

HDFC Bank partners with Hubli Police for '*Traffic Paathshala*' Initiative

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

Hubli (Karnataka) March 14, 2019: HDFC Bank has partnered with Hubli Police to launch a road safety initiative in the city. Called '*Traffic Paathshala*,' the initiative aims to make Hubli 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 Police Inspectors: Prashanth S Nayak & Srinivas.S.M from Hubli along with Mr. Sunil S Halleppanavar, Cluster Head, Belgaum Karnataka Circle – 3, HDFC Bank, Mr. Vijay Pawar, Branch Manager Hubli Main Branch, HDFC Bank, Mr. Aravinda, Branch Manager Desai Chambers, HDFC Bank, Mr. Gopinath Sarwade, Branch Manager Dharwad, HDFC Bank and Mr. Sanjeev Purohit, Branch Manager Main Branch, HDFC Bank in the city by flagging off the awareness rally by '*Traffic Paathshala*' volunteers.

Nearly 4.5 lakh people are expected to benefit from this initiative, which will cover city's major road crossings such as Kitto Rani Channama Circle, Eidgah Maidan, Bubbali Cotton Market, Indra Gandhi Glass House, Bubbali KSRTC Bus Stand, Bubbali Railway Station, Hubli Airport.

The awareness rally which includes groups of volunteers and HDFC Bank employees would be covering all important and busy traffic junctions across the city. These volunteers would carry branded placards having traffic awareness messages 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:



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- Wearing Helmets / Seat Belts while driving
- Adhering to signals and lane discipline
- Not using mobile phone while driving
- Having all necessary documents in place
- Avoiding Drink and Drive

Speaking about this initiative Mr. Sunil S Halleppanavar, Cluster Head, Belgaum Karnataka Circle - 3, HDFC Bank said *"We are excited to partner with Hubli 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."*

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