SAFAR
ROAD SAFETY WEEK PROGRAMME
(12-07-2006 To 18-07-2006)

12-07-2006 : F.N.: Inauguration of the Programme
A.N.: Sensitization of
   - Owners of motor vehicles of different categories
   - Licence holders of driving schools

13-07-2006 : Refresher / Awareness programme for drivers of different
categories of Vehicles

14-07-2006 : Medical camp for motor vehicle drivers

15-07-2006 : Sensitization of School Children
   - Addressing School Children
   - Essay / Debate competitions

16-07-2006 : Rallies – by
   - School Children
   - Operators of motor vehicles
   - Motor vehicle Drivers

17-07-2006 : - Road Shows
   - Street plays
   - Burrakathas

18-07-2006 : F.N.: Photo Exhibition
A.N.: Valedictory Function

Programmes to run independently at District, Unit and M.V.I. Level Offices.
At Unit and M.V.I. level offices, concentration should be on sensitization of rural
people. Through out the week, publicity vehicles of different categories shall move in
the district.

PUBLICITY:
• Daily press briefing
• Press to be invited to every programme
• Hoardings
• Banners
• Posters
• Pamphlets
• Exhibition of slides in cinema theaters
• Exhibition of the film on Road Safety produced by the department.
  (CDs already supplied during the SAFAR programme in October 2005)