QU launches road safety campaign

DOHA: A recent seminar entitled ‘Road Safety: A Collective Demand’ served as part of the launch of a road safety campaign at Qatar University (QU). The launch coincided with the 2015 GCC Traffic Week themed ‘Your destination determines your destiny’. The event was attended by QU’s Qatar Road Safety Study Group, which is working in cooperation with students from Media College, and sponsors from Qatar Petrochemical Company (QPC), Doha Health Corporation (DHC), Cebu Pacific Air, and the Traffic Department at the Ministry of Interior.

The seminar aimed to draw attention to the campaign. Diya Naja, who highlighted the urgent need to provide better protection for pedestrians and community members to follow procedures. The event was attended by Dr Nasser Al Khalifa from QRSSC, Brigadier Mohamed Saad Al Khari, Vice-Chair, National Committee for Road Safety, and Director, Traffic Management, QF’s (Qatar Foundation) Khalifa Al Hajj, Director, Media and Community Relations, QU, and Associate Professor of Mass Communication, QU, and faculty, staff and students.

Dr Al Khalifa, vice-chairman of QU’s Qatar Road Safety Study Group, said, “Promoting road safety is a key component of the university’s mission. The university is committed to the safety of its students and the community. We need to reduce the incidence of accidents involving pedestrians and drivers. This commitment is in line with national road safety strategies and values and objectives outlined in Qatar National Vision 2020.”

He said QRSSC’s partnership at GOPC Qatar Traffic Week featuring its studies and programme. “Our contribution to society cannot be overestimated. We are pleased to be a key partner on this issue that is critical to Qatar’s development and progress.’’

Dr Mohammed Yousef Al Mulla, Vice-Chairman & CEO, Cebu, announced support for the road safety awareness campaign and praised the efforts of the campaign, QUSSC and the Traffic Department for contribution to the initiative. ‘’This program encourages positive behavior and can act as an efficient and friendly catalyst to tackle road safety challenges. We believe the campaign will make a difference to road safety in Qatar.’’

Dr Al Khalifa said QRSSC builds on its programmes, campaigns, activities and research in line with National Road Safety Strategy and in support of Qatar Vision 2030. He announced the establishment of Road Safety Club at QU that will organize campaigns, events and seminars to disseminate traffic safety information among students and the wider community.

Brigadier Al Khari said, “These efforts are beneficial to all parties and the Qatar community.”

Dr Al Mulla called for more efforts to promote road safety as a commitment to the university strategy.

Dr Mulla urged the use of media to spread awareness about traffic rules and procedures. ‘’Media plays an important role in human behavior, and many choices in our daily lives are affected by media. Campaigns have a limited time; we need social and traditional media programs to promote awareness. Children’s shows, cartoons and documentaries should be deployed to encourage road safety values.”

Cebu Air to start Manila-Doha flights

DOHA: Cebu Pacific Air (Cebu), a low-cost carrier in the Philippines, will launch twice weekly direct flights to Doha on June 4, the only Philippine carrier flying to Qatar.

The maiden Manila-Doha flight will leave Manila at 11.15am and arrive in Doha at 4.15am to arrive in Manila at 11.45am on Tuesdays and Fridays. The return flight will depart from Doha at 11am on Saturdays and Mondays and arrive in Manila at 10.45am on Tuesdays and Fridays. The carrier will fly three times a week, and flights may vary until seats last. The seat sale is also available for Cebu’s other routes.

The non-stop service leaves Doha on Tuesdays and Fridays at 11.15am to arrive in Manila on Wednesdays at 8am. The return flight leaves Manila on Mondays and Wednesdays at 6.45am and arrives back in Doha at 2.45pm on the same day the service commences. The service will also be used to transport Filipinos working in Qatar.

The flight will be operated by a Boeing 737-900 series with a configuration of 436 seats. CEB also offers fast and convenient travel from June 4 to December 31.

The award coincided with International Women’s Day. “At QNRF, we believe that supporting women and academic and research scholars is crucial to the development of Qatar. It is an opportunity for women undergraduate researchers to showcase their potential and gain exposure for their outstanding works. The recognition of QNRF’s most popular is also an opportunity for the wider community outside of the academic or scientific realm to gain insight into the research activities undertaken by Qatar youth with the support of QNRF,” said Dr Abdul Rattar AlTamimi, Director, QNRF.

“QNRF believes that facilitating research opportunities for under- graduates is an important area of direct relevance to QRSSC, and a crucial part of the development of a sustainable knowledge-based economy, as well as not only encouraging a research culture among the youth, but also helping them pursue sincere research and scholarly work,” he added.

The competition, in its seventh, is the culmination of work by the great. The contest starts at 9am and ends at 1.30pm and is open to public attendance. It will see undergraduate researchers presenting the findings of their work in front of the public in an area of direct relevance to QRSSC.