

## **HDFC Bank partners with Bhubaneswar Police for '*Traffic Paathshala*' Initiative**

- ***Campaign to educate people on Do's and Don'ts of road safety***

**Bhubaneswar, Odisha, February 21, 2019:** HDFC Bank has partnered with Bhubaneswar Police to launch a road safety initiative in the city. Called '*Traffic Paathshala*,' the initiative aims to make Bhubaneswar roads safer by creating awareness on the Do's and Don'ts of road safety.

At an event organized in the city, the initiative was inaugurated by Mr. Bijay Kumar Sahoo, DCP, Traffic Police, along with Mr. Rajesh Srivastava, Zonal Head, HDFC Bank by flagging off road show and school awareness program.

Nearly Ten Lakh people are expected to benefit from this 4 days long initiative, which will cover city's major road crossings such as AG Square, PMG & Rajmahal.

Under the road show initiative of '*Traffic Paathshala*' 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 violating will be enrolled in the '*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



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## NEWS RELEASE

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Under the school awareness program of '*Traffic Paathshala*' a professional trainer along with traffic Police officials and HDFC Bank staffs will visit 10 schools and educate the school children about traffic safety and encourage them to communicate the learnings to their parents. The school awareness program will be conducted from February 25, 2019 to February 28, 2019.

Speaking about this initiative Mr. Rajesh Srivastava, Zonal Head, HDFC Bank said, "*We are excited to partner with Bhubaneswar Police in 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.*"

To know more about HDFC Bank, log on to [www.hdfcbank.com](http://www.hdfcbank.com).

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