

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

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

Kozhikode (Kerala), June 10, 2019: HDFC Bank has partnered with Kozhikode Police to #launch a road safety #initiative in the city called '*Traffic Paathshala*,' the initiative aims to make Kozhikode roads safer by creating awareness on the Do's and Don'ts of #RoadSafety.

At an event organized in the city, the initiative was inaugurated by Mr. Radhakrishnan, ACP along with Mr. Hemy Sebastian, Circle Head, Kerala, HDFC Bank, in the city by flagging off the awareness rally by '*Traffic Paathshala*' volunteers.

Nearly 3 lakh people are expected to benefit from this #Initiative, which will cover city's major road crossings such as Mavoor Road, Waynad Road, Kannur Road and Ramanattukara Bypass.

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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Speaking about this initiative Mr. Hemy Sebastian, Circle Head, Kerala, HDFC Bank, said “We are excited to partner with Kozhikode 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.

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