SaveLIFE Foundation | *Margdarshak* (Guide)

About the Organization

- Since 2008, SaveLIFE Foundation has worked to transform India's road safety and trauma care systems to serve its population of 1.4 billion people. It works across the realms of policy, crash investigations, technology and community engagement to treat road crashes as a ***systemic, predictable and preventable crisis*** that primarily targets the country's most economically vulnerable citizens. SLF has secured landmark reforms including India's first Good Samaritan Law, and reduced road crash deaths by up to 67% on some of India's highest-burden corridors.
- SLF's Zero Fatality District (ZFD) programme coordinates preventive interventions across road infrastructure, enforcement, trauma care and community engagement, and in January 2026, was mandated by the Government of India across the country's 100 highest-burden districts.

Problem Statement (use case specific)

- **Scaling this programme is complicated by how road safety in India is governed:** through a network of institutions, with responsibility and evidence distributed across several agencies. Connecting this evidence to relevant technical standards requires specialist expertise that is difficult to apply consistently across geographies.
- As ZFD expands nationally, SLF is using AI to strengthen road safety governance by creating a single, scientifically rigorous base of evidence, and providing tools to plan and monitor the interventions that follow.

AI Solution Description

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Tools and techniques Used

- **Retrieval-augmented generation** with multilingual embeddings and vector search across more than 39,000 photographs, documents and technical standards.
- **A layered architecture** combining structured data pipelines, deterministic analytics and task-specific models.
- **Platform stack**: React/Vite, Flask, MongoDB Atlas and Redis, with progressive-web-app and WebAssembly support for offline use.

Key Features of tech solution

- **Automated crash analyses** generate national, state and district-level risk assessments on demand.
- **Retrieval-grounded AI** lets users query crash data and road safety standards in plain language and receive source-cited responses.
- **Multilingual, on-device AI copilots** extend this to field teams in low-connectivity environments, converting spoken observations into structured assessments.

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Impact (Qualitative and Quantitative)

- **Current user base**: 150 users spanning field workers, intermediaries and government officials across districts in Uttar Pradesh and Maharashtra.
- **No. Of active users:** 150.

Impact of solution in terms of program or beneficiary outcomes: *Margdarshak* generates district-level action plans that drive the Zero Fatality District (ZFD) programme, and these plans have translated into measurable results.

- Uttar Pradesh, which carries one of the highest fatality burdens in the country, became the first state to adopt the programme across all 75 of its districts. Between January and August 2026, fatalities at ZFD-covered locations fell by **8.03%** compared with the same period in 2025.
- Nagpur Rural in Maharashtra recorded a **23%** decline in fatalities over the first seven months of 2026 against the same period in 2025.

Plan for roll-out and sustainability

- *Margdarshak* is being rolled out in phases across the country, with coverage spanning all 100 Zero Fatality Districts targeted for 2027.
- This roll-out is centred on training state and district officials to run the ZFD toolkit themselves, and early momentum is already visible in several states across the country.
- Given that the platform combines analytics, planning, implementation tracking and reporting in a single platform, it reduces the number of separate tools and processes each district has to maintain.
- The long-term plan is for *Margdarshak* to be fully integrated with the Ministry of Road Transport and Highways, Government of India (MoRTH)'s own platform, establishing it as a government-owned and operated system that ensures lasting accountability and continuity for the programme.

Cost of development and ongoing maintenance

The total development and deployment cost is estimated at approximately ₹1 crore, of which approximately 70% covers development. The remaining 30% is allocated to ongoing maintenance and scaling as the platform rolls out nationally.

Additional documents

- **Application presentation:** https://docs.google.com/presentation/d/11c4vLjUR4cbYxDKVOKUtBL9AwySzGQrC/edit
- **Solution Demo Videos:** https://www.loom.com/share/6fb8d96ff9a04748a8330aada8cfd40b
- **User Testimonials:** https://drive.google.com/file/d/1NoivNYiwDLSLkuK_LcTqlwcU9kuUC3ye/view

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