



PRESS NOTE

R.O.S.E Campaign Day One: 26.08.2022

Today, under the R.O.S.E. campaign launched by the Dadra and Nagar Haveli police carried out an extensive on field drive for traffic awareness and enforcement. During the drive 12 locations were identified where this awareness and regulation was carried out and a total of 120 police personnel including officers were deployed for the drive. During the drive not only, enforcement was done by issuing fine/challan but awareness was also spread among the commuters by gifting them a rose and explaining them pros of following traffic regulations. Undersigned and SDPO DNH, Shri Siddhartha Jain also actively participated in distribution of Roses to commuters and explained them in detail about the ongoing campaign and encouraged them to follow the traffic rules. The teams achieved the following targets at the end of the day:

- Distribution of Rose to 400 people.
- Awareness spread to approximately 3500 people.
- 36 E Challan were issued and Rs. 38,000/- fine collected
- Total 250 challans were issued and Rs. 201500/- fine collected.

Under the campaign to reach maximum number of people the Traffic unit of Dadra and Nagar Haveli will be using various mass media modes (print/audio Visuals), social media, conducting meetings for target groups competitions etc. The undersigned once again reiterates and appeals the citizens of Dadra and Nagar Haveli to follow the traffic rules which is beneficial not only to the individual but also to their Family members.

Sd/-
Shri R. P. Meena
Superintendent of Police
Dadra and Nagar Haveli