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L-R: Dinesh Kumar Gupta, Additional CP (Traffic); Vijayanta Arya, Additional CP (Traffic); Dr Girish Tyagi, President, Delhi Medical Association (DMA); Dr Ashok Kumar, Director, RML Hospital; Sanjay Tyagi, (Joint CP) Traffic; Dr Kaushal, Medical Superintendent, RML Hospital; and Dr Meenakshi, DMA

No helmet, no ride: Safety hits the Capital's streets

Delhi saw a week full of action as the **Delhi Traffic Police** wrapped up its helmet awareness drive on March 20, marking World Head Injury Day. The campaign ran across the city from March 16 to 20, ending at Traffic Training Park, Baba Kharak Singh Marg.

From busy junctions like Pitampura and Karol Bagh to Najafgarh, teams spread the message loud and clear: Wear a helmet. There were on-ground sessions, survivor stories on social media, and even free helmet distribution. Around 80 YMCA and YWCA students joined in.

With over 17,000 challans issued, the drive mixed awareness with strict action to push safer riding habits.

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"Many accidents can be prevented with something as simple as wearing a helmet, yet people continue to take that risk. With this drive, we didn't just talk about awareness, we backed it with action by educating students, amplifying survivor stories on social media, distributing helmets, and issuing around 17,000 challans to drive the message."

DINESH KUMAR GUPTA, ADDITIONAL COMMISSIONER OF POLICE, TRAFFIC



The week-long initiative saw helmet distribution drives, on-ground sessions, and survivors' tales