



# Save Pune Traffic Movement

Annual Report  
2023-24



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# 1. About SPTM

“Save Pune Traffic Movement (SPTM)” is a dedicated NGO based in Pune, committed to transforming the city's transportation system into one that is **safe, sustainable, and inclusive**. Our mission is to make the commute in Pune safe and convenient for everyone, regardless of their financial / physical abilities or social strata or means of transportation.

SPTM is an active member of PMC's Road Safety and Non-Motorized Transport Committees, enabling us to collaborate effectively with the Pune Municipal Corporation (PMC) and Pune Traffic Police. This strategic position allows us to advocate for and implement meaningful changes with support from the authorities.

## 1.1. Vision and Mission

### Vision

An inclusive, sustainable, safe and chaos free transport system for Pune, which will be a model for the rest of India.

### Mission

To drive the transformation of Pune's transportation system through a united force of responsible citizens. To achieve this, work with Government, citizen entities, media and any such organizations and stakeholders.

## 1.2. A note on SPTM's 'beneficiaries'

Many NGOs 'donate to the needy'. For example, school supplies to needy students, sewing machines or such means to earn a living to needy women, rainwater harvesting to needy villages etc. It is very easy to count the number of 'beneficiaries' of such work.

We have tremendous respect for the fantastic work done by such NGOs. However, in our case, in a sense an entire city or a suburb is our 'beneficiary'. For example, when we work with the local authorities to get zebra stripes at 50 intersections painted, a big part of the city benefits.

Another important difference to be noted is: At SPTM, we do not 'donate' transport infrastructure to the city or even to people. For example, we generally do not donate bicycles to students, but work for making their cycle ride to school safer. In such cases, it becomes difficult to 'count' the number of 'beneficiaries'.

Rather than donating goods, we apply our intellect and urge to create and implement projects to make transportation in Pune inclusive, sustainable and safe. To make it safe, convenient and attractive to use sustainable modes of transportation, viz., walking, public transportation and cycling, we-

- Urge Government agencies to implement such projects
- Work with citizen entities to catalyse a behavioural change to adopt use of public transport and cycling
  - And also, to raise demand for infrastructure that makes it safe and convenient to walk, to cycle and to use the bus
- Work with media to promote a new, progressive thought process of sustainable transportation planning

Therefore, we generally speak in terms of 'number of people impacted', instead of 'counting number of beneficiaries'.

## 2. SDG Goals our work contributes to

The 'Sustainable Development Goals approved by the UNO are as follows:



‘Inclusive, Sustainable and Safe Urban Transportation’ is our motto. Therefore, our work contributes to the following Sustainable Development Goals:



## SDG-8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

### SPTM's work areas

1. Decent work for all: Many people from lower financial strata walk and cycle to work. Our work improves their daily commute.
2. Productive employment for all: Better PT means improved access to employment opportunities in a larger area



## SDG-11

Make cities and human settlements inclusive, safe, resilient and sustainable

### SPTM's work areas

1. Inclusivity: Better walking, cycling and public transport facilities enable children, senior citizens to travel independently
2. Safety: These modes together reduce the total 'Vehicle Kilometers Travelled (VKT)', hence improving road safety
3. Sustainability: These modes also consume less road space, pollute less and require less capital expenditure



## SDG-13

Take urgent action to combat climate change and its impacts

### SPTM's work areas

1. Reduce carbon emissions: Cycling and public transportation have much lower carbon emissions per person-km

## 3. About SPTM

### 3.1. Board of Directors

SPTM's Board of Directors consists of individuals with more than 25-30 years of experience in their respective fields, also with a long trail of work done in the field of inclusive and sustainable transportation and road safety.

- Harshad Abhyankar
- Makarand Mhaiskar
- Nikhil Phadke
- Ninad Patil
- Nitin Khamamkar
- Rajendra Sidhaye
- Sujata Tilak

### 3.2. SPTM Fact sheet

Registration number	U74900PN2010NPL137886 under Sec 25 of Companies Act 1956
Date of incorporation	30-Nov-2010
12A certificate	AAPCS2190FE20219
80G certificate	AAPCS2190FF20217
FCRA	-
DARPAN ID	MH/2020/0255488

## 4. Projects done in this year

### 4.1. PMPML Nudges (2023)

Applicable SDGs	  
Estimated number of people impacted	20,000

The Pune Knowledge Cluster Foundation (PKCF) — an initiative supported by the Govt of India — is working on a project to ‘nudge’ people towards using public transport instead of their personal motor vehicles.

PKCF has teamed up with SPTM and CEE for this project:

- SPTM brings in technical knowledge and insights of transport planning
- CEE shapes engaging interactions with local communities

This year, the focus was on PMPML. We identified 2 routes and 2 corresponding interventions:

1. **Route 302 (Pimpri – Bhosari):** Surveys showed that there are hardly any physical bus stops on this route, and whatever bus stops there are, lack even basic route information. We requested PMPML to install good bus stops and shelters, and also display well designed route information.
2. **Route 256 (Baner – PMC):** This route has electric AC buses, yet the load factor is not as much as what it should be. The project team did a lot of outreach in the catchment area to let people know that this route has good buses at decent frequency.

Unfortunately, PMPML saw a change of guard twice during our project period. As a result, the bus stops they promised on Route 302 never



came through, and we also did not get data on whether ridership of Route 256 improved after our efforts.

Photographs of outreach to educational establishments (NICMAR, Moze College) and residential premises (Regulus Society)



Faculty and students of NICMAR, with Harshad Abhyankar, Director of SPTM (Front row, 4<sup>th</sup> from right)



Residents of Regulus Society



Faculty of Moze College



Students of Moze College

## 4.2. Zebi road shows (2023-Mar-May)

Applicable SDGs	  
Estimated number of people impacted	5,000


SPTM had launched the “पाऊल पुढे? – हात समोर!” campaign in February last year, for outreach of a technique to cross roads safely. This year we

worked on demonstrating this technique on road, and also urging people to try it out.

We created a mascot for this purpose. 'Zebi the Zebra' went around the city for 3 months (March to May), twice a week. The mascot and the 24 road shows were also supported by CREDAI, Pune, for which we thank them wholeheartedly.

Citizens – young and old – as well as traffic police officers appreciated the technique explained by Zebi and promised to use it themselves.

#### 4.3. Pedestrians' Safety with 'पाऊल पुढे? – हात समोर!' at Sr Citizens' Clubs (2023-Apr)

Applicable SDGs	  
Estimated number of people impacted	500

The technique 'पाऊल पुढे? – हात समोर!' is especially important for Senior Citizens, since their reflexes have slowed down. If an approaching vehicle notices them earlier when they are crossing a road, they will be much safer. With these intentions, we conducted demonstrations of the technique at a few Senior Citizens' clubs.



Harshad Abhyankar explaining the technique at Warje Malwadi Sr Citizens' Club



Harshad Abhyankar explaining the technique at Sinhagad Rd Sr Citizens' Club



Harshad Abhyankar and Atul Wavdhane explaining the technique at Maharshinagar Sr Citizens' Club

#### 4.4. Videos of signals with inadequate pedestrian phases (2023-Sep)

Applicable SDGs	  
Estimated number of people impacted	Entire city

PMC has recently installed 'Smart Signals' at many intersections, which are a part of the 'ATMS' project under the Smart Cities mission. However, while programming the pedestrian signals, they granted only about 5 seconds to pedestrians.

SPTM captured videos of these signals and created videos with witty remarks. These videos were sent to PMC, Traffic Police as well as to media.

The following screenshots are from this series of videos  
(one row represents one intersection)



Ganjwe Chowk, caption refers to the Vaikuntha Crematorium nearby



Padmavati Chowk, caption refers to Rani Padmawati's 'Johar'



Durwankur Chowk: Caption says 'you can't even say Durwankur during the pedestrians' time

We are happy to note that the officials realized this mistake and increased the pedestrian phase to at least 15 seconds at these intersections.

#### 4.5. Zebi the Zebra at Pedestrians' Day (2023-Dec)

Applicable SDGs	  
Estimated number of people impacted	500




Zebi the Zebra visited Lakshmi Road on 11<sup>th</sup> December as PMC observed the Pedestrians' Day there. He interacted with people visiting the event and taught them how to cross the road safely, using the 'पाऊल पुढे? - हात समोर!' technique.



People interacting with Zebi and learning the पाऊल पुढे? - हात समोर!  
technique to cross roads safely



## 4.6. Cycle Bus (2024-Mar)

Applicable SDGs	  
Estimated number of students impacted	200

Many parents do not allow their children to cycle to school because cycling in Pune has become very unsafe. However, if children cycle together in a large group, they make themselves much more easily visible to drivers, thus improving safety.

SPTM explained this concept to BVB's Paranjape Vidyalaya in Kothrud, and urged that their students form such 'cycle buses' where possible. Their Principal agreed readily and extended cooperation.

2 'Cycle Buses' were formed for the morning shift of the school. The students coming from the same direction formed a 'Cycle Bus'. For a few days, they were escorted by SPTM's volunteers. Students were also provided with tags that carried emergency contacts, in the event of any mishap.



A large number of students riding together are more easily visible



Students escorted by volunteers at a right turn

## 5. Donors and grants

In this financial year (2023-24), we received a total of Rs 1,68,502 from 4 donors. All were individual donations. There were 2 donors who donated Rs 50,000 or more.

We did not receive any CSR or other institutional grant this year.



## 6. Auditor's report and Financial statement



**PSAC & Associates**  
CHARTERED ACCOUNTANTS

528/B, Mehunpura Road, Shaniwar  
Peth, Pune 411 030  
9422010382  
neha@psac.co.in

### INDEPENDENT AUDITOR'S REPORT

To,  
The Members of,  
**Save Pune Traffic Movement,**  
Pune.

#### Report on the Financial Statements

We have audited the accompanying financial statements of **Save Pune Traffic Movement** ("the company") which comprise the Balance Sheet as at 31<sup>st</sup> March, 2024, the statement of Income and Expenditure for the year ended, and a summary of the significant accounting policies and other explanatory information.

#### Management's Responsibility for the Financial Statements

The Company's Board of Directors is responsible for the matters in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these financial statement that give the true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the Accounting principles generally accepted in India, including the Accounting Standards specified under section 133 of the Act, read with rule 7 of the Companies (Accounts) Rules, 2014. This responsibility also includes maintenance of adequate accounting records in accordance with the provision of the Act for safeguarding the assets of the Company and for preventing and detecting the frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of internal control relevant to the preparation and presentation of the financial statements that give a true and fair view and are free material misstatement, whether due to fraud or error.

Company has used the accounting software for maintaining its books of accounts which does not have feature of recording audit trail (edit log) facility.

As proviso to Rule 3(1) of the Companies (Accounts) Rules, 2014 is applicable from April 1, 2023, reporting under Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014 on preservation of audit trail as per the statutory requirements for record retention is not applicable for the financial year ended March 31, 2024.

#### Auditor's Responsibility

Our Responsibility is to express an opinion on these financial statements based on our audit. We have taken into account the provisions of the Act, the accounting and auditing standards and matters which



are required to be included in the audit report under the provisions of the Act and the rules made there under. We have conducted our audit in accordance with the Standard's on auditing specified under section 143 (10) of the Act. Those Standards require that we comply with the ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatements.

And the audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statement. The procedure selected depends on auditor's judgment, including the assessment of risks of material misstatements of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers the internal control relevant to the Company's preparation and fair presentation of financial statements in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by the management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide the basis of our audit opinion.

#### **Opinion**

In our opinion and to the best of our information and according to explanations given to us, the financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

- a) In case of Balance Sheet, of the state of affairs of Company as at 31<sup>st</sup> March, 2024.
- b) In case of Income and Expenditure Statement, of the excess of Income over Expenditure of the company for the year ended on that date.

#### **Report on Other Legal and Regulatory Requirements**

1. As provisions by the Companies (Auditor's Report) Order, 2020 ("the order") issued by the Central Government of India in terms of sub – section (11) of section 143 of the Act, we state that provisions of the Companies (Auditor's Report) Order, 2020 ("the order") are not applicable to the Company for the year ended on 31<sup>st</sup> March, 2024.
2. As required by the section 143(3) of the Act, we report that :
  - a) We have obtained all the information and explanation, which to the best of our knowledge and belief were necessary for the purpose of our audit.
  - b) In our opinion proper books of accounts as required by the law have been kept by the company in so far as it appears from our examination of such books.



- c) The Balance Sheet, and Income and Expenditure Statement dealt with by this report are in agreement with the books of accounts.
- d) In our opinion, the Balance Sheet, Income and Expenditure dealt with by this report comply with the Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
- e) On the basis of our review of the written representations received from directors of the company and taken on the record by the Board of Directors, We report that none of the directors is disqualified as at 31<sup>st</sup> March, 2024 from being appointed as a director in terms of Section 164(2) of the Act.

Place: Pune

Date: 29/09/2024

**For PSAC & Associates**

*Neha Phadke*

Chartered Accountants

CA Neha Phadke

Partner

Membership No: 126243

F. R. N. No: 012411C

UDIN : 24126243BKEKGO8688



## SAVE PUNE TRAFFIC MOVEMENT

CIN:U74900PN2010NPL137886

### Balance Sheet

as at 31 March 2024

(Currency: Indian Rupee)

	Note	31 March 2024	31 March 2023
<b>EQUITY AND LIABILITIES</b>			
<b>Shareholders' funds</b>			
Share capital	1	-	-
Reserves and surplus	2	65.22	259.56
<b>Non current liabilities</b>			
Long-term borrowings	3	-	-
<b>Current liabilities</b>			
Other current liabilities	4	42.00	46.20
Short-term provisions	5	6.11	5.31
<b>TOTAL</b>		<b>113.33</b>	<b>311.07</b>
<b>ASSETS</b>			
<b>Non-current assets</b>			
Other non-current assets		-	-
<b>Current assets</b>			
Cash and cash equivalents	6	113.33	311.07
<b>TOTAL</b>		<b>113.33</b>	<b>311.07</b>

See accompanying notes to the financial

As per our report of even date attached.

For PSAC & Associates  
Chartered Accountants



*Neha Phadke*  
Neha Phadke  
Partner  
Membership No: 126243  
FRN No: 012411C  
DIN: 24126243BKEKGO8688  
Pune  
Date: 29/09/2024

For and on behalf of the Board of Directors

*Harshad Abhyankar*  
Harshad Abhyankar  
Director  
DIN: 03065872

*Rajendra Shidhaye*  
Rajendra Shidhaye  
Director  
DIN: 03021195

Pune  
Date: 29/09/2024

Pune  
Date: 29/09/2024



## SAVE PUNE TRAFFIC MOVEMENT

CIN:U74900PN2010NPL137886

### Statement of Income and Expenditure for the year ended 31 March 2024

(Currency: Indian Rupee)

	Note	31 March 2024	31 March 2023
Revenue from operations	7	168.50	319.60
Other income	8	-	77.51
<b>Total Revenue</b>		<b>168.50</b>	<b>397.11</b>
<b>Expenses :</b>			
Employee benefits expense		-	-
Depreciation and amortisation expense		-	-
Other administrative expenses	9	362.84	371.33
<b>Total expenses</b>		<b>362.84</b>	<b>371.33</b>
Prior Period Expenses		-	-
<b>Surplus/(Deficit) before tax</b>		<b>(194.34)</b>	<b>25.78</b>
<b>Tax expense:</b>		<b>-</b>	<b>-</b>
<b>Surplus/(Deficit) for the year</b>		<b>(194.34)</b>	<b>25.78</b>

See accompanying notes to the financial statements

As per our report of even date attached.

For PSAC & Associates  
Chartered Accountants



*Neha Phadke*

Neha Phadke  
Partner  
Membership No: 126243  
FRN No: 012411C  
Pune  
Date: 29/09/2024  
UDIN:24126243BKEKGO8688

For and on behalf of the Board of Directors

*Harshad Abhyankar*

Harshad Abhyankar  
Director  
DIN: 03065872

Pune  
Date: 29/09/2024

*Rajendra Shidhaye*

Rajendra Shidhaye  
Director  
DIN: 03021195

Pune  
Date: 29/09/2024

