

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:2683
ANSWERED ON:29.03.2012
SMS CAMPAIGN
Gandhi Shri Feroze Varun

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways have launched/proposed to launch an SMS campaign for the awareness of the rail commuters to prevent the accidents; and

(b) If so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI K.H.MUNIYAPPA)

(a): Yes, Madam.

(b): The SMS campaign issues suitable advisories to the road – users in the areas where unmanned level crossings are located. This is done by obtaining the details of subscribers residing around such areas.

More than 2 crore SMS messages have been sent by Zonal Railways in the last month long campaign held in November – December, 2011. The dissemination of safety information through SMSs is an ongoing process.