

## Fortis Hospital and Traffic Police, Navi Mumbai Flag-off The 'Road Safety Campaign'

~ Campaign spanning two weeks to include Road Safety Rally, Women's Helmet Rally, street plays etc. ~

~ Engage Traffic & Police Force, NSS students, college students for the activity ~

**Navi Mumbai, 11<sup>th</sup> Jan '16:** Fortis Hospital, Vashi in association with Traffic Police, Navi Mumbai, on Sunday launched a holistic 'Road Safety Campaign' aimed at reducing fatalities and injuries resulting from road accidents. This unique initiative driven by Fortis Hospital, Vashi, runs from 10<sup>th</sup>-23<sup>rd</sup> January, with support from Navi Mumbai Traffic Police and Navi Mumbai Police departments. Launch ceremony of the campaign was attended and supported by versatile Actor Boman Irani, Prabhat Rajan, Commissioner, Police, Navi Mumbai, Vijay Chauhan, Addl. Commissioner, Police, Navi Mumbai, Arvind Salve, Dy. Commissioner, Traffic Police, Navi Mumbai and Dr. Bipin Chevale, Facility Director, Fortis Hospital, Vashi.

The campaign was flagged off with a Walkathon for the residents of Navi Mumbai and Fortis' Road Safety Mobile Van was also unveiled as first leg of the campaign. The campaign will comprise of road safety drills, first aid trainings at school and collages, street plays with NSS students, Women's Helmet Rally, 'Show way to an ambulance' programme and flash mobs across high footfall areas.

**Actor Boman Irani**, who has been associated with many Civic campaigns in Mumbai, was the Chief Guest at the launch ceremony. He said, *"These days, people begin driving at much younger age. While the energy of youth is welcome, I think the young generation must be more careful and cautious while driving. All activities that this campaign will drive, will effectively and meaningfully engage with the citizens to spread a message that is extremely crucial. I am happy to be associated with Fortis Hospital's campaign that has a noble objective of road safety and saving lives"*.

Addressing the supporters at the launch of the Road Safety Mobile Van, **Prabhat Rajan, Commissioner, Police, Navi Mumbai**, said, *"With increase in number of young drivers and newer cars on the roads, Road Safety has emerged as one of the major concern for Navi Mumbai. A number of accidents and deaths will be averted if road safety measures are inculcated and followed by drivers and pedestrians. We appreciate Fortis Hospital, Vashi's efforts in this direction with the Road Safety Mobile Van, skits, etc. which will help in educating citizens about the cause"*.

Addressing the gathering of people at the launch of the campaign, **Arvind Salve, Dy. Commissioner, Traffic Police, Navi Mumbai**, said, *"This is a much needed step to bolster our efforts to sensitize drivers about Road Safety. We hope to reach over 50,000 people with this campaign that will engage them through various activities. With support pouring in from citizens of all ages, we are sure to establish the importance of Road Safety and enrich lives of*

*Navi Mumbaikars. In 2015 alone 604 instances of road accidents were reported in Navi Mumbai, which were 17% more than the previous year. The onus of our safety is on ourselves and we must follow traffic rules to ensure our safety and also save lives of other people who are in distress”.*

**Dr Bipin Chevle, Facility Director at Vashi’s Fortis Hospital,** said, *“Risk of road accidents and consequent injuries have been rising every day. The aim of our Road Safety Mobile Van is to create awareness amongst people on precautionary measures to be observed while driving and while walking on the road. Fortis Hospital is happy to be associated with this campaign that will go a long way in saving precious lives. We are thankful to all the stakeholders - Traffic Authorities, Police Authorities, Students from Schools & Colleges and the members of the community – for being part of this campaign.”*

A number of other hi-impact events are planned to as part of Navi Mumbai’s Road Safety campaign which will leave a lasting impact on the community. Many injuries and deaths are caused due to the motorcycle riders’ avoiding helmets, to address this issue, a Women’s Helmet Rally is planned on 16th January, wherein women bikers will educate people on importance of wearing helmets while riding 2-wheelers. To emphasis the importance of giving way to life-saving ambulances, a ‘Show Way to an Ambulance’ rally is being organized on 17th January.

--

**About Fortis Healthcare Limited:**

Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 54 healthcare facilities (including projects under development), approximately 10,000 potential beds and 306 diagnostic centres.

**For more information, please contact:**

**Fortis Healthcare:**

**Priya Bendre - 77385 70894**

[priya.bendre@fortishealthcare.com](mailto:priya.bendre@fortishealthcare.com)