

PRESS RELEASE**Annual Road Safety Week-2016 Celebrations**

As part of Annual Road Safety Week-2016 celebrations, an Interactive Workshop on “Road Safety Through Innovation & Usage of New Technologies” was organized by Delhi Traffic Police in association with the Society of Indian Automobile Manufacturers (SIAM) on 13th Jan 2016 at India Habitat Centre, Lodhi Road from 1100 hrs onwards.

Sh. Sharad Agarwal, Jt. CP/Traffic; Sh. Pradip Hota, Addl. CP/Traffic – HQ; Sh. Rajeev Lochan, Director, Ministry of Road Transport & Highways and MS. Meenakshi Kukreja, Dy. Director SIAM graced the occasion. Keeping in view the increasing concern over the incidence of road accidents, this Interactive Workshop was organized to showcase the use of technology in various facets of traffic management and vehicle safety to ensure safety of road users.

Sh. Sharad Agarwal, Jt. CP/Traffic showcased the presentation on the innovations and technologies being used by Delhi Police in general and Delhi Traffic Police in particular to enhance safety on roads and deter road users from indulging in traffic violations. Delhi Police has introduced several user friendly applications for the convenience of public.

Speaking on the occasion Sh. Rajeev Lochan, Director, Ministry of Road Transport and Highways, stated that the safety on roads is a major cause of concern and the Ministry is about to introduce the Road Safety and Transport Bill to enhance safety on roads, especially the highways, and also contemplating the use of smart phone technology and social media for the purpose. This will help in digitalization, better accessibility and corruption free transportation scenario.

Sh. R. Mukjhija, Associate Vice President, Hero Motocorp India showcased the technology being introduced by them in increasing the safety of two-wheelers being launched by Hero Motocorp.

Sh. Ajoy Shah, Head – Safety JK Tyre through their presentation stressed on the role of tyres in the safety of vehicles. He showcased the various improvements being introduced in tyre technology and the nuances of tyre safety which every vehicle driver should be aware of.

Sh. Arun Lakshman, Director, IDTR, stressed on the importance of skill, knowledge and attitude in ensuring safe driving on roads. He stated that the IDTR training modules have been framed methodically to bring out the best drivers on roads.

Sh. Anubrata Choudhary, Manager – Marketing, Hubert Ebner India showcased the professional training components being incorporated in their training programmes. One of the major innovations being used by them is an application based software namely P-Drive system which will help in monitoring the driver behavior thereby increasing driver efficiency.

BBA students and their faculty members from Bharitya Vidyapeeth Institute of management Studies were present on the occasion and had a question answer session with the senior officials. The programme ended with a formal vote of thanks by Insp. Rakesh Kumar.

In addition to this, daily Road Safety Awareness programme is being organized at 2 major intersections in the morning and 2 major intersections and one prominent place evening hours wherein Nukkar natak on road safety is being shown to the public.

(Sharad Agarwal)
Joint Commissioner of Police
Traffic : Delhi