

# Road Safety Awareness Campaign Report

Date: 17 January 2026

## Introduction:

The National Service Scheme (NSS) is a program that provides students with an opportunity to contribute to nation-building through social responsibility and public awareness initiatives. The NSS Unit of Rashtrasant Tukdoji Mahavidyalaya, Chimur, organized a special campaign on the important topic of road safety. This campaign was conducted with the objective of educating vehicle drivers to reduce road accidents. Road safety is a national priority, and such awareness campaigns are extremely essential to decrease the incidence of accidents. The program was organized by the college's NSS Unit and was successfully completed on 17 January 2026 at 9:00 AM.

## Objectives of the Campaign:

1. To make vehicle drivers understand the importance of road safety rules.
2. To create awareness about wearing helmets, using seat belts, adhering to speed limits, and other safety measures.
3. To provide information on the causes of accidents and suggest preventive measures.
4. To promote a culture of road safety in society.
5. To provide NSS students with an opportunity to develop leadership and organizational skills through social service.

## Venue and Time of the Campaign:

Date: 17 January 2026

Time: 9:00 AM onwards

Venue: From Rashtrasant Tukdoji Mahavidyalaya, Chimur to Neri-Chimur Main Road

The campaign was carried out on the main road, where the volume of vehicle traffic is high. This ensured a broader impact. Conducting awareness directly on the main road allowed the message to reach the beneficiaries immediately.

## Activities Conducted in the Campaign:

Under the guidance of NSS Unit students and professors, the following activities were performed:

**Awareness Sessions:** Students stood on the main road, stopped passing vehicles, and provided information to drivers about road safety rules. This included wearing helmets, controlling speed, not driving under the influence of alcohol, avoiding mobile phone use while driving, etc.

**Pamphlet Distribution:** Road safety pamphlets prepared by the campaign were distributed to vehicle drivers. These pamphlets, created by NSS students themselves, contained accident statistics, safety tips, and emergency contact numbers.

**Interaction and Discussion:** Direct conversations were held with drivers. Their experiences were listened to, and the benefits of safe driving were explained, making the campaign more effective.

**Poster and Banner Display:** Posters and banners related to road safety were displayed along the roadside, helping to spread the campaign's message widely.

Approximately 30 NSS students and 5 professors participated in the campaign. Starting from the college at 9:00 AM, they conducted awareness activities along the Neri-Chimur road for about 2 hours. Information was provided to an estimated 150 vehicle drivers.

### **Participants in the Campaign:**

**Organized by:** Rashtrasant Tukdoji Mahavidyalaya, Chimur - NSS Unit

**Guided by:** NSS Program Officer and the Principal of the college

**Participants:** NSS volunteer students (boys and girls), professors, and local citizens

**Beneficiaries:** Vehicle drivers on the Neri-Chimur main road (cars, two-wheelers, trucks, etc.)

### **Results and Response of the Campaign:**

The campaign received a positive response from vehicle drivers. Many drivers appreciated the efforts of the NSS students and pledged to adopt safe driving practices themselves. It is believed that this campaign will contribute to reducing road accidents at the local level. Encouraged by the success of the program, the NSS Unit has decided to organize similar campaigns on a larger scale in the future.



