



## वीरांगना रानी अवंतीबाई लोधी राजकीय महिला महाविद्यालय, बरेली

### **BEST PRACTICE-1**

#### **1. Title of the Practice: *Road Safety Awareness***

#### **2. The Context that Required the Initiation of the Practice (100-120 words):**

Road and transport have become an integral part of human life. Transport is urgently required to provide access to important commodities and other essential services. However, the efforts to shorten the period of travel and minimizing the time used cause a lot of anxiety. The W.H.O. estimates that around 1.3 million people die and about 20-30 million people are injured in road accidents every year, globally. The Indian Ministry of Transport attributes the causes of several road accidents to carelessness or lack of road safety awareness. To cope up with this phenomenon the Transport Commissioner of U.P. proposed a speech competition among the students of higher education institutions. The college shared the responsibility to carry forward the awareness programme in the Bareilly district.

#### **3. Objective of the Practice (50-60 words):**

Educating the youth about the road safety and motivating them to follow all safety measures is crucial to prevent innumerable severe injuries and save millions of lives. For the students of HEI's it is urgent to be apprised with road dangers, road safety laws of drunken driving, use of seat- belts, significance of using helmets while driving two- wheelers and realizing importance of following road safety rules as they are the most- effected targets.

#### **4. The Practice (250-300 words):**

In order to enlighten the youth about the road safety laws and motivate them to follow these rules the initiative was taken to organise the event in such a way as to engage a large number of students in this practice and the efforts were made to target larger audience groups so that the objective is achieved with wider outcome. The Transport Department of U.P. had very discreetly selected the topic of the competition, e.g. **The Measures to be Followed for Rapidly Reducing the Road Accidents by 2020 in the Light of Brasilia Declaration.** The transport Ministry of U.P. also announced awards in cash to attract greater number of youths for participation. At the district level competitions were organised in most of the institutions at the motivation of our college. Our Principal acted as the nodal officer and the organising team under her guidance contacted all the HEI's of Bareilly district to organize road safety awareness programmes along with the proposed competition. A large number of students thus participated and presented their views on the topic and larger were the audiences that got benefitted with this drive. Around 40 students of 20 colleges

participated in the district level event which was chaired by the R.T.O. Bareilly who very profoundly enlightened the youth on the related issues. RHEO, Bareilly also motivated the students with his benign presence and wise words. Later, the regional level event was also organised effectively by the college organising team. The feathers were added to the cap by our students Lavanya Upadhyay and Anushka Singh. The later was also selected to represent Bareilly region in the State level competition. The entire Practice was adopted to ensure the spread of road safety awareness among the youth of the nation.

#### **5. Obstacles Faced if any and the Strategies to Overcome Them (150-200 words):**

The awareness of road safety is very crucial in the present scenario when new and attractive vehicles are being launched every day and the youth is very enthusiastic to enjoy the novel experiences on the road. It is really a very challenging task to convince the youngsters to trail the broad smooth highways in a curbed manner with a discreet adherence to the rules which are framed for their own safety. However, our organising committee very speculatively chalked out the plan to target a greater audience and sway them for an effective outcome. The idea of organising the events first, at the college level helped to achieve the objective with wider outcome. Moreover, the presence of the district Transport authorities to enlighten the students also helped a lot.

#### **6. Impact of the Practice (100-120 words):**

Through participating in the event regarding road safety, the students of our college as well as of the other students not only gathered knowledge about the road safety rules and laws but also sensitized their families, neighbourhood and other people about the issues related to road safety. As it was in inter- colleges competition among various colleges of Bareilly region, the boys and girls belonging to urban and rural background shared their views and experiences on the subject of road safety. Undoubtedly, such occasions and programmes are beneficial for students to keep them update and remind them of their social responsibilities which is another very significant achievement of these practices adopted by the institution.

#### **7. Resources Required:**

For the success of this practice of ensuring awareness about road safety among students, the institution primarily required the commitment of the concerning faculty that is human resource in all the institutions that were contacted for the endeavour. Another human resource that was essentially involved were our youngsters and the officials from the Transport Dept. For the better understanding of the subject the Transport Officer also instructed the students regarding the matter available.

#### **8. About the Institution**

*i. Name of the Institution:* V.R.A.L. Rajkiya Mahila Mahavidyalaya, Bareilly

*ii. Year of Accreditation:* 2016

*iii. Address:* Civil Lines, Opp. Anand Ashram Shyamganj Road Bareilly U.P. 243001

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