

I've noticed that even people who believe in fate look both ways before crossing the street.

- Stephen Hawking

SPTM Conquest

April 2026

Save Pune Traffic Movement

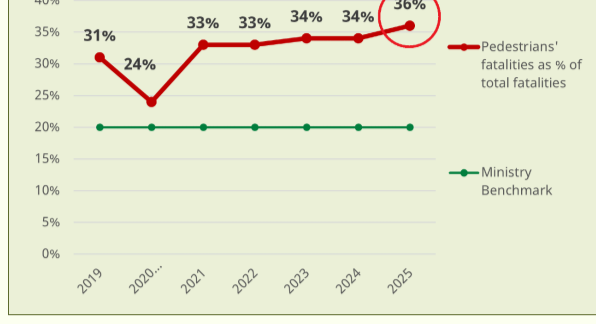
Dear {firstname},

We will be observing 2026 as **The Year of Pedestrians' Safety!**

A couple of years ago we created this [beautiful video with Dr Mohan Agashe and Spruha Joshi](#), which explains the technique "पाऊल पुढे? – हात समोर!". But that alone is not enough. Now we are focusing on reaching the technique out to the entire Pune city.

Why?

The Campaign for 2026-27: "पाऊल पुढे? – हात समोर!"



- Typically, about 30-35% of all road crash fatalities in Pune are pedestrians.
- According to a Govt of India benchmark, this number should be less than 20%.
- **But instead of declining, in 2025 it grew beyond 35%!**

We can't sit still. It is time to act. And we have a solution that has been tried successfully in India - the technique "पाऊल पुढे? – हात समोर!" had reduced pedestrians' fatalities by 50% in Angamali, a town in Kerala. It can certainly work in Pune too!

Yes, it is going to take a lot of work over the next 3-5 years, to reach out to one demographic group after another. We are beginning with school children - and their parents in turn!

In the year 2026-27, we aim to reach the technique out to 100 schools in Pune.

Pune Traffic Police has endorsed the campaign with a letter of support and an appeal to the schools and colleges to participate 👍. This will make it much more easy for us to reach out to them.

We started with teachers' workshops in two schools: RCM Gujarati High School near Phadke Haud and Karnataka High School in Kothrud. And their response has been amazingly encouraging!



Harshad explaining the technique to the teachers of RCM Gujarati High School



Teachers trying it out on the road



Rajendra explaining the technique to the teachers of Karnataka High School



A teacher tries it out on the road

Know more about the campaign!

We are happy to announce that **Curtis Instruments India Pvt Ltd** is supporting the campaign in 20 schools as a part of their Corporate Social Responsibility.

Thank you very much, Curtis!

Get involved!

Coordinators: If you can spare ~4 hrs a week to reduce pedestrian fatalities in Pune, become a coordinator! SPTM will pay some honorarium to more than cover your expenses. [Interested?](#)

Donations: Even if you can't spare time yourself, you can always support the campaign financially. Your 'खारीचा वाटा' also helps! [Please donate generously!](#)

Connections: Do you very closely know a big company or business who can give us a handsome donation? Or a large group of volunteers that can be useful to SPTM? [Let us know!](#)

Use the buttons below for the respective actions. Thank you!

Coordinate the campaign

Donate for the cause: Personal, CSR

Connect us with the right people

'Public Transport Nudges'

A closing note on the 'Public Transport Nudges' project

The 'Public Transport Nudges' project we were doing with MahaMetro, in association with PKC and CEE, ended in March. The project focused on the first 5 stations of the Vanaz-Ramwadi corridor (i.e., Vanaz to Garware College). We had also chosen 10 similar, 'Control Stations' for comparison. From June 2025 to January 2026, the ridership of the 'Control Stations' increased by 22.5%, whereas the ridership of the 'Project Stations' increased by 23.5%.

Though our outreach efforts may have played a role in this slightly higher increase in the ridership at the 5 Project Stations, unfortunately the concerned Govt agencies were not able to effect any significant improvements in making the 5 Project Stations easier to access by way of walking/ cycling/ using the bus or shared autos. Had that happened, we are sure that this difference might have been substantial.

Enroll yourself as a volunteer, or for an internship for projects that improve people's lives! [Fill up this form.](#)

Stay tuned in with us!   

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