

ŠKODA AUTO Volkswagen India flags off the 'Jeevan Rakshak Program' together with SaveLife Foundation

- › Under the program ŠAVWIPL, together with Save Life Foundation will train citizen volunteers and Police Personnel in techniques of Basic Trauma Life Support (BTLS).
- › The program strengthens ŠAVWIPL's commitment towards road safety
- › The commitment towards the initiative is in line with the National goal to half road crash fatalities by 2025.

04th March 2021: ŠKODA AUTO Volkswagen India Private Limited (ŠAVWIPL) announced the signing of a Memorandum of Understanding (MoU) with Save Life Foundation in presence of Maharashtra State Road Development Corporation (MSRDC) for the 'Jeevan Rakshak Program'.

Under the Jeevan Rakshak Program, Save Life Foundation will train citizen volunteers, Police Personnel and ŠAVWIPL employees in techniques of Basic Trauma Life Support (BTLS) which will respond appropriately in emergency situations resulting to reduced mortality and morbidity during a road accident. The training will cover the elements of – Good Samaritans Law, significance of golden hour, emergency action steps, Cardiopulmonary Resuscitation (CPR), immobilization, control bleeding, basic first aid management and measures to be taken in special scenarios like bomb blasts, choking, electrocution, heart attack and so on.

Commenting on the occasion, **Mr. Gurpratap Boparai, Managing Director, ŠAVWIPL** said, "In 2019, we partnered with Save Life Foundation with an aim to minimize fatalities that occur on the busy and vital 111-km Mumbai Pune stretch. With Jeevan Rakshak Program, we are taking a step forward in strengthening our national commitment to reduce road crash deaths by 50 per cent within the next 2 years. I would encourage citizens to volunteer for the program and make a contribution to a greater cause we are working towards."

ŠAVWIPL and Save Life Foundation partnered in 2019 to create a model for road safety across Indian highways. Together, both the organizations have focused on evidence-based road engineering interventions, improved post-crash emergency care, comprehensive research, better police enforcement and grassroots community engagement to significantly reduce road crash deaths.

Further information:

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- › Headquartered in Pune, ŠKODA AUTO Volkswagen India Private Limited (SAVWIPL) is the new company that represents the passenger vehicle brands of Volkswagen Group in India
- › SAVWIPL has been formed following the merger of Volkswagen India Private Limited (VWIPL), ŠKODA AUTO India Private Limited (SAIPL), and Volkswagen Group Sales India Private Limited (NSC).
- › The combined entity oversees the Indian operations of five brands – ŠKODA AUTO, Volkswagen, Audi, Porsche and Lamborghini.
- › SAVWIPL operates two manufacturing facilities - at Chakan, Pune and Shendra, Aurangabad
- › SAVWIPL is committed to India and will continue to serve Indian customers with an array of desirable, high-quality automobiles that reflect the needs of the Indian customer and their aspirations
- › SAVWIPL's division, ŠKODA AUTO DigiLab India is one of the 4 agile business innovation hubs for ŠKODA AUTO globally joining those based in Prague, Tel Aviv and Beijing. The division functions as a start-up collaborator in the IT industry, allowing ŠAVWIPL to sustainably strengthen its expertise in both innovation and digital development.
- › Read and know more about SAVWIPL at <https://skoda-vw.co.in/>