

# **ROAD SAFETY MONTH (18th January 2021 - 17th February 2021)**

**2021-02-20 14:31:16**

The month-long road safety campaign this year is being observed with the theme "Sadak Suraksha, Jeevan Raksha". The purpose of the campaign is to generate and spread awareness among the masses towards the need for adopting various road safety measures. The urgency for such a unique campaign has arisen due to the fact that more than 1.5 lacs people lose their lives each year in India due to the accidents on the roads. And more painful is the fact that many more are left debilitated causing mental and emotional trauma to their family members as well. Blossomites have also shouldered the responsibility with the Ministry of Road Transport and Highways for spreading awareness on road safety measures

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