

RT-25050/02/2024-RS
Government of India
Ministry of Road Transport & Highways
(Road Safety Section)
Transport Bhavan, 1 Parliament Street, New Delhi-110001

Dated: 16th April, 2025

CIRCULAR

Subject: Opening of Portal inviting applications under the “Scheme of Financial Assistance for administering Road Safety Advocacy and awards for the outstanding work done in the field of Road Safety”.

This Ministry has issued the Scheme Guidelines on the “Scheme of Financial Assistance for administering Road Safety Advocacy and awards for the outstanding work done in the field of Road Safety” vide its letter dated 21st September, 2021(Copy enclosed).

2. It is mentioned that the applications are to be invited through the scheme portal i.e. <https://rsa.morth.gov.in> . The portal will be opened w.e.f. 16th April, 2025 to 15th May, 2025 for inviting applications.

3. Interested and eligible organizations may send their proposals through online portal. No hard copies and physical proposals shall be entertained. A list of key reasons for non-selection of the applications uploaded earlier has been enclosed as **Appendix -I**. Applicants must ensure that these points are also taken into consideration while submission of proposal as per eligibility criteria and other scheme guidelines.

Yours faithfully,

Encl: As above.

(Mirtyunjay Kumar)
Under Secretary to the Government of India
Tel: 011-23717379

To,

The All Stakeholders

Copy to:

Dir/NIC- with the request to open the portal w.e.f. 16th April, 2025 to 15th May, 2025.

Copy for information to:

1. Principal Secretary(T)/Secretary(T)/Transport Commissioners of all the States/UTs.
2. ROs, Road Wing , MoRTH of all the States/UTs.

3. Director/IAHE.

Appendix-I

Agencies who applied earlier for the Scheme of Financial Assistance for administering Road Safety through the online portal of Ministry of Road Transport and Highways and were not selected for the activity mostly because of non-compliance of any one of the following reasons. Hence, applicants must ensure that these points are also taken into consideration while submitting the applications.

1. **Submission of relevant experience:** Applicant Agency should have experience of completing at least one (1) road safety or advocacy / awareness related programs in the last three (3) years as on the date of submission. It is advised that applicant submit sanction letter/payment release letter / reflection of payment release in audit statement / CA audit report confirming that payment for the mentioned project received to confirm the completion of the mentioned project.
2. **Submission of Financial Proposal with breakup:** Applicant must submit proposed realistic budget estimate for the activity envisaged. The financial proposal shall consider all expenses related to the programme (including all taxes/ GST, if any) and should be expressed in INR.
3. **Submission of Work order/Contracts:** Applicant must submit the relevant work order/contracts highlighting the scope of work delivered in the previous projects.
4. **Submission of Baseline Data (If applicable):** Collection of relevant baseline data related to the proposed activities needs to be submitted.
5. **Submission of Detailed Technical Proposal:** Applicant must submit technical proposal detailing out the **approach and methodology** on how they are planning to deliver the proposed activity (Details such as specific project location, target audience, what activities are planned, detailed content about the activities, linkage to the established baseline (if applicable), expected outcome, innovative techniques used etc.).
6. **Specific Location / Coverage:** Proposals with no or very generic location details / target audience won't be considered as well (example: safe road user awareness workshop at Schools.). Applicants are encouraged to establish the specific location / coverage / target audience in the proposal stage itself.
7. **Programme Theme:** Technical Proposal should focus on a single project theme. The scope of work / activities under the selected theme can be detailed out in-depth in the technical proposal providing the clarity on what is expected out of the project.
8. **Strict Adherence to the scheme guidelines:** Applications shall strictly adhere to all the clauses of scheme guidelines.

