



HIGHWAY HERO TRUST

SALUTE TO HEROES OF THE ROAD



A collective movement for
respect, safety, and recognition of India's drivers

www.highwayherotrust.com

RESPECT IS NOT A REWARD. IT IS A RIGHT.

Every day, millions of drivers keep India moving.

They connect cities and communities.

They carry people, goods, responsibilities, and hope across long highways and uncertain roads.

Yet behind every steering wheel is a story rarely seen, of long hours, personal sacrifice, and families waiting at home.

Highway Hero Trust exists to change that reality.

This magazine is not a record of events.

It is a reflection of belief, action, and responsibility.

A journey of what we stand for, what we have done, and the road we are building ahead.

***“Behind every journey
is a family waiting.”***

DRIVING DIGNITY.

BUILDING SAFETY.

STRENGTHENING FAMILIES.

MESSAGE FROM THE FOUNDER

When Highway Hero Trust began, it was shaped by lived experience and a simple belief, those who keep our roads moving deserve dignity, safety, and respect.

My own journey on the road exposed the realities drivers face every day: long hours, uncertainty, lack of recognition, and the absence of basic support systems for their families.

These experiences made it clear that change cannot come from words alone, but from collective action rooted in empathy and responsibility.

Highway Hero Trust was created to stand with drivers beyond moments of recognition, through road safety initiatives, awareness programs, family welfare, women empowerment, and collaboration with institutions committed to long-term impact. Our work is grounded in listening, learning, and acting where support is most needed.

This magazine reflects that collective journey. It represents trust built over time, action taken on the ground, and a shared commitment to creating safer roads and stronger communities.

As we move forward, our purpose remains clear: to listen more, act responsibly, and build a future where drivers are respected not only for what they do, but for the role they play in holding society together.

I thank every driver, volunteer, supporter, and partner who continues to walk this road with us.

Balwant Singh Bhullar
Founder & Chairman



LEADERSHIP & CORE TEAM

The leadership team guiding Highway Hero Trust with purpose, accountability, and action on the ground.



Balwant Singh Bhullar

Founder & Chairman

Provides overall vision and leadership to Highway Hero Trust, guiding its mission to promote road safety, dignity, and welfare for drivers and their families through on-ground action and institutional collaboration.



Reema Virdee

President

Oversees strategic planning and program execution, ensuring the Trust's initiatives translate into meaningful, measurable impact.



Priyanka Zarchobe

Board of Director

Contributes to governance, policy direction, and long-term organisational sustainability.



Divyaa Singal

President – Women's Wing

Leads women-focused initiatives aimed at empowerment, safety, and inclusion within the driver community.

Together, the leadership team ensures Highway Hero Trust remains focused, accountable, and impact-driven.

OUR VISION & MISSION

VISION

To build a future where every driver in India is respected, safe, and supported - on the road and beyond it.

MISSION

Highway Hero Trust is committed to improving the lives of drivers and their families through road safety initiatives, awareness programs, women empowerment, family welfare, and collaboration with institutions, with a focus on supporting drivers and families who are often overlooked, to create long-term, meaningful impact.

CORE BELIEFS



Respect

Drivers deserve dignity and recognition for the essential role they play in keeping the nation moving.



Safety

Every driver has the right to a safe working environment, access to awareness, and timely support.



Responsibility

Change begins with collective responsibility, from institutions, communities, and individuals.



Inclusion

Women drivers and families are central to building a stronger, more balanced driver community.



Action

Real impact comes from consistent action on the ground, not words alone.

**Guided by Purpose.
Driven by Action.**

FOCUS AREAS

01

Road Safety & Tourist Awareness

Promoting safer driving practices through awareness, training, and on-ground engagement.

02

Driver Welfare & Family Support

Supporting drivers and their families during times of need and through long-term welfare initiatives.

03

Women Empowerment

Encouraging participation, safety, and opportunities for women within the transport and driver community.

04

Health, Emergency & First Response

Advocating timely medical awareness, emergency response, and basic health support for drivers.

05

Awareness, Advocacy & Community Engagement

Building respect and recognition through dialogue, campaigns, and community-level engagement.

06

Collaboration & Institutional Partnerships

Working with government bodies, organisations, and institutions to strengthen impact and scale initiatives.

**Each focus area is explored in detail
in the pages that follow.**

ROAD SAFETY & TOURIST AWARENESS

Road safety is at the core of Highway Hero Trust's work. Every journey carries risk, and for drivers who spend long hours on highways and city roads, awareness and preparedness can be life-saving. Our efforts focus on building understanding, responsibility, and safer practices on the road.

WHAT WE DO

Safety Awareness Programs

We conduct awareness initiatives focused on responsible driving, traffic discipline, and risk reduction for drivers operating in varied road conditions.

On-Ground Engagement

Through direct interaction at highways, transport hubs, and community spaces, we engage drivers in practical conversations around safety and preparedness.

Education & Sensitization

Our programs aim to reinforce the importance of alertness, rest, compliance with traffic norms, and respect for fellow road users.

Collaboration with Authorities

By working alongside institutions and local bodies, we strengthen collective responsibility toward safer roads.



DRIVER WELFARE & FAMILY SUPPORT

For drivers, the road is not just a workplace, it is a way of life that directly affects their families. Highway Hero Trust recognises that true welfare extends beyond the driver to the people who depend on them. Our initiatives focus on standing with drivers and their families during moments that matter most.

WHAT WE DO

Family-Centric Support

We work to support drivers' families through awareness, assistance, and initiatives aimed at strengthening stability and wellbeing at home.

Standing by Drivers in Need

During times of crisis or hardship, we extend support and guidance to drivers and their families, reinforcing a sense of community and care.

Social Responsibility Initiatives

Our welfare efforts include socially impactful initiatives that recognise life events and provide meaningful support where it is most needed.

Community Connection

By staying connected with driver communities, we ensure that welfare initiatives remain relevant, respectful, and responsive.



WOMEN EMPOWERMENT

Women are increasingly becoming an important part of India's driver community. Highway Hero Trust believes that empowerment begins with opportunity, safety, and respect. Our efforts focus on encouraging participation, building confidence, and creating a supportive environment for women drivers and their families.

WHAT WE DO

Encouraging Participation

We actively promote awareness and acceptance of women drivers, highlighting their role and contribution within the transport ecosystem.

Safety & Dignity

Our initiatives emphasise safe working environments, mutual respect, and social recognition for women on the road.

Awareness & Sensitization

Through campaigns and conversations, we work to challenge stereotypes and build understanding around women's participation in driving professions.

Supportive Networks

By connecting women drivers with communities and institutions, we help create networks that foster growth, confidence, and continuity.



HEALTH, EMERGENCY & FIRST RESPONSE

Drivers often operate in demanding conditions where health awareness and timely emergency response can make a critical difference. Highway Hero Trust focuses on promoting preparedness, awareness, and access to support that can help save lives and reduce risk during emergencies.

WHAT WE DO

Emergency Awareness

We promote awareness around emergency response, basic first aid, and the importance of timely action during accidents or medical situations.

Health Awareness Initiatives

Our efforts include sensitisation around physical wellbeing, fatigue management, and the importance of regular health check-ups for drivers.

On-Ground Support & Guidance

Through engagement and collaboration, we help drivers understand where and how to seek help when emergencies arise.

Collaboration with Support Systems

We work with institutions and stakeholders to strengthen response mechanisms and improve access to emergency services.



AWARENESS, ADVOCACY & COMMUNITY ENGAGEMENT

Creating lasting change requires more than individual initiatives. Highway Hero Trust works to build awareness, encourage dialogue, and engage communities in recognising the dignity, rights, and responsibilities associated with driving professions.

WHAT WE DO

Community Awareness Campaigns

We organise and support campaigns that promote respect, safety, and understanding for drivers within local communities and public spaces.

Advocacy & Dialogue

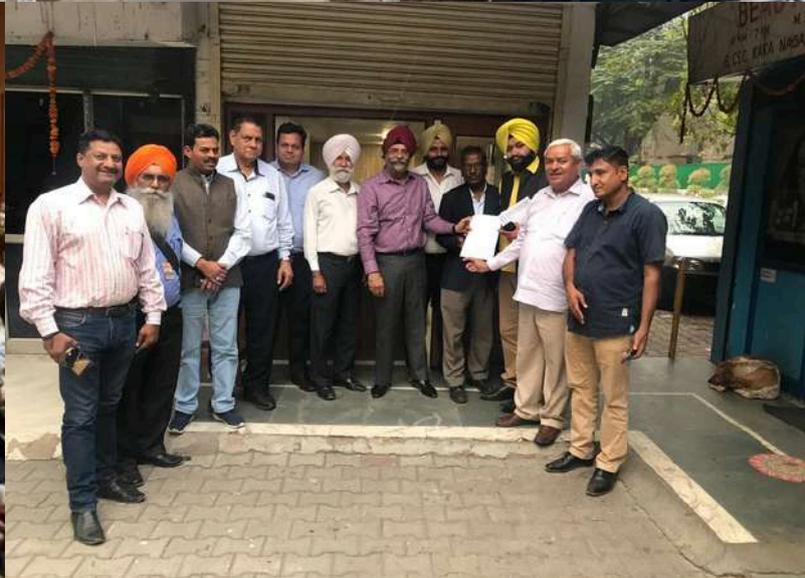
By engaging with stakeholders, institutions, and industry voices, we help bring driver-related issues into meaningful conversations that influence attitudes and action.

Public Engagement

Through events, interactions, and outreach, we connect with the public to foster shared responsibility and collective respect for drivers.

Building Social Recognition

Our efforts aim to strengthen social recognition for drivers as essential contributors to everyday life and economic activity.



COLLABORATION & INSTITUTIONAL PARTNERSHIPS

Highway Hero Trust believes that sustainable change is built through collaboration. By working alongside institutions, government bodies, organisations, and industry stakeholders, we strengthen impact, scale initiatives, and ensure that driver welfare and road safety remain shared priorities.

WHAT WE DO

Institutional Collaboration

We engage with government bodies, authorities, and organisations to align efforts toward road safety, driver welfare, and awareness initiatives.

Industry Engagement

By working with transport and allied industries, we promote responsible practices and collective accountability within the mobility ecosystem.

Joint Initiatives & Programs

Collaborative programs enable shared learning, broader reach, and stronger implementation on the ground.

Strengthening Long-Term Impact

Partnerships help us move beyond short-term efforts and build frameworks that support lasting change.



ADVISORY BOARD

Guiding Highway Hero Trust with expertise across transport, policy, law, and industry.



Rajeev Sharad
Chief Advisor



Deepak Raj Khanna
Legal Advisor



Anil Chhikara
Special Invitee



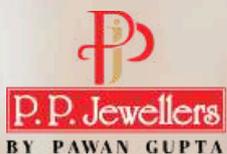
Rama Pandey
Financial Advisor



Kalakriti
Celebrating Cultural Heritage

ART THAT INSPIRES SOCIETY

Kalakriti Theater believes in the power of art to spark dialogue, empathy, and social awareness. Through theatre, performances, and cultural initiatives, Kalakriti creates spaces where stories reflect real lives and real issues.



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VOICES THAT STRENGTHEN THE MISSION

Guiding Highway Hero Trust with expertise across transport, policy, law, and industry.



Vishal Srivastava

Singer | Performer
Brand Ambassador – Highway Hero Trust

Vishal Srivastava is an accomplished singer and performer known for his presence across live performances, independent music, and national platforms. As the Brand Ambassador of Highway Hero Trust, he actively lends his voice and influence to amplify the message of driver dignity, road safety, and social responsibility.

Through public engagement and awareness initiatives, Vishal supports the Trust's mission of creating greater respect and recognition for drivers and their families. His association reflects a shared commitment to building a safer, more inclusive, and responsible transport ecosystem.



Neerr Gorakhhpuri

Humorous Poet, Comedian & TV Personality
Cultural Ambassador – Highway Hero Trust

Neerr Gorakhhpuri is a widely recognised Hindi humorous poet and performer, known for his impactful presence at hasya kavi sammelans and television platforms across the country. His work blends humour, cultural insight, and social reflection, connecting deeply with diverse audiences.

As the Cultural Ambassador of Highway Hero Trust, Neerr Gorakhhpuri supports the Trust's efforts to engage communities through culture and dialogue. His association adds a human and cultural voice to the mission of acknowledging and respecting those who work tirelessly on Indian roads.

Public voices and cultural expression play an important role in strengthening awareness and social responsibility.

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writesaheba@gmail.com

OUR WELL-WISHERS

Individuals and institutions who have supported and encouraged the mission of Highway Hero Trust.



Rajiv Mehra

Director, Uday Tours &
Ex-President, IOTA



Harish Sabharwal

President,
AIMTC



Maya Thakur

CEO,
The Institution of Civil
Society



Ashok Jain

MD,
Ashok Oswal Group



Satish Sehrawat

President,
ITTA



Rajeev Jhurani

Vice President, CAI
(Northern Region)



Ashok Yadav

MD,
Ashoka Travels



Dr. Parmeet Singh Chadha

Global Chairman, World
Sikh Chamber of
Commerce (WSCC)



S. K Suri

Director,
Kashmir Cashmere



Anand Kumar Pandey

President,
RTGA



Kanwarjit Singh Sawhney

Managing Director,
Bhakshi Transport LTD.



Sanjay Kalra

Director,
Kalra Cottage Industry

We are grateful for the trust and encouragement extended by our well-wishers.

OUR WELL-WISHERS

Individuals and institutions who have supported and encouraged the mission of Highway Hero Trust.



**Yanio
Concepción Jr.**
Entrepreneur | Founder |
Designer



Antonio
Product & Project
Manager, Well Group
Tour Leader



**Rishi
Kapoor**
Vice President,
A&K



**Sourav
Chawla**
Director,
Segreto



**Bodh Raj
Malhotra**
Member COA,
CEPC



**Deepinder
Singh Narang**
Managing Director,
Rosa



**Charan Singh
Narang**
CEO,
Rosa



**Bhupinder
Singh Bhullar**
Executive Member, Delhi
Sikh Gurudwara
Management Committee
& Chairman, Gurudwara
Bangla Sahib



**Sachin
Upadhyay**
Director,
Welcome India Tour
and Travel



**Author
Sherry**
Founder & Chairman
Million Speakers Talks
International Public
Speaking Coach, Mentor
13 times TEDx Speaker



**Mukesh
Yadav**
Agra Marble
Emporium



**Vicky
Ahuja**
Sufi Singer, Poet,
Director & Performer

**We are grateful for the trust and encouragement
extended by our well-wishers.**



ALL INDIA MOTOR TRANSPORT CONGRESS

THE APEX ORGANISATION OF MOTOR TRANSPORT OPERATORS AFFILIATING STATE/REGIONAL ASSOCIATIONS

Official Journal "motor transport"

Our Drivers: The Real Heroes

The transport sector is one of the largest service providers in India, and drivers are its mainstay. They brave long hours, unpredictable weather, and challenging road conditions to ensure that mobility never halts. Their resilience and dedication keep the wheels of commerce turning and the rhythm of everyday life intact.

Drivers are the real heroes of our daily lives. They ensure that essential goods reach every corner of the country, that industries remain connected, and that families are brought closer together. Their contribution is woven into the very fabric of our society. Every journey they undertake is a step towards keeping India moving forward.

Their indispensable role makes them worthy of appreciation, recognition, and a dignified place in society. National Drivers' Day serves as a powerful reminder to society, trade, and governance that their hard work deserves not only acknowledgment but also tangible support. It is a collective call to action for all stakeholders to ensure that drivers receive the respect, dignity, and welfare they rightfully deserve.

AIMTC's Commitment to Drivers' Welfare

The **All India Motor Transport Congress (AIMTC)** has consistently championed the cause of drivers' welfare. At every forum—be it policy discussions, industry meetings, or public platforms—AIMTC has raised the issues that affect drivers' lives and livelihoods.

- **Social Benefit Schemes:** Advocating for comprehensive social security measures, including pension schemes, accident insurance, and financial assistance for families in times of crisis.
- **Highway Amenities:** Engaging with governments to develop rest areas, clean sanitation facilities, safe parking zones, and affordable food outlets along highways.
- **Health Initiatives:** Organizing free medical camps and regular check-ups to safeguard drivers' health, often neglected due to the demanding nature of their profession.

These initiatives reflect AIMTC's unwavering commitment to ensuring that drivers are not left behind in the march of progress.

Celebrating Women Drivers

On this occasion, it is equally important to celebrate the growing presence of women drivers in the transport sector. Our sisters, who step behind the wheel with grit, honesty, and entrepreneurship, are redefining mobility in cities and beyond.

From driving taxis and buses to maneuvering heavy trucks, women drivers are proving that determination knows no gender. Their courage and perseverance inspire countless others and symbolize the inclusive future of India's transport industry. They are breaking stereotypes while contributing to



ALL INDIA MOTOR TRANSPORT CONGRESS

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Official Journal "motor transport"

safer, more responsible mobility. Recognizing and encouraging women drivers is essential to building a society that values equality and empowerment.

Professionalism and Responsibility

While we celebrate drivers' contributions, we must also emphasize the importance of professionalism and responsibility on the road. Drivers hold in their hands not just the steering wheel but also the safety of countless lives. Responsible driving practices—adherence to traffic rules, avoidance of fatigue, and respect for fellow road users—are vital to reducing accidents and ensuring safe journeys.

AIMTC encourages driver brethren and sisters to embrace professionalism as a badge of honor. By being responsible, disciplined, and ethical in their conduct, drivers elevate the dignity of their profession and strengthen public trust in the transport trade.

On **24th January**, India proudly celebrates **National Drivers' Day**—a recognition achieved through the persistent advocacy of the **All India Motor Transport Congress (AIMTC)** in association with the **Ministry of Road Transport and Highways**. This day is a heartfelt tribute to the millions of drivers who form the backbone of our transport trade, the lifeline of our economy, and the silent contributors to our nation's progress.

We extend our deepest salute to every driver across the country. Your tireless efforts keep India moving, our trade flourishing, and our society connected. You are the custodians of mobility, the carriers of progress, and the true backbone of our economy.

We at AIMTC acknowledge the invaluable role of our driver brethren and sisters with gratitude, recognition, and renewed responsibility. As we salute the drivers of India, let us also pledge to stand by them, to advocate for their welfare, and to ensure that their sacrifices never go unnoticed. We will persist in taking up your cause with central and state governments in right earnest, ensuring that your voices are heard and your needs addressed.

Drivers' welfare is a collective duty of governments, industry stakeholders, and society at large. Policymakers must prioritize schemes that safeguard drivers' futures. Industry leaders must invest in training, welfare programs, and infrastructure. Citizens must extend respect and gratitude to drivers who make daily life possible.

To every driver—men and women, young and old—who braves the roads for society, trade, and the nation, we say: **We honor you. We thank you. We stand with you.**

Dr. Harish Sabharwal
National President
All India Motor Transport Congress
9810201111

OUR WOMEN HEROES AND RECOGNITIONS

Recognising drivers for their contribution, commitment, and role in promoting safer and more responsible mobility.



Poonam Negi
Truck Driver



Anita Kumari
Bus Driver



Sunita
BMW Driver



Mamta Rana
Car Driver



Shobha
Car Driver

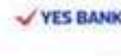


Laxmi Pal
Car Driver



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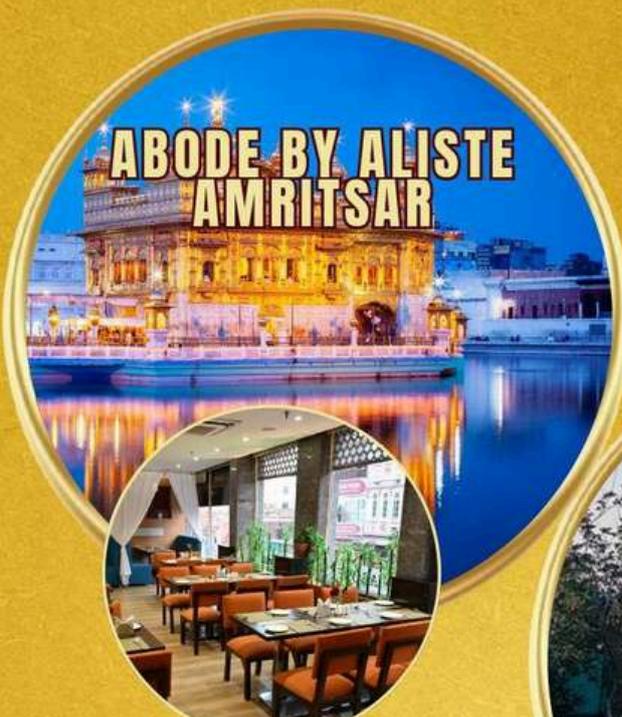
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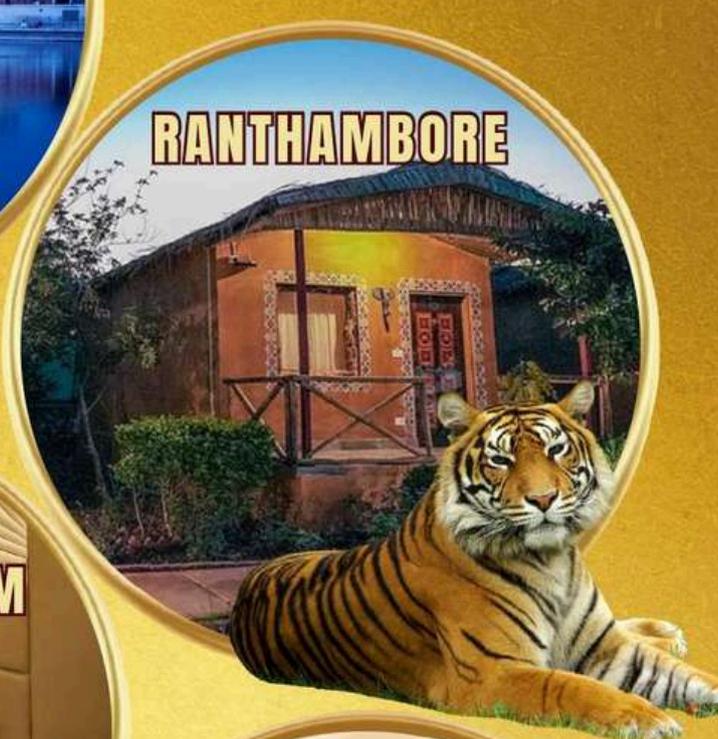
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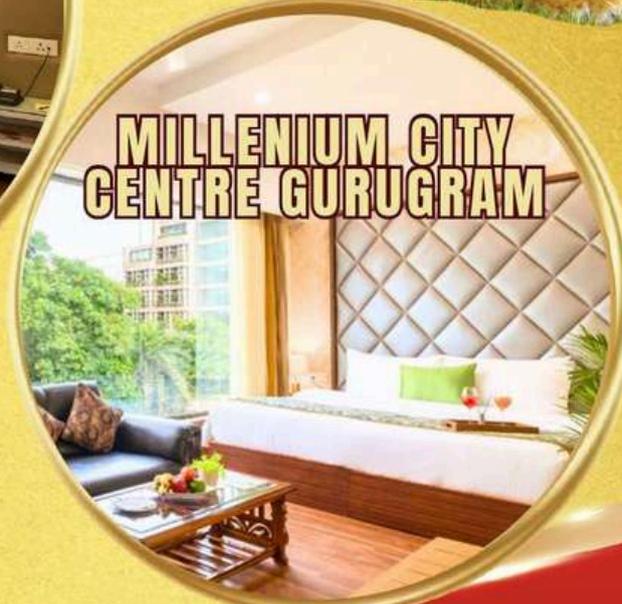
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GLIMPSES OF 2025



Highway Hero Trust Women's Wing participated in Walk for Khadi 3.0



World Tourism Day 2025



Yoga Day 2025

GLIMPSES OF 2025



Annual Function 2025



Supporting local artisans through responsible tourism in Jaipur.



Demonstrating unity within the transport community.

GLIMPSES OF 2025



Highway Hero Trust and Park Hotel Taxi Stand organised a Meethi Shabeel Seva

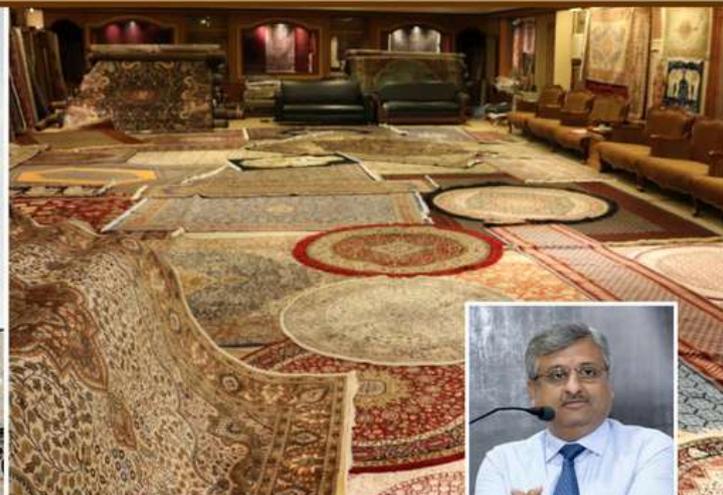
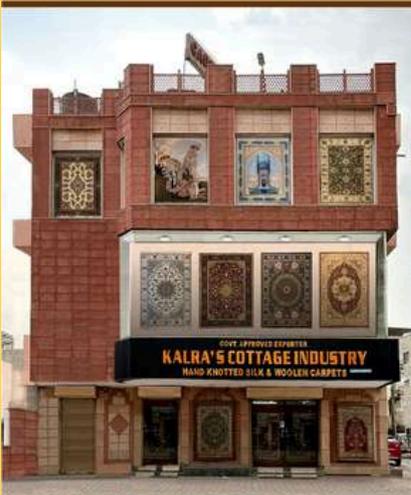


Women's Day 2025



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MR. SANJAY KALRA
Director

Thank you for your continued support.

GLIMPSES OF 2025



Advancing the recognition of Driver's Day in India.



Honouring highway heroes with the support of PP Jewellers at the Annual Function



Vaisakhi 2025



SEEN THE LEAST. TRUSTED THE MOST.

A TRIBUTE TO DRIVERS

Hindi Version

Driver hi hai...

Driver hi hai jo sab kuch karta hai, phir bhi sabse kam dekha jata hai.

Driver hi hai jo apni family se 20-25 din, kabhi mahino tak door rehta hai, taaki koi aur apni family ke paas safely pahunch sake.

Driver hi hai jo kisi ko airport se pick karta hai, har shehar, har gali, har mod se guzarte hue, aur phir airport tak boarding ke gate ke paas chhod kar nikal jata hai – bina kisi shor ke, bina kisi taali ke.

Driver hi hai jo thaka hua hota hai, par steering par focus nahi chhodta. Chahe raat ho, baarish ho, traffic ho, ya apni personal tension – passenger ki safety uski pehli zimmedari hoti hai.

Driver hi hai jo galti na bhi ho, phir bhi sabse pehle blame hota hai.

Driver hi hai jise aaj tak respect nahi mili, sirf isliye kyunki woh “driver” hai.

Driver hi hai jise kabhi proper recognition nahi mila, kabhi appreciation nahi mili, jabki hazaaron log har din uske bharse apni zindagi ka safar tay karte hain.

Lekin sach yeh hai – Driver sirf steering nahi chalata, woh zimmedari chalata hai. Woh bharse chalata hai. Woh zindagiyan safe ghar tak pahunchata hai.

Aaj zarurat hai sirf ek cheez ki.
Respect ki.
Recognition ki.
Aur ek simple sa shukriya kehne ki.

**Respect Every Driver.
Because every safe journey begins with them.**

English Version

It is the driver...

It is the driver who does everything, yet is noticed the least.

It is the driver who stays away from family for 20-25 days, sometimes even months, so that someone else can reach their loved ones safely.

It is the driver who picks a passenger up from the airport, travels through every city, every street, every turn, and then drops them back at the airport, right up to the boarding gate, quietly – without noise, without applause.

It is the driver who may be exhausted, yet never lets go of focus at the wheel. Whether it is night, rain, traffic, or personal stress, the passenger's safety is always the first priority.

It is the driver who is blamed first, even when the mistake is not theirs.

It is the driver who has never been given the respect they deserve, simply because they are called a “driver.”

It is the driver who has rarely received recognition, rarely received appreciation, even though thousands of people trust them with their lives every single day.

But here is the truth. A driver does not just steer a vehicle. They steer responsibility. They steer trust. They carry lives safely back home.

Today, there is only one thing we need to do.
Offer respect.
Give recognition.
And say a simple thank you.

**Respect Every Driver.
Because every safe journey begins with them.**



FROM ROADS TO RESPECT

Every mile driven carries responsibility.
Every journey taken supports a family.
Every driver deserves dignity, safety, and respect.

Highway Hero Trust stands with those who keep India moving, not just in moments of recognition, but in everyday realities. The work continues through awareness, action, collaboration, and community.

This journey is ongoing. And the road ahead is one we walk together.

***Respect is not a reward.
It is a right.***

Highway Hero Trust

Driving Dignity. Building Safety. Strengthening Families.



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