI, Egmore, Chennai, Govt. of TN

Special Guests of Honour

Thiru. Augustine Justin
Senior Director HR, PCA Motors Pvt. Ltd.
Sponsor of the Project, PSA Foundation Representative

Thiru. Willy Bergogne
Regional Programme Director, Handicap International

Vote of Thanks

Thiru. Chella Durai
ATSWA Trust Redhills, Chennai