

RT-25035/82/2025-RS Pt.I (261206)
Government of India
Ministry of Road Transport and Highways
(Road Safety Cell)
Transport Bhawan, 1, Parliament Street, New Delhi-110001

Dated: 14th January, 2026

OFFICE MEMORANDUM

Subject: Dissemination of Road Safety Anthem and Awareness Videos under *Sadak Suraksha Abhiyaan* - regarding.

The undersigned is directed to inform that the Ministry of Road Transport & Highways, Government of India, under the *Sadak Suraksha Abhiyaan*, has prepared a Road Safety Anthem along with road safety awareness videos aimed at promoting safe road behaviour and enhancing public awareness on road safety issues.

2. In this regard, all Ministries / Departments of the Government of India are requested to disseminate the Road Safety Anthem and awareness videos to their attached and subordinate offices, autonomous bodies, public sector undertakings, training institutions, educational institutions and other organisations under their administrative control. These materials may be utilised during official events, awareness programmes, workshops, training sessions, and other suitable occasions to promote road safety consciousness.

3. The digital content may be accessed and downloaded from the following Google Drive link:

(i) Road Safety Anthem (in 22 Regional Languages) -
[<https://drive.google.com/drive/folders/1RzK8rrM8SfTrM3v4m-NVn-gytV2URQCc?usp=sharing>]

(ii) Road Safety Awareness Videos -
[https://drive.google.com/drive/folders/1_hB7XiCcobAYj9C0t7MsTZP2nkCTbAc9]

4. All Ministries / Departments are requested to issue suitable instructions to ensure wide publicity and effective utilisation of the above content, particularly in offices and institutions having public interface and outreach activities.

5. This issues with the approval of the competent authority.

(Mirtyunjay Kumar)
Under Secretary to the Government of India
Tel. 011-23737094

To,

The Secretaries of all Miniseries/Departments
Govt. of India

Copy for similar necessary action to:

(i) Chairman, NHAI

- (ii) MD, NHIDCL
- (iii) DG(RD)&SS, MoRT&H
- (iv) JS(Genl.), MoRT&H - with request to get the Road Safety Anthem played through public address system once a day during the National Road Safety Month, 2026 (January, 2026).
- ([v] NIC, MoRT&H - to place the Anthem on the MoRT&H's website and portals.

Copy for information to:-

- (i) PS to Hon'ble Minister, RTH
- (ii) PS to Hon'ble MoS(AT), MoRT&H
- (iii) PS to Hon'ble MoS(HM), MoRT&H
- (iv) PSO to Secretary, RTH
- (v) Sr. PPS to AS(RS), RTH