

Insurance firm's helmet replica to boost drive

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Pune: An insurance company has manufactured an 8ftX8ft platform-mounted replica of a helmet for taking it to various colleges, malls and public places to sensitize youths about the need to use the protective headgear while riding two-wheelers.

The campaign is in line with the traffic police department's move to make helmets mandatory while riding two-wheelers from January 1.

Deputy commissioner of police (traffic) Tejaswi Satpute and Tapan Singhel, MD and CEO, Bajaj Allianz General Insurance, kick-started the "ProtectionLiya-Kya" campaign by unveiling the helmet replica at Bajaj Allianz House in Yerawada on Thursday.

Satpute said, "We are happy that corporates are initiating awareness campaigns to encourage people to wear helmets and spread the word on safe driving. Negligence about wearing helmets has caused serious injuries and deaths in the city. Our aim is to bring down these numbers and make the city's roads safe for people."

Singhel said, "Being an insurer for 27 years, one thing I have realized in the claims we receive is that if people had taken small precautions, things wouldn't have gone so bad. I have noticed that not wear-



Tejaswi Satpute and Tapan Singhel pose alongside the helmet replica

ring helmets is one of the key reasons behind two-wheeler accident deaths. Which is why, as a company, we strongly felt we should try to propagate the importance of wearing helmets. Hence, we have collaborated with the police for our campaign to make the city's roads safer."

Chandramohan Mehra, the chief marketing officer of Bajaj Allianz, said, "We conceptualized the idea of manufacturing a replica of helmet in a creative manner after understanding the mindset of the younger audience on social media."

The replica will also be kept at various open public spaces, where people will be able to take a pledge to drive safely.