

**29th Road Safety Week'**  
**"Sadak Suraksha-Jeevan Raksha"**

23.04.2018 -	"Subhayatha - Awareness Rally Day": The primary objective of the awareness rally is to get wide publicity on the Road Safety Week programmes and maximum participation should be ensured. Participation from the Students Police Cadets, College students, NGOs etc can be used for this purpose. Road safety awareness notices/pamphlets can be used to spread the traffic awareness messages.
24.04.2018 -	"Subhayatha - Awareness Class Day ": Under this Programme awareness Classes/ Seminars/ Workshops should be conducted for drivers and public. Participation of Auto/ Taxi/ KSRTC/ Private Bus Drivers should be ensured. Road Safety awareness short film prepared with the message of the "Subhayathra" Good will Ambassador Lt. Col Padmasree Bharat Mohanlal can be used to disseminate traffic awareness among students and public.
25.04.2018 -	"Subhayatha - Model Vehicle Checking Day": As there are many complaints on the misbehaviour of police officers engaged in vehicle checking, it is instructed to conduct the vehicle checking fully following the guidelines given from PHQ from time to time.
26.04.2018	"Subhayatha - Pedestrian Safety Day" Police Officers should spread the message of "Stopping the vehicles at zebra crossings" (on all National Highways and on other major roads, especially in front of schools). It should be ensured that vehicles are stopped at zebra line by drivers, to allow pedestrians to cross the road. Efforts should be made to clear all road encroachments, on the footpaths, and parking should be banned on arterial, primary roads and footpaths.
27.04.2018	"Subhayatha - No Over Speed Day" : Ensure that no vehicles are overspeeding during the day. Ensure that tipper lorries, trucks, tanker lorries, private buses are fitted with functioning speed governors and these are checked.
28.04.2018	"Subhayatha - Zero Drunken Drive Day": Strict action should be taken against drunken driving and ensure that awareness classes are taken against drunken driving.
29.04.2018	"Subhayatha - Helmet and Seatbelt Day": Ensure strict enforcement on the use of helmets and seat belts. Pillion rider on Motor Cycle should also be advised to wear helmet, on this day.
30.04.2018	"Subhayatha - Digital enforcement Day": Use maximum digital equipments for strict enforcement of traffic rules. Special drives should also be conducted using speed radars, patrolling vehicles etc. Ensure that traffic signal lights/ speed detection cameras are properly functioning in all areas. All DPCs are also directed to furnish an action taken report in this regard to this office and concerned SP, Traffic, Offices on or before 8th May 2018.