

Kids take no-honking campaign to hospitals

TIMES NEWS NETWORK

Kolkata: Unnecessary honking not only raises noise pollution, but also can get you fined. People United for Better Living In Calcutta (PUBLIC), a city-based NGO, has started a drive along with schoolchildren to sensitise drivers against honking in front of schools and hospitals.

Along with Kolkata Police, advertising agency Response, a cellular service provider and TOI, around 80 students participated in the no-honking campaign on Wednesday in front of Belle Vue Clinic. Two cars were fined Rs 100 each for flouting norms and honking unnecessarily in front of the clinic.

“Every evening, the entire zone experiences high sound pollution. Despite glo-sign boards indicating the stretch to be a silence zone, drivers simply refuse to follow rules. On Wednesday, we urged them not to honk unnecessarily and to maintain silence in the silence zone. We distributed

leaflets and held placards throughout the 300-metre stretch,” said Radhika Todi, a Class XII student at La Martiniere Girls’ School.

The campaign was conceived and started on April 22, Earth day, on Park Street. “Every week we will hold the campaign in front of hospitals during the summer vacation. After Belle Vue on Wednesday, the next three destinations will be Bhagirathi Neotia hospital, Park Nursing Home and Nightingale,” said green activist Banani Kakkar of PUBLIC.

On Wednesday, Belle Vue Clinic also distributed car stickers for cars entering its premises. The nohorn campaign was taken up during visiting hours at the hospital. “We are trying to sensitise drivers entering hospitals and also those plying in front of schools and hospitals. Thus, the timing is also chosen between 9.30 am and 10.30 am and in the evening between 4 pm to 5.30 pm,” added Chirag Gohil of Birla High Boy’s School.



Schoolchildren carry no-honking placards in front of Belle Vue Clinic