

HDFC Bank partners with Jammu Police for '*Traffic Paathshala*'

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

Jammu, February 11, 2020: HDFC Bank has partnered with J&K Police to launch a road safety initiative in the city. Called '*Traffic Paathshala*,' the initiative aims to make roads safer by creating awareness on the Do's and Don'ts of road safety.

At an event organized in the city, the '*Traffic Paathshala*' awareness rally of volunteers was flagged by Mr. Pradeep Kumar, Transport Commissioner, J&K and Mr. Sachin Mahajan, Circle Head – Jammu, HDFC Bank along with Mr Parvinder Singh Sudan, Deputy Vice President, HDFC Bank and Mr. Abhishek Khajuria Assistant, Vice President, HDFC Bank and other senior officials.

Nearly 5 lakh people are expected to benefit from this initiative, which will cover city's major road crossings such as Bahu Plaza, Vikram Chowk, Narwal Chowk, Amphalla Chowk, Gole Market, Janipur, Kachi Chawni Parade, Indira Chowk, Satwari Chowk , Channi-Trikuta Junction, Kunjwani Chowk, Gmc Roundabout, Talab Tillo & Others.

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:

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



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This initiative is in line with the recent Indian Motor Vehicle Act introduced by the Indian Government to make our roads safer.

Speaking about this initiative Mr. Sachin Mahajan, Circle Head - Jammu said "We are excited to partner with J&K 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."

About HDFC BANK

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