



Title of the Event/Activity - Traffic Awareness Programme – “Drive Smart, Stay Safe”	
Organizing Body - NSS Cell, Bengal College of Engineering & Technology (BCET), Durgapur.	
Organizer’s Head –Gopal Chandra Das, NSS In-Charge, BCET.	
Collaborating Agency(if any); - Bengal Traffic Police.	
Resource Person/ Speaker - Officials and Personnel of Bengal Traffic Police.	
Date 17/01/2025	Duration: - One Day
Venue – Pump House, Durgapur	Mode – Offline
Activity Category: - Extension and Outreach Activity	
Type of Activity - Traffic Awareness Programme	
Target Participants - NSS Volunteers, Students.	
Total Number of Participants - 51	
Objective: To enhance awareness among students and the community regarding traffic regulations and road safety measures, promote responsible and disciplined behaviour among road users, encourage the consistent use of helmets and seat belts, educate participants on safe driving and pedestrian practices, and foster a culture of accident prevention through adherence to traffic rules and responsible road usage.	
Outcome: The programme enhanced participants’ understanding of traffic rules, road safety practices, and accident prevention measures. Awareness regarding the proper use of helmets, seat belts, adherence to traffic signals, and safe driving habits increased considerably. The students developed a stronger sense of social and civic responsibility and were motivated to promote road safety awareness among their peers and the wider community.	
Description of the Event / Activity – The NSS Cell of Bengal College of Engineering & Technology (BCET), Durgapur organized a Traffic Awareness Programme in collaboration with the Bengal Traffic Police on 17 January 2025 at the CSE Seminar Hall, BCET, Durgapur, under the theme “Drive Smart, Stay Safe.” A total of 51 participants, including NSS volunteers and students, took part in the programme. The event was organized with the objective of creating awareness about road safety, encouraging responsible road behaviour, and promoting adherence to traffic rules among students and the community. The programme was conducted with the active support and guidance of officials from the Bengal Traffic Police, who played a significant role in educating participants about traffic regulations and safe road practices. The event commenced with an informative awareness session in which the speakers emphasized the importance of following traffic rules, understanding traffic signals, maintaining speed limits, and adopting disciplined driving habits. The resource persons also highlighted the alarming rise in road accidents caused by negligence and irresponsible driving, stressing the need for greater awareness and accountability among road users. During the interactive session, NSS volunteers and students actively engaged with the traffic police personnel and gained valuable insights into traffic management, road safety regulations, and accident prevention strategies. Special emphasis was placed on the mandatory use of helmets for two-wheeler riders and seat belts for occupants of four-wheelers. Participants were also	



educated about pedestrian safety, safe road-crossing practices, and the hazards associated with mobile phone usage while driving.

As part of the awareness initiative, students participated enthusiastically in discussions and awareness activities aimed at promoting responsible road behaviour. They were encouraged to become ambassadors of road safety by spreading awareness among their peers, family members, and the local community. The programme reinforced the importance of following traffic regulations, avoiding rash driving, and respecting the rights and safety of all road users.

The event provided participants with practical knowledge of road safety measures and strengthened their understanding of the role of citizens in maintaining traffic discipline. It also contributed to the development of leadership qualities, communication skills, teamwork, and social responsibility among the NSS volunteers. The enthusiastic participation of students reflected their commitment to building a safer and more responsible society.

The programme concluded with a collective pledge by all participants to obey traffic rules, practice safe driving habits, and encourage others to become responsible road users. The **Traffic Awareness Programme 2025** successfully conveyed the message “**Drive Smart, Stay Safe**” and made a meaningful contribution towards enhancing awareness about road safety and accident prevention among students and the wider community.



Picture- Students participating in Traffic Awareness Programme organized by NSS, BCET on 17/01/2025

Prepared by
Gopal Chandra Das, NSS In-Charge,
BCET

Approved by
Prof.(Dr.) A.C.Ganguli
Director, SKSGi (Admin)