

Press Release

Maruti Suzuki successfully completes a pilot program of First Responder training in association with AIIMS and IRF on Emergency Care; an effort to save lives of road accident victims

- Trained 8,500 people, primarily commercial drivers in post-accident emergency care during the “golden hour” after an accident
- Comprehensive emergency care training in collaboration with JPN APEX Trauma Centre, AIIMS, New Delhi and International Road Federation (IRF) – India chapter
- Voluntary training across Maruti Suzuki’s Institute of Driving and Traffic Research (IDTR) facilities in Haryana, Delhi, and Bihar

New Delhi, 30 April 2024 – Strengthening its road safety initiatives, Maruti Suzuki India Limited had partnered with AIIMS, India’s premier medical institute, and International Road Federation (IRF) to provide first aid and trauma care training to commercial drivers at its Institute of Driving and Traffic Research (IDTR). Through a pilot program, 8,500 people primarily commercial drivers have been trained at IDTRs in Haryana, Delhi, and Bihar. Participants received comprehensive training in emergency care in collaboration with Jai Prakash Narayan-AIIMS Trauma Center, Delhi. The training equips them with the knowledge and practical skills needed to assist road accident victims during the “golden hour” in an event of a road incident. Golden hour after an accident refers to the first hour after an accident during which medical intervention can reduce mortality.

Speaking on trauma care, **Dr. Amit Gupta, Professor of Trauma Surgery and Critical Care, JPN Apex Trauma Centre, AIIMS, New Delhi** said, *“In the absence of robust trauma care systems, there is an urgent need to train bystanders in basic trauma and first aid. As trauma is time-sensitive, the training of bystanders who are the real first responders to any road accident can go a long way to reduce the mortality and morbidity following road traffic crashes. Usually, this group of bystanders includes drivers of commercial vehicles. To standardize first-aid modules and training, WHO along with the experts from AIIMS and other major institutions of the country have devised a first-aid course for the by-standers. We used these modules for training at Maruti Suzuki IDTRs which has got a lot of positive feedback from the stakeholders.”*

Elaborating on the initiative Mr. Rahul Bharti, Executive Officer, Corporate Affairs, Maruti Suzuki India Limited said, *“Maruti Suzuki focuses on road safety through the 4Es: vehicle Engineering for safer cars, Education on traffic rules via IDTRs, Evaluation through automatic driving test tracks to have competent drivers on the road, and Enforcement to*



promote safe driving behaviour using traffic safety management systems. Recognizing the importance of post-accident care, the 5th E, Emergency care, becomes vital. The company aims to train drivers to become effective

first responders during the 'golden hour' after accidents. This training initiative aligns with Sustainable Development Goal 3. We are thankful to AIIMS, the premier hospital in the country for bringing the latest medical expertise for this course."

Mr. Bharti added, "Vulnerable Road Users (VRUs) or Pedestrians, Bicyclists and 2-Wheelers constituted 66.9% of road accident fatalities in 2022¹. Our customized programme provides practical hands-on life-saving interventions to enable drivers to handle trauma and injuries. This could prove effective in reducing road accident fatalities, particularly of VRUs under the Good Samaritan Law."

Key Highlights of First Responder Programme

The First Responder Training Program is designed to train drivers in critical life-saving techniques like cardiopulmonary resuscitation (CPR), controlling bleeding, correct way of helmet removal, use of splint & sling and moving victims safely. Participants also learn to promptly activate emergency response systems. These skills can improve survival rates, especially in the first hour after an accident.

Glimpses of the First Responder Training Program



[Link to First Responder Training photographs](#)

Issued by:

Corporate Communication
Maruti Suzuki India Limited
1, Nelson Mandela Road
Vasant Kunj, New Delhi Ph: 91-11-4678 1000
Email: corp.comm@maruti.co.in | Twitter: @Maruti_Corp
Website: www.marutisuzuki.com

¹ [RA Draft.cdr \(morth.gov.in\)](#)