

No. U1/17273/2012

Police Headquarters

Kerala

Thiruvananthapuram

Dtd. 04.06.2012

Circular No. 11 /2012

Sub:- Badge of Honour for Excellence in Traffic Safety Endeavour-reg

1. Kerala has emerged as very high road accident prone state. Around 4000 lives are lost every year in road accidents and more than 41000 persons are injured. Over Rs. 600 crores are lost to the State. The vehicular population in the state is also increasing at a fast pace.
2. One of the primary responsibilities of the police is traffic regulation and enforcement in order to reduce accidents and to ensure smooth flow of traffic . The police have been discharging this duty tirelessly by initiating or adopting schemes, programmes and innovations aimed at reducing accidents and thereby making road journey safer. The Police Department has undertaken the task of reduction in road accidents as one of its major responsibilities. In addition to better enforcement of traffic rules and regulations, the department undertakes to organize various traffic awareness programmes among various stakeholders with a view to reduce accidents. Police activity has made the roads safer through better traffic enforcement using modern equipments along with widespread traffic awareness campaign among various stakeholders. Both accidents per thousand vehicles and fatalities per lakh vehicles have come down considerably over the past 25 years. In many years accidents and fatalities have actually decreased despite big increase in the number of vehicles. However our road accident death rate is far higher than those available in developed countries. Hence we need to strive harder.
3. Traffic accident reduction requires considerable personal application and devotion to duty. This is to be encouraged and appreciated. Therefore it is decided to motivate and recognize excellent traffic related work done by police officers of the ranks from PCs to SPs by rewarding them with the "Badge of Honour for Excellence in Traffic Safety Endeavour". The selected police personnel will be decorated with the Badge at a befitting ceremony. They will also be presented with a Commendation Certificate issued by the State Police Chief.

4. Traffic Safety Awards should be in the form of a small medal/medallion. It should be preferably in bronze with the same shape and size as that of Detective Excellence award with engravings "Traffic Safety Excellence" on one side with the emblem of Kerala Police and the emblem of Pappu Zebra with Year on the other side; engraved.
5. The criteria for the award would be:
 - a) There should be a minimum of 10% reduction in accident rate in the area when compared to the previous year.
 - b) Lives saved due to timely action by a police officer on traffic duty.
 - c) Innovations introduced and successfully implemented to prevent traffic accidents in any area.
 - d) New methods used in detecting traffic offences where maximum results are achieved with minimum inconvenience to public/ commuters.
 - e) Traffic education, Training, Traffic awareness programmes etc conducted, for the public/children on traffic safety which have led to marked decrease in traffic offences reported.
 - f) Enforcement of speed limits, pedestrian safety, lane traffic, stopping at zebra crossings and red lights through sustained efforts so that traffic deaths/pedestrian deaths in an area reduce considerably.
 - g) Effective use of Janamaithri Suraksha Project, Student Police Cadets, Highway Suraksha Jagratha samithies and by convening regular Road Safety Committees, creating a general accident free environment compared to the previous years.
 - h) The special efforts implemented by the officer in his area to reduce the traffic accidents.
6. Each DPC may recommend each year maximum 3 officers for consideration for the award and forward the recommendation with detailed write-ups to the Inspector General of Police Ranges.
7. Inspector General of Police Ranges shall consider/review the recommendations of DPCs. IsGP Ranges shall send a maximum of 10 nominations from each Range to the SPC. The recommendations shall be

submitted by 15th October in the name cover to the Inspector General of Police, HQ / Traffic.

- 8 The award committee will consists of ADGPs nominated by the State Police Chief and Inspector General of Police, Traffic & RSM will then scrutinize the recommendations and recommend the names of awardees.
- 9 The list of Police Personnel selected for the award will be announced by SPC after considering the recommendations of the committee.
- 10 There shall be only 10 awards given for excellence in traffic enforcement every year.
- 11 The Badge of Honour Investiture Parade/ Ceremony will be conducted once in every year on the closing ceremony of the Road Safety Week (Jan 1 to 7) celebrations.

State Police Chief

Copy To :

ADGsP Crimes, Intelligence, North and South Zones

IGsP All Ranges, DIG Kannur Range

All District Police Chiefs, Rural and City

All CAs in Police Headquarters

Circular Book and Stock File