Trax Initiateives for WDR 2014

- Trax first introduced WDR concept to Noida Traffic Police (District Gautam Budh Nagar) and in 2013, jointly organized World Day of Remembrance with them.

- For record, Noida is a suburban town of New Delhi and a district of the Indian state of Uttar Pradesh.

- In 2014, Trax approached Transport Department of Uttar Pradesh Government and convinced higher officials to Observe WDR in the entire state.

- As a result Trax became Official Partner for World Day of Remembrance’2014 which was simultaneously Observed across all 75 Districts/Provinces of Uttar Pradesh including Noida.

- During WDR’14 program, Team Trax was personally present at two locations i.e. Lucknow, the state capital and Noida (District Gautam Budh Nagar)
WDR’14 schedule-Uttar Pradesh (India)

Following Programs simultaneously took place across all 75 districts/provinces of Uttar Pradesh.

15.11.2014
- 10:00am- Pledge by Schools and College students to adhere ‘Road Safety Rules’.
- 11:00am to 12:00pm- Workshop on ‘Road Safety Awareness and Traffic Management’. Administrative officials from Transport Department, Various NGO’s and Transport Associations participated in the workshop.

16.11.2014
- 09:30am- Marathon Run was organized wherein School/College Students, School/College Principals, Government Officials and Prominent Citizens took part.
- 05:00pm-06:00pm- Candle Light Vigil for Road Traffic Victims was simultaneously observed at prominent locations across all 75 district HQ’s of Uttar Pradesh.

Web link: www.uptransport.org
Indian State of Uttar Pradesh at a Glance

- Area- 2,36,286 Sqkm
- Population- 2 Billion +
- 4th Largest State of India
WDR’14- Role of Media

- WDR’14 was covered by all local Newspapers prominently.
- From Road Safety point of view, they highlighted district wise problems as well.
- WDR’14 was also covered by Electronic Media as well.
To support WDR’14, in association with DND (Delhi Noida Direct) Flyway and Noida Traffic Police, Trax Road Safety NGO started a Campaign on 13th November 2014, to sensitize daily commuters of DND on various Road Safety Aspects.
Mr. Anurag Kulshrestha - President Trax Road Safety NGO Inaugurated Road Safety Seminar along with Sr. Govt. Officials in Lucknow, Uttar Pradesh on 15th Nov’14.

On 15th Nov’14, Noida Transport Authority organized a Road Safety Workshop. Such workshops were also simultaneously organized across all 75 districts of Uttar Pradesh.
On 16th Nov’14, Transport Department Uttar Pradesh Govt. organized a Marathon at 09:30 am at KD Singh Babu Stadium at Lucknow the state capital. The marathon was simultaneously organized across all 75 districts/provinces of the state.

People from all walks of life participated in the Marathon.
Mr. Anurag Kulshrestha, President Trax Road Safety NGO (2nd from left) attended the Marathon which was organized on 16th Nov’14 at 09:30am at KD Singh Babu Stadium Lucknow, capital of Uttar Pradesh
WDR’14 was observed in a grand manner at the memorial of Mahatma Gandhi, Father of the Nation in Lucknow, capital of Uttar Pradesh. Simultaneously observed in 75 Districts of Uttar Pradesh also.
WDR’14 was jointly observed by Noida Traffic Police and Trax. Mr. Pritinder Singh, SSP Noida, Mr. Rajeev Narayan Mishra – SP Traffic Noida, were present at the program and other senior govt. officials, representatives from various auto unions and general masses were also participated in the program.
National Dailies
• Times of India
• Hindustan Times
• Amar Ujala
• Dainik Jagran
• Punjab Kesari etc…
And many local Dailies Supported the Event.