

Dear Divine Family,
Greetings of Peace!

National Road Safety Week Activities for year 2013 were inaugurated at Borivali, Mumbai, the National co-ordinating office of the Transport & Travel Wing. Kindly find below a brief report of the event and photographs attached with this email.

‘A Week to overcome Weak States of Mind’ - National Road Safety Week 2013

Brahma Kumaris and Transport & Travel Wing, RERF organized a Grand Launching ceremony of their National Road Safety Week activities on Sunday 30th December, 2012 at their Retreat Centre located at Borivali (E), Mumbai. Res. Dy. Mayor of Mumbai - Bro. Mohan Mithbawkar and Pooja Bedi, Akashdeep Sehgal and Raja Bundela from the cine world were the inspirational Road Safety ambassadors for the occasion.

Actress Pooja Bedi shared that she herself took delight in the ‘Drink and Drive’ trend some 20 years back; however understanding statistics helped her to modify travel practices. Awareness is the key, she reiterated, lauding the Brahma Kumaris’ efforts for saving lives.

TV Actor Akashdeep Sehgal admitted that he no longer drives under the influence of alcohol, but he uses hands-free communication technology while driving. However, as a personal commitment to road safety, he pledged not to do so henceforth, thereby being a source of inspiration for the audience too.

Raja Bundela, Film Actor & Producer emphasized the need for courteous road behaviour as he shared his experience of an encounter resulting in road rage.

Dy. Mayor Mohan Mithbawkar recognized the significance of the topic and acknowledged the noble task of Brahma Kumaris for social benefit. He shared that control over the mind is the best brake.

The other stakeholders present at the occasion included representatives from MERU cabs, RTO, BEST and Traffic Police, besides the other road users in the audience.

BK Divyaprabha, the National Coordinator for Transport & Travel Wing, RERF expressed gratitude for the presence of all the guests and brought to light the fact that safer roads and safer travel behaviour will be the offspring of collaborative efforts.

A short skit featuring legendary characters - Lord Krishna and Arjuna, inspired the citizens to develop responsible travel instincts, and also brought to focus the detrimental effects of drinking and driving, disobedience of traffic rules and over-speeding. The participants were encouraged to pledge for road safety as they took the road safety pledge by signing pledge forms.

Citizens may take the pledge online at

<http://www.bkroadsafety.org/road-safety-pledge>

Also, you may join us at <http://www.facebook.com/BK.Road.Safety>

On Godly Services,
BK Divyaprabha,