

### **Road Safety Workshop**

On August 9, 2019, a road safety workshop for Helmet Awareness called the “Safe Road Users Initiative” was held in IISWBM. It was a CSR initiative of Eicher Group Foundation along with Kolkata Police in collaboration with Royal Enfield and TRAX (Road safety NGO India). In the workshop, the students learned how most of the accidents are caused due to negligence and unsafe bike-riding and also, the most affected in such accidents are the bikers. They learnt about important road safety measures that one should follow while riding to avoid such accidents. Also it was told that all accidents are not caused due to the rider’s fault but using a helmet can surely minimize the damage caused and save our lives. Short videos regarding road safety and traffic rules were also displayed for the awareness. The officers made this seminar highly interactive by allowing students to ask questions and cleared up any doubts regarding traffic rules and road safety. All the participants were given an ISI marked helmet by Royal Enfield and certificates.