



INNOVATIVE METHODS OF ROAD SAFETY PROPAGATION



Sri. K. C. Mahali, IPS, Commissioner of Police, Coimbatore city,
inaugurated the Road Safety Show

Venue: CODDISSIA Trade Fair Centre, Coimbatore.
Conducted on 5th to 8th September 2008

Devised by:

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Tamilnadu Police Traffic Wardens Organisation

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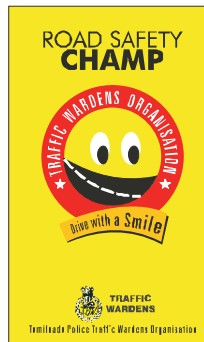
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The Show

We want to
add smiles on
Coimbatore's roads

The Award



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The Contest

Rangoli on Road Signs

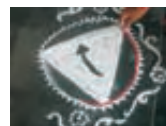
Theme: Road signs to be drawn using rangoli medium

Objective: To make people understand why road signs are in different shapes and what it means

Mandatory signs Round in shape and it is a legal offense to violate them.

Cautionary signs Triangle in shape, gives warning.

Informatory boards Gives information.





The Contest

Interview with Future Road Users

Theme: Interview

Objective: To Discourage them from attempting to drive on public roads without valid license and reason with them why they should not



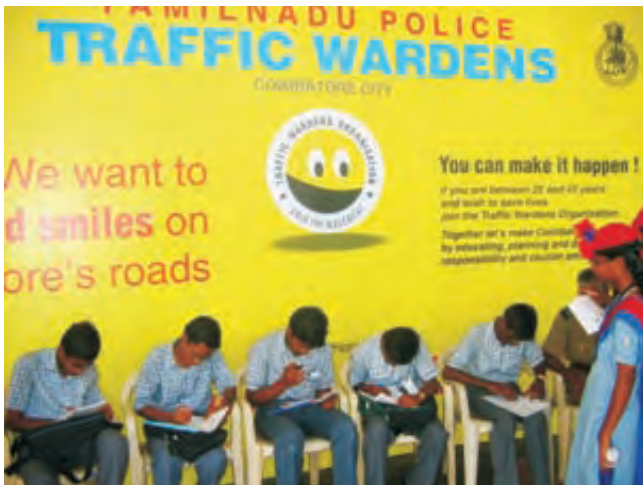


The Contest

Written Quiz

Theme: Written and Oral quiz on Road Safety and signs

Objective: What and What not to do on the road



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The Contest

Poem Reciting Contest

Theme: Road Safety Poem to be recited loudly and with rhiming

Objective: Direct involvement in Safety aspects on road





The Contest

Balloon Blowing

Theme: Balloon to be blown bigger but should not burst. The bigger balloon wins

Objective: Slow and steady wins the race
Hasty act safety lost
Race in life not on road
Speed thrills but kills
Go slow unless you have an appointment with god
Drive with care life has no spare





The Contest	Smiling Contest
Theme: How you would smile if the roads are rosy and drive pleasant	
Objective: Initiating the cause of Enhanced Road Safe practices	

The Contest	Essay Writing
Theme: On Why Lane Discipline	
Objective: Lane discipline and driving fast and safe	

The Contest	Suggestions Writing
Theme: Suggestion to improve any one location in city	
Objective: Direct public involvement in road designs and understanding road user difficulties	



The Contest

Signal Corner

Theme: Like a music chair, here the signals are placed upside down and the person sitting on a No Parking board loses.

Objective: Education on the importance of obeying Parking and No Parking signs





The Schools





Why

It is always a dream for anybody to have a beautiful road full of green and flowers making their travel to work and back home pleasant. Hardly anyone will say no to this. However in practical we behave in contrast, we fail to believe that such scenario is possible only when there is tolerance, collective thinking, and continued efforts.

The tolerance level in various sections of people, directly depend on the level of acceptance of other's mistake. Continuous irregular movement of vehicular traffic increases frustrations leading to congestions and accidents.

We the Traffic Wardens Organisation of Coimbatore city, want very much to change this attitude of the general public. We understand such attempts can be successful only if it is interestingly innovative and with direct public participation.

Hence we say

**We want to
add smiles on
Coimbatore's roads**



*Tamilnadu Police Traffic Wardens Organisation
Coimbatore City Unit*



The Traffic Wardens Organisation and Road Safety Patrol Cadets of Coimbatore city, has been successful in conducting Road Safety Show using innovative methods in the Consumer Show conducted at the CODDISSIA Trade fair Centre during 5th to 8th September 2008.

The show was attended by around 40,000 people of which one third were children. The show attracted all sections of people as it involved direct ON SPOT CONTEST and immediate results and awards. We were happy to find people take Road Safety a primary objective and have involved irrespective of age. We could see a 45 year old person participating in a balloon blowing competition and women participating in highly physical oriented contests like holding a wet brick with two fingers for 60 seconds.

Fourteen, 15 minutes On-Spot contest and 2 plays were conducted by the Traffic Wardens and the Road Safety Patrol cadets for the general public.

The contests and games conducted:

1. Rangoli on Road Signs
2. Police Hand signal No. 4
3. Interview with Future Road Users
4. Sign Board Quiz
5. Written Quiz
6. Slogan Writing Contest
7. Poem Reciting Contest
8. Mono Acting by RSP
9. Balloon Blowing for kids
10. Pencil Sketching
11. Smiling Contest
12. Talk Show
13. Essay Writing Contest
14. Suggestion Writing Contest
15. Signal Corner
16. Street Play by RSP



The Contest

Police Hand Signal No. 4

Theme: A wet brick to be held in an outstretched hand with two finger for 60 seconds

Objective: To make people understand the difficulty of a police man showing signal on road for four hours in pollution and heat. Basic duty by any road user is to respect their signals.





The Contest

Sign Board Quiz

Theme: Open Quiz on Traffic Sign Boards

Objective: Why road signs are in different shapes and what it means
Mandatory signs Round in shape and it is a legal offense to violate them.
Cautionary signs Triangle in shape, gives warning.
Informatory boards Gives information.





The Contest

Slogan Writing Contest

Theme: Two lines slogan to be written

Objective: Direct involvement in Road Safety subject.



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The Contest

Mono Acting by RSP

Theme: Drunken driving concepts

Objective: Advantage of easy propaganda of difficult themes





The Contest

Pencil Sketching

Theme: On what not to do on the road

Objective: Creative thinking levels and new ways to approach subject





The Contest

Talk Show

Theme: Road Safety Talk by renowned personalities

Objective: Safe Road Practices





The Contest

Street Play by RSP

Theme: Mobile phone and driving, careless crossing on roads, overloading auto rickshaws and taxis with children, drunken driving

Objective: To make people understand on what happens next on such unsafe road practices.





The Conclusion

The Event was an immediate success as we have received requests from at least 10 schools from rural Coimbatore towns for commencement of RSP programs.

Road Safety Education does have acceptance from public as it was mostly interactive and general. The show has certainly reminded people of their social responsibility.

At least 50 parents have promised to their children on usage of helmets and seat belts on the show.

More than 1000 women have been made understood of Road Signs so that they will educate their children and family on Safe Road Practices.

300 winners of various competitions were awarded “Road Safety Champ” award.

The awards (a beautiful looking shield) when placed in their house hold show case will talk about itself for years to come. And naturally The Champ will share his experience all the time.

33 Road Safety Patrol from three schools and the Traffic Wardens conducted the entire show. M/s Dinamalar publications has announced awards and certificates to all 33 RSP students, who have displayed their extraordinary skills in bringing this event to a tremendous success.

Of all, the event has given the Traffic Wardens Organisation of the Coimbatore city enormous motivation and will to do similar programs extensively including colleges students and as well two wheeler users of big industries of Coimbatore.

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