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**Impact Assessment of Project- Saving lives  
through Safer Roads**

**DLF Assets Limited**

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# Executive Summary

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<b>Project title</b>	<b>Saving lives through Safer Roads</b>
Implementing partner	DLF Foundation
Project overview	DLF Foundation, in collaboration with National Highways Authority of India (NHAI) and Gurugram Metropolitan Development Authority (GMDA), implemented key pedestrian infrastructure projects to enhance safety and connectivity in high-traffic areas of Gurugram. The Foot-over Bridge (FOB-1) at Raghvendra Marg was completed, providing a secure link between Chakkarpur village and Sikanderpur/Ashoka Crescent Marg, benefitting densely populated migrant communities. Subway-B at Shankar Chowk on NH-48 was also undertaken to provide safe pedestrian movement between Udyog Vihar and the Mousari Avenue Metro Station. Equipped with elevators, escalators, ramps, stairways, and adequate lighting, it ensured universal access and safe crossing along a busy national highway. Additionally, a pedestrian walkway and a dedicated cycling path were developed along the major traffic junction spanning Sectors 42/43 and 53/54 locations identified as high-risk due to heavy traffic flow and unsafe pedestrian crossings. These interventions collectively strengthened pedestrian mobility and supported safer, more inclusive urban movement.
Project commencement	FY 2020-21
Contribution amount	INR 7.31 Cr. <sup>1</sup>
Project closure	FY 2023-24
Project location	<ul style="list-style-type: none"><li>• FOB-1 at Raghvendra Marg connecting Chakkarpur village with Sikanderpur/Ashoka Crescent Marg, Gurugram.</li><li>• Subway-B at Shankar Chowk on NH-48 to connect Udyog Vihar with Mousari Avenue Metro Station, Gurugram.</li><li>• Cycle track and pedestrian walkway at the junction of Sector 42/43 &amp; 53/54 towards Faridabad Road, Gurugram.</li></ul>
Direct Beneficiaries	General Public
Problem statement	Gurugram continues to have one of the highest road accident burdens in Haryana, with 478 fatalities recorded in 2025 an increase from 472 in 2024 according to district traffic data <sup>2</sup> . Pedestrians remain among the most vulnerable users as they navigate through fast-moving corridors without safe walking or crossing facilities. The absence of continuous footpaths, dedicated crossovers, and grade-separated pedestrian infrastructure on major high-traffic routes has been repeatedly highlighted as a key contributor to these fatalities. Thereby this project aimed to

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<sup>1</sup> Details shared by DLF Foundation

<sup>2</sup> <https://www.hindustantimes.com/cities/gurugram-news/rearend-side-impact-head-on-crashes-led-to-93-road-deaths-in-gurugram-2324-101771292806282.html>

address the safety gaps by developing essential pedestrian walkways to reduce accidents and ensure safer movement for the public.

SDG alignment



## Summary of Findings

A comprehensive account of Deloitte's observations and results from the impact assessment of the Project areas within the OECD-DAC framework parameters.

Parameter	Rationale	Score
Relevance	<ul style="list-style-type: none"> <li>The project addressed a clearly identified public-safety challenge, the pedestrians particularly senior citizens, persons with disabilities, and school-going children faced significant risk while crossing high-traffic arterial roads in Gurugram. The development of universally accessible FOB, a pedestrian subway and a dedicated 0.8-km pedestrian walkway and cycling track directly responded to this need by providing safe, grade-separated crossings. The design focus on universal accessibility ensured that the intervention met the mobility requirements of vulnerable and underserved groups, making it well aligned with local priorities for safer and more inclusive urban spaces.</li> </ul>	
Coherence	<ul style="list-style-type: none"> <li>The initiative demonstrates strong internal coherence through coordinated implementation by GMDA, NHAI, and the DLF Foundation. It aligns externally with broader national and international frameworks, including India's road-safety commitments and global priorities under SDG 3 (Good Health and Well-Being) and SDG 11 (Sustainable Cities and Communities). The project was integrated with the city's mobility strategies and adhered to regulatory and planning norms, ensuring consistency with ongoing infrastructure development efforts.</li> </ul>	
Effectiveness	<ul style="list-style-type: none"> <li>The intervention has effectively improved pedestrian safety and mobility. The high utilisation of both the FOB-1 (17,59,802 since December 2024) and the pedestrian subway (2,59,511 in December 2025) indicated strong acceptance by the intended beneficiaries and validates the appropriateness of the chosen design solutions. The features such as elevators, ramps, escalators, lighting and tactile pathways contributed to seamless and safe pedestrian movement and demonstrated how urban development could create safe spaces, prevent accidents and potentially save lives.</li> <li>The development of a continuous, safe walking and cycling corridor has significantly improved ease of movement across a previously unsafe junction, reducing the risk of pedestrian-vehicle conflict.</li> </ul>	
Efficiency	<ul style="list-style-type: none"> <li>The project optimised resources by integrating existing urban-development processes and collaborating with key authorities, reducing duplication and ensuring streamlined approvals. The design choices emphasised durability and low-maintenance accessibility</li> </ul>	

features, contributing to efficient long-term operational readiness. Leveraging established institutional capacities enabled timely delivery of infrastructure and minimised implementation delays.

**Impact**

- The infrastructure has contributed to safer pedestrian mobility in one of the most heavily trafficked corridors of Gurugram.
  - 100% of respondents reported that traffic congestion during peak hours significantly reduced after the construction of the subway and FOB.
  - All respondents confirmed that the newly developed infrastructure was safe and accessible for individuals with disabilities.
  - 100% of respondents reported that traffic congestion during peak hours significantly reduced after the construction of the pedestrian walkways.



**Sustainability**

- Periodic evaluations conducted by the DLF Foundation supported the long-term functionality and safety of the infrastructure, contributing to sustained upkeep and continued service delivery.
- By strengthening durable, universally accessible links between key traffic points, the project embedded itself in the city’s long-term mobility framework and aligned with national road-safety priorities, increasing the likelihood that its benefits would be maintained over time.



**Recommendations**

The assessment conducted by the Deloitte team has highlighted opportunity areas to enhance the grant's effectiveness and maximize impact. These are tabulated as recommendations below:

Recommendations	Description
<b>Proactive Digital Monitoring</b>	<ul style="list-style-type: none"> <li>• Introduce a lightweight, cloud-based dashboard that continuously tracks key performance indicators such as lighting function, cleanliness levels, and drainage flow. Since routine cleaning and drainage works were already in place, the tool would enable enhancing visibility of these activities and flag any emerging issues.</li> </ul>
<b>Increase Community Engagement</b>	<ul style="list-style-type: none"> <li>• Organize regular community events to promote pedestrian safety and infrastructure use.</li> <li>• Launch local awareness campaigns to educate residents on the benefits of subway and foot over bridge and how to keep it clean.</li> </ul>



Glimpses of Work Progression at FOB-1  
(Source: DLF Foundation)

Current Pictures of FOB-1 (Source: Deloitte Field Visit)



Glimpses of the Work Progression at Subway- B  
(Source: DLF Foundation)

Current Pictures of Subway-B (Source: Deloitte Field Visit)



Picture of before development of Pedestrian Walkway at Sector 42/54  
(Source: DLF Foundation)

Picture of after development of Pedestrian Walkway at Sector 42/54  
(Source: DLF Foundation)

## Approach and Methodology

Deloitte used a mixed research design to conduct the assessment, with research questions framed along the Development Assistance Committee (OECD, 1991) principles. The data collection tools sought to collect information from project documents, stakeholders and beneficiaries around key indicators adapted from the UNDP’s Results Based Management framework. The assessment involved an analysis of qualitative and quantitative data using primary and secondary data sources.

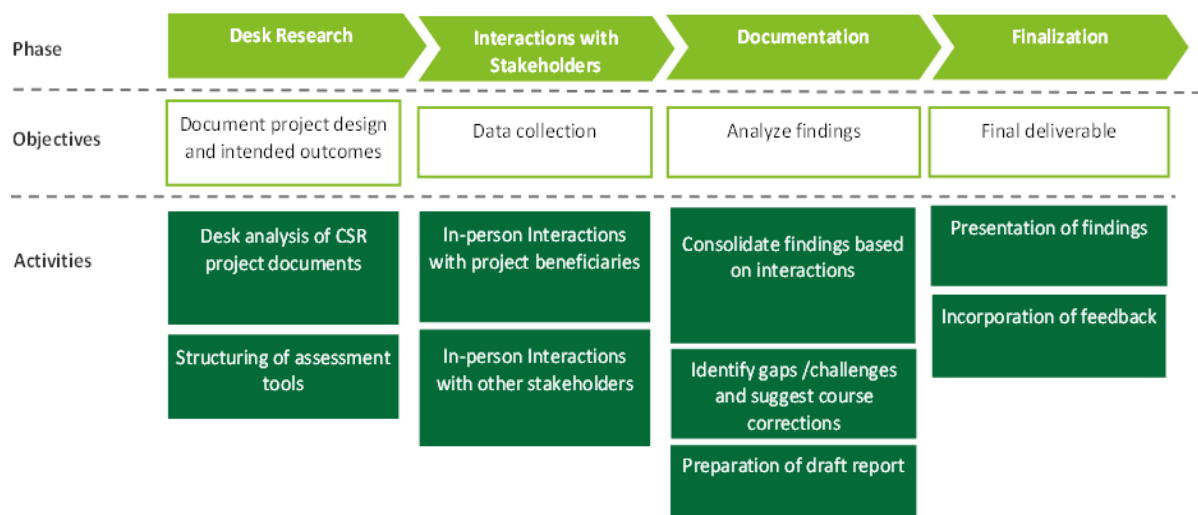
The results-based framework was deployed to determine the project-specific inputs, processes, outputs, and outcomes/impact customized as per the project execution model and in consultation with implementing partners and available documentation.

Data for the assessment was collected to answer the following research questions:

- Are the CSR initiatives either relevant to the community’s needs/aspirations or aligned with the developmental priorities of the region?
- What were the intended or planned outcomes of the initiatives? Are the program’s results in line with the anticipated outcomes?
- How have the CSR initiatives impacted beneficiaries and other relevant stakeholders? Explore changes in the physical, economic, and socio-cultural environments?
- How do the beneficiaries and other stakeholders perceive the CSR initiatives undertaken?
- Are the activities ensuring long-term solutions to the developmental issues of the region? What elements have been built into the project design that will ensure sustainability of results?
- Has there been a disruption in impact due to remote program execution? Are there any potential strategies that could be deployed to combat this disruption?

### Report Development Approach

The impact assessment of the CSR initiatives was executed in a phased manner. The four main phases are outlined below.



## Common Results Framework

The Common Results Indicators developed along UNDP’s Results Based Framework for monitoring were used as the basis for the programmatic review. Both primary and secondary project related data were reviewed to gain a holistic understanding of the implementation model and outcomes.

Inputs	Processes	Outputs	Outcomes
<ul style="list-style-type: none"> <li>Grant utilized</li> <li>Project staff deployed</li> <li>Capacity building and training to staff</li> <li>Partnership with partner organizations</li> </ul>	<ul style="list-style-type: none"> <li>Awareness on road safety</li> <li>Collaboration with government authorities for approvals</li> <li>Construction of Infrastructure</li> <li>Regular monitoring and evaluation</li> </ul>	<ul style="list-style-type: none"> <li>No. of awareness campaigns held</li> <li>No. subways and Foot over bridge built and the length of the roads that they are covering</li> <li>No. of pedestrian crossings installed</li> <li>No. of progress reports submitted</li> </ul>	<ul style="list-style-type: none"> <li>Increased public awareness of road safety and pedestrian rights</li> <li>Reduced pedestrian accidents in high-risk areas</li> <li>Evidence-based improvements for ongoing road safety measures</li> </ul>

## Desk-based Research

In addition to the stakeholder interactions through Key Informant Interviews with the Project staff as well as the DLF Foundation management, the following project related documents were reviewed:

- Memorandum of Understanding (MoU) between GDMA and DLF Foundation for FOB-1
- NHAI Agreement for pedestrian subway
- GMDA Approval – Subway B
- GMDA Approval - FOB-1
- GMDA Approval – Pedestrian Walkway
- Document on CSR Projects FY 2023-24 for Impact Assessment- DLF Cyber City Developers Limited

## Description of Sample

A stakeholder mapping exercise, based on the desk review, was conducted to identify the range of interactions that would be required to document multiple perspectives about impact. The documentation of multi-stakeholder interactions was critical to validating findings through triangulation. The stakeholder mapping for the project is presented below:

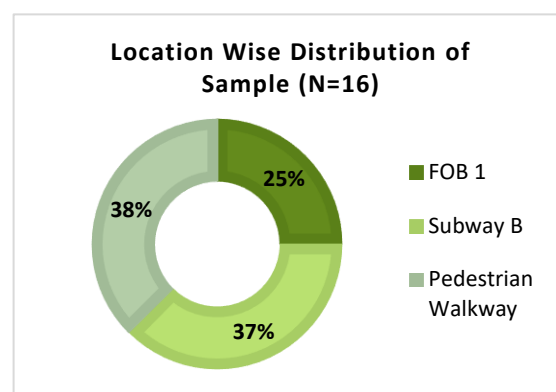
<p><b>Primary stakeholders:</b></p> <ul style="list-style-type: none"> <li>Pedestrians</li> <li>Commuters</li> </ul>	<p><b>Secondary stakeholders:</b></p> <ul style="list-style-type: none"> <li>Administrative team</li> </ul>
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## Sampling Plan

A multi-stage mixed methodology was adopted to identify the sample of respondents for the study. The final set of the respondents, given the wide spread of beneficiaries across locations, was selected purposively. A snapshot of the sample covered is given below:

Project location	Sample covered	Type of sampling
Gurugram	<ul style="list-style-type: none"> <li>• Pedestrians: 12</li> <li>• Commuters: 4</li> <li>• Program team and staff -6</li> </ul>	<ul style="list-style-type: none"> <li>• Purposive</li> </ul>
Stakeholder type	Sample covered	Type of sampling
<ul style="list-style-type: none"> <li>• Pedestrians/Commuters</li> </ul>	<ul style="list-style-type: none"> <li>• Subway-B: 4</li> <li>• FOB-1: 6</li> <li>• Walkway: 6</li> </ul>	<ul style="list-style-type: none"> <li>• Purposive</li> </ul>
<ul style="list-style-type: none"> <li>• Program team and staff</li> </ul>	<ul style="list-style-type: none"> <li>• Gurugram: 6</li> </ul>	<ul style="list-style-type: none"> <li>• Purposive</li> </ul>

To complete the impact assessment study, Deloitte team conducted a transect walk through the subway, over the foot over bridge and walkway with layout guidance from the DLF Foundation team. A sample of beneficiaries including program staff was selected for the purpose of the assessment. The intervention type and location-wise distribution for the 16 respondents is given in the graph.



## Study Tools

A range of participatory tools were customized to meet the objectives of the assessment. The table below presents a snapshot of the tools used during various stakeholder interactions during the assessment.

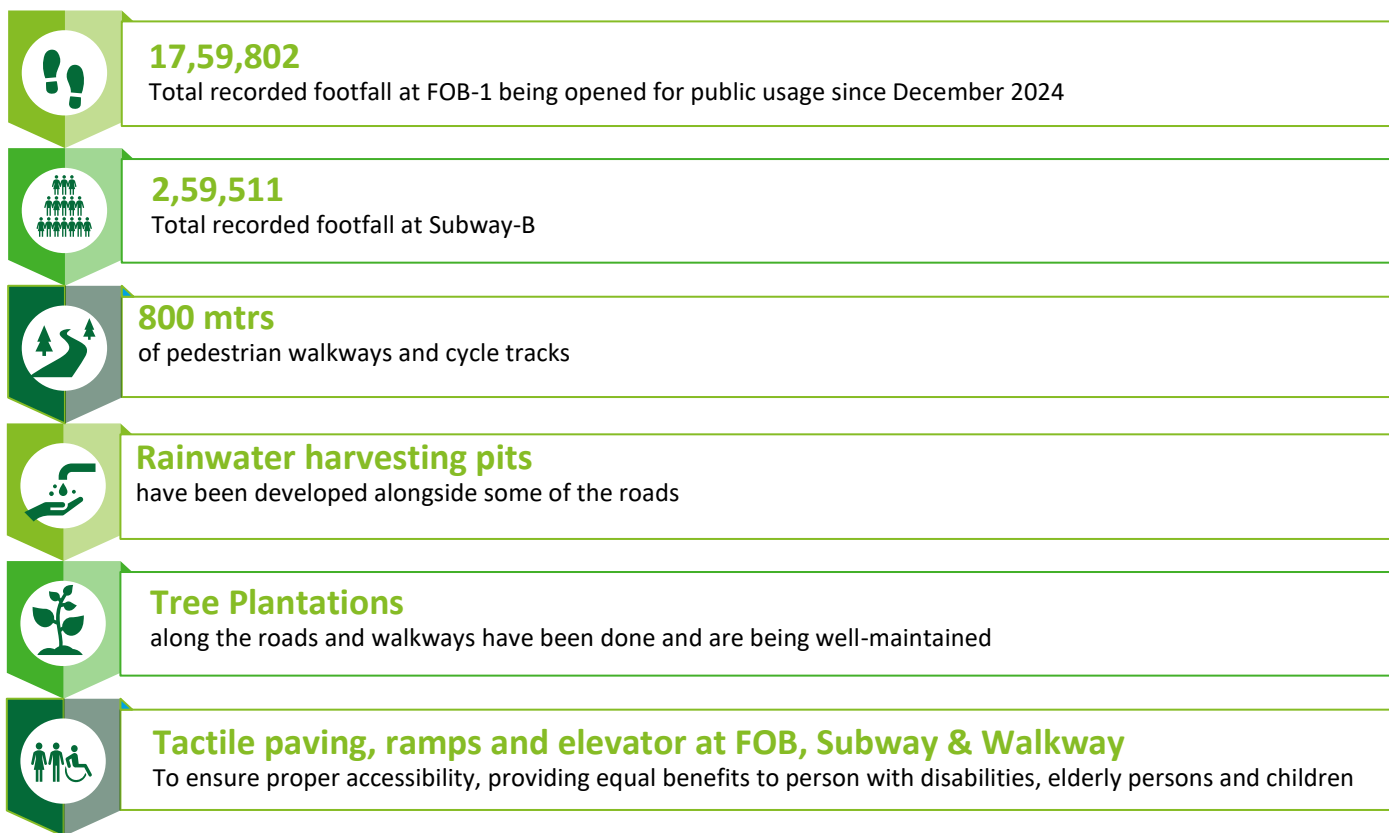
Stakeholders	Key points covered	Study tools employed
<b>Direct beneficiaries/ respondents</b>	<ul style="list-style-type: none"> <li>• Nature of support provided</li> <li>• Feedback on the project</li> <li>• Perceived social impact (Reduced traffic flow, increased safety &amp; awareness)</li> </ul>	FGD, survey, case study
<b>Indirect beneficiaries/ respondents</b>	<ul style="list-style-type: none"> <li>• Feedback on the project</li> <li>• Perception of impact</li> <li>• Gap areas and needs that could be potentially bridged by CSR support</li> </ul>	KII, survey, FGD

## Limitations

- Access to respondents with accurate recall factors is a significant challenge for road safety projects in a public space.

# Project Coverage

## Coverage Snapshot

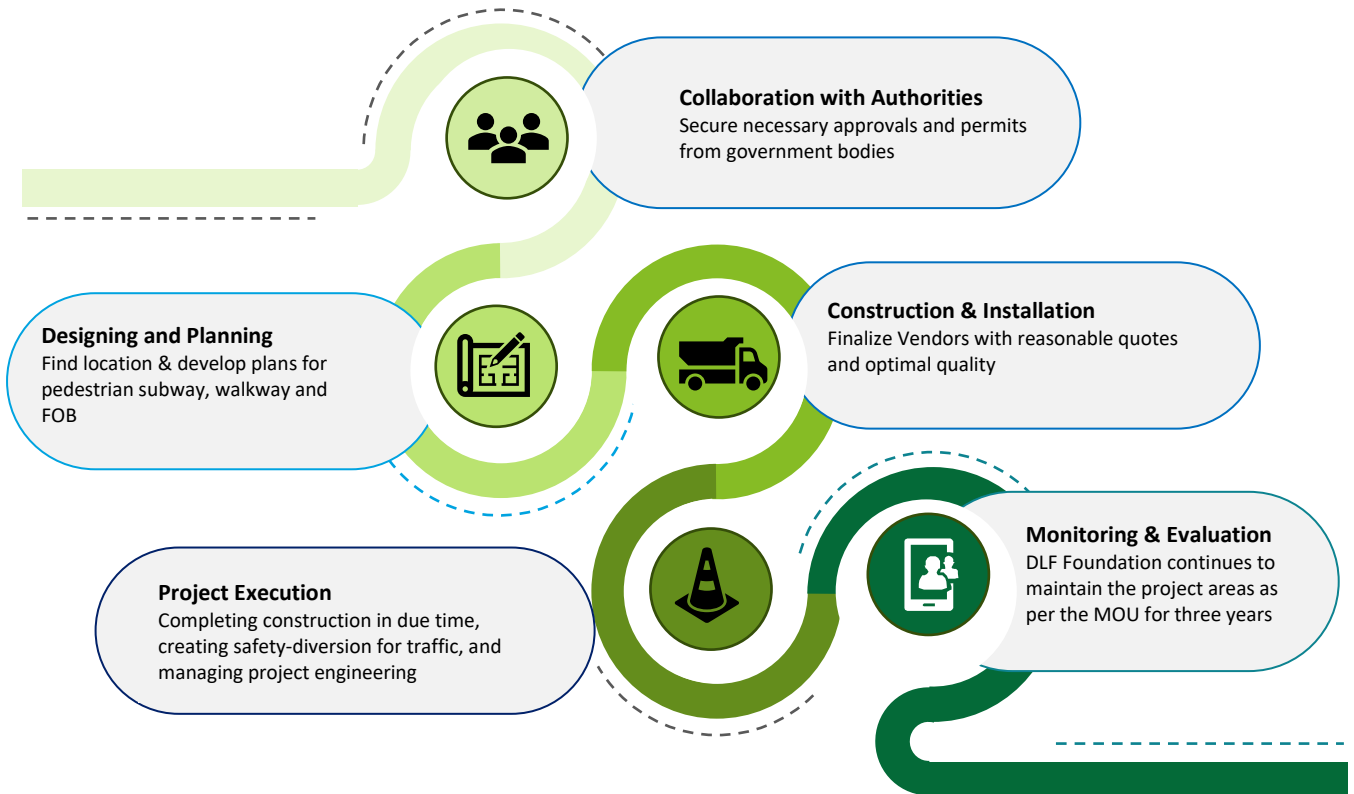


## Description of Intended Public Beneficiaries

- **Commuters:** Daily travellers who used unsafe ways to cross the busy roads experienced improved safety, reduced challenges, and a more organized system, enhancing their overall experience.
- **Pedestrians and Cyclists** - Individuals who walked and cycled along the roads benefited from safer, well-designed walkways and dedicated cycle tracks, making their travel more secure and convenient.
- **Commuters** - Daily travellers who used the roads experienced improved traffic flow, reduced accidents
- **Residents:** Locals living near the subway and the foot over bridge benefited from improved safety, reduced hassle during crossing roads, and better overall infrastructure that enhanced their quality of life.
- **Government Authorities:** Local authorities benefited from enhanced road safety and more efficient traffic management systems, aiding in long-term urban planning and infrastructure development goals.

# Project Model

The project focused on improving pedestrian safety and sustainable mobility in Gurugram by developing a universally accessible FOB and a fully equipped pedestrian subway at critical high-traffic junctions. These interventions created safe, grade-separated crossings that significantly reduced pedestrians' exposure to fast-moving vehicles and encouraged a shift toward walking for short urban trips.



## Inputs

### Land Assessment and Surveys:

- Topographical survey of the area like previous years.
- Traffic volume studies assessed pedestrian and cyclist demand same as previous years.

### Stakeholder Engagement:

- Compliance with local, national, or international road safety and accessibility standards.
- Design standards for walkway width, cycling lane dimensions, and safety measures.

### Vendor Finalization:

- List of potential vendors for construction and installation of walkways, cycle tracks, and signage.
- Contracts for construction and safety equipment supply.

### Budget and Funding:

- Estimation of costs for construction, labor, and maintenance.
- Securing funding from public or private sources.

## Process

### Identification of Critical Areas:

- Conduct site surveys using GPS, traffic data, and mapping software to assess accident-prone areas.
- Collaborate with local authorities and traffic experts to identify key roads and junctions needing safety improvements.
- Prioritize locations based on accident history, traffic volume, and pedestrian activity.

### Infrastructure Design Development:

- Collaboration with urban planners and traffic safety experts to develop the design for walkways, cycle tracks, and traffic signage.
- Ensuring that the design considers factors such as road safety, accessibility for specially-abled individuals, and sustainable infrastructure.
- Finalizing the design, ensuring alignment with safety standards, government guidelines, and the project's long-term goals.

### Procurement Process:

- Issue a request for proposals (RFP) to select contractors for construction and installation of road safety infrastructure.
- Evaluate vendors based on their experience, capability, pricing, and quality of work.
- Obtain third-party quotations to ensure competitive pricing and transparency in vendor selection.
- Finalize contracts with selected vendors and establish project timelines for construction and installation.

### Construction & Installation:

- Begin construction of rainwater harvesting pits, walkways, cycle tracks, and installation of traffic signage according to the approved design.
- Ensure proper traffic management and minimize disruption to the community during the construction process.
- Set up infrastructure for rainwater harvesting and safety features, such as pedestrian crossings, guardrails, and traffic signals.
- The execution of different components such as road markings, signage, and guardrails will follow the finalized design plan.

### Monitoring & Evaluation:

- Implement a monitoring system to track the effectiveness of the installed infrastructure, using traffic and accident data.
- Conduct surveys with commuters, pedestrians, and residents to evaluate safety improvements.
- Adjust and optimize the infrastructure based on feedback and performance data to continuously improve road safety.

### Project Completion & Maintenance:

- Upon project completion, assess the outcome and ensure all infrastructure is in place as per the design.
- An AMC based maintenance period of 3 years was undertaken to ensure the infrastructure remained in good condition, with regular checks and minor repairs.
- After the initial 3-year maintenance period, the project shall undergo renewal and oversight by the government, ensuring long-term sustainability and safety.

## Strategic Differentiators



Using comprehensive government/authority needs-assessment data to finalize project location(s) for maximum impact.



User-Centric design with inclusive accessibility



Alignment with the DLF Foundation's CSR strategy that focusses on prioritizing citizen safety and wellbeing



Promotes safer road crossing experience by providing safe area and infrastructure pedestrian.

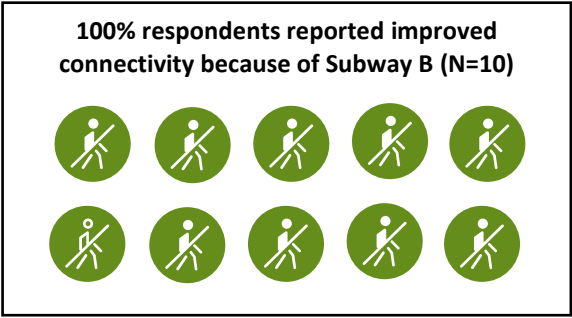
# Impact created through DLF Foundation's CSR grant

An analysis of survey responses and the content analysis of narratives recorded during field interactions with multiple sample stakeholders including pedestrians, commuters and DLF program and management staff are presented below. The impact discussed is specific to the model used in the delivery of interventions.

## Key Findings

### Enhanced Urban Mobility and Road Safety through Improved Pedestrian Infrastructure (Survey Results)

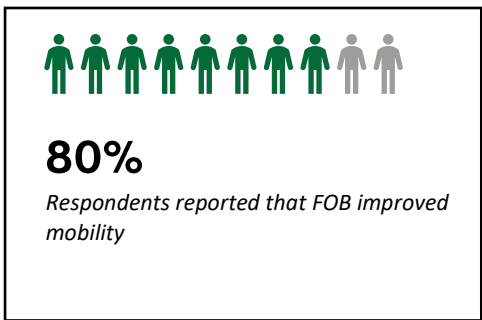
**Pedestrian Subway B:** The Pedestrian Subway B significantly strengthened connectivity between Udyog Vihar and the Mousari Avenue metro station, **with 100% of surveyed beneficiaries** acknowledging improved traffic flow and commuter experience. By diverting pedestrian movement underground, the subway reduced surface-level congestion and created a smoother transit corridor between the commercial hub and the metro line. The inclusion of elevators, ramps, escalators, lighting, and tactile pathways ensured seamless, inclusive, and safe



movement for all pedestrians, including older adults and persons with disabilities. Together, these features enhanced last-mile connectivity and contributed to a safer, more organized urban mobility environment.

*“Earlier, crossing the road felt chaotic, but the subway made my everyday travel much easier and safer.”- Daily Commuter.*

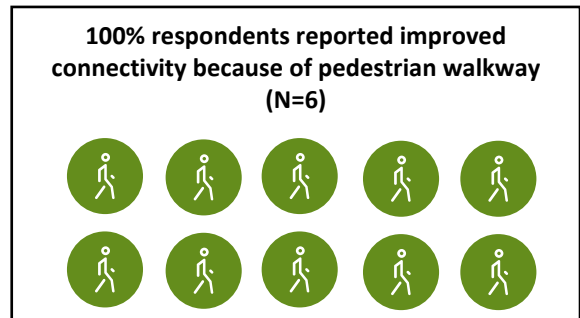
Its role in improving last-mile connectivity was equally significant, as it created a safe, predictable link between a major commercial center and a key public transit node. This improved access often encouraged greater public transit usage, indirectly reducing reliance on private vehicles and contributing to lower road congestion. Additionally, the inclusion of elevators, ramps, escalators, lighting, and tactile pathways ensured seamless, inclusive, and safe pedestrian movement. These features enabled smooth transit for all commuters, including persons with disabilities, senior citizens, and those carrying heavy loads, making the subway a model of accessible infrastructure.



**Foot Over Bridge (FOB) 1:** At Raghvendra Marg, the FOB meaningfully improved everyday mobility, **with 80% of respondents** noting an easier, faster commute. The FOB provided enhanced accessibility by offering a safe, dedicated pedestrian route that eliminated the risks associated with at-grade road crossings. By providing a streamlined, uninterrupted path, the bridge helped reduce travel time and prevented delays typically caused by waiting for gaps in traffic. Commuters also experienced a better overall user journey, benefiting from greater predictability, comfort, and a stronger sense of security during their daily movements.

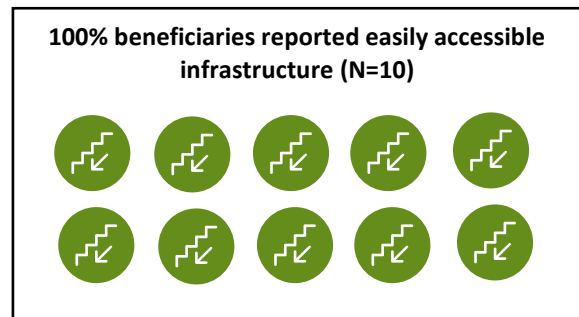
Infrastructure features such as elevators, ramps, escalators, adequate lighting, and tactile pathways significantly contributed to seamless, safe, and inclusive pedestrian circulation across the busy stretch. These elements ensured that the FOB supported diverse mobility needs while promoting safer and more efficient pedestrian behavior.

**Pedestrian Walkway:** Beneficiaries unanimously reported that the newly developed pedestrian walkway has significantly eased movement and reduced congestion during peak hours at the Sector 42/43 and Sector 53/54 junction toward Faridabad Road, Gurugram. Prior to its construction, pedestrians were compelled to walk along the carriageway or navigate through mixed traffic, which not only slowed vehicle flow but also created bottlenecks during morning and evening rush hours. The absence of a dedicated walking path made the area particularly difficult to commute through, as pedestrians and vehicles competed for limited road space.



### Improved Accessibility for Differently Aabled

**Pedestrian Subway B:** The Pedestrian Subway B demonstrated better inclusive and barrier-free mobility, with 100% of beneficiaries confirming that the facility was disabled-friendly and easily accessible. The subway incorporated thoughtful universal design features such as wider stairways equipped with sturdy handrails, gently sloped ramps, and tactile paving that supported safe navigation for visually impaired users. Clear high-contrast signage and wayfinding graphics further enhanced ease of movement, helping commuters orient themselves confidently throughout the structure. These design components combined with elevators, escalators, adequate lighting, and accessible circulation pathways ensured that people with diverse mobility need experienced seamless, independent, and dignified movement within the subway system.



*“The ramps and wider stairs made my commute much easier, especially on days when I carried bags or wasn’t feeling well.”- Senior Citizen.*

**FOB 1:** Similarly, the Foot Over Bridge at Raghvendra Marg reflected a strong focus on universal accessibility, with 100% of respondents reporting ease of commute owing to its inclusive design. The bridge integrated key accessibility features such as lifts and gently sloping ramps, which enabled individuals with mobility challenges, senior citizens, and caregivers with strollers to cross safely and comfortably. Its universal design approach ensured that all pedestrians regardless of physical ability experienced a smooth, uninterrupted journey across a heavily trafficked roadway. Together with lighting, tactile pathways, and clear circulation routes, the FOB provided a safe, predictable, and user-friendly environment that significantly enhanced inclusive mobility in the area.

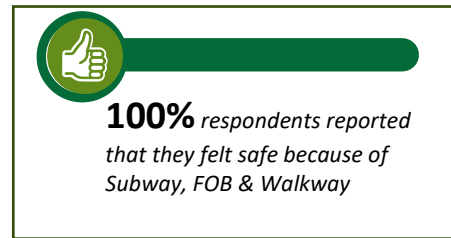
*“Earlier, navigating this junction was stressful, but the bridge gave us a smooth and secure way to cross every day.”- Daily Commuter.*

**Pedestrian Walkway:** All beneficiaries unanimously reported that the newly developed pedestrian walkway is fully accessible and supportive of the needs of diverse user groups, including elderly persons, children, pregnant women, and individuals with mobility or visual impairments. The incorporation of universal-design elements has played a crucial role in ensuring that the walkway can be used safely, comfortably, and independently by pedestrians with varying levels of mobility.

Key accessibility features such as tactile pathways guide people with visual impairments along the route and help them navigate turns, edges, and junctions with confidence. These tactile indicators ensure continuous, predictable movement and significantly reduce the risk of missteps or conflicts with vehicular areas. The walkway is also equipped with high-contrast signage, which enhances visibility for seniors and those with low vision, making directional information easy to read even in low-light or high-traffic conditions.

## Improved Pedestrian Safety

**Pedestrian Subway B:** The Pedestrian Subway B significantly enhanced pedestrian safety in the area, with **100% of beneficiaries** reporting that they felt safer traveling through the subway for their day-to-day commute. By shifting movement away from high-speed, high-volume traffic, the subway eliminated the risks associated with navigating congested junctions and reduced the likelihood of fatal injuries. The controlled, well-lit, and fully accessible environment created a greater sense of reassurance among commuters, particularly during peak hours or when traveling alone.



These improvements were further strengthened by universal design features such as ramps, elevators, lighting, and tactile pathways, which ensured predictable and safe circulation for all, including vulnerable users.

*“Earlier, I used to worry about speeding vehicles while crossing the road. The subway completely removed that fear.”- Daily Commuter.*

**FOB 1:** The Foot Over Bridge at Raghvendra Marg played an equally critical role in improving road safety, **with 100% of respondents** stating that they were able to commute easily due to the bridge, which reduced the risk of accidents in the area. By offering a dedicated elevated crossing, the FOB prevented pedestrians from attempting dangerous at-grade crossings and minimized pedestrian-vehicle conflict points. Its accessible design elements such as lifts, ramps, lighting, and tactile pathways supported safe movement for pedestrians of all ages and abilities. The bridge created a predictable, protected route that transformed the safety landscape of the junction.

*“With the bridge, I didn’t have to worry about fast-moving vehicles anymore, it was a huge relief.”- Daily Commuter.*

**Pedestrian Walkway:** All beneficiaries unanimously expressed that the pedestrian walkway is the safest way to commute during peak hours at the Sector 42/43 and Sector 53 junction. Prior to its development, pedestrians were required to navigate between fast-moving vehicles and congested lanes, making the area particularly hazardous during morning and evening rush hours. The dedicated walkway now provides a clearly demarcated, protected route that separates pedestrians from vehicular traffic, significantly reducing exposure to risk.

## Awareness on Road Safety Practices through Advocacy Materials

The road safety advocacy materials issued by DLF Foundation as part of the ‘Saving Lives Through Safer Roads Programme’ served as an important medium for sharing information on safe pedestrian behaviour and responsible road-use practices. The communication campaigns, presented through visually engaging digital posters, consistently emphasized key safety messages such as using pedestrian walkways, foot-over bridges, subways, and cycle tracks; obeying traffic signals; avoiding mobile phone use while walking; and crossing only when traffic has stopped.



Project Advocacy Materials shared by DLF Foundation

Across the materials, the messaging focused on promoting safer alternatives to at-grade crossings and encouraging the use of structured infrastructure to reduce accident risks. Clear, actionable guidance such as *“Use Foot-over Bridges or Subways to cross high-traffic roads”* and *“Observe the rules and stay safe on the road”* helped reinforce behavioural change among everyday commuters. Statistics such as pedestrians accounting for nearly 20% of road-accident fatalities in India helped reinforce the importance of responsible mobility. Timed around National

Road Safety Week and subsequent public advisories, the messages provided repeated touchpoints for awareness. The emphasis on features like elevators, ramps, and tactile pathways also supported greater understanding of safe and inclusive use of pedestrian infrastructure. Overall, the materials offered consistent, easy-to-understand information aimed at promoting safer pedestrian behaviour and encouraging the use of designated crossing facilities.

On being asked about road safety awareness, **all respondents (100%)** were generally well-aware of key road-safety practices, particularly those related to safe pedestrian movement. The information displayed in public-facing materials such as reminders to use pedestrian walkways, foot-over bridges, and subways, obey traffic rules and signals, avoid mobile phone use while walking and cross only when traffic has fully stopped aligned closely with the behaviours and safety choices reported by pedestrians. This suggests that individuals were familiar with recommended safety protocols and understood their importance in navigating high-traffic urban environments.

### Challenges in Implementation

- In absence of constant supervision, street vendors or temporary construction workers may encroach on footpaths, subway, narrowing or blocking them, forcing pedestrians and cyclists into dangerous areas or into proximity with vehicles.
- Improper parking of vehicles, especially along or near the cycle lanes and footpaths, may obstruct safe passage for pedestrians and cyclists. This may force them to use the road, which is more dangerous and increases the risk of accidents.

# Stories from Field

## Stakeholder Quotes

*"The foot over bridge has not only elevated my road crossing experience but also provided safety through CCTV camera and appointed security guards."*

-Khusboo, Pedestrian, Foot over bridge

*"Crossing road has become a safe experience because of the subway, it also has elevator making it easily accessible for everyone. "*

-Nanda, Commuter, Subway

*"This project has given me an employment opportunity which has not only helped me but my whole family."*

- Ravi, Security Guard, Foot over bridge

## Case Studies

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### **Case Study: Foot over bridge has brought in convenience and safety**

Mala, had to walk to her work every day. She had to cross the busy roads without any assistance earlier. Crossing the crossing high-traffic roads during office hours or at night were getting difficult day by day. The new pedestrian foot over bridge has improved safety conditions for her. A lot of people like Mala now use the infrastructure to avoid crossing busy traffic corridors directly. The availability of such dedicated pedestrian crossing infrastructure has provided a clear and safe alternative to cross the high-traffic roads which otherwise possess high risk and life threat. Overall, the infrastructure has helped to reduce travel risk for pedestrians, especially during peak traffic hours and further provided security with the CCTV and appointed security guards. The facility is considered significantly useful, particularly for regular commuters and students who cross the road frequently. It is serving its intended purpose of improving pedestrian safety and accessibility in high-traffic areas.

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### **Case Study: A Daily Commuter's Experience with Safer Pedestrian Mobility**

Nanda, a regular commuter who travels between the Mousari Avenue metro station and her workplace in Udyog Vihar, experienced a marked improvement in her daily routine following the opening of Pedestrian Subway B. Earlier, her route required crossing a busy arterial road where fast-moving traffic, long signal cycles, and unpredictable vehicular flow made each crossing slow and challenging. Navigating this stretch often felt demanding, especially during rush hours. With the introduction of the dedicated pedestrian subway, Nanda describes her commute as far more safe, smooth, and predictable than before. The shift from navigating surface-level traffic to accessing a protected underground corridor has noticeably changed her daily experience. As she shares, *"crossing the road has become a safe experience because of the subway, it also has elevator making it easily accessible for everyone."* The presence of elevators has been particularly beneficial, ensuring that people of all mobility levels including older adults, those carrying bags, or anyone facing physical strain can move comfortably without depending on stairway.

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# Conclusion and Way Forward

The SWOT analysis outlines the key strengths, weaknesses, opportunities, and threats associated with the Road Safety project. It provides insights into the impact on safety, accessibility, and traffic flow, while also identifying areas for improvement and potential challenges.

## Strengths

- Improved pedestrian safety with the development of subway and foot over bridge.
- Enhanced traffic flow and reduced congestion in key areas.
- Inclusivity with features catering to specially-abled individuals, making public spaces more accessible.
- Positive community feedback, with respondents reporting increased well-being and infrastructure improvements.

## Weaknesses

- Limited public awareness about the full benefits of the project.
- Potential challenges in comprehensive maintenance and regular monitoring of the infrastructure after expiry of 3 years AMC.

## Opportunities

- Expansion of the subway and foot over bridge to other key areas in Gurugram.
- Collaboration with local businesses and schools to increase engagement and promote active usage.
- Potential for government partnerships to enhance funding and support for future phases.

## Threats

- Risk of infrastructure damage due to anecdotal feedback on increasing vandalism, or adverse weather conditions.
- External factors like changes in urban planning or future construction projects that may affect the project infrastructure.

# Glimpses from the Field

As observed during Deloitte field visit for the impact assessment study.



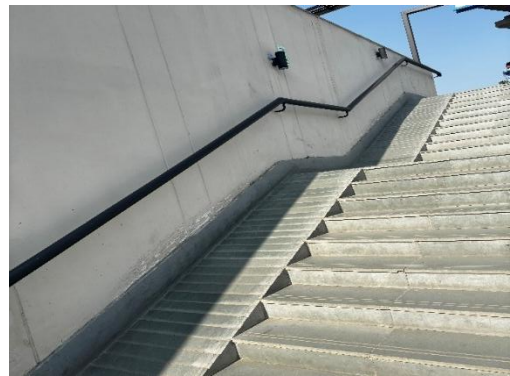
*Beneficiary commuting through the subway*



*Entry to the Pedestrian Subway*



*Lift installed at Subway-B*



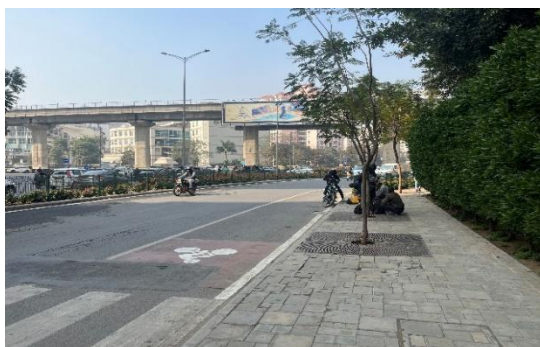
*Universal designed Subway-B*



*View of Foot over bridge on approach to Ashoka*



*Foot over bridge-1*



*Pathway with plantation and RWH near Sector 42/54 juncture*

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