

Ensuring a safe Uttarayan



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Gujaratis believe in celebrating each festival with enthusiasm. When we think Uttarayan, it is every Gujarati's favourite festival. Ahmedabad's favourite radio station, Radio Mirchi came up with unique initiative to protect lives of Amdavadis from brutal *patang manjha* (thread), by distributing life saving neck safety belts in various parts of the city, ensuring a safe Uttarayan. Every year commuters, especially two wheeler riders get severely injured while travelling on road due to cuts sustained from *manjha*.

To fight this menace, Radio Mirchi in association with Traffic Police Ahmedabad took an initia-

tive to distribute safety belts free of cost at various traffic junctions in the city from January 6 to 12, 2014; Amdavadis are queuing at various traffic points to collect these belts. Additional commissioner (traffic), Harikrishna Patel has been instrumental in conducting this activity and applauded efforts of Radio Mirchi and all the partners of the event supporting this cause.

On this occasion Vineet Sankhla, cardiologist, (Care Institute of Medical Sciences (CIMS) said, "Uttarayan is a festival of kites and should be celebrated without injuring ourselves and others. While driving two wheelers wear helmets and muf-

fler/scarf or 'neck safety belt'. Restrain from using Chinese *manjha*. Following small preventive steps we can have a better and safer Uttarayan."

Sumit Aggarwal, Cluster Head, Radio Mirchi, Gujarat said, "Apart from bringing entertainment to Amdavadis, we intend to evolve as a responsible media company and this activity is a step in that direction."

This Radio Mirchi initiative is presented by CIMS Hospital, in association with Sanghi Cement, The Grand Bhagwati and Boulevard9 Luxury Resort & Spa.

The campaign is receiving fabulous response from Amdavadis.