Toyota's safety education programme is aimed at children aged 6 to 13. The response from the schools has been truly overwhelming.











## Toyota Safety Education Program

The CSR department initiated the Toyota Safety Education Among the total response received from 4200 students on the Programme (TSEP) in July 2007 in Bangalore. It was an interactive understanding of TSEP among them, a significant 62% responded learning programme specifically targeting the students in the age with an understanding of more than 80% and another 26% had group of 6-13. The main objective of this programme was to understood more than 60%. promote traffic safety among school children and create an awareness of the road safety procedures. Some of the TSEP activities Among the several activities that were part of TSEP, the interactive initiated last year were

- animation film
- mobile traffic park
- traffic booth
- interactive course
- website
- computer game
- giveaways

course, mobile traffic park, animation film and traffic booth were popular.

The encouraging success of TSEP's first year in Bangalore has made CSR initiate this as a national campaign covering the 5 major metros, viz., Delhi, Mumbai, Kolkatta, Bangalore and Chennai.