



SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA(CO-ED.)

(Sponsored by the Exhibition Society)

UGC AUTONOMOUS INSTITUTION

Affiliated to Osmania University, Approved by PCI-New Delhi

NBA Accredited B. Pharmacy Course, Accredited A+ grade by NAAC



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CIRCULAR

All NSS Volunteers of SNVPMV are hereby informed to attend the launch of “ARRIVE ALIVE – A Campaign for Safer Roads in Telangana” organized by the Government of Telangana.

Date: Monday, 12th January 2026

Time: 3:30 PM

Venue: Kotla Vijaya Bhaskar Reddy Indoor Stadium, Yousufguda, Hyderabad.

The programme will be launched by **Shri Anumula Revanth Reddy**, Hon'ble Chief Minister of Telangana. All NSS volunteers are instructed to participate compulsorily and maintain discipline.

NSS Programme Officer

PRINCIPAL AND PROGRAMME OFFICER
NSS UNIT - I

Principal

PRINCIPAL

Sarojini Naidu Vanita Pharmacy Maha Vidyalaya (Co-Ed.)
UGC Autonomous Institution
Vijayapuri Colony, Tarnaka, Secunderabad-500 017





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**You are Cordially Invited to
the Launch of**



A campaign for safer roads in Telangana

MONDAY | JAN 12 | AT 3:30PM
2026



**KOTLA VIJAYA BHASKAR REDDY
INDOOR STADIUM, YOUSUFGUDA**

Launch by

Shri Anumula Revanth Reddy

Hon'ble Chief Minister of Telangana

B. Shivadhar Reddy, IPS
Director General of Police, Telangana



Report on

Arrive Alive by Telangana Traffic Police

The "**Arrive Alive**" campaign is a state-wide initiative by the Telangana State Police aimed at drastically reducing road accidents and fatalities. The program was officially launched on **Monday, January 12, 2026**, by the Hon'ble Chief Minister of Telangana, Shri Anumula Revanth Reddy, at the Kotla Vijaya Bhaskar Reddy Indoor Stadium in Yousufguda, Hyderabad.

Program Objectives:

The campaign seeks to transform Telangana into a model state for road safety through a multi-faceted approach:

1. Behavioral Change: Shifting public mindset toward a culture of "Defensive Driving."
2. Community Involvement: Engaging students, youth, NGOs, and corporate sectors to make road safety a "people's movement."
3. Targeted Enforcement: Cracking down on high-risk violations such as riding without helmets (including pillion), drunk driving, wrong-side driving, and mobile phone usage while driving.
4. Technological Integration: Using AI, CCTV linkage to Command Centers, and potentially auto-deducting traffic fines from bank accounts to ensure accountability.

During the launch of the "Arrive Alive" campaign, Chief Minister Shri Anumula Revanth Reddy delivered a strong message, framing road safety as a "serious social issue" rather than just a legal one. Key points from the Chief Minister's speech:

1. Comparison to Wars and Crime

The CM highlighted the staggering scale of road fatalities, noting that:

- More lives are lost in road accidents than in wars." He pointed out that while the state saw about 800 murders last year, over 7,500 people died in road accidents.
- He emphasized that a road accident occurs every minute in India, and a life is lost every three minutes.
- He stated that road accidents have become a more serious threat to public safety than cybercrime, drugs, or even violent crimes.

2. Proposals for Strict Enforcement

The CM proposed revolutionary changes to how traffic rules are enforced:

- Auto-Debit Fine System: He suggested that traffic fines (challans) should be directly deducted from the violator's bank account. He directed officials to collect bank details at the time of vehicle registration to enable this automated system.



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- Parental Accountability: He warned that parents would be held responsible if their minor children were caught driving.
- Iron Fist Policy: He called for a "zero tolerance" approach toward drunk driving and underage driving.

3. Institutional & Policy Reforms

- Top Priority Postings: He mentioned that traditionally, a posting to the Road Safety Authority was seen as a "punishment posting," but under his government, it will be a high-priority wing led by DG or ADG rank officers with full powers.
- New Road Safety Law: He discussed the requirement for a new state law to make accident prevention a primary government agenda, similar to specialized wings like HYDRAA or Greyhounds.
- Google Partnership: He revealed that the government has signed an MoU with Google for advanced traffic management and that CCTV cameras across the state would be linked to a central Command and Control Center.

4. Emotional and Social Appeal

- Personal Loss: The CM emotionally recalled the tragic loss of children experienced by his colleagues (like Komatireddy Venkat Reddy) and popular figures (like Babu Mohan and Kota Srinivasa Rao) due to road accidents.
- Culture of Safety: He stressed that even careful drivers lose their lives due to the mistakes of others, which is why awareness must begin at the student level to create a collective "people's movement."

CONCLUSION:

The "Arrive Alive" campaign marks a pivotal shift in Telangana's approach to public safety, moving beyond traditional enforcement to a technology-driven "people's movement." By integrating advanced measures like the auto-debit fine system, AI-monitored surveillance, and stricter accountability for parents and minor drivers, the state government has signaled a zero-tolerance policy toward traffic violations.

The program's success hinges on transforming road safety from a regulatory requirement into a shared social responsibility. As Chief Minister Revanth Reddy emphasized, the goal is not merely to issue fines but to protect lives and prevent the "avoidable deaths" that currently outnumber criminal fatalities in the state. If executed effectively over its 10-day intensive phase and beyond, "Arrive Alive" has the potential to make Telangana a national model for road safety and urban traffic management.

Acknowledgments

We Express our sincere gratitude to the Hon'ble Chief Minister Shri Anumula Revanth Reddy and the Telangana State Police for launching the "Arrive Alive" initiative. Thanks to the transport authorities and participating citizens for their commitment to making our roads safer



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and protecting precious lives through this movement. Special thanks to the Management, Chairman, Director, Principal and Vice Principal for giving us the opportunity to involve in such community programs.

Objectives of the Event

- To create awareness on road safety and responsible road usage.
- To promote adherence to traffic rules among youth and the public.
- To encourage community participation in reducing road accidents.

Impact of the Event

- Enhanced awareness among NSS volunteers about safe driving practices.
- Positive attitude developed towards traffic discipline and public safety.
- Volunteers motivated to act as road safety ambassadors in society.



NSS Volunteers at the stadium for the event





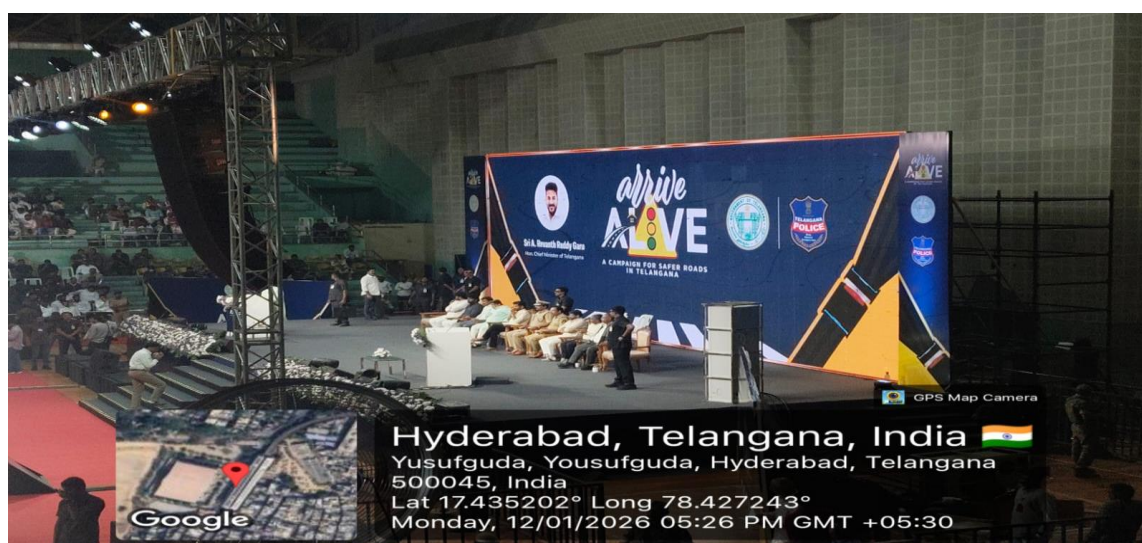
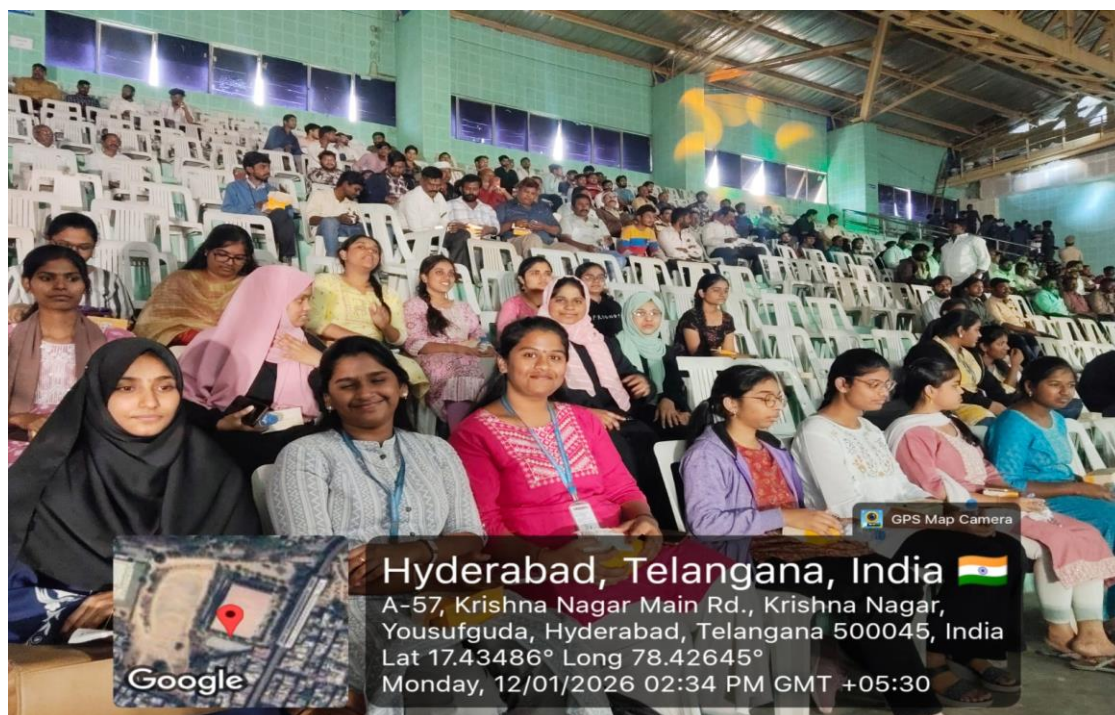
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The stage graced with Honourable Chief Minister – Sri Anamula Revanth Reddy garu



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List of NSS Volunteers attended the program



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ISO : 21001:2018 Certified Institution, NBA Accredited B.Pharmacy Course

Accredited Grade A+ by NAAC

Ref.: SNVPMV/

Date : 12/Jan/2026

List of students participating in the ARRIVE ALIVE Program @Yousufguda

Sl No	Name of the Student	Course and Year
1	Kurapati Sravya Sree	M Pharm 1 st Year
2	Shaik Rizwan	M Pharm 1 st Year
3	Kesaboina Ramu	M Pharm 1 st Year
4	Mankala Kavya	M Pharm 1 st Year
5	Kasture Sudha Rani	M Pharm 1 st Year
6	Boyini Vaishnavi	M Pharm 1 st Year
7	S.R. Shriya Vaishnavi	M Pharm 1 st Year
8	Ranga Krishna Sree	M Pharm 1 st Year
9	Talla Priyanka	M Pharm 1 st Year
10	Anguluri Hari Karthik	M Pharm 1 st Year
11	Pinapati Rishitha	M Pharm 1 st Year
12	Rishika Reddy	Pharm D 3 rd Year
13	Manogna	Pharm D 3 rd Year
14	Sumayya	Pharm D 3 rd Year
15	Rachitha	Pharm D 2 nd Year
16	Parimala	Pharm D 2 nd Year
17	Tanmayee	Pharm D 2 nd Year
18	Navya Reddy	Pharm D 2 nd Year
19	Rishanka	Pharm D 2 nd Year
20	Indrani	Pharm D 2 nd Year
21	Vinutha	Pharm D 2 nd Year
22	Mohammedi	B Pharm 4 th Year
23	Kolanti Javali	B Pharm 4 th Year
24	N. Prahanrshitha	B Pharm 4 th Year
25	Mahek	B Pharm 4 th Year
26	Keerthana	B Pharm 4 th Year
27	Akhil Varoon Varun	M Pharm 1 st Year
28	Rohini	M Pharm 1 st Year
29	Komalika	M Pharm 1 st Year
30	Tharaka	M Pharm 1 st Year
31	Srija	M Pharm 1 st Year
32	Rafya Sultana	M Pharm 1 st Year
33	Nudrath	M Pharm 1 st Year
34	Layasree	M Pharm 1 st Year

H.No. 12-5-31 & 32, Vijayapuri Colony, Tarnaka, Secunderabad - 500 017. Telangana, INDIA.

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	Zeenath	M Pharm 1 st Year
35	Japudi Sriya Kumari	M Pharm 1 st Year
36	Dharithi Das	M Pharm 1 st Year
37	Bayya Sai Akanksha	M Pharm 1 st Year
38	Pandala Ashok Goud <i>Ashish Goud</i>	M Pharm 1 st Year
39	Srilakshmi Surampally	M Pharm 1 st Year
40	Sahithi Kocharla	M Pharm 1 st Year
41	Appanna Keerthi	M Pharm 1 st Year
42	Chinthakunta Poojitha	M Pharm 1 st Year
43	Vishwanath Swetha	M Pharm 1 st Year
44	Kunta Laxmi Priya	M Pharm 1 st Year
45	Mamilla Dedhipya	M Pharm 1 st Year
46	Varkal Asritha	M Pharm 1 st Year
47	Vadla Nikitha	M Pharm 1 st Year
48	Byti Rahul	M Pharm 1 st Year
49	Harini	M Pharm 1 st Year
50	Sai Tejaswini	M Pharm 1 st Year
51	Shreshtha Raj	M Pharm 1 st Year
52	M. Kavya	B Pharm 3 rd Year
53	A. Rani	B Pharm 3 rd Year
54	B. Sushma Priyanka	B Pharm 3 rd Year
55	Madhura	B Pharm 3 rd Year
56	N Shravya	B Pharm 3 rd Year
57	T. Deekshitha	B Pharm 3 rd Year
58	V. Shravani	B Pharm 3 rd Year
59	V. Nikitha	B Pharm 3 rd Year
60	<i>Pravalika</i>	"
61		



Arc

Principal

Sarajini Naidu Vanita Pharmacy Maha Vidyalaya (Co-Ed.)
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