

Introduction of Modern Trends in City Traffic Police (CTP) Rawalpindi: A Role of Personality Leadership

Adnan Mehr

Ph.D. Scholar-History, Department of History and Pakistan Studies

International Islamic University, Islamabad

Email: adnan.phdhis38@iiu.edu.pk

Received on: 06-01-2025

Accepted on: 10-02-2025

Abstract

Chief Traffic Officer (CTO) is an important leader and head of traffic management in five major cities of Punjab, Pakistan. The main responsibilities of CTO are guiding and directing their subordinates, supervising their work, solving problems, facilitating communication among team members, and motivating them to perform well. A valuable Chief Traffic Officers must have effective communication, strong leadership abilities, good interpersonal skills for building relationships, analytical skills for examining traffic data, and adaptability to handle changing situations. The benefits of effective leadership for Traffic Police are significant. It can lead to improved traffic flow, reduced congestion, and lower accident risks. Leadership also enhances safety by promoting best practices among team members. Strong leadership increases operational efficiency, reduces response times, and encourages better decision-making among subordinates. Furthermore, Chief Traffic Officers can build trust and a positive image within the community, resulting in better relations with the public. Chief Traffic Officers are vital leaders who ensure efficient traffic management and safety by displaying strong leadership skills and fostering a positive work environment. The present study highlights the performance of first lady Chief Traffic Officer (CTO) Rawalpindi as a leader, because the topic has been selected in view of the significance of introducing modern trends in city traffic police Rawalpindi. In this paper an attempt has been made to explore the changes in traffic police Punjab with special reference to Rawalpindi district. The researcher has deep knowledge of the study, both qualitative and quantitative methods were used.

Keywords: Chief Traffic Officer Rawalpindi, Beenish Fatima, Simulator, Social Mobilization, Traffic Congestion

Introduction

Leadership is perceived to be some kind of process, act or influence that in some way get people to do something.¹ Leaders do matter in all societies but some in tradition-bound developing countries like Pakistan where they have to play multiple roles and face

unprecedented challenges. In a highly polarized society, a leader's initiative is limited; he/she is often powerless to direct the society attention towards its immediate goal but is also required to set the goals, chart the direction and mobilize mass support for ideas and institutions which are imposed from and not generated from below.² Chief traffic officer portfolios is an important leadership role in current traffic system of Punjab, Pakistan. Modern traffic police system was introduced in Punjab in 2006 in five big cities. (Lahore, Faisalabad, Rawalpindi, Gujranwala, and Multan) City traffic police Rawalpindi department was established in 2006. After doing the needful training of traffic wardens, this department was formally launched on April 2007 in urban areas of Rawalpindi district including tehsil Murree. Traffic wardens with grayish blue uniform are performing traffic management in Punjab (the five City districts i.e. Lahore, Rawalpindi, Faisalabad, Multan & Gujranwala and other 31 districts) that have been notified as Punjab Traffic Warden. An officer of SSP rank known as Chief Traffic Officer (CTO) is the incharge of Traffic Police in City districts Rawalpindi, Faisalabad, Multan & Gujranwala, and are under the operational control of their respective CPOs, whereas in Lahore it is under the administrative and operational control of CCPO Lahore. Additional IG Traffic Punjab was the head of traffic police Punjab. Additional IG Traffic police Punjab is looking after the operational matters of Traffic police Punjab stationed at Traffic Hqrs. Qurban Lines Lahore.³ Nineteen CTOs appointed in Rawalpindi till then.⁴ The first Chief Traffic Officer Rawalpindi was appointed on 01-07-2006 and last CTO was appointed on 08-08-2024. The portfolio of CTO Rawalpindi had habit of producing IGs (Dr Usman Anwar and Raja Riffat Mukhtar) and a wish of the researcher that present CTO will continue the similar routine.

The researcher himself a police officer and knows the role of personality and their impact on the working of the police department. Moreover, the researcher would also like the working skills of IG Punjab Dr Usman Anwar and Add, IG Traffic Punjab Mirza Farhan Baig, but not had an opportunity to work with them. The main reason for the selection of this personality is the researcher himself work with her. The present study will discuss about the role of first lady chief traffic officer Rawalpindi Beenish Fatima and his personality leadership for introducing modern trends in Rawalpindi traffic police to uplift the moral of entire organization.

Building Initiatives

After appointed as a first lady Chief Traffic Officer Rawalpindi, the first initiative taken by Beenish Fatima (SP) was the upgradation of Cantt Licensing Centre's facilities, by enhancing efficiency and accuracy. The second shift has been deployed to further streamline the process of issuing driving licenses. CTP Rawalpindi has also improved Gujar Khan Licensing services, ensuring prompt and professional assistance for citizens. The CTO has deployed a second shift there. She also introduces a solar-powered modern kiosk at Chairing Cross Junction, and Kacheri providing a comfortable space for staff to recharge and rest. The initiative promotes the well-being of personnel and enhances their efficiency. The City Traffic Police Rawalpindi has upgraded its reception Centre and road-testing area at the Traffic Head Office to improve operational efficiency and customer experience. The facilities have been modernized, featuring a testing area and a user-friendly reception area, aiming to streamline processes, reduce wait times, and provide prompt, professional service.

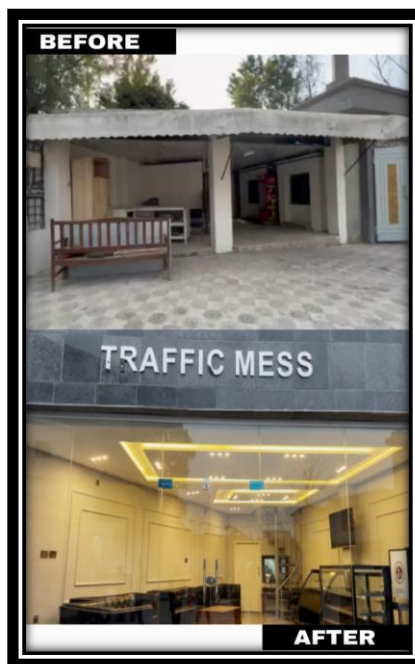
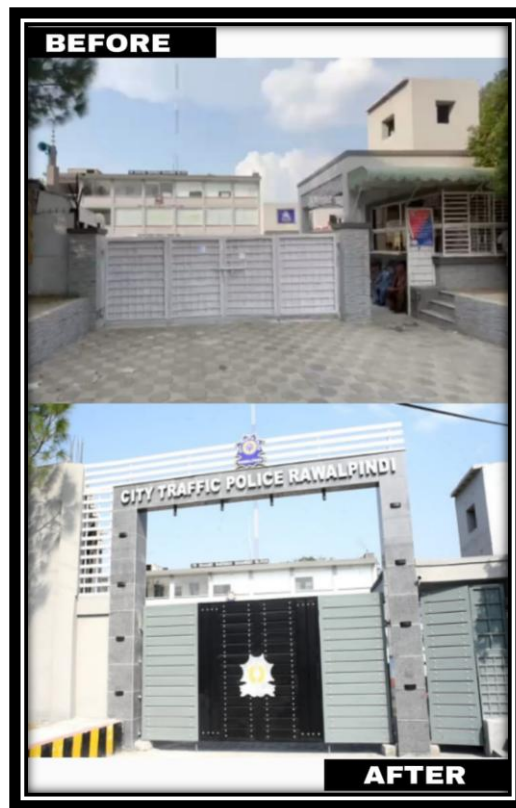
Consequently, another significant change at Traffic Headquarters in Rawalpindi, the

modernization with the installation of a new main entrance gate and a new canteen and a waiting area, aimed to enhancing accessibility and security for both citizens and personnel. Furthermore, City Traffic Police Rawalpindi renovated Traffic Head Quarters stairs to improve safety and accessibility.⁵ The project includes upgraded materials, design elements, and structural integrity, reducing accident risks and facilitating easier movement.

The City Traffic Police Rawalpindi has opened a modern License Center at Shahbaz Sharif Park,⁶ reducing the need for citizens to travel to headquarters for driving license applications or renewals. The center offers a comfortable, accessible environment for residents to complete paperwork, reducing wait times and providing online facilities. This initiative strengthens the Police's commitment to citizen-centered service and streamlines licensing procedures.

A state-of-the-art conference hall for City Traffic Police Rawalpindi was constructed at main traffic headquarters Rawalpindi,⁷ enhancing operational efficiency and providing a modern space for meetings, training, and strategic discussions. The construction was led by SSP Traffic Headquarters Lahore, demonstrating their commitment to improving traffic police infrastructure. Moreover, A new traffic kiosk is being built at Chandni Chowk, for New Town and Sadiqabad sectors, to enhance traffic management efficiency and house the Deputy Superintendent of Police's office. The initiative aims to improve public service delivery and safety for Rawalpindi residents. Meanwhile, a traffic kiosk is being fully renovated at Punjab House chowk for the civil lines sector, to improve traffic organization efficacy and the dynasty of Deputy Superintendent of Police's office. In the meantime, a new traffic kiosk Pirwadahi is being built under the command of CTO Rawalpindi at Pirwadahi bus stand.

The construction trends established by CTO Rawalpindi now serve as a benchmark facility, integrating contemporary infrastructure, increased space, and improved public services all in one location. The inclusion of Circle Officer's Offices, which allows the public direct access to address their concerns, demonstrates the department's dedication to modernization and improved service for the public. This effort not only enhances efficiency but also reinforces the City Traffic Police's objective to maintain a well-organized, secure, and orderly traffic system for Rawalpindi.





Simulators Of Car and HTV



The CTO Rawalpindi has introduced a Motor Car Simulator as a valuable training tool for driving school students. This locally made simulator offers realistic driving experiences in a

controlled, virtual environment. It is designed to be affordable and effective in training future drivers, with all operations and maintenance handled locally, supporting the community. In addition to this CTO Rawalpindi has also introduced the Heavy Transport Vehicle (HTV) Simulator, a locally manufactured, affordable training resource for driving school students. This safe and controlled space allows students to practice operating large vehicles, enhancing their skills before real-life driving. The simulator's operation and maintenance are managed locally, making it an efficient and sustainable tool for improving driving standards in the region.



United States Diplomat's Visit to CTP Rawalpindi Hqrs

During a visit to Rawalpindi's Race Course Traffic Headquarters, US Chargé d'Affaires Natalie A. Baker explored the city's traffic management and crime prevention efforts. The visit, arranged by Chief Traffic Officer Beenish Fatima, aimed to highlight the Rawalpindi City Traffic Police's (CTP) initiatives to enhance public safety and improve traffic flow. Baker learned about the city's licensing process, which has become more efficient and transparent. She was impressed by the "One Window Licensing Hall," where applicants can obtain driving licenses in one visit, significantly reducing delays. The digitized system simplifies the process for citizens. Baker praised the traffic authorities for their commitment to providing quality public services.

The visit also included a tour of ongoing infrastructure projects improving traffic management. Fatima detailed upgrades to key facilities, such as the Chandni Chowk Traffic Office and the Traffic Headquarters. Baker saw before-and-after images that showcased the department's efforts to modernize infrastructure to meet the city's growing needs. Additionally, the delegation received an overview of crime prevention strategies from City

Police Officer Syed Khalid Hamdani. The discussion included the collaboration between law enforcement units to enhance public safety and reduce road-related crimes. The American team appreciated the dedication of local officers towards creating a safer environment. A highlight of the visit was the demonstration of innovative technologies employed by the CTP, including a driving simulator that mimics real-life conditions for practicing future drivers. Baker learned about rigorous testing procedures ensuring that only qualified individuals receive driving licenses. Fatima also showcased modern equipment, such as traffic police bikes and reflective jackets, that ensure officer safety, especially at night. Generally, Baker and her team left impressed by Rawalpindi's commitment to modernizing traffic management and improving public safety through technology. The visit fostered cooperation between the American delegation and Rawalpindi's traffic authorities, emphasizing modernization and the use of advanced technology.

Open Day Events for Students

Under the guidance of Chief Traffic Officer Rawalpindi, the City Traffic Police (CTP) organized an Open Day for students from Saint Mary College,⁸ Riphah International University, and Concordia College.⁹ The event provided students with a chance to explore how the traffic department operates. It began with a presentation from the Chief Traffic Officer, who shared essential information about the CTP's functions. After the presentation, students toured various departments at the Traffic Police Headquarters to learn about traffic management and law enforcement in Rawalpindi. Students also visited FM 88.6, where they participated in a live radio program about their experiences. They were impressed by the technology and tools used by the CTP to maintain road safety. To make the day even more enjoyable, students showcased their talents through performances like stand-up comedy, poetry, and singing, receiving gifts for their contributions. A fun road safety quiz allowed them to test their knowledge, with prizes for winners. The event ended with tea and refreshments at the Traffic Head Office canteen. The Chief Traffic Officer's leadership made the event memorable and strengthened the bond between the traffic police and the community.





Traffic Command, Control System and Traffic Congestion

After assuming the charge of Chief Traffic Officer Rawalpindi, Madam Beenish Fatima has established an Anti-Congestion Squad to monitor and alleviate traffic bottlenecks in the city. Traffic staff are placed in every traffic circle to observe key congestion points and assess traffic flow in real-time. The initiative aims to enhance road safety and improve driving experiences for citizens. The Command-and-Control System in Rawalpindi is designed for real-time traffic monitoring and management. It uses advanced technology to oversee traffic flow, helping authorities quickly identify and fix congestion. The system incorporates tools like Google Maps, allowing controllers to evaluate traffic conditions and locate heavy congestion areas. It also connects to communication networks including Traffic Control and WhatsApp groups to enhance coordination among sector in-charges. When congestion is detected, notifications are sent to the respective in-charge, who takes action to clear the area and record the incidents in a congestion diary. A data has been collected of the congestion points from August 2024 to May 2025. After analyzing the data, a systematic method of sampling is being used for the clear graph of congestion points.





Due to the tireless efforts of our field teams, several key areas were successfully kept congestion-free, including Shair Khan Chowk, Gora Qabarstan Chowk, Sir Syed Chowk, Kamran Market, Railway Road/Pohri Pull, Quaid-e-Azam Colony, Hameed Khan Chowk, PSO Pump (Girja Road), Tehzeeb Bakers, and APS Stadium Road. Our commitment continues toward smoother and safer roads for all citizens. During April, mild congestion was noted in areas such as Qasim Market Chowk, Mareer Chowk, Stop 2 (Kachehri), 6th Road Gol Chakkar No. 1 & 2, Metro Station/MOD Turn, Qasr-e-Shireen, Rawal Road Turn, Milad Chowk/Tulsa Bazar, Harley Street Turn, Mehfooz Chowk, and Fresco Sweets/Waris Khan.¹⁰

This Traffic conditions were affected by the Signal-Free Mall Road Project, school timings, and nearby business activity. Although there was an increase in vehicle volume, complete blockages did not occur, and traffic flow remained slow but steady. The control center used Google Maps to monitor traffic in real-time and deploy staff as needed. Rawalpindi Traffic Police worked hard to keep the streets moving, especially during peak hours. Key congested areas included Family Ward Chowk and GPO Chowk, with staff actively managing traffic to prevent gridlock.

Road Safety Awareness

The Chief Traffic Officer of Rawalpindi has highlighted the importance of road safety, noting that over 1.3 million people die each year in road accidents globally, with speeding contributing to about 30% of these deaths. Distracted driving, mainly due to mobile phone use, also leads to many crashes. Following traffic rules greatly reduces risks; for example, wearing a seat belt can lower the chance of death by up to 50%. Reckless behaviors like one-wheeling and speeding are especially dangerous during festive times such as New Year's Eve, putting both riders and others at risk. Parents are crucial in teaching their children about road safety and discouraging dangerous behaviors. Cities like Mumbai, Delhi, Jakarta, and Istanbul can serve as examples for Rawalpindi, demonstrating effective traffic management practices.

There is a need for cooperation between civil society and traffic police in Rawalpindi to enhance road safety and improve traffic conditions.

The Education Wing officers of the City Traffic Police Rawalpindi is promoting road safety in the city. Officers visit schools and colleges to teach students about safe driving and pedestrian rules through interactive sessions. They also give out pamphlets to drivers and pedestrians on the roads. At bus stops, lectures are provided to drivers on responsible driving and traffic laws. The goal is to create a culture of safety and responsibility for safer roads in Rawalpindi.

Valuable Efforts for Driving Licenses

During the period of CTO Rawalpindi Madam Beenish Fatima, the CTP Rawalpindi has made valuable efforts for driving licenses. The City Traffic Police Rawalpindi has several licensing centers for public access. The main center is at Qasim Market, with other branches at the Cantt Licensing Center, Shahbaz Sharif Center, licensing desk at Murree Road, Adyala and Pirawadahi. Similarly, the areas like Gojar Khan, Kahuta, Kallar Syedan, and Taxila the licensing facilities are also available. They also use a mobile licensing van to reach major schools and organizations, making it easier for residents to access licensing services without visiting the main offices.

During the period from 01-08-2024 to 27-05-2024 the City Traffic Police Department maintained steady momentum in licensing operations, issuing a total of 177,503 driving licenses across various vehicle categories. A significant majority comprised motorcycle licenses, with 155115 issued, reflecting the continued high demand in this segment. 18876 licenses issued to Motor car drivers and Light Transport Vehicle (LTV) licenses followed at 1,538, while 1781 licenses were granted for rickshaw drivers. In the Heavy commercial vehicle category, 275 Heavy Transport Vehicle (HTV) licenses were issued excluding 201 army trained drivers.

Month	Motorcycle	Motor Car	LTV	HTV
Aug 24	1227	2037	101	16
Sep 24	20420	1507	92	6
Oct 24	16589	1928	50	6
Nov 24	21237	1853	236	0
Dec 24	17620	2159	163	6
Jan 25	12207	2492	127	43
Feb 25	13682	2082	128	82
March 25	15186	1976	280	55
April 25	18454	1606	216	61
May 25	18493	1236	145	0
Total	155115	18876	1538	275

Statement Of Driving Licenses from The Period 01-08-2024 To 31-05-2025

SOURCE: Data provided by the Incharge DLIMS by using his ID through DLIMS software

Social Mobilization

Social mobilization efforts can significantly enhance traffic management and road safety. To achieve this, CTO Rawalpindi, Beenish Fatima organize public awareness campaigns to educate citizens about traffic rules, road safety, and the importance of responsible driving. Utilizing social media platforms, local newspapers, and community events can help disseminate information effectively. Community engagement is also crucial, and the Chief Traffic Officer establish a community outreach program to engage with local residents, schools, and businesses. By encouraging community members to participate in traffic management initiatives and provide feedback, and by introducing this the Chief Traffic Officer foster a sense of ownership and responsibility amongst the citizens and the traffic police. Collaboration with stakeholders is another key aspect of social mobilization. The Chief Traffic Officer Rawalpindi develop a partnership with local government agencies, schools, and private organizations to promote traffic safety and management. By working together with stakeholders, the Chief Traffic Officer Rawalpindi implement effective traffic management plans that benefit the entire community. Furthermore, the Chief Traffic Officer Rawalpindi Beenish Fatima strictly implement traffic safety education programs for schools and communities. Promoting defensive driving techniques and providing resources for safe driving practices which can help to reduce accidents and improve road safety.

Finally, leveraging technology is an effective way to enhance traffic management and monitoring. The Chief Traffic Officer Rawalpindi utilize technology, such as social media, mobile apps, and CCTV cameras, to optimize traffic flow and reduce congestion. Implementing intelligent transportation systems which also help improve traffic management and reduce travel times. By implementing all these social mobilization efforts, the Chief Traffic Officer Rawalpindi will able to promote a culture of traffic safety and responsibility, reduce accidents, and improve the overall quality of life for citizens.

Traffic Implementation

Traffic enforcement is essential for road safety, using laws and police strategies to make sure drivers follow traffic rules. It helps lower accidents and injuries by discouraging bad behaviors like speeding and drunk driving. Agencies use methods like patrols, speed and red-light cameras, and checkpoints to monitor compliance. Officers can give citations, fines, and warnings or sometimes make arrests for serious offenses. Traffic enforcement also focuses on educating the public about safe driving and uses data analysis to improve efforts in high-risk areas. After appointing as a chief traffic officer Rawalpindi, the first message given by Lady CTO Rawalpindi to improve the road experience by regulating smooth traffic flows and ensuring traffic laws. The City Traffic Police Rawalpindi demonstrated its continued commitment to road safety and traffic discipline through vigorous enforcement across the city. A total of 782,527 challans were issued for various traffic violations from 01-08-2024 to 25-05-2025. Among the most common infractions was riding without a helmet, with 10,0884 challans, highlighting ongoing challenges in ensuring motorcyclist safety. Additionally, 15,8150 individuals were fined for driving without a valid license, indicating the need for further public awareness and enforcement in this area. Line and lane violations also remained a major concern, accounting for 4,6801 challans, which significantly impacts traffic flow and safety. Other notable violations included route permit violations 2,5173, juvenile driving

2,4881, and vehicles without valid fitness certificates 1,6191. Furthermore, the department addressed signal violations 17227, wrong-way driving 11147, and wrong parking 7572, all of which contribute to traffic congestion and accidents. Excessive smoke emissions, a threat to public health and the environment, led to 2026 challans. These statistics reflect CTP Rawalpindi's unwavering efforts to uphold traffic laws and ensure safer roads for all citizens.

Rewards for Good Work Done

The Chief Traffic Officer of Rawalpindi awarded CC3 commendation certificates and cash rewards to staff for their exceptional dedication and performance. This recognition included all ranks of officers for their efforts in ensuring road safety, enforcing traffic laws, and serving the public. The initiative emphasizes the importance of motivating staff through rewards, promoting a culture of excellence in the City Traffic Police. These incentives honor officers' hard work and inspire ongoing commitment to maintaining order on Rawalpindi's roads.

Conclusion

A Chief Traffic Officer's personality and leadership play a vital role in shaping the traffic management landscape of a city. Effective leadership involves inspiring and motivating team members, building strong relationships with the community, and making informed decisions to improve traffic flow and safety. By embodying qualities such as integrity, empathy, and strategic thinking, a Chief Traffic Officer can foster a culture of professionalism, accountability, and respect within the traffic police department. This, in turn, can lead to improved traffic management, reduced congestion, and enhanced road safety. Ultimately, a Chief Traffic Officer's personality leadership can make a positive impact on the lives of citizens, drive meaningful change in the community, and contribute to a safer and more efficient transportation system. With strong leadership, a Chief Traffic Officer can build trust with the community, promote road safety, and create a more livable city for everyone.

References:

1. Ctp Magazine, Ctp Rawalpindi Monthly Review February 2025 at a Glance, www.Ctprwp.gop.pk
2. B.N. Pandey, Introduction in Leadership in South Asia New Delhi: Vikas Publishing House 1977
3. J.B Ciulla(ed), Ethics, The Heart of Leadership London: Prager, 2004
4. Ctp Magazine, Ctp Rawalpindi Monthly Review September 2024 at a Glance, www.Ctprwp.gop.pk
5. Ctp Magazine, Ctp Rawalpindi Monthly Review October 2024 at a Glance, www.Ctprwp.gop.pk
6. Ctp Magazine, Ctp Rawalpindi Monthly Review November 2024 at a Glance, www.Ctprwp.gop.pk
7. Ctp Magazine, Ctp Rawalpindi Monthly Review December 2024 at a Glance, www.Ctprwp.gop.pk
8. Ctp Magazine, Ctp Rawalpindi Monthly Review January 2025 at a Glance, www.Ctprwp.gop.pk
9. Ctp Magazine, Ctp Rawalpindi Monthly Review March 2025 at a Glance, www.Ctprwp.gop.pk
10. Ctp Magazine, Ctp Rawalpindi Monthly Review April 2025 at a Glance, www.Ctprwp.gop.pk

¹ J.B Ciulla(ed), Ethics, The Heart of Leadership London: Prager, 2004

² B.N. Pandey, Introduction in Leadership in South Asia New Delhi: Vikas Publishing House 1977, xix

³ <https://trafficpolice.punjab.gov.pk/overview>

⁴ See Incumbency Board hanged on the office of CTO Rawalpindi, Sabir Ahmad, CAPT® Inayat Ullah Farooqi, Dr, Usman Anwar, Raja Riffat Mukhtar, Dr, Muhammad Akhtar Abbass, Dr, Muhammad Azam,

Ghulam Abbass Tarar, Syed Ishtiaq Hussain, Shoaib Khurram Janebaz, Dr, sirdar Ghias Gul, Ch Yousaf Ali Shahid, Bilal Iftikhar, Muhammad Bin Ashraf, Syed Ali Akbar Shah, CAPT @Mazhar Iqbal, Taimoor Khan, Naveed Irshad, Taimoor Khan and Beenish Fatima are CTO's Rawalpindi.

⁵ Ctp Magazine, Ctp Rawalpindi Monthly Review September 2024 at a Glance, p, 6 [www. Ctprwp.gop.pk](http://www.Ctprwp.gop.pk)

⁶ Ctp Magazine, Ctp Rawalpindi Monthly Review November 2024 at a Glance, [www. Ctprwp.gop.pk](http://www.Ctprwp.gop.pk)

⁷ Ctp Magazine, Ctp Rawalpindi Monthly Review December 2024 at a Glance, [www. Ctprwp.gop.pk](http://www.Ctprwp.gop.pk)

⁸ See the visit details in Ctp Magazine, Ctp Rawalpindi Monthly Review November 2024 at a Glance, [www. Ctprwp.gop.pk](http://www.Ctprwp.gop.pk)

⁹ See the visit details in Ctp Magazine, Ctp Rawalpindi Monthly Review December 2024 at a Glance, [www. Ctprwp.gop.pk](http://www.Ctprwp.gop.pk)

¹⁰ Ctp Magazine, Ctp Rawalpindi Monthly Review April 2025 at a Glance, [www. Ctprwp.gop.pk](http://www.Ctprwp.gop.pk)