

Thozhan commemorates 'World Day of Remembrance for Road Traffic Victims'

M/s Thozhan organized the event "No more" to commemorate 'World Day of Remembrance for Road Traffic Victims' in Besant Nagar beach on Nov'20th 2016. This day was dedicated to remembering the many millions killed or injured in road crashes and their families and communities, as well as to pay tribute to the dedicated emergency crews, police and medical professionals who daily deal with the traumatic aftermath of road death and injury.

Bereaved parents of Ms. Chithra, Ms. Asha and Ms. Gayathri, the victims of a recent traffic accident in Chennai participated in the event.

Explaining the purpose of the event Mr. Radhakrishnan of Thozhan spoke "About 12.5 Lakh people die every year in traffic accidents across the world and around 1.5 Lakh people die in India alone. Majority of the deaths are due to high speed, drunken driving, violation of safety rules, not wearing helmets and seat belts. The plight of accident survivors is worse. When our team met the families of road accident victims in Chennai, we found that most of them are educated youngsters and many are under 18 years of age. This is shocking and this suffering could've been avoided. We are doing our part to reduce it by organizing such awareness events".

In the event, Mr. Christopher of Life Insurance Corporation explained procedures and answered queries related to Insurance claims in case of road accidents. Mr. Karthik, a first-aid trainer gave demo on giving First-aid during the Golden hour in case of accidents.

Thozhan also demands the government to ensure below to prevent road accidents:

1. Safety should be ensured near School & College premises and in the vehicles meant for students. We have observed that the most affected are the School and College students.
2. As we witness a rise in accidents in highways, we demand implementation of features in Highways to ensure safety.
3. Ensuring standards of vehicles (Compulsory Crash test, ABS and CBS brakes) to avoid accidents.

The event concluded with all the participants in the event taking an oath that they will always follow traffic rules, will always give first-aid to a fellow human being in case of accidents and will continuously participate in Road safety awareness campaign events to ensure a road accident free country.