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Traffic Police, Bajaj Allianz launch campaign for road safety

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THE PUNE Traffic Police has launched a joint campaign #ProtectionLiyaKya with Bajaj Allianz General Insurance to encourage two-wheeler riders to wear helmets.

Tejaswi Satpute, Deputy Commissioner of Police (Traffic), Pune and Tapan Singhel, MD and CEO, Bajaj Allianz General Insurance, kickstarted the campaign by inaugurating a large helmet at Bajaj Allianz House recently. Such helmet structures will be placed at various public places in Pune like shopping malls and colleges, where people can make a pledge to drive safely.

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

Singhel said the "campaign ...is a very small thing, but will make a big difference in the lives of people and their families".