

PRESS RELEASE

Road Safety Week is a national event aimed at raising public awareness about traffic rules and ultimately to reduce casualties due to road accidents. Globally millions of people lose their lives and many more get injured in road accidents mainly due to lack of awareness about traffic rules or behaviour of flouting them. Therefore, to make people (motorists as well as pedestrians and cyclists) more aware of the traffic rules and to persuade them to follow rules while on road; the Road Safety Week is observed annually.

Road Safety Week, 2019 will be observed from 4th February (Monday) to 10th February (Sunday) under the guidelines of Ministry of Road Transport and Highways (MORTH) and National Road Safety Council with the theme of “***Sadak Suraksha Jeewan Raksha***”.

The Traffic Unit of Delhi Police has chalked out awareness campaign, activities and prosecution drives for the Road Safety Week to reduce following traffic violations: -

1. To follow the traffic rules and wear helmets and seat belts while driving.
2. Making people aware about not to drive under the influence of alcohol (Drunken Driving) and drive safely within the permissible speed limits (Over-speeding/Rash Driving).
3. To prevent overloading and overcrowding of commercial goods carrying vehicles and transport vehicles.
4. Bringing awareness about improving visibility under poor light conditions by using reflective tapes, tail lights and installation of under run safety protection device.
5. Bringing awareness about lane discipline, not driving against the flow of traffic (One way violation or Wrong side driving), obey the traffic signal (Red Light Jumping) and not using mobile phone while driving.
6. Bring awareness about driving of vehicle by an authorised person having valid driving license and using a mechanically fit vehicle (fitness of vehicle).
7. Bringing awareness about safety device of all vehicles like rear view mirror, checking of required documents and enforcement of traffic rules at identified locations like major intersections, schools, restaurants/ bars etc.

Apart from above Special CP/Traffic will be flagging off a Walkathon on 4th February, 2019 from India Gate to mark the beginning of Road Safety Week by the Traffic Unit of Delhi Police. Students from various schools, colleges, NCC cadets and volunteers from different NGOs and

corporate houses will be participating in the walkathon. On 5th February, 2019 a seminar on emerging trends in road safety will be conducted in collaboration with Society of Indian Automobile Manufacturers (SIAM). Speakers from various government and non-government agencies would be participating in the seminar. Special awareness campaign about not to drive under the influence of alcohol (Drunken Driving) would be run throughout the week in association with the National Restaurant Association of India.

To reach maximum number of people the Traffic Unit of Delhi Police will be using various modes like mass media (print/ audio visuals), social media, printing, distribution/displaying of posters/pamphlets and road safety material, conducting of workshops and seminars, street plays, road safety awareness competitions in educational institutions etc.

The target areas/groups would be busy traffic intersections, market places, metro stations, malls/multiplexes, educational institutions, places of tourist attractions, hospitals, slum areas, railway stations, bus terminals and bus queue shelters.

**JOINT COMMISSIONER OF POLICE,
TRAFFIC (HQ): NEW DELHI.**





