

PUBLIC AWARENESS CAMPAIGN AND SAFETY DRIVES

(A). SAFETY DRIVES, CIRCULARS, BULLETIN & ALERT ADVISE

(i) SAFETY DRIVES

NO. OF SAFETY DRIVES	NO. OF CHECKS	STAFF COUNSELED	IRREGULARITIES	ACTION TAKEN
73	1913	3969	66	All attended

(ii) SAFETY CIRCULAR – 27 (Upto Mar., 2011)

(iii) SAFETY BULLETIN – 15 (Jan.-Mar., 2011)

(iii) ALERT ADVISE – 09 (Upto Mar., 2011)

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(B). PUBLIC AWARENESS CAMPAIGN		
SN	Activity	Nos.
1	Meeting at Village Panchayat	124
2	Petrol Pumps	30
3	Road Side Dhabas	34
4	Taxi/Auto/Bus stand	63
5	Schools	25
6	Distribution of pamphlets	16290
7	Display of posters	1302
8	Ambush checks	485
9	Counseling of road users	16614
10	Counseling of LPs/ALPs	777

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(C). Nukkad Natak		(Upto March, 2011)
Location	No. of Nukkad Natak	No. of villagers/road users counseled
Gram panchayat	43	1943
Village	34	2502
Dhabas	20	535
Bus/Taxi stand	23	653
Krishi Mandi	01	26
NAREGA site	05	310
Petrol Pump	01	31
School	04	176
TOTAL	131	6176

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(D). ADVERTISEMENTS IN NEWSPAPERS

SN	DIST	NO	DETAIL OF NEWSPAPERS
1	AII	11	Rajasthan Patrika, Dainik Bhaskar, Dainik Navjyoti, Hindu Sindhi, Bharat Bhumi, Adhunik Rajasthan
2	UDZ	10	Rajasthan Patrika, Dainik Bhaskar, Pratha Kaal, Udaipur Express, Aprahan Times, Pukar
3	BHL	05	Rajasthan Patrika, Dainik Bhaskar, Lok Jeevan
4	SOH	04	Prabhat Abhinandan, Maru Lahar, Jaagrook Times.
5	COR	02	Jai Kanthal
6	DNRP	02	Vangur Doot
TOTAL		34	

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(E). SMS TO ROAD USERS

Items	Figure	Text of Message
Registered mobile No.	8780 Nos*	¼½ <i>बनक/उक / संप</i> ekuojfgr QkVd ij l fuf' pr dj yaf d jsyxkMh fudV ughag ¼vtej eMy] m-i-j-½
Frequency to sending SMS	Alternate day	½½ <i>बनक/उक / संप</i> ekuojfgr jsyos QkVd l ko/kkuh l s i kj djA ¼vtej eMy] m-i-j-½
Total sent SMSs	63,000	¼½ “Avoid Accidents” Avoid accidents at Unmanned Railway Level Crossing, first STOP & LOOK then GO (Ajmer Division, NWR)

* The detail of road users like mobile number, licence number and vehicle registration number collected during safety campaign and Nukkad Nataks with signatures.