



R.V. Institute of Management

RVIM Centre for Social Responsibility

CA-17,36th Cross,26th Main, Jayanagar 4th 'T' Block, Bangalore 560041

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TITLE OF THE EVENT:**ROAD SAFETY****Category** : Interview**Date** : January 2016**Location** : Traffic Management Centre**Time** : 11.00am**Partnering
Institution/Supported by :****Traffic Management Centre**

Participation breakup

TOTAL : 14 Students : 8 Staff: 2 Public/Others: 4

Objectives to be achieved

To spread the message of road safety through Newsletter

The students interviewed the ACP Traffic in the Office with prior permission. The interview was published in the Newsletter RVIM News Desk in Republic Day Special Issue. The newsletter has a circulation of around 500 readers.

Report Summary

IMPACT NOTES- The interview published in the newsletter had reached around 24 institutions in R V Group Bangalore. The students were informed about the Public Eye and were able to understand the important causes of road accidents after viewing the videos in the centre.

Participants

- 1.Jallaludin
- 2.Keerthana
- 3.Tamanna
- 4.Deepak
- 5.Venella
- 6.Koushik
- 7.Praveen
- 8.Swetha

R.V. Institute of Management
Bangalore - 560041

Coordinator
RVM Centre for Social Responsibility



Rashtrveeya Sikshana Samithi Trust

R.V. Institute of Management

CA-17, 36th Cross, 26th Main, 4th T Block, Jayanagar, Bangalore - 560 041.

Affiliated to Bangalore University, Recognized by Government of Karnataka, Approved by AICTE, New Delhi

ACCREDITED BY NAAC WITH "A" GRADE

Ref:785/RVIM/MBA/2015-16

01.02.2016

Dr. M.A.Saleem
Additional Commissioner of Police (Traffic)
Traffic Management Centre
Infantry Road
Bangalore

Sir,

Greetings from RVIM

The Republic Day 2016, Special Edition of in-house newsletter 'RVIM News Desk' was released on January 26.

Your interview conversations with the students are in Page 5 of the newsletter. I thank you for providing your valuable time to interact with the students and I am sure your message on road safety will reach all the students community and large group of visitors in RVIM portal.

Further, your suggested research topics shall be taken up in the forthcoming semester classes commencing from March 2016.

Thanking you
Yours faithfully

Dr.T.V.Raju
Director



Encl: Two copies of the newsletter 'RVIM News Desk'

Ph : 080-42540300, 26547048 ● Fax : 080-26654920 ● E-mail : contact@rvim.edu.in ● Website : www.rvim.edu.in

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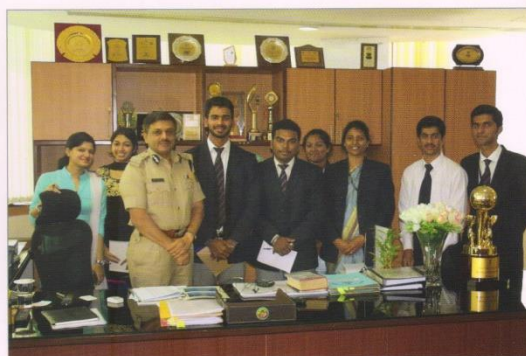
Focal POINT

Dr. M A Saleem- Additional Commissioner of Police (Traffic)
speaks to CSR Volunteers of RVIM

Bangalore
Traffic Police -3,50,000
followers on Facebook
and 70,000 followers
on Twitter

Road discipline
comes from
two things
1. Self- discipline
2. Stringent laws

Reach out to
Bangalore
Traffic Police
on WhatsApp
7259 100 100



Student: Sir, we are happy to meet you. Can you kindly tell us about the Traffic System in Bangalore?

Dr. M A Saleem: Traffic Police covers three major areas, firstly, regulation of traffic, secondly enforcement of traffic laws and thirdly, road safety. The problems of traffic congestion, non-adherence of traffic rules & increase in vehicle movement have added to the woes of traffic police. There is a huge responsibility on the traffic police to overcome these problems. Therefore, we have used technology in booking cases against violators of traffic rules. We are also successful in reducing accidents and ensuring road safety. We also have initiated stringent measures and actions against

drink & drive, riding without helmets, not using seat belts etc.

Student: Sir, can you please suggest some of the ways to overcome traffic problems in the city?

Dr. M A Saleem: To reduce the traffic problem in the city, we should have adequate public transport, so that people are encouraged to travel in the public transport.

Student: Have you thought of making a separate lane for ambulance in the existing roads?

Dr. M A Saleem: The width of the road does not support us. Bangalore is the most ambulance-friendly city. Here people voluntarily give way to ambulance.

Traffic police also turn on green mode whenever they see an ambulance. In fact we did seven green corridor this year for organ transplant, where time is very limited.

Student: Do you feel enforcement of strict laws can reduce accidents on road?

Dr. M A Saleem: Definitely, to reduce accidents citizens should have good road discipline. Road discipline comes with two things; firstly, Self-discipline to enforce stringent laws. Such laws will deter from violating traffic rules.

Student: How is the response of public on Public Eye?

Dr. M A Saleem: The response of public is quite good as around 46,000 people have registered with the



Interview with ACP Traffic



Group Photograph



To View the Video

Use Link : <https://www.youtube.com/watch?v=Vjj39MknOkY>