

डॉ. विनीत जोशी, भा.प्र.से.

सचिव

Dr. VINEET JOSHI, IAS

Secretary

Tel. : 011-23386451, 23382698

E-mail : secy.dhe@nic.in



सत्यमेव जयते

भारत सरकार
Government of India
शिक्षा मंत्रालय

Ministry of Education
उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001
127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No. 29-10/2025-S&S

New Delhi, the 10th June, 2025

Dear Madam/Sir,

As you may be aware that Ministry of Road Transport & Highways (MoRTH) has launched "**Sadak Suraksha Abhiyan**" to persistently try and inculcate values of life, sensitization about the rules of the road and induce better traffic habits amongst students, who have an immense potential to act as agents of change. If sensitized properly, students could not only ensure that they themselves don't break rules of the road but also can induce responsible traffic behaviour by their parents and elders.

2. To promote the cause of Sadak Suraksha Abhiyan, an official anthem, "परवाह करेंगे, सुरक्षित रहेंगे" written by Shri Prasoon Joshi ji and performed by Padmashri Shri Shankar Mahadevan Ji has been recorded in 09 Regional Languages – Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Punjabi, Odiya and Bengali alongwith Hindi. In addition, 16 shorts films have also been created under the guidance of Shri Amitabh Bachchan and Shri Prasoon Joshi. Subtle messaging techniques such as "जल्दी मत मचाओ, आराम से आओ" and "सड़क सुरक्षा की पाठशाला" are used to address specific aspects of road safety.

3. To ensure the success of this Abhiyan, all CFHEIs are requested to –

(a) Play Sadak Suraksha Anthem (SSA) in all HEIs in regional language and Hindi during the events organised by HEIs and

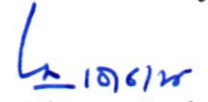
(b) Play the 16 short films at all prominent events and also disseminate these films through social media platforms (Whatsapp, Facebook, Twitter, Instagram, You tube etc.) to engage students, parents and guardians. The google drive link of these Anthem and short films is enclosed.

4. I look forward to your support to make this Sadak Suraksha Abhiyan a success by mobilizing students, parents and guardians in order to reinforce our collective commitment for safer roads and safer lives.

With regards,

Encl.: as above

Yours sincerely,


(Dr. Vineet Joshi)

VCs and Directors of all CFHEIs