

Company:	Powertech Engineering
Posted By:	Rana Mesbah (press@ameinfo.com)
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Powertech launches Road Safety Campaign

Powertech Engineering LLC recently launched a HSE campaign on the theme, 'Drive for your Family'. The objective of this campaign is to create awareness among employees on safe driving and to raise their level of commitment towards their family through safe driving habits. A safe driver helps in spreading happiness in his / her family.



Too many road accidents occur in Oman and an analysis reveals that most accidents occurred due to failure to adhere to road safety rules and that those who followed rules could get away without running into a crisis even in many critical situations. Statistics indicate an increase in accidents in Oman this year as compared to the last two years.

Neelesh Sogani, Corporate Manager-HSE, Powertech group explained the significance of the HSE Campaign as during the hotter months, traffic accident count increases. He welcomed everyone to join the initiatives for saving life and causing no harm to the people when we are on the most hazardous place in Oman- that is 'roads' and urged road users to exercise caution and act responsibly when using the roads more so during this Ramadhan.

The campaign themed, 'Drive for your Family' targets not only the impact of accidents on a driver or to his / her company but also the consequences to the family of the victims who have to bear the brunt of accidents.

Every driver is very important for his / her family- may be as a father, mother, brother, sister, son, daughter and so on. He / she is accountable for many responsibilities towards his / her family. Compliance to the simple road safety rules keeps the smile of the family members but any small mistake on road or non compliance can lead to a disaster for the family as it leaves behind a trail of sorrow, tears and unprotected family.

The campaign was rolled out to the employees and the general public and focused on the rules which are made for every one's safety. Compliance to simple rules like no overspeeding, no GSM while driving etc not only helps the individual but also keeps his / her family out of sorrow and sufferings.

All should go home safe to be with their family and enjoy every moment of their life during Ramadhan and finally celebrate this and many more Eids happily with the family. 'Be a responsible and safe driver committed to your family. Drive for your family' was the take home message. As a part of the campaign all were requested to take a Road Safety Pledge.

Notes and Media Contacts

Contact:
Neelesh Sogani

Corporate Manager - HSE
Powertech Engineering LLC
Post Box: 3159, Postal Code: 111,
Seeb CPO, Sultanate of Oman.
T: +968-24552558 Ext: 167
F: +968-24552559

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AME Info FZ LLC - PO Box 502100, Al Thuraya Tower 1, 20th Floor, Dubai Media City United Arab Emirates
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>