



Dear {firstname},

Greetings from SPTM!

As we move into phase II of the pedestrian safety campaign, पाऊल पुढे? - हात समोर! (Paul Pudhe? – Haat Samor!), we're excited to share some key updates from the last quarter, and also our plans. We hope this newsletter keeps you inspired and informed about our work, highlighting where your continued support can help us make our transportation **safe, sustainable and inclusive!**

What's New?

Welcoming Pooja to SPTM

Pooja Tanna has been associated with various NGOs for over fifteen years. Her experience is in addressing environmental issues across both urban and rural landscapes in India.

Specializing in campaign design, strategy and execution, Pooja excels in mass engagement and fostering public involvement. Embracing a sustainable lifestyle, Pooja integrates conscious living into her daily routine.

As the Public Engagement Campaigner for SPTM, she will focus on campaigns that advance public awareness and ensure fundamental rights to safe walking, accessible public transport and urban cycling.



Pedestrians' safety matters!

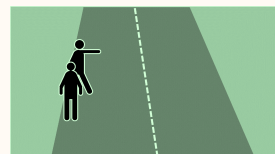
It's been a year since we launched the film 'पाऊल पुढे? - हात समोर!' as part of the pedestrians' safety campaign. Since then, we've been actively engaging with schools in the city, where many students walk to school. We're exploring collaborations to take the campaign to the next level.

We also conducted interactive sessions with office-goers, even taking them onto the streets to experience the safety techniques firsthand.

Now, we're ready to dive deeper, expanding our efforts to include intensive interactions with schools and workplaces.

These steps will be a part of a **3 year campaign, to save ~50 pedestrians' lives annually**, in Pune alone. We appreciate your continued support as we move forward.

The video was just the first phase. अब आगे...



What's Next?

Phase 2 of 'पाऊल पुढे? - हात समोर!'

Building on our efforts, we are excited to announce that we will be premiering Phase 2 with 10 schools. These ongoing interactions are part of our strategy to bring ~700 more schools in Pune on board during the 2024-2025 academic year, with invaluable support from Pune Municipal Corporation's Primary Education Department.

You can help these efforts in multiple ways!

Donations: While we are approaching large CSR donors for the larger Phase 3, every small donation from individual donors will help us provide enough volunteers to conduct Phase 2 effectively. [Please donate generously!](#)

Volunteering: We frequently need volunteers for campaigns and surveys. We can make use of some 'off-road' skills too, in addition to 'on-road' activities. [Interested?](#)

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!

Donate for the cause:
Personal, CSR

Volunteer in the
campaign

Connect us with the
right people

Sus-trans Challenge!

Test your knowledge of sustainable transportation 📄

India has a fairly progressive 'National Urban Transport Policy' (NUTP), with an objective to ensure safe, affordable, quick, comfortable, reliable and sustainable access for the growing number of city residents by **bringing about a more equitable allocation of road space, by focusing on people – rather than on vehicles.**

In other words, by encouraging walking, public transport and cycling as principal modes of urban commute.

In which year was the NUTP adopted?

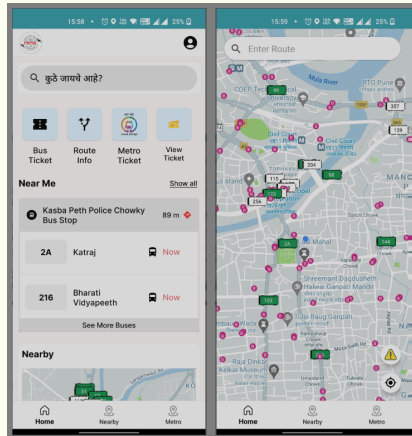
- 2006
- 2014
- 2020

शाब्बास!

'Aapli PMPML' app launched

The long awaited app allows users to view real-time bus locations, making travel planning easier and more efficient. In addition to bus tickets and daily passes, the app offers the convenience of purchasing Metro tickets, further integrating the city's transport services. It also allows passengers to register complaints directly.

The app is available on Google Play Store, for Android devices.



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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