

## **TCI Safe Safar Expands Its Road Safety Mission to Schools with TCI Safe Safar Junior and Launches #RoadSafetyHaiCoolFollowTheRule Campaign**

**Gurugram, India - 8<sup>th</sup> July 2026:** Building on the success of its flagship road safety initiative, TCI Safe Safar, Transport Corporation of India Limited (TCI) has announced the expansion of its road safety awareness efforts to schools through **TCI Safe Safar Junior**, a dedicated programme focused on educating children about responsible road behaviour and creating safer communities for the future.

As part of this initiative, TCI Safe Safar Junior has launched **#RoadSafetyHaiCoolFollowTheRule**, a digital-first awareness campaign aimed at making road safety education engaging, relatable and accessible for young audiences. The campaign will feature a series of creative digital content pieces, interactive learning resources and storytelling-led videos designed to encourage children to understand and adopt safe road practices from an early age.

Recognising the power of storytelling in shaping young minds, the campaign incorporates familiar animated characters and engaging narratives to simplify important road safety messages and promote positive behavioural change among children.

The launch marks the next phase of TCI Safe Safar's journey, extending its impact from highways and communities into classrooms and schools. Since the commencement of its school outreach efforts, **TCI Safe Safar Junior** has already reached **157+ schools**, conducted **172+ awareness programmes** and engaged nearly **24,000 students** along with close to **2,000 teachers** across the country.

**Mr. Rajkiran Kanagala, President & Chief Business Officer – TCI Group said:**

*"Road safety awareness is most effective when introduced early in life. Through TCI Safe Safar Junior, we aim to empower children with the knowledge and confidence to become responsible road users. By combining education with engaging and age-appropriate content, we hope to inspire safer habits that children can carry with them for life and share within their families and communities."*

Launched in 2019, **TCI Safe Safar** has been working to promote responsible road behaviour through awareness drives, workshops, community engagement programmes and stakeholder outreach initiatives. Over the years, the programme has travelled more than **80,000 kilometres** across India and sensitised over **12 lakh individuals** on critical aspects of road safety.

The introduction of TCI Safe Safar Junior reflects TCI's continued commitment to creating a culture of safety by reaching future generations at an early stage. Through school engagements, awareness sessions, digital content and community participation, the programme aims to make road safety an integral part of children's everyday learning.

The **#RoadSafetyHaiCoolFollowTheRule** campaign represents the beginning of a larger movement to encourage safer road behaviour among young citizens. Additional awareness initiatives, school engagement programmes and educational content will be rolled out in the coming months to further strengthen the programme's reach and impact.

### **About TCI Safe Safar**

TCI Safe Safar is the road safety awareness initiative of Transport Corporation of India Limited (TCI), dedicated to promoting safer roads through education, awareness and community engagement. Since its inception, the initiative has worked with diverse stakeholders to encourage responsible road behaviour and contribute towards building a safer mobility ecosystem across India.

---

#### **Transport Corporation of India Limited**

**Corporate Office:** TCI House, 69, Institutional Area, Sector-32, Gurugram - 122001, Haryana (India)

**Ph. No.** +91 124-2381601, **Fax** +91 124-2381611, **E-mail:** corporate@tcil.com, **Web:** [www.tcil.com](http://www.tcil.com)

**Regd. Office:** Flat Nos. 306 & 307, 1-8-271 to 273, Third Floor, Ashoka Bhoopal Chambers, S P Road, Secunderabad - 500 003 (Telangana)

**Tel** +91 40 27840104 **Fax:** +91 40 27840163

**CIN** 170109TG1995PLC019116