



# Road Safety and Traffic Awareness Campaign of Raipur Police Registered in Asia Book of Records and India Book of Records

## Why in News

- Recently the Asia Book of Records and India Book of Records recorded as a record 1,02,468 citizens taking pledge for road safety in a single day in a week-wide campaign on road safety and traffic awareness by Raipur Police.

## Key Points

- These citizens of Raipur, during this innovative campaign organized by Raipur Police on the theme '**Suno Raipur**' for a week from December 26, 2021-1 January, 2022, signed the road safety resolution letter on January 1, signing road safety in the new year.
- In this campaign run by Raipur Police with the help of active volunteers, many children came forward to support Raipur Police by giving a message to their elders to follow the safety rules.
- 'Suno Raipur' was launched by SSP Raipur Prashant Agarwal as an awareness program on 26th December at Magneto Mall Raipur. He appealed to the citizens to follow road safety rules while driving and not to put their lives and others' lives at risk by reckless driving or bypassing basic safety rules.
- He requested people to think about their family and friends while attempting any kind of bike stunts or speed driving. There should be no need to have traffic policemen at intersections to ensure people obey traffic signals.
- During the 'Suno Raipur' campaign, teams of Raipur Police and 300 active volunteers sensitized people about traffic rules in various public places, market areas, main squares, schools, educational institutions and commercial areas.
- Pamphlets, placards, handouts, video screens with interesting and educational messages were used during the campaign. Social media platforms of Raipur Police were also extensively used to create awareness among the people during this awareness campaign.
- It is worth noting that every year around 1.5 lakh people die in road accidents in India. About 450 people die every year in Raipur district alone.
- The main reasons behind these deaths are speeding, not wearing seat belt and not wearing helmets. Accidental deaths can be reduced by following basic road safety rules.
- The campaign is supported by Raipur Auto Dealers Association, Young Indians, Surakshit Bhava Foundation, Sikh Care India, Abha Foundation, Awaaz Foundation, Sparsh Ek Prayas, Helping Hand Foundation, Kopal Vani, Mission Sambhav, Vaakak Manch and Saubhagya Foundation, Maruti Suzuki Driving School, Supported and supported by volunteers of many NGOs and associations like Pranjal Seva Samiti.

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