



**N95 Mask Distribution & Lung Health
Awareness for Traffic Police**

THE AIR THEY BREATHE

Impact Report:

Protecting the Lungs of Those Who Keep Our Cities Moving.

Project Locations:

Mumbai Traffic Police Headquarters, Mumbai, Maharashtra |
Delhi Police Headquarters, New Delhi

IN COLLABORATION WITH

Dr. Reddy's Laboratories
Mumbai Traffic Police &
Delhi Traffic Police

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EXECUTIVE SUMMARY

In **June and August 2026**, PinkTree Foundation, in association with **Dr. Reddy's Laboratories**, undertook an initiative to protect the respiratory health of traffic police personnel - the frontline workforce that spends long hours outdoors, exposed to vehicle exhaust, dust, and allergens, while keeping city roads safe.



12 June 2026

Mumbai Traffic Police Headquarters.



5,000 N95 masks were handed over to the Mumbai Traffic Police headquarters, received by Shri Satyanarayan, IPS, Joint Commissioner, Mumbai Traffic Police.

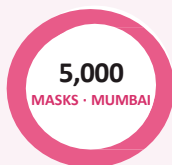


29 August 2026

Delhi Police Headquarters.



5,000 N95 masks were handed over to the Delhi Traffic Police, received by Shri Sanjay Tyagi, IPS, Joint Commissioner of Police, Delhi Traffic Police.



N95 Masks — Mumbai

Distributed to Mumbai Traffic Police



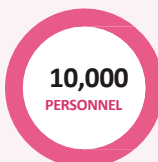
N95 Masks — Delhi

Handed over to Delhi Traffic Police at Police Headquarters



Metro Cities

Delhi and Mumbai, two of India's most pollution-burdened cities



Personnel Reached

Traffic police officers equipped with N95 protection.



Shri Shive Keshari Singh, DCP Traffic (HQ), Delhi Traffic Police, took PinkTree's AI-enabled Vocal Biomarker Lung Health Test setting a powerful example of proactive lung health monitoring for the officers under their command.

Traffic police personnel stand where urban air is at its worst — at intersections, amid idling engines and road dust. This initiative puts prevention into action by giving them a practical, everyday layer of protection, while encouraging leadership to champion early lung health awareness across the force.

BACKGROUND: ON THE FRONTLINE OF URBAN AIR POLLUTION

An Occupational Hazard Hiding in Plain Sight

For most city residents, air pollution is something they pass through on the way to work. For traffic police personnel, it is the workplace. Standing for [8–12] hours a day at busy junctions, they are continuously exposed to vehicle exhaust, fine particulate matter (PM_{2.5} and PM₁₀), road dust, and airborne allergens - often at close range and through peak traffic hours.

A consistent body of Indian research shows that this exposure takes a measurable toll:

Studies from both Gujarat and Chennai also found that personnel with more years on traffic duty had significantly worse lung function than those with fewer years - meaning the damage builds silently over a career.^{1,2}

Gujarat

A study of 100 traffic police personnel in the Saurashtra region of Gujarat found significantly lower lung volumes and capacities compared with matched unexposed controls.

Chennai

A larger study of 250 traffic personnel in Chennai found significantly reduced airflow measures compared with less-exposed controls.

Eastern India

A comparative study in an urban city of Eastern India found lower lung function and poorer respiratory quality of life among exposed traffic personnel.

Other Cities

Similar findings have been reported from Pune, Mangalore, Jalgaon, Puducherry, Bengaluru, and other Indian cities

Two Cities, One Shared Risk

Mumbai

In Mumbai, **road-dust resuspension is a major contributor to PM₁₀ pollution**, with ongoing construction and infrastructure activity adding to the particulate burden.

Delhi

Among the world's most polluted major cities, Delhi recorded an annual average PM_{2.5} level of **99.6 µg/m³ in 2025**—far above the WHO guideline of 5 µg/m³. Winter conditions can further intensify pollution episodes.

Health Risks Linked to Chronic Traffic Pollution & Allergen Exposure

- Allergic rhinitis and airway allergies
- Asthma exacerbation and new-onset asthma
- Chronic bronchitis and persistent cough
- Chronic obstructive pulmonary disease (COPD)
- Reduced lung capacity and airflow
- Increased susceptibility to respiratory infections

WHY N95 MASKS?

An N95 respirator is designed to filter at least 95% of airborne particles when worn with a proper fit. Unlike cloth or surgical masks, it offers meaningful protection against the fine particulate matter, dust, and allergens that traffic personnel breathe throughout their shifts. For a workforce that cannot step away from polluted air, a well-fitted N95 is one of the most practical, immediate protective measures available.

At least 95% Filtration

Filters at least 95% of airborne particles when correctly fitted and worn.

Everyday Protection

Practical and immediate — wearable through long, continuous shifts on duty.

Fine Particulate Matter

Meaningful defence against PM2.5, PM10, road dust, and airborne allergens.

Beyond Cloth & Surgical Masks

Offers a level of protection cloth or surgical masks are not designed to provide.

THE CASE FOR PREVENTION

Traffic personnel work long, irregular shifts and rarely have time for preventive health care. Persistent cough, throat irritation, sneezing, breathlessness, and fatigue are often accepted as "part of the job." Protecting their lungs cannot wait until symptoms become disabling — it has to begin with everyday protection and early awareness.

The Impact by the Numbers

80,000 Hours of Toxic Exposure Prevented Daily: Across a standard 8-hour shift, 10,000 frontline officers collectively save their lungs from 2.4 million hours of direct particulate matter (PM2.5/PM10) and vehicular exhaust inhalation every month.

20+ Million Daily Visual Impressions: Standing at major choke points and heavily congested intersections in Delhi (like Dhaula Kuan or ITO) and Mumbai (like Western Express Highway or Dadar), these 10,000 officers act as live billboards, prompting behavioral nudges for millions of commuters tracking the Delhi AQI and Mumbai AQI every single day.

Up to 95% Harmful Particulates Filtered: Equipping the force with high-grade masks (like N95s) filters out up to 95% of airborne allergens, heavy dust, and carbon black particles, drastically lowering the occupational risk of asthma, bronchitis, and cardiovascular stress.

ABOUT THE INITIATIVE

A Shared Purpose

This initiative brought together three partners around a common goal — protecting the lung health of those who protect our roads:

PinkTree Foundation

A lung health nonprofit working to make early awareness and prevention accessible to underserved and high-exposure communities, including through its AI-enabled vocal biomarker lung health test.

Dr. Reddy's Laboratories

Supported the initiative as part of its focus on allergy prevention, identifying the everyday exposure of traffic police to pollution, dust, and allergens as a real challenge requiring preventive action.

Mumbai & Delhi Traffic Police

Welcomed the initiative and engaged with the teams, sharing their officers' on-ground experiences.

Planned and executed with the support of Youniverse Healthcare Services.

Objectives

1 Equip Personnel

Equip traffic police personnel in Delhi and Mumbai with N95 masks to reduce daily exposure to particulate pollution, dust, and allergens.

2 Raise Awareness

Raise awareness of lung health risks associated with prolonged outdoor duty.

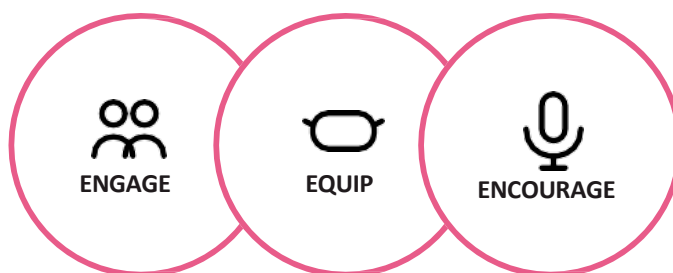
3 Encourage Monitoring

Encourage proactive lung health monitoring, led by example from senior officers.

4 Build a Replicable Model

Build a model for corporate–nonprofit–government collaboration on occupational respiratory health.

HOW THE INITIATIVE UNFOLDED



Step 1 — Engage

PinkTree Foundation and Dr. Reddy's teams met with the leadership and officers of the Mumbai & Delhi Traffic Police at Police Headquarters to understand their experiences of working long hours in polluted conditions, and to align the initiative with their needs.

Step 2 — Equip

5,000 N95 masks were formally handed over to **Shri Satyanarayan, IPS, Joint Commissioner of Police, Mumbai Traffic Police on 12th June, 2026**. The initiative was extended to the Delhi Traffic Police, with **5,000 masks** handed over to **Shri Sanjay Tyagi, IPS, Joint Commissioner of Police, on 29 August 2026** for distribution to officers on duty.

Step 3 — Encourage

To underline that protection goes hand in hand with awareness, the ACP and DCP of Delhi Traffic Police took PinkTree's Vocal Biomarker Lung Health Test — a quick, non-invasive test that uses a 6-second voice sample to generate a lung health risk score. By stepping forward themselves, senior officers signalled to their teams that monitoring lung health is a sign of strength, not weakness.



DISTRIBUTION SUMMARY

Table 1: N95 Mask Distribution by City

CITY	VENUE	DATE	N95 MASKS	RECEIVED BY
Mumbai	Mumbai Traffic Police Headquarters	12 June 2026	5000	Shri Satyanarayan, IPS, Joint Commissioner, Mumbai Traffic Police
Delhi	Delhi Police Headquarters	29 Aug 2026	5000	Shri Sanjay Tyagi, IPS, Joint Commissioner, Delhi Traffic Police
Total			10,000	



Mumbai Traffic Police Headquarters



Delhi Police Headquarters

LEADERS LEADING THE WAY

Awareness Turns Into Action

One of the defining moments came when **Shri Shive Keshari Singh, DCP Traffic (HQ)**, Delhi Traffic Police took PinkTree's AI-enabled Vocal Biomarker Lung Health Test.

The test requires only a 6-second voice recording and generates an instant lung health risk score — no physical contact, no equipment, no time away from duty. When senior officers take a lung health test publicly, it helps normalise preventive health checks across the ranks and makes it easier for constables and field staff to take their own respiratory symptoms seriously.

"Leadership participation makes preventive lung health visible across the force."

— Editorial note, not an attributed quote

Note: The vocal biomarker test is a screening and awareness tool, not a medical diagnosis.



VOICES FROM THE INITIATIVE

Quotes below are pending final approval from each speaker before publishing.

"Every day, our traffic police are on the front line — spending long hours outdoors, exposed to air pollution, dust and allergens, while keeping our cities moving. For me, this is one way we give back to society — by identifying a real, everyday challenge and taking preventive action."

Sahil Poddar,

Head Marketing, Dr. Reddy's Laboratories

"We are deeply grateful to the Delhi Traffic Police for opening their doors to us, and to Dr. Reddy's for standing behind this cause. Ten thousand masks are a beginning, not a conclusion. Our commitment is to keep coming back — with protection, with screening, and with follow-up care — because every breath matters."

Nandita Dandekar,

Founder, PinkTree Foundation

"Our duty keeps us on the road through the whole day, in traffic, dust and smoke. Over the years, a cough or heaviness in the chest starts to feel normal, and there is rarely time to think about it. These masks are a real help to us on duty, and it means a lot that PinkTree Foundation and Dr. Reddy's thought of the traffic police. Thank you for remembering us."

A Delhi Traffic Policeman on Duty

ENGAGING DOCTORS IN THE SOCIAL CLAUSE

Taking the conversation from traffic police to the healthcare community. The Guard the Guardian initiative was also communicated through the Sales Team VA network, reaching 40,000+ doctors and extending respiratory health awareness beyond the field intervention.

1 10,000+
N95 MASKS DISTRIBUTED

2 40,000+
DOCTORS REACHED

3 8,000
DOCTORS ENROLLED & APPRECIATED

4 100+
AWARENESS INTERACTIONS



DISCUSSION: WHY THIS MATTERS

Prevention, Not Reaction

Traditional responses to occupational lung damage begin after symptoms appear. This initiative takes the opposite approach — reducing exposure first, and pairing it with awareness so that officers recognise warning signs early.

Leadership as a Multiplier

Health behaviour in uniformed services is shaped from the top. The participation of senior Delhi Traffic Police officers in the vocal biomarker test sends a clear message that lung health is a priority for the force.

A Collaboration Model That Can Scale

The initiative demonstrates how a corporate partner, a lung health nonprofit, and government enforcement agencies can work together on a clearly defined, everyday challenge — a model simple to replicate across other cities and workforces.

Public Health Significance

- **Reduced Exposure** — N95 masks cut inhaled particulate and allergen exposure during duty
- **Protecting a Frontline Workforce** — Safeguards the health and availability of personnel who ensure road safety for millions
- **Normalising Lung Health** — Leadership participation makes preventive checks part of police culture
- **Foundation for Continued Care** — Creates a relationship and entry point for future screening and follow-up

Those who stand in the most polluted air so that the rest of us can move safely deserve to be protected

OUTCOMES AT A GLANCE



Protection

5,000 N95 masks to Mumbai Traffic Police; 5,000 N95 masks to Delhi Traffic Police.



Reach

10,000 N95 Masks, traffic personnel reached across in two metro cities.



Leadership Engagement

Joint Commissioner received the masks; ACP and DCP took the Vocal Biomarker Lung Health Test.



Awareness

Lung Health Awareness & Vocal Biomarker Lung Health Testing at Delhi Police Headquarters



Partnership

Collaboration established between PinkTree Foundation, Dr. Reddy's, Mumbai Traffic Police, and Delhi Traffic Police.



Visibility

2095 impressions across LinkedIn and **4422** views across Instagram posts.

CONCLUSIONS AND WAY FORWARD

The PinkTree × Dr. Reddy's initiative demonstrated that simple, preventive action — delivered with the support of police leadership — can directly address one of the most overlooked occupational health risks in urban India.

Key takeaways:

Protection Delivered at Scale

- 1** 5,000 N95 masks to Delhi Traffic Police, with the initiative extended to 5,000 N95 masks to Mumbai Traffic police.

Leadership Buy-In

- 2** Senior officers personally took part, setting an example for the force.

A Real, Everyday Challenge Addressed

- 3** Tackling daily exposure to pollution, dust, and allergens among outdoor frontline workers.

A Replicable Model

- 4** Corporate–nonprofit–government collaboration that can expand to more cities.

ACKNOWLEDGEMENTS

PinkTree Foundation extends its sincere gratitude to **Dr. Reddy's Laboratories** for its partnership, and in particular to **Sahil Poddar, Head Marketing** and **Muhammad Javed, Group Brand Manager**, for driving this initiative.

We are deeply grateful to the **Mumbai Traffic Police** — especially— **Shri Satyanarayan, IPS, Joint Commissioner, Mumbai Traffic Police**— for welcoming us, engaging with our team, and leading by example. We also thank **Delhi Traffic Police, Shri Sanjay Tyagi, IPS, Joint Commissioner of Police**, and **Shive Keshari Singh , DCP, Traffic Headquarters**— for extending this initiative to their officers.

Thanks to **Ms. Afreen Qidwai, CEO of Youniverse Healthcare Services & her team** for planning and execution support.

Finally, thank you to the **PinkTree Foundation team and every officer** who shared their experiences with us.

Disclaimer

N95 masks reduce exposure to airborne particulate matter when worn correctly but do not eliminate all health risks from air pollution. The AI-enabled Vocal Biomarker Lung Health Test is a screening and awareness tool and does not constitute a medical diagnosis.