

## TAFE joins chennai traffic police to promote Road Safety

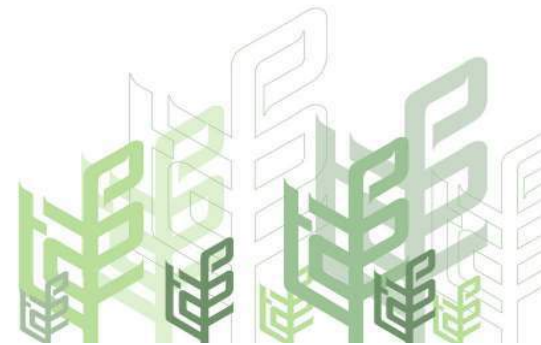


TAFE, India's second largest tractor and farm equipment manufacturer, and Chennai Traffic Police jointly hosted the Helmet Awareness Campaign. Hundreds of helmets and pamphlets on the danger of not wearing helmets were distributed to the commuters on the Road Safety week. Chandran, Assistant Commissioner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

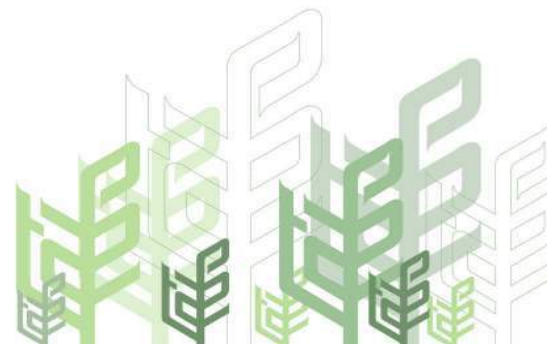


**HELMET AWARENESS**

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

**T**AFE 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.

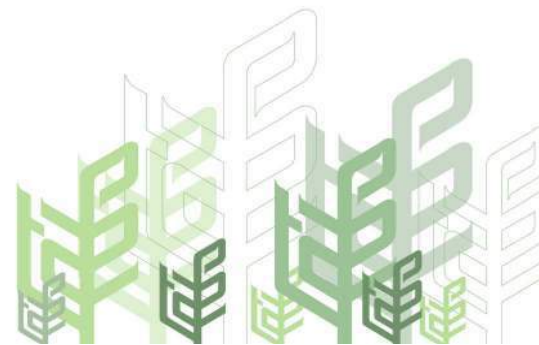
This programme was also conducted in other locations including Mint Junction, Tollgate Junction, Puzhal Junction and Andarkuppam Junction.

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.







## போக்குவரத்து போலீசாரோடு இணைந்து சாலை பாதுகாப்பு: பொதுமக்களுக்கு 'டாபே' வழங்கிய இலவச 'ஹெல்மெட்'

சென்னை, ஜன 12- சென்னை மாநகர போக்குவரத்து போலீசாரோடு இணைந்து 'டாபே' நிறுவனம் இன்று சென்னை நகரில் சாலை பாதுகாப்பை நடத்தியது. நூற்றுக்கணக்கானோருக்கு ஹெல்மெட்களை இலவசமாக வழங்கியது.

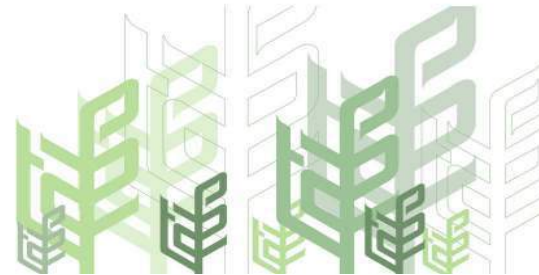
தலைக்கவசம் உயிர்க்கவசம். சாலை பாதுகாப்பு உயிர் பாதுகாப்பு என்று வலியுறுத்தி சென்னை மருத்துவக் கல்லூரி போக்குவரத்து சிக்னல் அருகில் விழிப்புணர்வு பேரணி நடந்தது. இதை போக்குவரத்து

போலீஸ் துணை கமிஷனர் மகேஷ் குமார் துவக்கி வைத்தார். தங்கசாலை சந்திப்பு, டோல்கேட் சந்திப்பு, புழல் சந்திப்பு, ஆண்டார் குப்பம் சந்திப்பு ஆகிய இடங்களிலும் பொது மக்களும் சாலை பாதுகாப்பு பற்றி விளக்கப்பட்டது. தலைக்கவசத்தின் அவசியம் பற்றி அறிவுறுத்தப்பட்டது.

1000 துண்டு பிரசுரங்கள், நூற்றுக்கணக்கான பேனர்களுக்கு ஏற்பாடு செய்திருக்கும் 'டாபே' நூற்றுக்கணக்கான இலவசமாக வழங்கியது.

'டாபே' நிறுவனத்தின் தலைமை நிர்வாகி டி.ஆர்.கேசவன் பேசுகையில், கடந்த ஆண்டு 'சத்தத்துக்கு எதிரான குரல்' என்ற இயக்கத்தை வெற்றிகரமாக நடத்திய 'டாபே' நிறுவனம் இந்த ஆண்டு ஹெல்மெட் அவசியத்தை வலியுறுத்தி இந்த விழிப்புணர்வு இயக்கத்தை நடத்தியுள்ளது என்று கூறினார்.

இந்தியாவில் மிக அதிக அளவில் டிராக்டர் உற்பத்தி செய்து 2ம் இடத்தை பிடித்துள்ள நிறுவனம் 'டாபே' என்பது குறிப்பிடத்தக்கது.







# TAFE joins Chennai traffic police to promote Road Safety

## Distributes helmets to road users

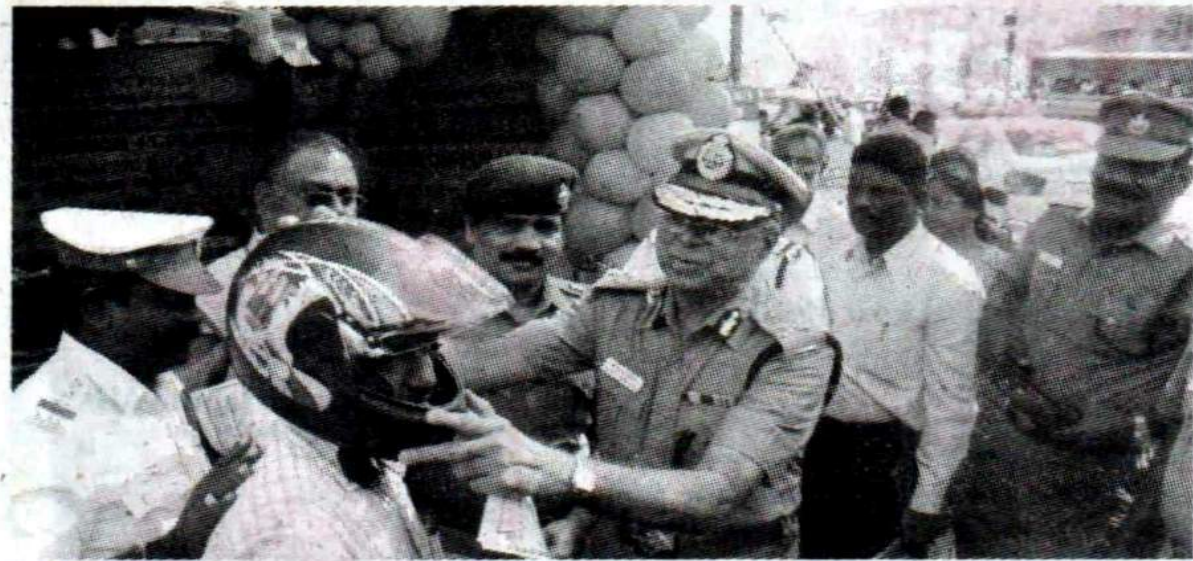
Chennai, Jan. 12: TAFE, India's second largest tractor and farm equipment manufacturer and Chennai Traffic Police partnered to promote road safety and strive towards making the roads of Chennai safer. The event included free distribution of helmets and was held early on Monday, 12th Magesh Kumar, Deputy 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, Tollgate Junction, Puzhal Junction and Andarkuppam 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.





**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.**

