

HDFC Bank partners with Vadodara Police for ‘Traffic Paathshala’ Initiative

- ***Campaign to educate people on Do’s and Don’ts of Road Safety***

Vadodara (Gujarat) December 10, 2018: HDFC Bank has partnered with Vadodara Police to launch a road safety initiative in the city. Called ‘Traffic Paathshala,’ the initiative aims to make Vadodara roads safer by creating awareness on the Do’s and Don’ts of road safety.

At an event organized near Nursing Home Junction, Ashram Road, the initiative was inaugurated by Mr. Yashpal Jaganiya, DCP Traffic, Vadodara Police; Ms. Amita Vanani, ACP Traffic, Vadodara Police; and Mr. Kunal Kak, Cluster Head, Gujarat, HDFC Bank in the presence of other police and bank officials, and general public.

6 lakh people are expected to benefit from this initiative, which will cover city’s major road crossings such as GEB circle, Nattubhai Circle, Genda Circle, and Nursing Home junction etc.

Groups of volunteers would be stationed at the city’s busy traffic junctions including markets, residential localities, schools, and colleges where they’ll hold placards to encourage people to follow road safety rules. While the volunteers will reward the motorists found observing traffic discipline with a token of appreciation, the others found not following will be educated for the traffic rules under ‘Traffic Paathshala’ and will be informed about the Do’s and Don’ts of road safety.

Some of the important road safety rules:

- Wearing Helmets / Seat Belts while driving
- Adhering to signals and lane discipline
- Not using mobile phone while driving
- Avoiding Drink and Drive

Speaking about this initiative **Mr. Kunal Kak, Cluster Head, Gujarat, HDFC Bank** said, “We are excited to partner with Vadodara Police for this initiative. At HDFC Bank, we believe in giving back to the communities we operate in. With ‘Traffic Paathshala,’ we aim to educate the general public in the city on the Do’s and Don’ts of road safety. We believe that this is the need of the hour in a city that is witnessing an increasing number of accidents and casualties.”



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