

PUBLIC RELATIONS REPORT

BENGALURU | 21-06-2025 To 27-06-2025 | Page -04 | Vol.-01 | Issue -77 | Rs.05.00

GLOBAL CONNECT

SAFETY RESEARCH FOUNDATION AND BOSCH LIMITED LAUNCH "BRACE" – A ROAD SAFETY INITIATIVE FOR SCHOOLS



Bangalore: Safety Research Foundation (SRF), in partnership with Bosch Limited, announced the launch of BRACE – Bosch's Road Safety Awareness and Community Engagement Program earlier today at Karnataka Public School, Adugeodi.

The event was inaugurated by Hon'ble Minister of Transport, Shri Ramalinga Reddy along with Mr. Guruprasad Mudlapur, President of Bosch Group in India and Managing Director, Bosch Limited and Ms. Sakina Baker, Head - CSR, Bosch India Foundation.

Transport Minister Shri Ramalinga Reddy termed the program as the "need of the hour" and encouraged expansion beyond the initial 25 schools, assuring continued government support.

The program includes interactive road

safety sessions, distribution of ROADWISE handbooks to over 6,000 students, safe school zone audits, and sensitization programs for drivers and parents covering child car seat safety.

Mr. Guruprasad Mudlapur urged students to follow traffic rules and laws diligently. "I encourage each of you to take a pledge to be road safety champions," he said.

Ms. Sakina Baker highlighted the need for safe infrastructure around schools, saying, "This is a cause that should have started earlier."

We're glad to be a part of it and are committed to making a difference." The BRACE initiative aims to build safer roads, safer schools, and safer habits - one child, one family, and one community at a time.

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