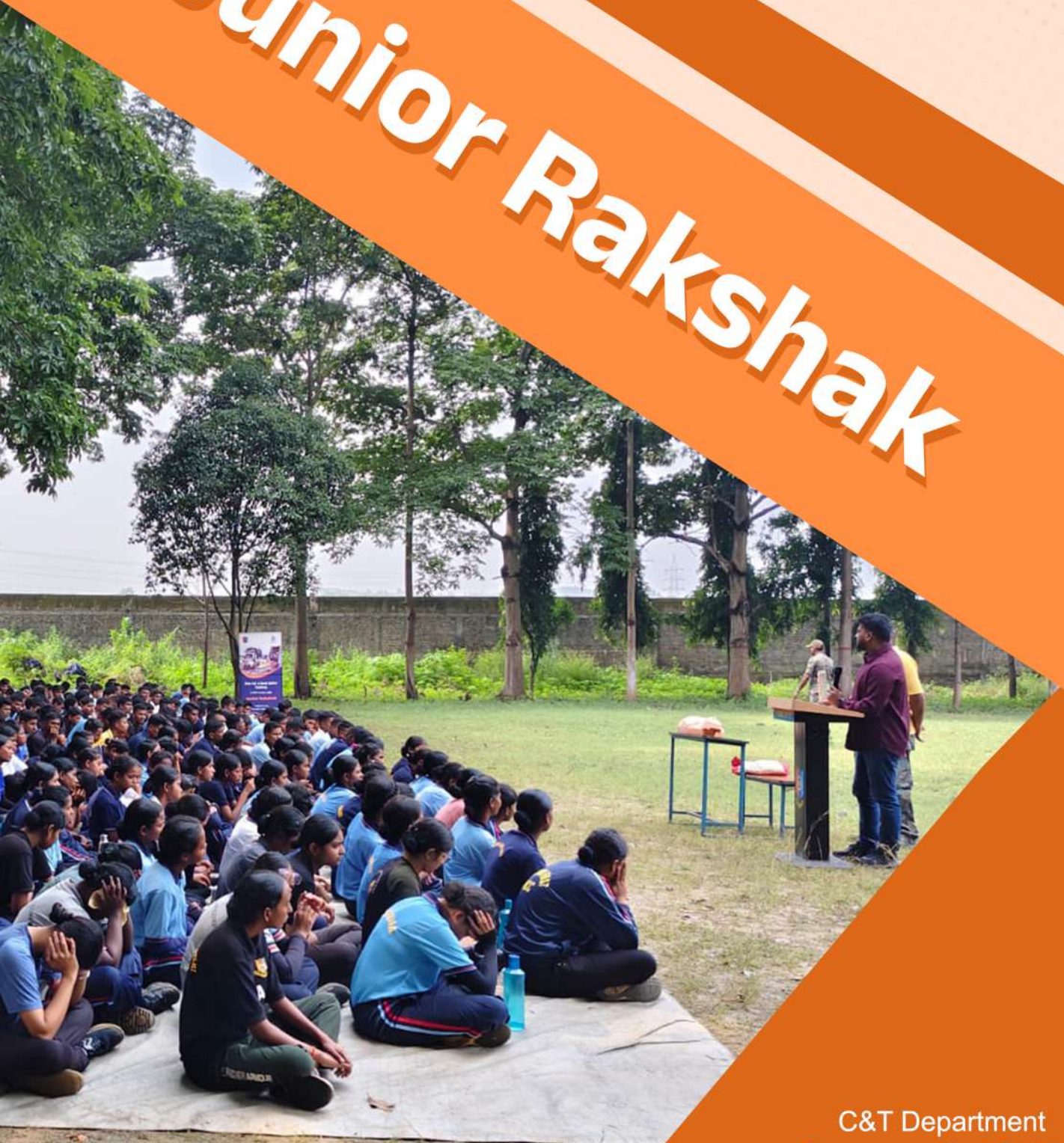




Commerce & Transport Department
Government of Odisha

Junior Rakshak



C&T Department
Government of Odisha

Junior Rakshak: Road Safety Brand Ambassadors

To foster road safety awareness among future generations, promote timely assistance to road accident victims within the golden hour and build a cadre of first responders, the Commerce & Transport Department, Government of Odisha, in collaboration with the NCC, launched the Junior Rakshak Program. The Memorandum of Understanding (MoU) for the program was signed on 6th March 2024.

Programme Objectives

- Equip NCC cadets with first aid and emergency response skills to assist during road accidents.
- Promote responsible road behaviour through peer-led awareness campaigns.
- Establish a decentralized youth network capable of supporting accident victims during the critical “Golden Hour.”



Year	NCC Cadets Trained
2024	10,500
2025	10,050
Total	20,550

- Training conducted during NCC camps.
- Cadets trained in First aid, CPR, and road safety protocols.
- WhatsApp notification for real-time coordination during emergencies.



Institutional Review & Strategic Outlook

Review by PHDMA, Odisha

In 2025, a field-level review of the Junior Rakshak Programme was undertaken by the **Public Health Development Monitoring Agency (PHDMA), Odisha**. The review focused on evaluating programme delivery, cadet preparedness, and integration with local emergency response systems.



WhatsApp Alert System Empowers Junior Rakshaks for Real-Time Accident Response

A WhatsApp-based accident reporting chatbot has been developed, and the name “RASTA” (name suggested for the chatbot) has been chosen to reflect its core mission of extending timely help to road accident victims. The system connects citizens to a large network of trained responders, including more than 10,000 Rakshaks and over 10,000 Junior Rakshaks, with a target to expand the Junior Rakshak force to 60,000 across Odisha. All these volunteers have been trained in first aid by certified master trainers, and their contact details, along with those of all police stations and RTO/ARTO offices have been integrated into the chatbot.

volunteers. By ensuring quick coordination during the critical golden hour, Surakhsha enhances the chances of timely assistance and life-saving intervention—truly inspiring citizens to “Be the Life Saver.” The aim is to promote the number of Good Samaritans and reduce road accident deaths caused by the lack of timely assistance.

Programme Objectives

- **Real-Time Notifications:** In the event of a road accident, alerts are shared instantly within the group, allowing nearby Junior Rakshaks to mobilize and provide first aid support.
- **Geo-Targeted Response:** Notifications are location-specific, ensuring that cadets closest to the incident site can respond promptly.
- **Integrated Support:** Cadets coordinate with local police, RTOs, and hospitals to ensure seamless handover and escalation when required.



These Junior Rakshaks serve as road safety brand ambassadors, promoting road safety awareness among their family, friends, and community.



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