

ROAD SAFETY DRIVE - A RALLY TO RAISE AWARENESS

Event No	YI –YUVA001
Organizing Department	Yi –Yuva Club
Associate Dept. NSC	National Service Scheme
Date	24/02/2024
Time	09:30 AM to 01:00 PM
Event Type	Club Activity
Event Level	NSC
Venue	Karumathampatti
Total Participants	46
Faculty - Internal	3
Students - Internal	43

Related SDG



Involved Staffs

Sl	Name	Role
1	Indhira Devi P	Coordinator
2	Saravanan R	Coordinator

Outcome

The Helmet Awareness Campaign organized by students from YI YUVA KPRIET and National Service Scheme yielded several positive outcomes:

- Increased Awareness:** The campaign successfully raised awareness about the importance of helmet usage among the public. Through various activities and engagements, they effectively conveyed the message of road safety, highlighting the significance of wearing helmets while riding motorcycles or bicycles.
- Behavioral Change:** By emphasizing responsible road habits, the campaign aimed to induce a behavioral change among the community members. Through education and awareness, they encouraged individuals to prioritize their safety by wearing helmets whenever they are on the road.
- Community Engagement:** The vibrant and engaging nature of the campaign likely garnered significant community engagement. By involving local authorities and collaborating with them, the students ensured a broader reach and impact of their initiative.
- Long-Term Impact:** Initiatives like the Helmet Awareness Campaign have the potential to have a lasting impact on the community. By instilling good road safety practices, they contribute to reducing preventable accidents and promoting overall well-being.
- Empowerment of Youth:** The active involvement of students from YI YUVA KPRIET and National Service Scheme showcases the empowerment of youth in addressing pressing societal issues. Their initiative demonstrates the potential of young individuals to drive positive change in their communities.

Overall, the outcome of the Helmet Awareness Campaign reflects a step forward in promoting road safety and fostering a culture of responsible behavior among road users.

Event Summary

Event Name: Helmet Awareness Campaign **Date:** February 24, 2024 **Location:** Karumathampatti **Organizers:** YI YUVA KPRIET National Service Scheme (NSS)

Introduction: On February 24, 2024, the streets of Karumathampatti witnessed a vibrant and impactful initiative aimed at promoting road safety and advocating for the usage of helmets among motorists. Spearheaded by the enthusiastic students of YI YUVA KPRIET and National Service Scheme (NSS), the Helmet Awareness Campaign marked a significant step towards fostering a culture of responsible road behavior in the community.

Objective: The primary objective of the campaign was to raise awareness about the importance of wearing helmets while riding motorcycles or bicycles. With a focus on reducing road accidents and preventing injuries, the organizers aimed to educate the public about the lifesaving benefits of helmet usage.

Event Highlights:

- Collaborative Efforts:** The campaign was a result of collaborative efforts between YI YUVA KPRIET, NSS, and local authorities, emphasizing the collective commitment towards improving road safety.
- Targeted Outreach:** The organizers employed various outreach strategies to engage with different segments of the community, including students, motorists, and pedestrians. Interactive sessions, awareness drives, and street plays were organized to effectively communicate the message of helmet awareness.
- Innovative Approach:** To capture the attention of the audience, the campaign adopted an innovative and creative approach. Colorful posters, informative pamphlets, and catchy slogans were used to convey the importance of helmet usage in a visually appealing manner.
- Community Participation:** The active participation of community members,

including students, volunteers, and local residents, played a crucial role in the success of the campaign. Their enthusiasm and support contributed to creating a positive impact on road safety awareness. Engagement with Authorities: The organizers collaborated closely with local authorities, including traffic police and municipal officials, to ensure the smooth execution of the campaign. Coordination meetings, resource allocation, and logistical support were facilitated to maximize the campaign's effectiveness.



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