

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

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

Panipat (Haryana) February 6, 2019: HDFC Bank has partnered with Panipat Police to launch a road safety initiative in the city. Called ‘Traffic Paathshala,’. The initiative aims to make Panipat roads safer by creating awareness on the Do’s and Don’ts of road safety.

At a function organized in the city, the initiative was inaugurated by Ms. Sumedha Kataria, Deputy Commissioner of Police, Panipat, along with HDFC Bank’s Circle Head Mr. Vikas Kochhar and Cluster Heads Mr. Virender Lamba and Ms. Shelly Tiwari in the city by flagging off a car rally of ‘Traffic Paathshala’ volunteers.

Nearly 3 lakh people are expected to benefit from this initiative, which will cover city’s major road crossings at Red Light Chowk, Sanjay Chowk and Gohana Road.

Groups of volunteers and HDFC Bank branded e-rickshaws would be stationed at the city’s busy traffic junctions including markets, residential localities, schools, and colleges where they’ll promote and 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 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 phones while driving
- Avoiding Drink and Drive

Speaking about this initiative Mr. Vikas Kochhar, Circle Head, Panipat, HDFC Bank said, *“We are excited to partner with Panipat 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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