



KARNATAKA STATE ROAD TRANSPORT CORPORATION

CENTRAL OFFICE: BANGALORE

PRESS NOTE

KSRTC- Accident Awareness Campaign

To bring awareness and prevent accidents, KSRTC initiated the street play **“Idhyaava Saayo Aata?** (What kind of death game is this?) in support of M/s Saarithi Jhalak, is a serious toned satirical street performance, which conveys a strong message, with a pinch of comedy in it, to keep it conversational. The play showcases terrific tragedy happening because of negligence to traffic rules.

This play is based on accident analysis report , on buses operated by KSRTC. This is a startling revelation, a majority of the victims of bus related accidents and pedestrians. The study by KSRTC in collaboration with, World Resources Institute in 5 divisions shows that the 42% of the accidents were result of head on collisions, 32% along the same side of the buses and 25 percent while crossing the roads.

It will come down drastically if 2 wheeler riders are more Cautious on road. So, people should be more responsible towards road safety and wearing helmet by the two wheelers while crossing the busy roads in both NH and inside city and village limits.

The Play not only showcases the problems, but also gives apt solution in a way that connects the audience and makes them think twice before making such faults in future. On the other hand, the play makes youth as its target audience, as most of the incidents happening have been related to them. The five districts are Mysore, Ramanagara, Tumkur, Davangere and Mandya.

Sd/-

PUBLIC RELATIONS OFFICER