

HDFC Bank partners with Surat Police for 'Traffic Paathshala' Initiative

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

Surat (Gujarat), April 09 2019 HDFC Bank has partnered with Surat Police to launch a road safety initiative in the city. Called 'Traffic Paathshala,' the initiative aims to make Surat 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. H. R. Muliya, IPS, Additional Commissioner of Police, Surat and Mr. Manoj Mistry, Circle Head, South Gujarat Circle, HDFC Bank in the presence of Mr. Sudhir Kumar Desai IPS, Dy. Commissioner of Police, Surat and Mr. Chetan Trivedi, Cluster Head, Gujarat, HDFC Bank among other Bank and Police officials.

Groups of volunteers will 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 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

Nearly 4 lakh people are expected to benefit from this initiative which will continue from 9th April to 14th April 2019 and will cover city's major road crossings such as Hirabaug



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Circle, Gujarat Gas Circle, Delhi Gate Crossroads, Rahul Raj Mall crossroads, Prime Arcade crossroads, Chopati Road, etc.

Speaking about this initiative, Mr. Manoj Mistry, Circle Head, South Gujarat Circle, HDFC Bank said "We are excited to partner with Surat 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."

To know more about HDFC Bank, log on to www.hdfcbank.com

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