

PRESS RELEASE**Launch of Traffic SMS Alert service by Delhi Police**

Delhi, as a metropolis, is growing at a mammoth pace. While the number of vehicles on Delhi roads is consistently increasing, the road capacity and other road infrastructure has not been able to keep pace with it. Despite these challenges of saturated roads and heavy density of traffic, the Delhi Traffic Police constantly endeavours to ensure smooth flow of traffic and prevent traffic jams to the extent possible.

The Delhi Traffic Police not only responds immediately to any worsening traffic situation in the city but also tries to disseminate any congestion related information to the general public so that they can plan their journey better. In this direction, the Delhi Traffic police already has highly successful Facebook, Twitter and Whatsapp interfaces.

The Hon'ble Prime Minister of India, in his address to the DGsP/IGsP of States, had called for introduction of SMART policing. The 'Traffic SMS Alert' service is yet another e-initiative by Delhi Traffic Police in this direction in which the registered users will get alerts via SMS regarding traffic situation like congestion points, water logging, rallies, political/religious processions, Dharnas/Strikes, traffic restrictions/directions, accidents/breakdown of vehicles etc. The service will be free of cost. This is being launched in association with the Ministry of Communications and Information Technology (MoIT), Govt. of India, who have provided bulk SMS service free of cost to Delhi Police for this purpose, initially for a period of one year, under the Mobile Seva initiative of the government. This service was run for a few months on trial basis in 2012 also through a private company to test its viability.

The new Traffic SMS Alert service was launched today i.e. on 21.08.2015 at 05.00 pm by Sh. Bhim Sain Bassi, Commissioner of Police, Delhi in Conference Hall, PHQ, New Delhi. The function was attended by Sr. Spl. C.P./Spl. Unit, Spl. C.P./Traffic and other senior officers.

How to use Traffic SMS Alert service

To register with this service, one has to just send an SMS from his mobile phone to 9811452220 on the format : S (one space) DTP (one space) Name.

For example : S DTP Mohan Lal

After successful registering, sender will get the following confirmation messages :

"Thank U 4 registering with SMS alert service of Delhi Traffic Police. May also like to use 24x7 Traffic Help line no. 1095 & WhatsApp 8750871493".

"The Traffic alerts will start within 24 hours. "

To unsubscribe this service, one may send an SMS from his registered mobile phone to 9811452220 with the format - S (one space) REM

For example : S REM