



BENGAL COLLEGE OF ENGINEERING AND TECHNOLOGY

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SHAHID SUKUMAR BANERJEE SARANI, BIDHAN NAGAR, DURGAPUR - 713212 (W.B.)
TEL: +91-343-253 2606, 253-3189-190, Fax: 0343-2533186, 2533142, e-mail: bcet_dgp@rediffmail.com, hr@boetdgp.ac.in • Website: www.boetdgp.ac.in

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 15/01/2024	Duration: - One Day
Venue – Hudco More,Bidhan Nagar, Durgapur	Mode – Offline
Activity Category: - Extension and Outreach Activity	
Type of Activity - Traffic Awareness Programme	
Target Participants - NSS Volunteers, Students.	
Total Number of Participants - 46	
Objective: To create awareness about traffic rules and road safety; to promote responsible behaviour among road users; to encourage the use of helmets and seat belts; to educate students and the community about safe driving practices; and to spread awareness regarding the prevention of road accidents.	
Outcome: Participants gained practical knowledge about traffic regulations and road safety measures. Awareness regarding the importance of helmets, seat belts, traffic signals, and responsible driving behaviour increased significantly. Students developed a sense of civic responsibility and became active promoters of road safety within the 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 15th January 2024 under the theme “ Drive Smart, Stay Safe. ” The programme was conducted with the objective of creating awareness about road safety and encouraging students to follow traffic rules responsibly. The initiative aimed to promote safe road usage and reduce the risk of traffic accidents through education and community participation. The programme was organized with the active support and guidance of traffic police personnel, who played a vital role in educating participants about road safety regulations and responsible behaviour on roads. The event commenced with an awareness session where students were briefed on the importance of obeying traffic rules, understanding traffic signals, maintaining speed limits, and adopting safe driving practices. The speakers highlighted the increasing number of road accidents caused by negligence and emphasized the need for disciplined road behaviour. During the programme, NSS volunteers actively interacted with traffic police officials and learned about various aspects of traffic management and accident prevention. Special emphasis was placed on the importance of wearing helmets while riding two-wheelers and using seat belts while driving or travelling in four-wheelers. Participants were also educated about pedestrian safety, safe road crossing techniques, and the dangers of mobile phone usage while driving. As part of the awareness campaign, students assisted in communicating important road-safety messages to fellow students and members of the public. They encouraged people to follow traffic	



regulations, avoid rash driving, and adopt responsible road behaviour. Through these activities, the programme successfully spread awareness regarding traffic discipline and the collective responsibility of ensuring road safety.

The programme provided students with valuable practical exposure and enhanced their understanding of traffic management and public safety. It also helped in developing leadership qualities, communication skills, teamwork, and social responsibility among NSS volunteers. The active participation of students demonstrated their commitment towards promoting road safety awareness within society.

The programme concluded with a pledge by the participants to follow traffic rules, promote safe driving practices, and encourage others to become responsible road users. The **Traffic Awareness Programme 2024** successfully conveyed the message “**Drive Smart, Stay Safe**” and contributed significantly towards creating awareness about road safety and accident prevention among students .



Picture- Students participating in Traffic Awareness Programme organized by NSS, BCET and Bengal Traffic Police on 15/01/2024

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

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



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