

## **HDFC Bank partners with Sonipat Police for ‘Traffic Paathshala’ Initiative**

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

**Sonipat (Haryana) February 18, 2019:** HDFC Bank has partnered with Sonipat Police to launch a road safety initiative in the city. Called ‘*Traffic Paathshala*,’ the initiative aims to make Sonipat 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. Jitendra Kumar, DSP, Mr. Ramesh Chandra, SHO Traffic In-charge, along with Mr. Gaurav Marwah, Bank’s Cluster Head and branch managers in the city, by flagging off a car rally of ‘*Traffic Paathshala*’ volunteers.

Nearly Three Lakh people are expected to benefit from this initiative, which will cover city’s major road crossings such as Devilal Chowk, Old DC Road, Maharana Pratap Chowk, Subhash Chowk, Malhana Chowk and Sriram Chowk.

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 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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Speaking about this initiative Mr. Gaurav Marwah, Cluster Head, Sonipat, HDFC Bank said, *"We are excited to partner with Sonipat 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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