

Celebrating DRIVERS DAY on 24th January 2025



CURTAIN RAISER;

Drivers are the most important employees in the public bus transport. It is a fact that without them bus transport may not exist. Our drivers are our life lines, and they come from economically lower sections of the society. They have to be nurtured and taken care well by the organizations to improve the service quality of the public bus transport. There is Mother's Day, Father's Day, women's day, doctor's day, engineer's day but not a driver's day.

To give proper recognition to the community of drivers, ASRTU is promoting the DRIVERS DAY concept. It is to recognise their services to the society in keeping the roads safe. All public bus transport agencies must take this up in a large way to build motivation among the driver's community and improve their morale.

CONCEPT:

To recognize a day for DRIVERS, to show that the society cares for them, to show that the society is indebted to them for their positive contribution to the safety of the society. To give the driver's profession the dignity it deserves.

"IT WILL BE A DAY TO THANK THE DRIVERS FOR DRIVING SAFELY"

There will not be any preaching/teaching/training on road safety on this day. The entire society has to be moved to say THANKS to the drivers who keep the roads safe for others. Everyone has to take a step forward to shake hand with any driver/give flower/give a card and say THANKS for driving safely.

Curtain raiser “DRIVERS DAY” ACTIVITIES:

- 1. Put up banners and posters in different locations urging the society to take note of that day and be prepared to say thanks to drivers.**
- 2. Communicate to all the district officials and other important dignitaries in the society to come forward and thank the drivers with a flower/card etc and post their pictures in the social media so that it encourages others to follow.**
- 3. Communicate to all the schools and colleges to encourage the students to come forward to thank their institutional drivers, to public bus transport drivers and also drivers of other modes. This creates awareness among the students regarding safe driving practices and the importance of driving safely on the roads.**
- 4. Start the process of recognizing the best drivers in the organization so that they can be honored on 24th January 2025.**
- 5. Sending invitations to the schools and colleges to visit the depots and bus stations on that day to appreciate the drivers of public bus transport.**
- 6. Preparations may be taken up to conduct massive rallies by the employees with placards of” THANKS TO THE DRIVERS for driving safely”/ “give dignity to the drivers”/ “respect the drivers” etc.**
- 7. Host art competitions for students in drawing or painting expressing gratitude to bus drivers.**
- 8. Organize essay competitions on topics related to road safety, with a focus on acknowledging the role of drivers.**

9. ASRTU proposes to sponsor 5000/ each for 2 drivers in each corporation. The felicitation may be celebrated in the respective headquarters of the organization in the presence of heads of the organization (MDs/CEOs/GM s).

The GCC operators/hire buses etc may also be directed to participate in this event to ensure that their drivers also get due recognition.

It is therefore requested to initiate actions towards making the drivers days celebrations a grand success and motivate the drivers to improve the service quality.

With regards