



## 'Safety Is in Our Hands': Cyberabad Police Intensify Arrive Alive Road Safety Initiative



As part of the ongoing Arrive Alive road safety initiative, Cyberabad Police continue to strengthen awareness efforts across all sections of society to reduce road accidents and promote responsible driving.

Addressing a gathering during a road safety awareness programme held at Sattva Knowledge Park.

Mrs. Shikha Goel, Director General of Police, V&E, TGCSB & FSL DG, emphasized that road safety is a personal responsibility and not merely about avoiding penalties. She noted a positive shift in compliance, particularly with increased seatbelt usage, but stressed that consistent use of helmets and seatbelts, along with alertness while crossing roads, is crucial for saving lives.

Highlighting the gravity of the issue, she stated that road accidents claim more lives than many other crimes, with nearly 8,000 fatalities reported last year, underscoring the urgent need for behavioural change. She cautioned against

distracted driving, especially mobile phone usage, noting that even a few seconds of inattention can prove fatal.

Speaking on the occasion, Dr. M. Ramesh, Commissioner of Police, Cyberabad, said the Arrive Alive programme is being actively implemented through awareness campaigns in schools, colleges, and public places. He identified major causes of accidents such as over-speeding, drunk driving, rash and negligent driving, signal jumping, wrong-side driving, and mobile phone usage while driving. Reiterating the message, he said, “Speed thrills, but it kills.”

He further highlighted that individuals in the 18–35 age group account for a significant proportion of road accident fatalities and stressed the importance of defensive driving practices.

As part of enforcement measures, Cyberabad Police are implementing “Operation ROPE” (Removal of Obstructive Public Encroachments) to enhance pedestrian safety and improve traffic flow by clearing illegal encroachments on roads and footpaths.

Officials also advised motorists to follow lane discipline, use high-beam/low-beam lights responsibly, and adhere to cautionary road signs. Citizens were encouraged to adopt eco-friendly practices such as walking short distances and carpooling to reduce congestion.

The Police Commissioner further stated that awareness training programmes, with support from NGOs, will be conducted to educate citizens on safe driving practices prior to obtaining driving licenses from the Regional Transport Office.

The initiative reiterates Cyberabad Police’s commitment to ensuring safer roads through a combination of enforcement, education, and public participation.