

**Report on Guest lecture “31<sup>st</sup> National road safety week” by Mr Rajan Sharma (ACP Traffic zone II Ludhiana) on 16<sup>th</sup> January, 2020.**

Keeping in mind the increasing road accident in our country, Department of Business Administration of GNDEC (Ludhiana) has organized a guest lecture on “31<sup>st</sup> National Road Safety week” delivered by eminent and renowned figure Mr. Rajan Sharma (ACP Traffic Zone II Ludhiana) on 16<sup>th</sup> January, 2020. He was accompanied by Mr. Jaswinder Singh (ASI Traffic Ludhiana), who interacted with the students and suggested them to take few measures which would further help to reduce the accident in our city. Mr Rajan Sharma said that for road safety they are working on three measures: Engineering, Enforcement and Engagement. He highlighted the keyword Banality of Evil. He further discussed that road manners and adherence to traffic discipline are equally important and one needs to follow it. He shed light on the fact that Pedestrian and two wheeler drivers are more vulnerable to accident. He discussed with the students and made them aware of three things which would avoid Road Rage : Be Courteous, Do not taligate and be patient. He emphasized that youth can become the catalyst of change and spread the message to whole mass. Suggestions and feedback were invited from students.

**Enclosed:** Pictures and list of Participants (MBA students)

Alcy  
25/1/20