

Respected Sir/Madam,

In India, every year, due to road accidents, over 1.5 lakh people die and more than 4.5 lakh get injured. About 72% of the road accident deaths are in the age group (15 to 44 years). The main reason behind these road accidents is not following or knowing traffic and road safety rules.

Trafficquiz.com (<https://trafficquiz.com>) is a **free-to-use** website developed with the aim of spreading awareness regarding traffic rules and road safety rules among all age groups. Through trafficquiz.com, college students can learn and test their knowledge about traffic and road safety rules in an entertaining way, i.e., by playing quizzes. Even teachers and staff can use trafficquiz.com to refresh their knowledge about traffic and road safety rules. The college transport staff can also regularly use it to learn and be conscious about following traffic rules. The benefit of being online is that trafficquiz.com can be used anytime, anywhere, on any device.

Many students are already benefiting from trafficquiz.com in different parts of the country, and we are hoping to reach out to every college and university in India.

We request that you kindly share the links given below with students, teachers, and the transport staff so that everyone can learn and be conscious about following road safety and traffic rules. This can save many lives.

The links are as follows:

1. **For College Students & Teaching staff:** <https://trafficquiz.com/traffic-quiz-level-1/>
2. **Traffic & road safety rules quizzes in Hindi:** <https://trafficquiz.com/traffic-quiz-hindi-1/>

Why is it necessary?

Road accidents have become a leading cause of deaths and injuries globally. India tops the world with 11% of global deaths in road accidents.

In India, over 1.5 lakh people lose their lives and more than 4.5 lakh are injured in road accidents every year. This not only causes trauma to the families, but accidental deaths also result in an economic loss equivalent to a massive 3.14 percent of GDP each year.

Many of these victims are young college students. In India, about 72% of the road accident deaths are in the age group of 15 to 44 years.

Kindly encourage everyone to use trafficquiz.com regularly (at least once a month) and follow traffic rules. Apart from quizzes, there is other informative material available on trafficquiz.com that is completely free. We hope you will be a part of this initiative. I thank you for your support in advance. Let's make Indian roads accident-free.

If you have any queries, then please reply to this email.

Yours Sincerely,

Team trafficquiz.com

<https://trafficquiz.com>