TAFE joins chennai traffic police to promote Road Safety

TAFE, India's second largest tractor and farm equipment manufacturer, and Chennai Traffic Police jointly hosted the Helmet Awareness Campaign. Hundreds of helmets and pamphlets on the danger of not wearing helmets were distributed to the commuters on the Road Safety week. Chandran, Assistant Commissioner of Police, Traffic, Flower Bazaar, distributing the helmets.

City Traffic Police are on a Helmet awareness drive as a part of the 26th Road Safety Awareness week. At a drive held near Rajiv Gandhi Government General Hospital organised by the cops in association with TAFE India, a bike rider injured in an accident was the mascot. —DC
Helmet awareness campaign:
The Chennai traffic police and Tractors and Farm Equipments Ltd (Tafe) organized a ‘Helmet Awareness Programme’ on Monday. DCP (traffic) Magesh Kumar flagged off the event near Madras Medical College, Park Town. The programme was also conducted at Mint Junction, Tollgate Junction, Puzhal junction and Andarkuppam section.
Helmet distribution, rally mark road safety week

TAFE and Chennai Traffic Police partnered to promote road safety. The event included free distribution of helmets.

Magesh Kumar, Deputy Commissioner of Police — Traffic, flagged off the event at Madras Medical College Traffic Signal, Park Town.

This programme was also conducted in other locations including Mint Junction, Tollgate Junction, Puzhal Junction and Andarkuppam Junction.

TAFE supported this campaign by facilitating hundreds of helmets for distribution, handing out pamphlets on the dangers of not wearing one and printing banners on road safety.

In another event, Yamaha Motor India and Chennai Traffic Police organised a one-day road safety awareness campaign.

A large number of college students holding banners with slogans on traffic rules, participated in the campaign and distributed pamphlets containing safety messages.

The awareness campaign was held at 20 major traffic signals intersections including Egmore railway station.
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TAFE joins Chennai traffic police to promote Road Safety

**Distributes helmets to road users**

Chennai, Jan. 12: TAFE, India’s second largest tractor and farm equipment manufacturer and Chennai Traffic Police partnered to promote road safety and strive towards making the roads of Chennai safer. The event included free distribution of helmets and was held early on Monday, 12th Magesh Kumar, Deputy Commissioner of Police - Traffic, flagged off the event at Madras Medical College Traffic Signal, Park Town featuring the Helmet Awareness Program which targeted locals from the suburban parts of Chennai, who considered wearing helmets unnecessary and saw it as a financial burden. This program was also conducted in four other locations, namely, Mint Junction, Tollygate Junction, Puzhal Junction and, Andarkuppan Junction.

TAFE supported this campaign by facilitating hundreds of helmets for distribution, thousands of pamphlets on the dangers of not wearing helmet and hundreds of banners on road safety covering the entire city and even more.

TAFE as a responsible corporate citizen has always focused on playing a proactive role in preserving the environment and nurturing society. For the second consecutive year TAFE has partnered with the Chennai Traffic Police to create awareness and encourage citizens to adopt safety measures while driving. The Helmet Awareness Program is a realisation of TAFE’s philosophy of ‘Cultivating the World!’ It is TAFE’s attempt at cultivating a safer Chennai.

T. R. Kesavan, COO, TAFE reiterated this, “As a responsible corporate citizen – TAFE believes in promoting relevant public awareness campaigns. Last year TAFE initiated the ‘Voice Against Noise’ campaign in association with the Chennai Traffic Police and this year we are glad to continue our association to support the Helmet Awareness Campaign across Chennai city.”

The Chennai Traffic Police took major steps to raise awareness about unsafe practices that lead to accidents during the road safety week this year. On-ground activities were organized throughout the week about road safety which involved educational banners, safety posters, safety films, pocket guides and leaflets.

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TAFE and Chennai Traffic Police jointly hosted the ‘Helmet Awareness Campaign’ in the city today which saw DGP Ashok Kumar distributing helmets to the commuters.