

THIRD-PARTY IMPACT ASSESSMENT

Badhti Ka Naam Gaadi (BKNG)

A Digital Road Safety Behaviour-Change Programme

Tata Elxsi Limited | Programme Period: 2019–2026

1. Programme Context & Background

India faces one of the world's most acute road safety crises, recording approximately 4.80 lakh road accidents and 1.72–1.73 lakh fatalities in 2023 alone, nearly 474 deaths each day. The youth cohort (aged 15–29) bears a disproportionate share of this burden: 66.4% of all road fatalities in India occur among individuals aged 18–45, and road traffic injuries are the leading cause of death among children and adolescents (5–19 years), with an estimated 45 deaths per day in this group.

Launched in 2019, Badhti Ka Naam Gaadi (BKNG), was designed by Tata Elxsi as its flagship CSR response to this challenge. Co-implemented with Tata Community Initiative Trust (Tata STRIVE), BKNG is a 24-part digital edutainment web series featuring veteran Bollywood actor Vijay Raaz as a talk-show host who interviews the ghosts of recently-deceased characters, each illustrating real-world road decisions that proved fatal. The satirical, emotionally resonant format was deliberately selected to reach Indian youth 'where they are' on digital platforms with messaging that cuts through the noise of conventional road safety instruction.

The programme operated across eight states (Goa, Maharashtra, Kerala, Karnataka, Tamil Nadu, Uttarakhand, Andhra Pradesh, and Madhya Pradesh) and was made available in Hindi, Tamil, Kannada, and Malayalam, with subtitles in eight languages. It was delivered through a three-channel digital architecture: YouTube, a dedicated mobile application (Android and iOS), and a microsite.

2. Programme Reach | Key Metrics (2019–2026)

From a single production investment in 2019, BKNG has generated the following cumulative outputs as of March 2026:

90,779	2.03M	69,526	8
Certified Completions (Cumulative to Mar 2026)	YouTube Views (2019 – Mar 2026)	App Registrations (Project Period FY20–23)	States Covered

2.1 YouTube Performance

The BKNG YouTube channel accumulated over 2.03 million views across its lifetime, with approximately 12.4 lakh views recorded within the active project period (FY 2019–23) alone. The channel attracted 5,981 views in the first three weeks of March 2026 with no active paid promotion, a strong signal of continued organic audience value six years post-launch. The highest-performing episode, Ep. 1 (Galti Uski, Bhugtu Mai), garnered 1,33,302 views and over 9,662 hours of watch time.

2.2 Mobile Application Performance

The BKNG app which requires users to register, watch all 24 episodes, and pass episodic quizzes to receive a certificate provides the programme's most substantive engagement metric. Within the project period (FY 2020–23), the app recorded 69,526 registrations and 43,068 certified completions. Crucially, post-project organic momentum has remained strong:

- 16,575 certifications in 2024 and 15,491 in 2025 — achieved without any dedicated budget or active institutional outreach.
- Total certified completions reached 90,779 by March 2026, representing approximately 85% of peak annual project-period volumes sustained two years after funding ended.
- The app maintains a 4.25-star rating on the Google Play Store.

The programme's highest single-year certification count of 19,395 in FY 2023, was achieved in its final funded year, indicating that the programme was on an accelerating, not plateauing, trajectory at project close.

2.3 Institutional and Corporate Reach

Beyond organic digital reach, BKNG was integrated into the learning infrastructure of several major Tata Group entities, extending its potential reach to over 470,000 employees:

- TCS India (440,000 employees), Indian Hotels Company (10,000), Tata AIA Life Insurance (10,000), Trent Ltd (7,500), Tata Chemicals (2,600), Vistara (900), and Tata Cliq (300).
- Formal MoU with Shivaji University (student base of 2.5 lakh); on-ground orientation sessions at colleges and ITIs across Maharashtra, Goa, and Southern India.
- Partnership with the Maharashtra Motor Vehicle Department (MMVD), endorsed by then Chief Minister Uddhav Thackeray and Union Minister Nitin Gadkari, with BKNG certificates issued through the MMVD's official website.
- QR-code-based access distribution through RTO offices in Maharashtra.

2.4 Endorsements and External Recognition

The programme earned credible validation from across sectors. Public endorsements were received from Union Minister Shri Nitin Gadkari (Road Transport and Highways), Malayalam film actor Mohanlal, Olympian Anand Menezes, the Director of the World Business Council for Sustainable Development, the Chairman of the Western India Automobile Association, and WHO. BKNG was named among LeapDroid's Top Safe Driving Apps of 2021 and cited by Fupping Media (London) in the same year.

3. Assessment — REECIS Framework

This impact assessment was commissioned by Tata Elxsi and conducted by **NuSocia (March 2026)** using the REECIS evaluation framework, an adaptation of the OECD-DAC evaluation criteria comprising six dimensions: Relevance, Effectiveness, Efficiency, Coverage, Impact, and Sustainability. Assessment drew on YouTube and app analytics (2016–March 2026), published programme documentation, annual reports, and structured stakeholder interviews with Tata Elxsi and Tata STRIVE programme leads.

Dimension	Rating	Summary Observation
Relevance	High	Programme concept and format remain acutely relevant to India's road safety challenge. Digital-first, edutainment approach is more appropriate in 2026 than at launch.
Effectiveness	Moderate	56,787 certifications within the project period with a year-on-year growth trajectory; post-project momentum sustained at near-peak volumes through 2025.
Efficiency	Moderate	A single production investment generated 90,779 certifications and 2M+ views. Cloud infrastructure migration further reduced operating costs.

Coverage	Moderate	Eight states, four languages, 470,000+ corporate employees, and partnerships with government and universities demonstrate meaningful breadth.
Impact	Moderate	Structured engagement by 90,779 completers through episodic, quiz-linked content is consistent with recognised behaviour-change communication principles.
Sustainability	Moderate	Programme continues to generate 15,000+ certifications annually on organic momentum alone, two years post active funding — a strong indicator of platform durability.

The assessment concludes that BKNG is a well-conceived, creatively executed programme that has demonstrated durable audience value over six years. Its core innovation of road safety education delivered through a satirical web series on open digital platforms was strategically sound in 2019 and is, if anything, more appropriate in 2026, given the deepening penetration of OTT and mobile internet among Indian youth.

4. Programme Highlights

Innovation in Edutainment

At a time when India's OTT/web-series format was still relatively novel (2018–2019), BKNG deployed a premium creative agency (White Turtle, known for *The Family Man*), celebrity talent (Vijay Raaz), and a ghost talk-show format that had never been applied to road safety messaging. The result was a production with genuine entertainment value — evidenced by six years of organic audience growth — that simultaneously embedded structured road safety knowledge across eight thematic modules: speed and space management, distracted driving, lane discipline, emotional management on the road, and emergency procedures.

Technology Architecture and Scale

The programme's technology infrastructure was built to serve a mass audience from a lightweight digital foundation. The app was optimised for entry-level Android devices to maximise accessibility among the target demographic. Quiz architecture (10 questions per episode across all 24 episodes) created an active learning mechanism rather than passive viewership. Infrastructure was subsequently migrated from dedicated 24/7 servers to a cloud function (pay-per-access) model, materially reducing operating expenditure and positioning the platform for cost-effective continuation.

Government and Institutional Integration

The partnership with Maharashtra's Motor Vehicle Department represented a landmark milestone: BKNG became one of the few CSR-funded digital programmes to be formally integrated into a state government's road safety web infrastructure, with co-branded certificates issued to completers. This institutional credibility — alongside ministerial and international endorsement — positions BKNG as a replicable model for public-private partnership in road safety education.

Post-Funding Durability

Perhaps the most compelling indicator of programme quality is its performance after active funding ended. Between 2024 and March 2026, BKNG generated a further 34,992 certifications and approximately 7.9 lakh YouTube views on entirely organic momentum, with no dedicated budget, paid promotion, or active mobilisation team. This sustained output — at roughly 85% of peak project-period annual volumes — is an exceptional result for a digital CSR initiative and reflects both the intrinsic quality of the content and the stickiness of the platform.

Conclusion

India's road safety crisis has not abated — 1.72 lakh people died on Indian roads in 2023, nearly 474 every day. The youth cohort, precisely the audience BKNG was designed to reach, continues to bear a disproportionate share of this toll. Six years of organic engagement, 90,779 individuals who voluntarily completed 24 episodes of road safety content, and sustained interest from government bodies, international organisations, and institutional partners all validate the programme's founding premise. BKNG stands as a model of how a single creative investment, made with rigour and designed for digital scale, can generate enduring public benefit.